

CASE STUDY

4G+ Project – Small Cell Deployment

Flintshire County Council

Deeside Industrial Park and Queensferry, Flintshire

The Challenge

Growing demand for mobile data was placing pressure on network capacity in parts of Flintshire, particularly at Deeside Industrial Park and other busy locations. Traditional mobile masts were not always suitable, resulting in connectivity and capacity constraints for businesses, residents and visitors.

The Solution

Four 4G and 5G small cells were installed on existing council-owned lighting columns by Ontix. The deployment was enabled through Flintshire County Council's Open Access Agreement, supported by Ambition North Wales' 4G+ Digital Connectivity Project. Using existing street furniture reduced costs, minimised visual impact and improved mobile connectivity in targeted areas.



“The Council welcomes this investment by Virgin Media O2 and Ontix and is pleased to have worked with them and with Ambition North Wales to make public assets available to improve mobile connectivity, a first for North Wales.”

Councillor Richard Jones, Deputy Leader and Cabinet Member for Transformation, Growth and Place at Flintshire County Council.

Key Outcomes

- First 4G and 5G small cell deployment in North Wales.
- Four small cell sites installed.
- Increased mobile network capacity in high-demand locations.
- Enhanced connectivity at Deeside Industrial Park and Queensferry.
- Created a framework for future deployments by other mobile operators.
- Improved readiness for future 5G expansion.



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Impact

The project is helping businesses, residents and visitors benefit from more reliable mobile connectivity. Improved network capacity supports business productivity, digital services and economic growth at Deeside Industrial Park. The initiative also demonstrates how public sector assets can be used to improve connectivity cost-effectively while reducing the need for additional street infrastructure. The success of the deployment is expected to encourage further investment in mobile connectivity across North Wales.

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Our Mobile Transformation plan is all about ensuring our customers receive a reliable network experience in the moments that matter most. These new small cells will provide extra capacity to the growing Deeside Industrial Park, providing a boost to the businesses based there and to the local economy.

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Steven Verigotta, Director of Mobile Delivery at Virgin Media O2

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Deeside is one of Europe's largest industrial parks and it is a thriving hub of industry and innovation. By boosting vital network connectivity today, Virgin Media O2 and Ontix are supporting the growth of UK industries tomorrow.

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Richard Williams, Director of Acquisition at Ontix.



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