



RFU

The Rugby Football Union

About the RFU

The Rugby Football Union is the national governing body for grassroots and elite rugby in England, with 2000 autonomous clubs in its membership. Twickenham Stadium is the home of England rugby. Seating 82,000 spectators, Twickenham is the largest dedicated rugby union venue in the world.

Objectives

In conjunction with Shepherd Group (Shepherd Interiors) DWM were required to design, supply and install a new sound system and standalone Audio Visual solution for the RFU at Twickenham Stadium Changing Rooms.

Solution

During summer 2013, the RFU commissioned SES, Shepherd Engineering Services (division of Shepherd Group), to be the main contractor on a new project at the prestigious Twickenham Stadium. DWM were selected to consult, refine and finalise the pre-determined Audio Visual package as a specialist AV installer. Our preferred design included an integrated sound and audio visual platform via a centralised matrix system. Finances however proved a stumbling block and DWM were asked to value-engineer the design to meet the available project budget. Following much consultancy where budget and technology options were discussed, it was agreed that the following independent solutions would be deployed.

Audio Sound System

An Independent amplified Sound System incorporating Wifi and Bluetooth streaming capabilities would be installed with particular focus on sound output and quality to ensure the system could deliver the requested pre-game motivation. The speakers and sub would be required to be ceiling mounted to provide minimal appearance and away from any potential water hazards. DWM delivered a solution of exceptional sound quality and utilised a community distribution ceiling mount sub and speaker solution to provide the aesthetically pleasing look required.

Audio Visual Solution

The Audio/Visual requirements would be met via both interactive large format displays and non-interactive displays supplied from multiple control locations. The Standalone control to screen solution would encompass 5 x LCD displays and 2 x Large format Interactive displays incorporating 6 x control positions.

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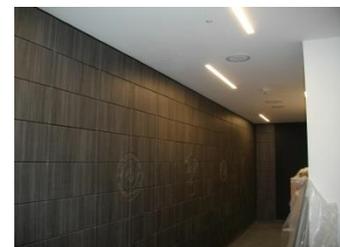
Impact

Through the implementation of this system, DWM have been able to ensure a high quality sound system that delivers superior quality sound to the Home Changing Room area and Home Changing Room Entrance/Exit Corridor.

The large format interactive display screen installed into the main changing room area and a further interactive display to the Analysts area enables screens to be controlled and utilised locally, in addition to being controlled independently from the Analyst's area. The further display screens deployed in both the Home and Away Changing areas allows more isolated review of pre-edited footage.

For both the sound system and Audio Visual installations our design team were required to work closely with the fabric fit-out installer to ensure all screens and ceiling mount speakers could be integrated into the Changing Room fabric in a seamless manner.

The end results would always be to provide optimum technology delivery in a minimal manner. Our design and installation team were also required to deliver the solution as part of vastly accelerated works programme, to enable the facilities to be delivered for RFU usage for the pre-scheduled Autumn International games.



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On-going Relationship & Support

Having previously worked closely together, DWM Technical Solutions have an existing relationship with Shepherd Group and as a result Shepherd Interiors asked DWM to work on this project. Mark Reeves, DWM Electrical Manager said,

“It was great to be involved in working at such a prestigious sports ground. With the way technology has advanced over the years, our install has given the stadium an amazing sound system and the players a great opportunity to improve their game in ways that just weren’t possible in years before. The upgrade provides England with another edge in anticipation of the up and coming 2015 world cup. To be part of any England success makes us immensely proud.”

Testimonials & References

DWM carried out the project within short timescales and delivered the Sound System and Audio Visual platform on target, allowing us to take time to handover the solution to key RFU personnel in advance of the Autumn Internationals.

We have received great feedback about the solution and its usage throughout the Autumn International success. The Home and Away changing rooms have received their fantastic facelift and now have a modern and top of the range AV and sound system solution.

A spokesperson from the RFU said **“It was important for us to move forward with technology and enable our players to have top of the range feedback. By committing to this project we want players to be able to review game footage, advise on team tactics and have a general overview of play.”**

Rik Atkinson, Project Manager, Shepherd FM said **“DWM have been working with Shepherd Interiors for a number of years now and their performance with regard to Data, AV and electrical design and installation work has been excellent. Coupled with a first class customer service record, they come highly recommended by us.”**

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case studies