STAGE ELECTRICS®

CASE STUDY

# The Venue Center Parcs

AV, LIGHTING AND PRODUCTION
SYSTEMS DESIGN AND INSTALLATION

Photos: Center Parcs

Conferences & Events

After a successful installation at their sister venue, a similar conference centre at Center Parcs Woburn Forest last year, Stage Electrics were the natural choice when the team decided to refurbish their scenic Sherwood Forest space.

The venue was in need of a refresh, and new versatile technology to add value to the customer experience. They were on the search for a state-of-the-art solution to provide their customers with an experience in keeping with the breathtaking surroundings of the Sherwood Forest village.

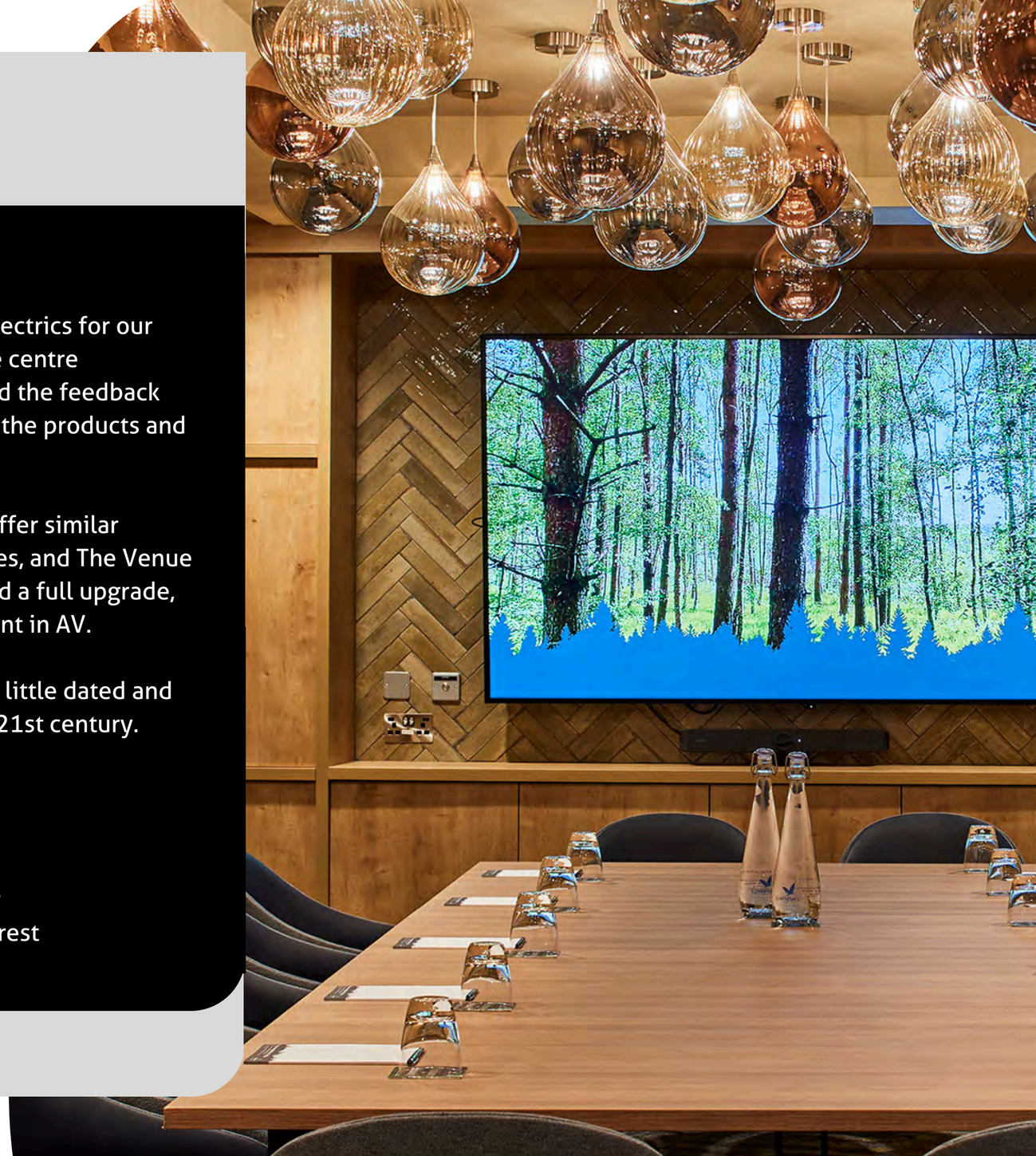
We checked in with the teams on both sides to see how our latest project for the Center Parcs team went.

Center Parcs used Stage Electrics for our Woburn Forest conference centre refurbishment in 2022, and the feedback from that project was that the products and services were excellent.

We wanted to be able to offer similar experiences at both villages, and The Venue at Sherwood Forest needed a full upgrade, including a large investment in AV.

Our AV capabilities were a little dated and needed bringing in to the 21st century.

**Michael Ross**
Corporate Events Manager
Center Parcs Sherwood Forest



# THE CHALLENGE

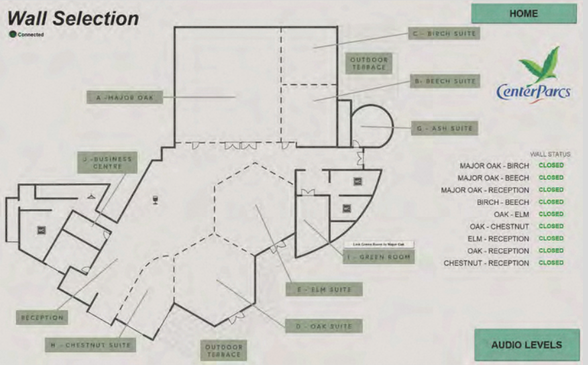
The conference facilities at The Venue Sherwood Forest were outdated and no longer met the needs of the venue. The team sought a modern, future-proof solution to maximise the venue's potential and increase return on investment, leveraging the location's numerous advantages.

A visit to one of our previous projects, ICCW Wales, highlighted the unique offerings of Stage Electrics, prompting the Center Parcs team to engage our services. They required a versatile venue capable of being configured into multiple small rooms, which could also be combined to create larger spaces, with the AV systems working in many different arrangements.

Our objectives were to enhance the venue's appeal to potential clients and improve Center Parcs' revenue and profit opportunities through advanced technology and services.

Stage Electrics offered to provide a comprehensive in-house solution, reducing the need for external production or event companies for high-profile clients.

We focused on delivering a user-friendly, yet flexible system, with secure options allowing the client team to have controlled access without constant technical support. Additionally, we collaborated closely with the Center Parcs team, providing training and ongoing support to ensure they were confident in operating their new systems.



# THE SOLUTION

Working closely with the interior designers at Newman Gauge, the electrical designers, and The Jordon Group, the main contractor, we met all of Center Parcs' needs. Stage Electrics provided a user-friendly, versatile, and comprehensive solution. Paired with ongoing support and training, we also facilitated an acoustics support package to reduce co-ordination challenges.

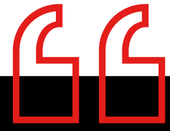
The entire system designed by the Stage Electrics team can be operated on an iPad, allowing clients to manage everything at their fingertips. They can turn projectors on and off, route microphones, adjust sound levels, and even change the LED colours.

The Stage Electrics team recommended that Center Parcs hire their own in-house AV technician and actively assisted in the recruitment process. Having dedicated in-house AV technicians at a venue offers numerous benefits to customers. Firstly, it ensures immediate technical support, minimising downtime and ensuring a smooth event experience. The technician's familiarity with the venue's specific AV systems allows for more efficient setup and troubleshooting, providing customised and flexible AV solutions tailored to meet specific needs.

This can lead to cost savings, as customers avoid the additional expenses of hiring external AV services.

We chose the best possible products for the desired outcome, comprising of different solutions across multiple brands, including, Stage Electrics custom IWBs (Internally Wired Bars) and Facility Panels, 6 x Chauvet Professional Ovation E-910FC profile lights, 12 x COLORdash Par wash lights, and 4 x 6 WELLfit uplighters, Sennheiser radio mics, Yamaha sound consoles and amplifiers, RCF C Series speakers, William Sound Assistive Listening system, Yamaha sound bars, Panasonic projectors, and much more.

State-of-the-art software was installed, including ETC Paradigm house light control and Symmetrix tools were also installed, to provide nearly infinite flexibility in networked digital audio routing and configurable control devices. In addition, we provided Barco Clickshare, an award-winning wireless meeting room system for easy video conferencing, collaboration, and presentation, enabling users to start meetings in under 7 seconds with one click.



Being able to walk around our conference centre with the iPad while a client is with us and make changes instantly is very impressive. Our projectors are state-of-the-art and can be connected to wirelessly from a laptop, eliminating the need for running cables.

The system is called ClickShare, which is a dongle that can be plugged into any laptop, and with a click of a button, your screen is mirrored onto the projector screen. It’s fantastic!

We have so many state-of-the-art features alongside this, including LED lighting, a fully functioning lighting rig, uplighters, a sound and light desk for bespoke shows, and video cameras for live streaming. We are very lucky to offer such excellent products and services.

**Michael Ross**
Corporate Events Manager
Center Parcs Sherwood Forest

Stage Electrics did a full overhaul of our AV capabilities; they stripped everything out and started from scratch. Everything that has been put in is brand new; from servers, to projectors, to a high tech sound system. The system is very user friendly but has capabilities to offer our clients the best in sound and lighting production.

The upgrade has given us confidence in talking about our AV offering; AV is often a nervous and unknown area, technology is relied upon so much in the modern world, but having the Stage Electrics system that is user friendly has given us a massive confidence boost.

Alongside a state-of-the-art system, Center Parcs has invested in our own dedicated AV technician to use the system and guarantee our clients get the best experience whilst holding their events with us.

Not only did Stage Electrics install our system, they provided on-the-job training in all systems and continue to offer support to ensure our equipment is working to the best of its ability. We now have no worries about our AV offering – everything works, all the time, we have full confidence and control over everything AV related.

**Michael Ross**
Corporate Events Manager
Center Parcs Sherwood Forest

# THE RESULT

The refurbishment of The Venue at Center Parcs Sherwood Forest has yielded outstanding results, transforming the conference centre into a cutting-edge facility that aligns with the high standards and scenic beauty of the Sherwood Forest location. The comprehensive AV, lighting, and production systems installed by Stage Electrics have dramatically enhanced the venue's capabilities and appeal.

**Enhanced Client Experience and Versatility:**

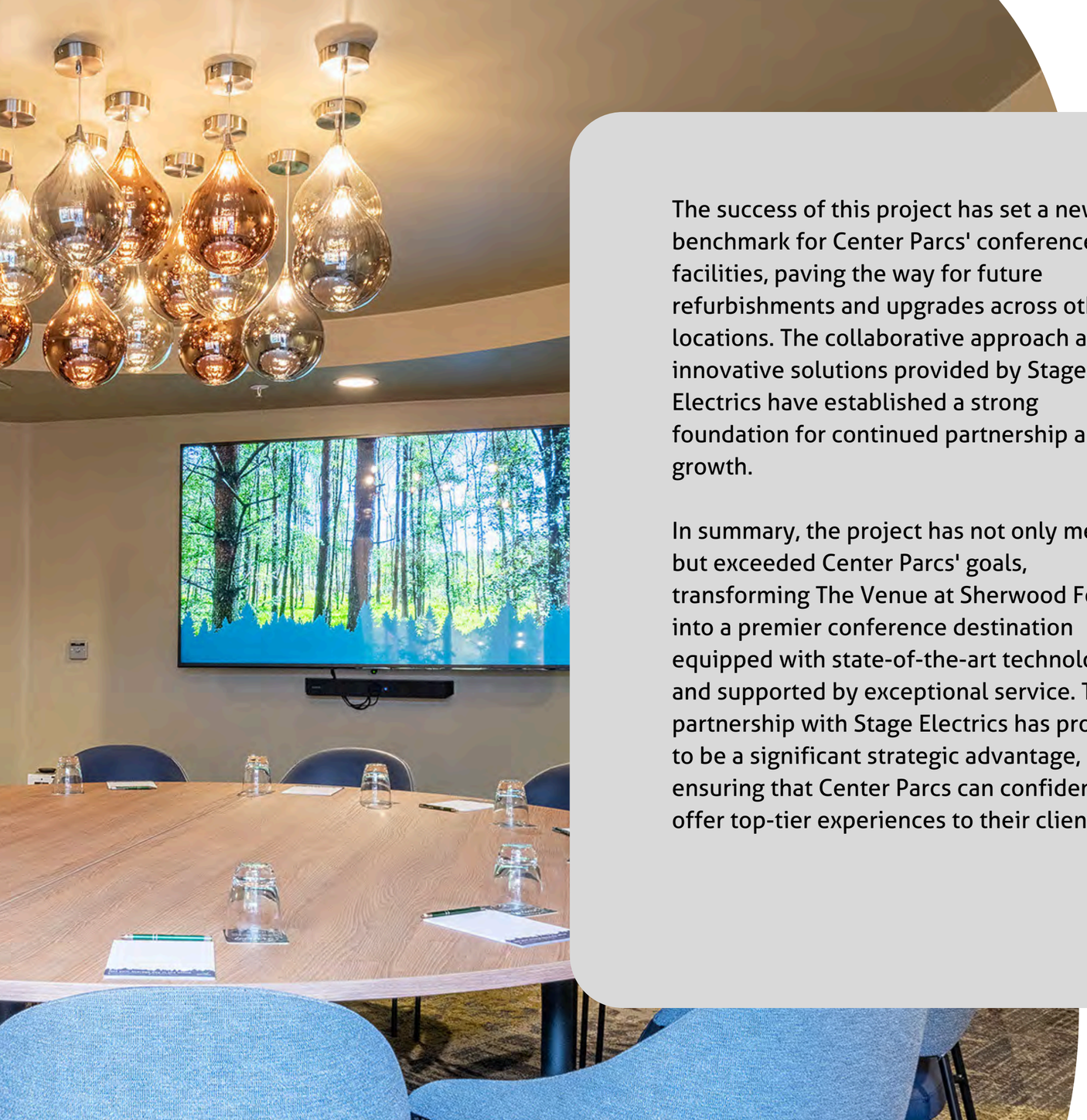
The new systems have enabled Center Parcs to offer a seamless and highly customisable experience to their clients. The user-friendly, iPad-operated controls allow for real-time adjustments and greater flexibility in setting up events. The introduction of wireless connectivity through installed systems such as Barco Clickshare and advanced projection and lighting options has significantly elevated the technical quality and versatility of the venue. As a result, clients can now enjoy a modern, efficient, and impressive event experience that meets a wide range of needs.

**Increased Bookings and Revenue:**

Since the completion of the refurbishment project, Center Parcs has reported a marked increase in bookings and interest in their conference facilities. The state-of-the-art technology and enhanced capabilities have made The Venue a more attractive option for corporate events. The investment in top-tier AV solutions has not only improved the venue's competitiveness but also contributed to faster and higher-value returns on investment through increased usage and client satisfaction.

**Operational Efficiency and Support:**

The hiring of an in-house AV technician, with assistance from Stage Electrics, has proved to be a crucial element in the venue's success. This addition ensures that all AV systems are maintained and operated smoothly, providing immediate technical support and reducing potential downtimes during events. The continuous training and support from Stage Electrics have empowered the Center Parcs team to fully leverage their new systems, enhancing overall operational efficiency.



The success of this project has set a new benchmark for Center Parcs' conference facilities, paving the way for future refurbishments and upgrades across other locations. The collaborative approach and innovative solutions provided by Stage Electrics have established a strong foundation for continued partnership and growth.

In summary, the project has not only met but exceeded Center Parcs' goals, transforming The Venue at Sherwood Forest into a premier conference destination equipped with state-of-the-art technology and supported by exceptional service. The partnership with Stage Electrics has proven to be a significant strategic advantage, ensuring that Center Parcs can confidently offer top-tier experiences to their clients.

With enquiry levels being at an all-time high, we are happy to share that we are already projecting FY25/26 to be the biggest year for Center Parcs Conferences & Events

Stage Electrics is an excellent company. The service provided to us has been exceptional. During the installation everything was explained, all equipment was assembled and explained. Then after installation Stage Electrics engineers have checked everything is working as it should; any issues that have arisen have been actioned very quickly to ensure we are able to deliver everything well.

We feel very supported and looked after. We would have no hesitation in recommending Stage Electrics to anyone considering an upgrade to the conference and event facilities.

**Michael Ross**
Corporate Events Manager
Center Parcs Sherwood Forest

# How Can We Help You?

Stage Electrics provide technical services and products for venues and production companies.

We take care of our clients through the three specialist divisions of Stage Electrics: Projects, Equipment Sales and Venue Services.

## Projects

Our Projects department facilitates a wide range of projects and installations. Our experts will look after all your design, installation, and commissioning needs for new-build and refurbishment projects. We work on projects of all scales, from village halls and schools to multi-million-pound projects like Shakespeare North in Prescott or Soho Place in London. Our Projects team are ready to help with as much or as little as you need us to do.

## Equipment Sales

Stage Electrics supports thousands of venues and professionals across the UK with their production technology and consumable needs. We stock products by over 100 manufacturers in our Bristol warehouse, many of which are available for same-day dispatch. Our online store is quick and simple to use. If you require personal assistance, our Equipment Sales team would be delighted to provide you with all the help and guidance needed to make a well-informed decision.

## Inspection and Testing

The Stage Electrics Venue Services team will help you maintain a fully functional and legally compliant venue and performance space. We are a NICEIC certified contractor; providing tailored packages for electrical and mechanical inspections as required by BS7671, ISITEE, PUWER, and LOLER. Our specialist onsite crew are highly qualified, and DBS checked to an enhanced level—the safety and functionality of your venue couldn't be in better hands.

**WE MAKE PERFORMANCE POSSIBLE**

STAGE ELECTRICS®

# Let’s Talk

If you’d like to learn more about our Projects services, we’d love to hear from you.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