



### **The project**

To acquire over 50 new microcell sites throughout Central London on behalf of a major Telecommunications Operator

### **The brief**

To identify, negotiate and acquire sites along major thoroughfares within Central London to improve coverage and capacity for the Client's network. The sites needed to conform to the radio and build parameters set by the Client and also needed to be acquired within the time and rental levels set out specifically for microcells.

### **Implementation**

After completing extensive searches and reports for each potential microcell site, the Client was able to select the best possible option that would fit all or most of their specified criteria. Terms were then negotiated with the potential site provider in order to allow the Client access to the premises to build and integrate the facility.

Due to the strict timescales it was necessary to carry out searches, write the reports and negotiate the terms as quickly as possible whilst also making the Client aware of any positive and negative aspects of each site. This was achieved well within the limits and rental parameters set out by the Client by using our extensive knowledge of the microcell market.