



Key Facts

Organisation	Ipswich Town Football Club
Key Issue	Ipswich Town FC needed reliable, clear and instant communications between its coaching and medical team staff at its training ground, at home and away games in the UK. The communications needed to connect mobile staff operating across a wide area like the Portman Road stadium.
Purcell Products	Sport Talk Connect portable communications kit
Benefits Achieved	<ul style="list-style-type: none">☑ Instant, clear, secure and hands-free inter-team communication☑ Increases support staff responsiveness☑ Time-saving efficiencies☑ Portability of kit between stadiums – works home and away

Home and Away Challenge

Ipswich Town FC is part of the Football League Championship, with a stadium holding 30,000 fans at Portman Road, a football academy and training ground in Ipswich. Ipswich Town FC has a squad of more than 30 footballers - all of whom are invaluable assets to the Club.

Making sure footballers are kept safe, fit and healthy is of major concern to the Club's management and support staff. There was a need to rapidly respond to medical and other emergencies affecting the Team if they arose, whether at home or away, without wishing to tie up support-team staff unnecessarily.

The Solution

Ipswich Town FC needed reliable portable pitch-side communications for its coaches, medical teams, ground-staff, stewards/security during both games and training sessions, home and away.

Communications needed to allow multiple teams to operate simultaneously, talking to their discrete teams, for example the coaching team and the medical team operating independently and in parallel – yet with no compromise on the sound quality or security of communications.

Purcell delivered Sport Talk Connect to Ipswich Town FC - a robust, international travel-ready, portable communications kit - packaged and programmed and ready-2-go. It did not require any fixed installation, yet provided clear, secure and hands-free audio communication between 2 to 6 users over a 1km radius.

Key Challenges

Away Games

With the same number of away fixtures as home games, Ipswich Town FC needed to have a communications system that would work equally well, wherever it was used. Sport Talk Connect and its “open microphone” system, enabled communication without an installed network and without an in-hand device. Plus, there was no disturbance or reduction in security of communication through proximity of other systems - multiple kits and teams can work in the same stadium simultaneously.

Chants and Applause

Anyone who has attended a football match knows that it can get pretty noisy. Ipswich Town FC support staff needed to be able to hear each other over and above the sound of the crowd. With Sport Talk Connect, a range of earpieces and headsets were available to ensure clear communications, even over the noise when a goal is scored.

Going Overseas

If the Team is playing overseas, either in out-of-season friendlies or as part of a competition, they wanted the assurance that their communications kit could be taken too. It was handy that Sport Talk Connect was already licensed and approved to operate in 48 European countries.

Summary Achievement

Sport Talk Connect was adopted by Ipswich Town FC in the 2010-11 Season. They remain impressed by the way Sport Talk Connect has supported staff communications.

“Adopting Sport Talk Connect made life much easier within the Club. It allowed teams to remain in permanent and simultaneous contact with each other and in an emergency they could quickly collaborate. From an IT point of view, we appreciated the fact that the system was ready to use straight away and needed no fixed installation. I know that it is used as much as it is at the Club, because being hands-free it does not get in the way when staff are working.”

Alex Edwards, IT Support Team Leader - Ipswich Town FC