

# Information for Vendors

## Growing Sussex Overview

Growing Sussex is a forward-thinking initiative led by West Sussex County Council, funded by the Department for Science, Innovation and Technology (DSIT). As part of the UK's 5G Innovation Regions programme, the project aims to accelerate the adoption of advanced wireless technologies - 5G, IoT, and AI - across the food, drink and plant production sector. We will build a strong case for return on investment by early and fast adopters of the technology by stacking use cases and demonstrating quantifiable benefits in terms of increased yield and productivity, reduced costs and carbon emissions.

## Objectives

- Demonstrate how advanced wireless-enabled technologies (e.g. 5G, IOT, and AI) can improve productivity and sustainability in growing food, drink and plants.
- Develop a repeatable model for commercial investment in advanced wireless deployment in rural growing areas.
- Develop affordable, scalable connectivity supporting data driven decision making across the sector – on land and under glass.



## Opportunity for Vendors: Collaborate with Growing Sussex

Growing Sussex is actively seeking collaborative opportunities with solution providers, suppliers, and vendors across the horticultural and agri-tech sectors. The project aims to maximise the impact of advanced wireless technologies, particularly 5G, by demonstrating the ability to layer multiple use cases and applications.



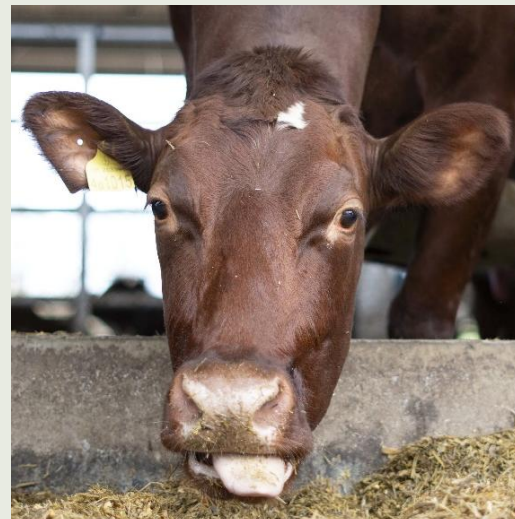
With its virtually limitless capacity, 5G enables the integration of sensors, cameras, AI, and robotics, creating rich opportunities for data collection and informed decision-making. In partnership with telecoms provider Boldyn Networks, Growing Sussex is working to develop a commercially repeatable model for investment in advanced wireless connectivity to support the sector. This model will provide a framework for 5G solutions which connects selected technologies with predefined dashboards. This will allow Growers to make timely, data-driven decisions that improve yields and efficiency, reduce costs, and lessen environmental impact. An output from Growing Sussex is to build a strong case for return on investment, lowering barriers to the initial outlay and investment by Growers.

Throughout the project, Growing Sussex will host a variety of events—including showcases, and knowledge-sharing sessions—targeted at regional growers and industry stakeholders. They will be hosted across our four Growing Partner sites. Utilising these real-world settings offer vendors a unique opportunity to present their solutions and technologies directly to growers and industry stakeholders. Vendor participation in relevant events can help to build brand awareness and trust within the region and establish valuable networks across the sector.

Growing Sussex has strong visibility within central government, particularly with Department of Science Innovation & Technology (DSIT) and increasingly Department for Environment, Food & Rural Affairs (Defra) and anticipate hosting events that will engage senior policymakers to help shape future funding and policy.

West Sussex County Council (WSCC), as a key project partner, is committed to stimulating demand within the growing sector for 5G-enabled products, devices and services; and will actively seek opportunities to deploy project solutions with other growers in the region. This engagement will continue through to 2029. The West Sussex Growers Association (WSGA) is also supporting the project, helping to facilitate communication and engagement with growers across the county.

WSCC will also monitor funding opportunities from bodies such as Defra and will ensure relevant information is shared with all vendors involved in the Growing Sussex initiative. Growing Sussex will also explore possibilities of further research and development within the Agri-tech sector through organisations such as UKRI.



## Requirements

Vendors are required to sign-up to the principles of the initiative:

- Data collected must transit over the project's private 5G network.
- Data from all Vendors will be centralised in one Platform.
- Vendors will provide Open APIs & API documentation.
- Provide University of Brighton with raw data telemetry and sensor metrics, if requested. Growing Sussex is comfortable with Vendors populating their Applications & Dashboards in parallel to the centralised data platform. Data from the central platform can also be shared to vendors using Open APIs.

## STRONG PARTNERSHIPS FOR LASTING AND RESILIENT CHANGE

Led by West Sussex County Council and funded by DSIT, Growing Sussex is an exciting project to advance digital technology and data driven decision making in food, wine and plant production.



LEARN MORE

Visit our site for more information.

CONTACT US

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