



5G Rural Integrated Testbed

D7.1 Final Report

5GRIT Dissemination Report

Acronym:	5GRIT
Full Title:	5G Rural Integrated Testbed
Coordinator:	Cybermoor
Project Duration:	04/2018 - 09/2019
Website:	www.5GRIT.co.uk
Partner:	Cybermoor Service Ltd
Contact:	Name
Email:	info@cybermoor.org.uk
Website	www.5grit.co.uk
Work Package:	WP7
Deliverable:	D7.1
Title:	Final Report
Lead:	CYB

D7.1

Authors: Rachel Hardy, CYB

Internal Review: Daniel Heery

Table of Contents

Introduction	3
Implementation of the Dissemination and Communication Plan	3
Strategy	3
Activities	3
Newsletter	4
Press/radio	4
Workshops	4
Academic Publications	4
Social Media and Website	4
5G Rural Showcase	5
Other Materials	6
Conclusion	6
Annexe 1 Summary of Comms Activity Delivered by Harvard	7
Annexe 2 Programme - 5G Rural Showcase	8

D7.1

1 Introduction

The 5G Rural Integrated Testbed project (5GRIT) is one of six projects funded by the Department for Digital, Culture, Media and Sport on the 5G Testbeds & Trials Programme. Throughout the project, partners have reported on dissemination and communications activity, logging details on the various events and conference at which they have presented 5GRIT and promoted its work, as well as the articles published about the project work.

During the 6 month project extension, 5GRIT had the opportunity to present the project outcomes as a whole, participating in a media tour in the North Pennines which showcased the results of the tourism, agriculture, drone and rural broadband use cases with several articles published.

The final output of this work package was the 5G Rural Showcase held at Lancaster Conference Centre on the 25th September, in which project partners as well as external speakers took part. The event was successful and received positive feedback.

Details and examples of dissemination activities are included in this report, with examples of newspaper articles, a report detailing the academic papers and abstracts written and submitted, and a report of the 5G Rural Showcase.

2 Implementation of the Dissemination and Communication Plan

2.1 Strategy

The overall goal of 5GRIT communication and dissemination activities was to spread the project achievements and generate knowledge, to ensure wide reaching impact, uptake and utilisation of project deliverables among the stakeholders. The strategic objectives set out at the beginning of the project were to:

1. Promote the testbed to businesses, end users, potential clients and the 5G ecosystem.
2. Disseminate research findings
3. Keep funding partners aware of the project activities
4. Raise awareness of the benefits and opportunities from 5G
5. Promote the 5G Innovation Network

All of these objectives were achieved through the activities set out in 3.2.

2.2 Activities

Highlighted below are the various types of activities the project engaged in to promote the research and services developed on the project. A record was kept of events attended or hosted by project partners in order to keep DCMS informed of project activity. As well as this a record was kept of press and academic publications.

D7.1

2.2.1 Newsletter

Three newsletters were produced throughout the project lifetime and were circulated at project events, conferences and through the 5GRIT mailing list. The newsletters included updates on the four aspects of the project work - tourism, rural broadband, precision agriculture and UAS use cases, as well as past and upcoming events.

2.2.2 Press/radio

The 5GRIT project appeared in the press on numerous occasions as plans were announced and milestones achieved. During the project extension 5GRIT engaged with an external PR team, Harvard, to maximise press coverage and promote the project successes. This resulted in a media tour of the testbed in the North Pennines, with several articles being published in NS Business and NS Agriculture. Details of Harvard's comms activity are included in Annexe 1.

Further details of press and radio coverage are included in the [dissemination report](#).

2.2.3 Workshops

Workshops were held in Lincoln, Newcastle and Penrith to promote the testbed to rural businesses and communities.

2.2.4 Academic Publications

Details of papers written by academic partners Lancaster University and Kingston University are included in the [academic publications report](#).

2.2.5 Social Media and Website

The creation of social media pages allowed us to create interest around the project, engaging diverse audiences as well as other 5G projects. The 5GRIT Twitter, LinkedIn and Facebook pages provided a public space to promote and cover events, news and research findings.



Figure 1: 5GRIT Twitter account

D7.1

The 5GRIT website includes details on the four use cases, project information and an option to sign up to the 5GRIT Newsletter, which was a useful tool when promoting events.

Website: www.5GRIT.co.uk

Twitter: [@5GRural](https://twitter.com/5GRural)

Facebook: [@5GRIT](https://www.facebook.com/5GRIT)

Linkedin: <https://www.linkedin.com/company/5grit/>

2.2.6 5G Rural Showcase

The 5G Rural showcase was a final event organised to present the work completed by the 5GRIT consortium. The event consisted of talks, presentations, panels and demonstrations by Government representatives, project partners, and external speakers. The event was well attended and received positive feedback.

The four panels covered the main areas of interest: rural broadband, tourism, precision agriculture and drones, with industry experts chairing and offering their impressions of the project.

The 5G Rural Showcase was filmed along with interviews with project partners in order to create a short film which documents the project achievements. The film will be available on the 5GRIT website and the websites of partner organisations.

The showcase programme is included in annexe 2.

D7.1

2.2.7 Other Materials

Other materials such as information sheets, banners, films and B-Roll footage were created to promote the project and its achievements at various events.



Figure 2: 5GRIT flyer and banner

3 Conclusion

Establishing a dissemination and communications plan at the beginning of the project allowed a clear approach to promoting the project to stakeholders and engaging a variety of new groups. 5GRIT was successful in promoting the positive outcomes of the project through the press, newsletters, social media and events.

D7.1

Annexe 1 Summary of Comms Activity Delivered by Harvard

A summary of comms activity delivered in phase 2 for 5GRIT:

- Held workshop with partners to create an over-arching narrative and messaging document
- Provided consultancy and templates for 5GRIT showcase event
- Conducted media tour to Alston with BBC, Economist and New Statesman
- Conducted media tour to Kingston University with Land Mobile
- Conducted filming of various test sites and partners to create video footage suitable for media and marketing engagement
- Secured and drafted written commentary for media opportunities, securing coverage in IT Pro and Virtual Perceptions, with additional coverage due in British APCO Journal and IDG Connect
- Drafted and distributed commentary around government 5G funding announcement, securing coverage in New Statesman Business
- Secured and hosted interview between Cybermoor, Precision Decisions and ComputerWorld UK

Coverage secured to date:

- New Statesman Business: [5G in rural areas: How next-gen connectivity could transform remote communities](#), 150,000 reach
- New Statesman Agriculture: [How 5G farming could soon look, featuring calving sensors, drone shepherds and aerial crop surveys](#), 100,000 reach
- New Statesman Business: [Introducing 5G in rural areas can help boost tourism through AR apps and connecting heritage sites](#), 150,000 reach
- New Statesman Business: [5G roll-out could help realise 'vast potential' of UK's rural economy](#), 150,000 reach
- Virtual Perceptions: [VR in 2020 – What is the future?](#), 7,500 reach
- IT Pro: [Why did the government's 2025 full-fibre dream fail?](#), 1,400,000 reach

Upcoming coverage:

- BBC Farming Today: Journalist confirmed story has been filed and is ready to broadcast. 554,400 reach
- The Economist: Journalist has stated he is doing further research into the feature and may want to speak with Daniel Heery again. We will coordinate this, and we are also working with DCMS to provide input into the feature. 10,000 reach online / 162,431 reach print
- Land Mobile: print featured to be published in the November edition. 9,400 reach
- British APCO Journal: Commentary to featured in November edition
- IDG Connect: Drones and the future of business article, expected before end of Oct. 95,000 reach

D7.1

Annexe 2 Programme - 5G Rural Showcase

5G Rural Showcase

25th September 2019, Lancaster Conference Centre. **#5GRural**

Programme

Time	What	Who
12.00-1.00	Lunch & demonstrations	
1.00-1.20	Welcome & Project overview	Daniel Heery - CEO, Cybermoor
1.20-1.35	UK Government plans for 5G in rural areas	James Boot - 5G Programme, DCMS
1.35-2.15	5G & Rural Broadband - Can 5G deliver superfast broadband to remote areas?	Colin McLaughlin (Chair) - Technology Transfer Manager, Lancaster University Alasdair MacLeod - Technical Manager, Quickline, Steve Davison - Facilities Manager, Quickline, Prof. Nick Race - Professor of Networked Systems, Lancaster University Michael Armitage - CEO, Broadway Partners
2.15-2.55	Tourism - Can 5G deliver a compelling step change in tourists' interpretation of their destination?	Prof Katy Mason (Chair) - Professor of Markets, Marketing and Management, Lancaster University, Peter Jackson - Chairman of Nenthead Mines Conservation Society Tarun Sainani - CEO, World Around Me Katherine Pearson - Managing Director, Flo-Culture.
2.55-3.15	Break	

D7.1

3.15-3.50	Precision Agriculture - Can 5G deliver productivity improvements through smart agriculture for upland livestock farmers and lowland arable farmers?	<p>John Hustler (Chair) - Farming Productivity, DEFRA,</p> <p>Stephen Leese - General Manager, Precision Decisions</p> <p>Hamideh Kerdegari - Research Associate, Kingston University</p>
3.50-4.25	Drones - Can 5G deliver data to extend the range of Unmanned Aerial Systems?	<p>James Dunthorne (Chair) - Director at Fleet UAS & Director of Standards, ARPAS-UK.</p> <p>Ian Williams-Wynn - Managing Director, Blue Bear Systems Research,</p> <p>Craig Patrick - Soil, Mapping and Agronomy Support Manager, Precision Decisions</p>
4.25-5.00	Emerging business models for 5G in rural areas & plans for 5GRIT	<p>Prof Katy Mason - Professor of Markets, Marketing and Management, Lancaster University,</p> <p>Daniel Heery - CEO, Cybermoor</p>
5:00	Drinks & Networking Demonstrations	