Case Study...

Quex Park Farm-Birchington, Kent

Quex Park is a unique country park of 250 acres in East Kent. Quex Park farms 1500 acres in house plus a further 1500 acres under contract agreements with other local farmers. The farming team consists of the Farm Manager, Jeremy McCabe, Foreman David Whitehead and just four farm workers. The main enterprises are potatoes, wheat, oilseed rape as well as a single suckling beef herd.

The Challenge

The complete design, implementation and installation of a digital radio system to provide full coverage of 3000 acres.

For many years the farm and its dedicated staff have been without a communication system and more recently have been relying on their own mobile phones. Sadly however, mobile phones are reliant on them being answered, charged and within range of mobile phone mast sites. It quickly became clear that a more permanent, reliable and uniform method of communications was required to meet the ever-increasing demands on the farm staff and its management team.

The farm comprises of many very expensive and very innovative pieces of equipment, which needs to be transported from place to place safely and securely, and it was quickly identified that a two-way radio system would be the perfect solution. Much time was spent with the Farm Manager Jeremy McCabe and his team discussing the desired coverage area and how best to achieve full coverage.

Initially, during the first harvest season, Smye-Rumsby hired a fleet of Motorola Digital radios for the farm to ensure that they suited the needs of the business and the farm quickly came to rely on this simple easy and reliable communications tool.

The Solution

Optimised coverage, voice clarity, ambient noise reduction using Motorola's MOTOTRBO Digital radios.
Smye-Rumsby Limited planned, demonstrated and implemented a cutting edge digital system, which suited the needs of Quex Park farms perfectly. Our account manager at Smye-Rumsby applied for the Ofcom Business radio license on our behalf and the equipment was programmed and fully tested within their dedicated workshop before the system went out to site. The Motorola DR3000 Digital repeater was installed within a wall mounted rack protecting it from dust and dirt and attached to a battery backup to ensure seamless transfer in the event of power outage at the farm. Installation of the antenna was very straight forward with Smye-Rumsby's fully trained engineers.

Since installation, radio users have embraced the new digital radio system.

"The ability to extend the radio system during busy periods, specifically by hiring additional units during the harvest season, has been very useful. We continue to add additional radios to the plant equipment we have on the farm and in each case, installations are carried out in a timely and very professional manor."

Lorries loading wheat for Hovis bread & beans being collected to go to Egypt.

The Benefits

Greater Efficiency, seamlessly extendable functionality with the expertise and support from a Motorola Authorised Dealer.

6 months after installation Quex Park Farms are enjoying the blanket coverage of the vast area of land that they farm with crystal clear communications workers feel far safer when operating large farm equipment on their own in remote locations.

Regular follow up phone calls and on site meetings will keep Quex Park Farms up to date on new innovations to the MOTOTRBO platform.

Quex Park Farms purchased their equipment outright although various options were discussed such as lease purchase over 2 or 3-year term as was the option to hire the equipment for a short term or long term period.

In the unlikely event of a radio developing a fault, it can be replaced the same day and the faulty radio can usually be repaired in house at our on site workshop.

The Radios

MOTOTRBO DP3400

DP 3400 digital portable two-way radio combines two-way radio functionality with advanced digital technology. It permits easy migration with operation in both analogue and digital, and is available in UHF and VHF versions, both with 32 channels.

MOTOTRBO DM3400 VHF Fixed mobile radios

The DM 3400 mobile two-way radios feature 32 channels and an exceptionally bright numeric LED display. It enables easy migration with operational capability in both analog and digital, and is available in UHF, UHF-2 and VHF. This mobile radio is part of the MOTOTRBO™ series, which delivers increased capacity and spectrum efficiency, integrated data communications and enhanced voice communications through a complete solution.

Oilseed Rape grown at Quex Park Farm

Summer farming

Testimonial

Smye-Rumsby has been outstanding. There ability to listen to our requirements has stood them apart from many other suppliers. The planning process was detailed which I found very reassuring. I would not hesitate to recommend Smye-Rumsby for their quality of service and knowledge about their industry.

Jeremy McCabe - Farm Manager