

Your response

Question	Your response
Section 2: The quality of mobile connectivity we want to see - What are your views on the use of the Map Your Mobile good performance metric and how should the measure evolve over time? What are your views on the usefulness of: - the 90% figure as a benchmark applicable across geographies and based on crowdsourced data?, and - Whether the 90% benchmark is realistic and sufficiently ambitious?	- Coverage reporting alone is not enough, quality of coverage and capacity is also necessary so good performance is welcomed but will need, over time, to reach more than 90% to ensure hardest to reach and rural areas are not left behind. - Given the current statistics provided, 90% would be a good first step. - Sufficiently ambitious providing further improvement is planned. Industry will be able to supply a view on whether it is realistic.
Section 3: Market-led improvements in mobile network quality - What information do customers need about network quality to choose the best network for their needs, and where are the main gaps in current provision of that information? - How well does Map Your Mobile currently meet customer and stakeholder needs, and what specific improvements would make it more useful?	- Customers need to be aware of full limitations, know what they can hope to do with their device, where and when. Industry advises that capacity issues at certain times can limit performance but this needs to be made clear to customers purchasing services. - Map Your Mobile is a welcome improvement but we understand this is an iterative process with further improvements planned. Information on what may limit expected service in easy to understand terms would be helpful.
Section 4: Connectivity in busy areas What do you think are the biggest barriers to achieving better mobile performance in town and city centres and why?	Local concerns (nimbyism). New building works that interfere with existing signal, notice to quit for operators, heritage and environment considerations, planning restrictions, choice of site.

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• What do you think should be Ofcom's main priorities for our future work in this area? • What information would stakeholders, especially local authorities / planning authorities find useful for Ofcom to provide further insights on and why?	• Improving the Map Your Mobile tool and promoting it to help raise awareness.
Section 5: Connectivity in indoor, shared public places • What do you think are the biggest barriers to achieving better mobile performance indoors and why? • What do you think should be Ofcom's main priorities for our future work in this area? • What information would you find useful for Ofcom to provide further insights on in relation to connectivity indoors and why?	• Lack of investment to address capacity issues. Building materials. Requirement for building regulations to take account of mobile connectivity in new construction. • Education on potential solutions to relevant authorities. • Published case studies.
Section 6: Connectivity on trains • What do you think are the biggest barriers, technical and commercial, to achieving better mobile performance on trains? Which are most significant and why? • Do you agree with our proposal to work with government to support improvements in train connectivity? • What information would you find useful for Ofcom to pro-	

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vide further insights on in relation to connectivity on trains and why?	
Section 7: Connectivity in rural areas • What do you think are the biggest barriers to achieving better mobile performance in rural locations and why? • What do you think should be Ofcom's main priorities for our future work in rural locations and what outcomes should we aim to achieve? • What solutions (technical, commercial, policy or delivery) could improve rural mobile performance? • What information would you find useful for Ofcom to provide further insights on in relation to rural connectivity and why?	• Commercial viability, heritage and environment considerations, desire for connectivity but not the necessary infrastructure. • Ensure disadvantage is addressed with specific obligations. Opensource or similar measurement required in rural areas to accurately highlight disparity between rural/urban areas. • Specific obligations/intervention for the underserved. • Better data on actual rural lived experience.

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