

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?	Confidential? – Y / N
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?	Confidential? – Y / N
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?	Confidential? – Y / N

Question	Your response
• 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?	
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?	Confidential? – Y / N
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 provide further insights on in relation to connectivity on trains and why?	Confidential? – Y / N

Question	Your response
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?	My key points are Planning is much less of an issue to achieving mobile coverage in rural areas than the MNOs and Mobile UK claim. We have approved 8 recent applications for macro sites for a neutral host which the MNOs have not yet taken an option on. These all sailed through planning and would fill large rural not spots as illustrated by our own physical coverage testing but they don't feel compelled to fix an issue because the OFCOM modelled data which is absolutely not accurate in these locations shows there are no issues... It is OFCOMs data in our experience which is the major barrier to rural deployment. It is working to the detriment of rural areas and creates untold levels of frustration in the community. Similarly in our main urban town we have offered our assets to MNOs and Neutral hosts in an attempt to encourage better connectivity but they are not falling over themselves to take up the option again we believe this is because OFCOMs data gives them cover to avoid engaging. The move towards crowd sourced monitoring is also very concerning for rural areas. We researched the relative merits of crowd sourced data vs measured and drilling down into the available crowd sourced data in rural areas showed us just how little actual data exists forcing extrapolation across large rural expanses... This is not an acceptable approach, albeit it has much more value in urban areas where the concentration and distribution of datapoints provides much better data. I would urge OFCOM to look again at the merits of coverage surveys in rural areas possibly blended with crowd source in urban areas.

Please tell us how you came across this discussion paper.

- ☐ Email from Ofcom
- ☐ Saw it on social media
- ☐ Found it on Ofcom's website
- ☐ Found it on another website
- ☐ Heard about it on TV or radio

- ☐ Read about it in a newspaper or magazine
- x Heard about it at an event
- ☐ Somebody told me or shared it with me
- ☐ Other (please specify)

Please complete this form in full and return to mobileconnectivity@ofcom.org.uk.