

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 - The good performance metric (of at least 5 Mbit/s download speed, 1.5 Mbit/s upload speed, and latency of no more than 50 milliseconds) is a good initial benchmark. - As noted in the Discussion Paper, crowdsourced performance data does not capture locations where no coverage is available and connectivity is therefore not possible. Therefore, the benchmark shouldn't just rely on crowdsourced data. Other sources of data should be used, such as drive trials, especially in less populated/frequented areas where the number of users contributing crowdsource data will be lower thus undermining the validity of the data. - The 90% benchmark is not ambitious enough. The rural areas always suffer.
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 - Customers need clear and independently verifiable network quality information from a trusted source. - Map Your Mobile doesn't currently meet customer and stakeholder needs because the information is based on modelled data and doesn't relate to customer's everyday experience of mobile phone connectivity. - Basing Map Your Mobile on actual performance of the network rather than modelled data provided by the Mobile Network Operators (MNOs) would make it more useful.

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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? - 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?	Confidential? – ~~Y~~/N - The biggest barrier to achieving better mobile performance in town centres in Shropshire is the lack of investment in mobile phone infrastructure by the commercial market. This is caused, in part, because MNOs aren't being held to account for the poor quality of coverage and capacity. - Ofcom should do more to hold MNOs to account. - Shropshire Council would find it useful if Ofcom provided detailed information about MNOs' performance against their licence obligations across our geography.
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 No comment
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?	Confidential? – ~~Y~~/N No comment

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• 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?	
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 pro-	Confidential? – ~~Y~~ N • The biggest barrier to achieving better mobile performance in rural locations in Shropshire is the lack of investment in mobile phone infrastructure by the commercial market. This is caused, in part, because MNOs aren't being held to account for the poor quality of coverage and capacity. • Ofcom's main priorities for its future work in rural locations should be maintaining basic 2G service and enhancing 4G coverage. Shropshire residents have experienced a worsening of mobile phone coverage/capacity since the MNOs turned off their 3G networks. This is because many areas cannot get 4G, so handsets fail over onto the 2G network. • Rural mobile performance could be improved by holding MNOs to account for their licence obligations. In the same way as broadband infrastructure, government funding could be made available to subsidise the provision of new mobile phone networks in rural areas where there is clear market failure. • Shropshire Council would find it useful if Ofcom provided detailed information about MNOs' performance against their licence obligations across our geography.

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vide further insights on in relation to rural connectivity and why?	

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