

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? – N Using real-world data SYDIT strongly supports Ofcom’s move to use more real-world, crowdsourced data in Map Your Mobile. This gives the public a more accurate picture of signal availability than modelled data alone. Good performance metric We support the proposed good performance metric of at least 5 Mbit/s download, 1.5 Mbit/s upload and latency of no more than 50 milliseconds. However, Ofcom should review and update this regularly to reflect market developments and public expectations, avoiding the same decline in relevance seen with the broadband USO. Over time, Ofcom should also consider measures such as indoor and outdoor performance, peak-time performance, and consistency by operator. Showing data limitations Ofcom should clearly show where crowdsourced data is limited, especially in weak-signal areas where little or no data may be reported. Map Your Mobile should distinguish between areas with robust evidence and those with limited data. This would avoid presenting places as well served simply because no contrary data exists. Benchmark and ambition We support the 90% benchmark as a long-term national ambition. However, the priority should be raising all rural and urban areas to a more consistent standard, rather than improving some areas to 90% while others remain at 60–70%. Interim targets would help track progress, with the longer-term aim of achieving quality coverage as close to 90% as possible. Reporting should be granular enough to identify and address localised poor signal. Crowdsourced data vs Drive test data

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	In 2025, SYDIT commissioned Streetwave to map real-world mobile coverage and end-user experience across South Yorkshire. By July 2026, 16.7 million tests had been completed. While direct comparison with Figure 2.2, “Mobile Network Performance across the UK,” is difficult, our data shows a clear difference from Ofcom’s Good Performance metric based on Opensignal crowdsourced data. Across South Yorkshire constituencies, the good performance standard is achieved or exceeded between 66% to 91% of cases when all networks are considered, with performance varying by operator. See Table 1- "Good" performance percentage in SY Constituencies
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? – N Information customers need Customers need clear, independent, and easy-to-understand information about network quality to help them choose the best network for their needs. Outdoor signal availability alone is not enough, as indoor use is at least as important for many consumers, particularly those without reliable home broadband or Wi-Fi calling. Customers would also benefit from clearer information on factors that affect mobile experience, such as the difference between performance in busy town centres at peak times and quieter periods. Improving Map Your Mobile Map Your Mobile already provides a useful independent mapping tool. However, it should give users greater choice over the level of detail they see, including the number of measurements behind the results and the source of the data, where users want that information. Distinguishing limited data from good coverage As a priority, the tool should more clearly distinguish between areas where little crowdsourced data is available and areas where data demonstrates good signal availability. Without this distinction, there is a risk that “no evidence of good signal” is treated as “no problem,” which could lead to pockets of poor signal being overlooked.

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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? – N Barriers to better town and city centre connectivity SYDIT can highlight several barriers to better mobile performance in town and city centres, including limited MNO engagement and data sharing with us as a digital infrastructure team, public opposition to necessary mobile infrastructure, and limited MNO engagement with shared signal boosting solutions. MNO engagement and infrastructure challenges Mobile networks do not routinely share their development plans with us and often do not engage meaningfully when we raise specific signal issues reported by the public or elected members. This limits our ability to support meaningful improvements. Public and planning barriers We also encounter public resistance, or planning-level resistance, to new mobile infrastructure. This is often based on health concerns or the visual impact of infrastructure. Health concerns could be mitigated through better public information about mobile broadband and clearer challenge to claims about associated risks. Visual impact concerns could be reduced through stronger MNO engagement with planning authorities, particularly where positioning concerns are valid. Ofcom priorities for busy areas Ofcom's main priorities should include greater use of real-world data, rather than modelled data, to improve understanding of actual mobile performance in crowded areas. We would strongly encourage Ofcom to share granular data with local authorities, enabling local teams to support signal improvement more effectively. Another key priority should be encouraging stronger MNO engagement with local authority digital infrastructure teams and with shared signal boosting solutions. While MNOs understandably seek commercial advantage, this can become a barrier to wider improvements in signal availability. Greater use of shared infrastructure, such as neutral host solutions, could help address this. Data and evidence needed by local authorities

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	As a local authority team, we would welcome three types of further insight from Ofcom. First, Ofcom should make the underlying data informing Map Your Mobile open and available for download by local authority partners. This should include grid-level, per-operator data with sample counts, georeferenced by latitude and longitude or eastings and northings, so it can be used directly in council GIS systems. Second, Ofcom should provide better data to pinpoint specific gaps, rather than relying on area averages. This would help local authorities prioritise sites for improvement, support planning decisions, and target investment. Third, Ofcom should publish strong public-benefit evidence on the value of improved mobile infrastructure. Local authorities could use this to demonstrate the benefits of good mobile service and help address public reluctance to accept new infrastructure. Opportunities for local measurement and collaboration We also want to highlight that we would be open to taking part in local measurement studies with Ofcom, or to sharing the outcome of our localised signal mapping project to inform your work. Though Sheffield & Doncaster are not included in Figure 4.1: Mobile network performance in selection of major UK cities (Q1 2026), South Yorkshire data shows a difference with EE achieving the good performance standard well above 90%. See Table 2 – “Good” performance percentage in SY Cities
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?	Confidential? – N Barriers to better indoor connectivity The main barriers to better indoor mobile performance include building materials and design, high user density in shared spaces, and limited commercial engagement from providers. In many large or older buildings, relying on the outdoor macro signal is not enough. Dedicated indoor solutions

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What information would you find useful for Ofcom to provide further insights on in relation to connectivity indoors and why?	are often needed, but these can be difficult to deliver because responsibilities, ownership and commercial priorities are often fragmented. Building owners want good signal for all visitors, regardless of network operator. However, operators have a commercial interest in demonstrating stronger coverage than their competitors, which can reduce engagement with shared solutions such as neutral host provision. Ofcom priorities and useful guidance We would welcome clear Ofcom guidance on mobile connectivity in buildings, setting out practical solutions for different indoor connectivity challenges and building types. This could include case studies of solutions used in existing buildings, examples of commercial agreement models, and evidence on the costs and benefits of indoor infrastructure solutions. We would also like Ofcom to explore how mobile connectivity requirements could be reflected in planning regulations or building standards, so developers give thoughtful consideration to mobile connectivity during the planning process for both new buildings and renovations.
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-	Confidential? – N Challenges to improving train connectivity SYDIT recognises the challenges involved in improving mobile performance across the UK rail network. We agree with Ofcom's assessment of the main barriers and believe these are both technical and commercial. Technical barriers

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vide further insights on in relation to connectivity on trains and why?	The major technical barriers include varied rail topography, such as cuttings and tunnels, limited trackside infrastructure, and the difficulty of getting signal into train carriages. Performance is also affected by trains moving quickly between signal cells and by high passenger demand on some routes and at peak times. Commercial barriers and shared responsibility The most significant commercial barriers are MNO engagement and investment, particularly in shared infrastructure solutions. Responsibility for improving train connectivity is also fragmented across mobile network operators, train operating companies, Network Rail, rolling stock owners and government. Each party has an interest in better connectivity, but no single organisation appears able or willing to take on the full investment risk. As referenced in other questions, we would find it useful for Ofcom to provide insights in as much detail as possible into signal availability in a format that can be layered into local authority GIS systems, and which can inform local authorities seeking to support and engage on the challenge. Beyond trains Similar considerations apply to other mass transit systems, such as trams and light rail. These networks often carry high passenger volumes through dense urban areas, including locations where mobile demand is greatest, but performance can be affected by street canyons, tunnels, stations, vehicle design and rapid movement between cells. Ofcom should consider how improvements to mobile connectivity on trams and other public transport systems could be supported through better mapping, stronger engagement with operators and transport authorities, and coordinated approaches to shared infrastructure.
Section 7: Connectivity in rural areas What do you think are the biggest barriers to achieving	Recognising rural need SYDIT considers one of the key barriers to better rural mobile performance to be the assumption that lower

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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?	population density means lower need. While smaller populations reduce the commercial incentive for mobile network operators to invest, this does not reduce the importance of reliable connectivity for rural residents, businesses, and communities. Rural life is increasingly technology-dependent, both for rural industries and community services. Many rural areas also experience significant additional demand from visitors, who make an important contribution to local economies. We are also concerned about growing dependence on mobile services following the PSTN switch-off, particularly where rural areas may not have reliable, resilient, and widespread signal availability for emergency calls. Granular mapping and evidence As a priority, we strongly encourage Ofcom to map real-world mobile availability in rural areas at a granular level. Poor signal availability, lower population density, and reliance on crowdsourced data can distort results, while postcode-level information can cover large areas and fail to reflect hyper-local service availability. Clear, representative mapping would help consumers understand actual service availability and would support local authority digital infrastructure teams in identifying coverage gaps and working with mobile network operators to address them. We would also welcome Ofcom encouraging mobile network operators to engage in good faith with local authority digital infrastructure teams on coverage improvements. Solutions and local authority role Addressing rural connectivity challenges will require a mix of technical, commercial, policy, and delivery solutions. These may include infrastructure sharing, neutral host models, access to public-sector assets, and engagement with landowners and planning authorities. Local authority teams such as SYDIT are well placed to support these complex multi-party discussions. They bring local knowledge, relationships with providers and planners, and an understanding of community needs.

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	Access to detailed mapping, alongside clear Ofcom support for stronger mobile network operator engagement, would help local authorities facilitate practical improvements in rural mobile coverage. Penistone, Barnsley for example shows only a handful of data points on Opensignal, we know from mapping the area that performance varies considerably over the 121k tests undertaken. Performance by Network Percentage Performance for each Network <table><thead><tr><th>Network</th><th>Excellent</th><th>Good</th><th>Basic</th><th>Poor</th></tr></thead><tbody><tr><td>O2</td><td>34%</td><td>21%</td><td>43%</td><td>0%</td></tr><tr><td>EE</td><td>50%</td><td>46%</td><td>4%</td><td>0%</td></tr><tr><td>Three</td><td>69%</td><td>17%</td><td>22%</td><td>0%</td></tr><tr><td>Vodafone</td><td>10%</td><td>60%</td><td>18%</td><td>12%</td></tr></tbody></table> July 2025 - April 2026 © Streetwave Ltd	Network	Excellent	Good	Basic	Poor	O2	34%	21%	43%	0%	EE	50%	46%	4%	0%	Three	69%	17%	22%	0%	Vodafone	10%	60%	18%	12%
Network	Excellent	Good	Basic	Poor																						
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Table 1- "Good" performance percentage in SY Constituencies

Constituency	All Networks	EE	Three	O2	Vodafone
Sheffield Brightside And Hills-borough	91%	96%	87%	88%	93%
Sheffield South East	87%	88%	86%	82%	91%
Barnsley North	84%	91%	83%	76%	87%
Barnsley South	84%	91%	85%	79%	83%
Sheffield Heeley	82%	89%	81%	71%	85%
Sheffield Central	82%	92%	75%	72%	91%
Rotherham	78%	84%	77%	71%	79%
Doncaster Central	78%	86%	77%	68%	79%
Penistone And Stocksbridge	75%	87%	74%	65%	73%
Rother Valley	74%	83%	75%	62%	78%
Sheffield Hallam	74%	86%	73%	65%	73%
Rawmarsh And Conisbrough	74%	80%	71%	63%	80%
Doncaster North	66%	79%	56%	58%	71%

Table 2 – "Good" performance percentage in SY Cities

City Centre	EE	Three	O2	Vodafone
Sheffield (101k tests)	99%	86%	99%	99%
Doncaster (46k tests)	97%	92%	89%	95%

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