

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 - Fully support the use of real-world performance data rather than theoretical coverage. 90% is a OK as a minimum benchmark but would want to see a phased approach to a more ambitious benchmark – even 95%. - Danger that the crowdsourced approach does not accurately show the areas with very poor coverage, or rural areas with small amounts of data – will be biased to areas with lots of connections. - Crowdsourced data on its own should not be the only measure. - Important to get good data from areas with fewer connections.
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 - Should be greater transparency of the data source, number of measurements etc so that informed customers can interpret the data correctly. - Maps could be more granular allowing fine detail to be seen but also allowing a wider view. This is critical in large rural areas. - Clearly show where there is no or insufficient data. - Maps could have options to show which network has best/worst performance, 4g/5g etc
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 - Town/city centre coverage – complicated and multiple approaches from MNOs or 3rd parties for small cells – could be much better co-ordinated and cross-network. - Planning for town centres in tourist areas should take into account significant increased demand in summer.

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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?	• Develop standard templates, agreements, pricing structure for local authorities to work with MNOs to provide multi-network small cell coverage. • Provide underlying data as open data and available for download: grid-level, per operator, with sample counts, georeferenced (lat/long or eastings/northings) so it drops straight into a council's GIS. • Clear, detailed data to show where gaps are to prioritise sites.
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 specific comments. General comments for section 4 apply.
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? – ~~Y~~/ N • No specific comments. General comments for section 4 apply.

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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?	• Barriers – market-led approach will always fall down in most rural areas due to small numbers. • Challenge around siting of masts in areas of natural beauty – good engagement with communities vital to demonstrate local benefits and to get local ideas for reduced visual impact. • Good surveyed performance data required – even more important in rural areas where levels of usage are lower. • Goal should be maps and stats that work for everyone – not just in busier areas. • Noting that mobile is likely to have a greater importance for home broadband in rural areas compared to urban due to lack of fibre connectivity. Therefore fine detail is important for customers to assess true likely performance at their property. • Don't forget resilience of rural masts in the event of bad weather and power cuts – a real issue.

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