

The proposal to ensure availability of future mobile broadband services across the UK is felt to be appropriate, however the target of 95% of UK population will still not cover enough of the rural areas and should be raised, possibly to 98% or 99% of the population. An alternative approach to specify coverage of the UK would ensure that rural areas are supported and is would be the preferred option. We also feel that the obligation on only one 800MHz licence is not clear and need a stronger case for specifying more than one is needed; excellent coverage and choice of provider is critical for rural areas, both for business growth and consumers.