

The logo for Mobile UK features the word "Mobile" in a dark blue, sans-serif font. The letter "i" has a small teal dot above it. To the right of "Mobile" is a teal circle containing the letters "UK" in a white, sans-serif font. The entire logo is centered within a large, light teal circular graphic that has a rough, watercolor-like edge.

Mobile **UK**

**Rural Services Network
Planning for Digital Connectivity**

March 2022

Rural connectivity – why it important?

- Greater pool of jobs to access
- Remote access to education and healthcare
- Rural economy
 - Farming
 - Manufacturing
- Access to emergency services
- Alternative to fixed broadband
- Future proofing the rural economy (5G)
- Climate change mitigation



Connected High Street



Fixed Wireless Access

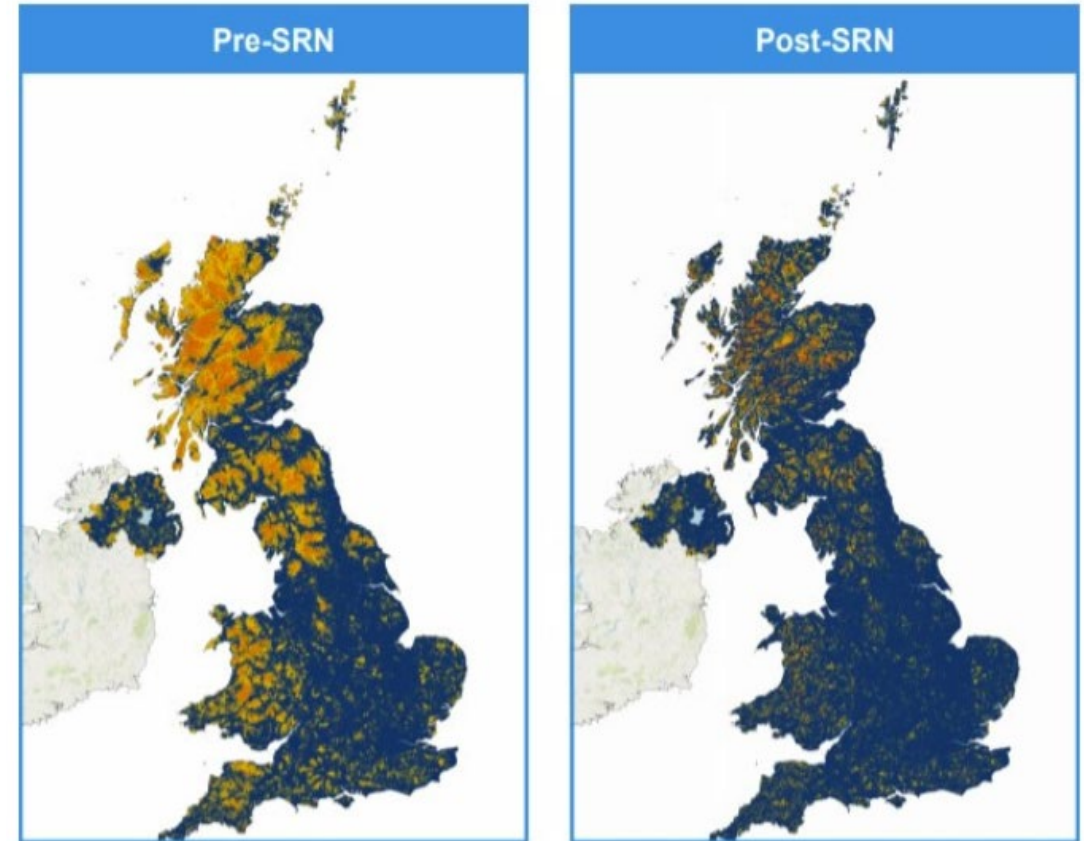


Agri-Tech



The Shared Rural Network

- **Extend reliable 4G mobile coverage**
 - to 95% of the UK's landmass by at least one or more operator(s)
 - To 84% of the UK's landmass by all four operators (up from 69% now)
- **Extend mobile coverage to an additional 280,000 premises and 16,000km of roads**
- **£1 billion investment (£532m from industry)**
- **PNS elements to be completed by 2024 – TNS by 2027**





Planning in rural areas

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Barriers to rollout

- Challenging topography
- Limited demand
- Access to sites
- Protected areas (restrictive planning laws)
- Understanding and awareness of mobile infrastructure
- Contact points (SPOC)
- Constrained resources – planning departments
- Misinformation (health and conspiracy theories)



CLUTTONS

Connecting the UK

Getting the nation gigabit ready



Perception Polling – Cluttons / You Gov

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What Councillors say ...

77%

Councillors supportive of communications infrastructure being rolled out in their local area

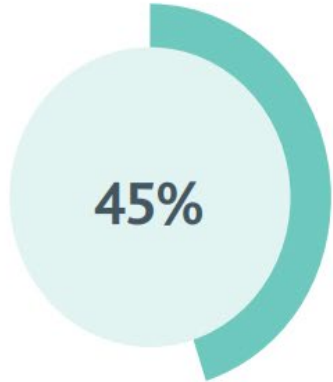
78%

Councillors believe decision makers within their organisation are supportive of communications infrastructure rollout*

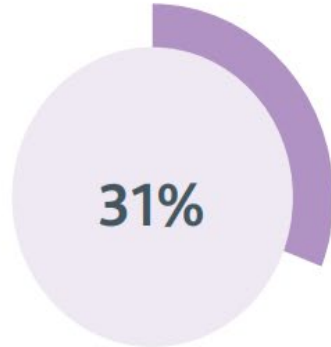
70%

Citizens supportive of communications infrastructure being rolled out in their local area*

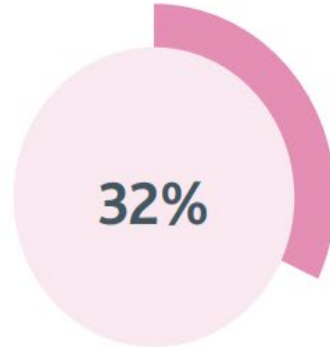
What Councillors say ...



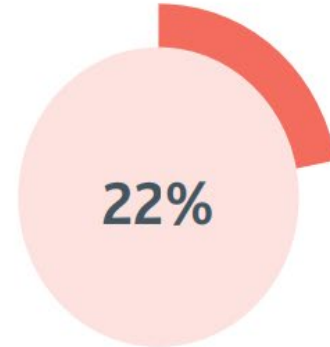
...has a digital infrastructure strategy in place



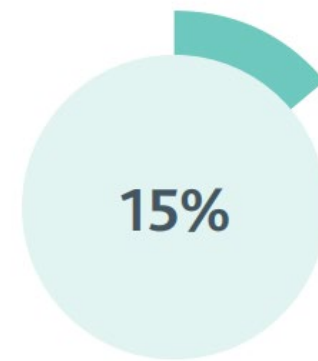
...has appointed a digital champion



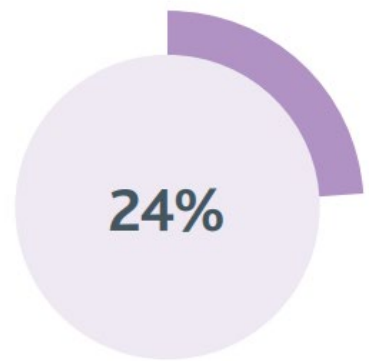
...is doing enough to smooth the way for rollout



...has an effective relationship with infrastructure providers



...has the funding it needs to prioritise digital connectivity



...has the information it needs to promote digital connectivity

What can be achieved ...

Where Councillors from local authorities do have a strategy for development of digital infrastructure in place they are:

- **Three times more likely** to agree **promoting and improving digital connectivity is a priority** for the local area
- **Four times more likely** to say their local authority's **relationship with Telecommunication and Digital Infrastructure Providers**, when it comes to rolling out telecommunications infrastructure and equipment, **is effective**.
- **Four times more likely** to say their local authority is doing enough **to smooth the way for the rollout of telecommunications infrastructure** and equipment in the local area.



Digital Champions

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The Legislative Outlook

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What's going on in Westminster?

- Shared Rural Network
- Levelling Up
- Wireless Infrastructure Review
- Planning Reforms – Permitted Development Rights
- PSTI Bill – Electronic Communications Code
- Mobile UK Digital Champions and Local Authority Assistance