

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 white, uppercase, sans-serif font. The entire logo is centered within a large, light teal circular brushstroke that has a textured, watercolor-like appearance.

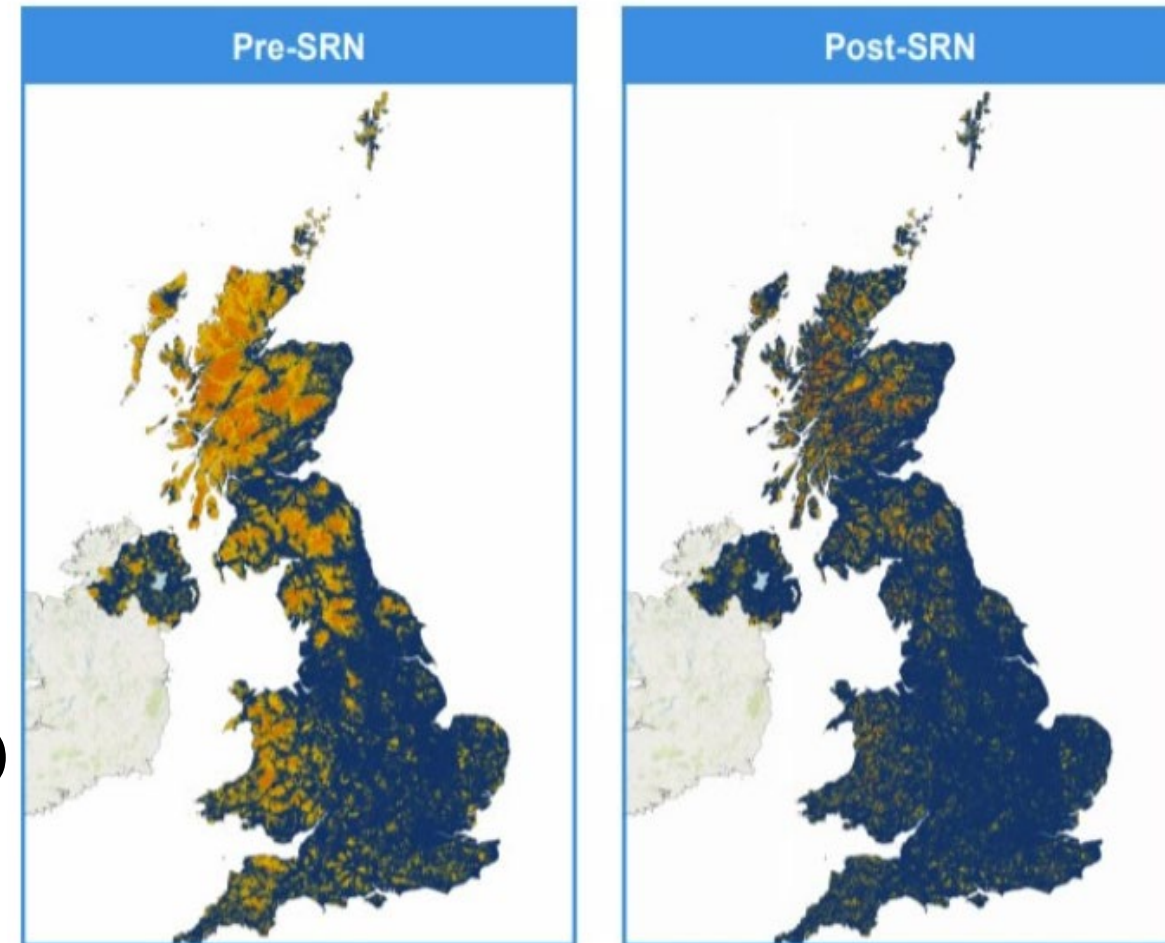
Mobile UK

RSN Seminar: Rural Digital Connectivity

May 2022

Rural Mobile Connectivity

- 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





The Case for Digital Champions

Mobile^{UK}

Fewer than $\frac{1}{3}$



(32%) of councillors believe their local authority is doing enough to smooth the way for rollout of telecommunications infrastructure and equipment in their local area.

Fewer than $\frac{1}{2}$

(45%) of councillors say their local authority has a digital infrastructure strategy in place.



Is connectivity a priority?

Delays to the rollout of 5G could cost the country tens of billions of pounds in lost economic output.

**To the tune of
£41 billion.⁷**



Fewer than $\frac{1}{3}$

(31%) of councillors say that their local authority has assigned a Digital Champion role.

If 5G coverage reaches a quarter more of the population than the Government's current target of 51%, it will produce GDP gains of

**£41.7 billion
by 2027.⁸**

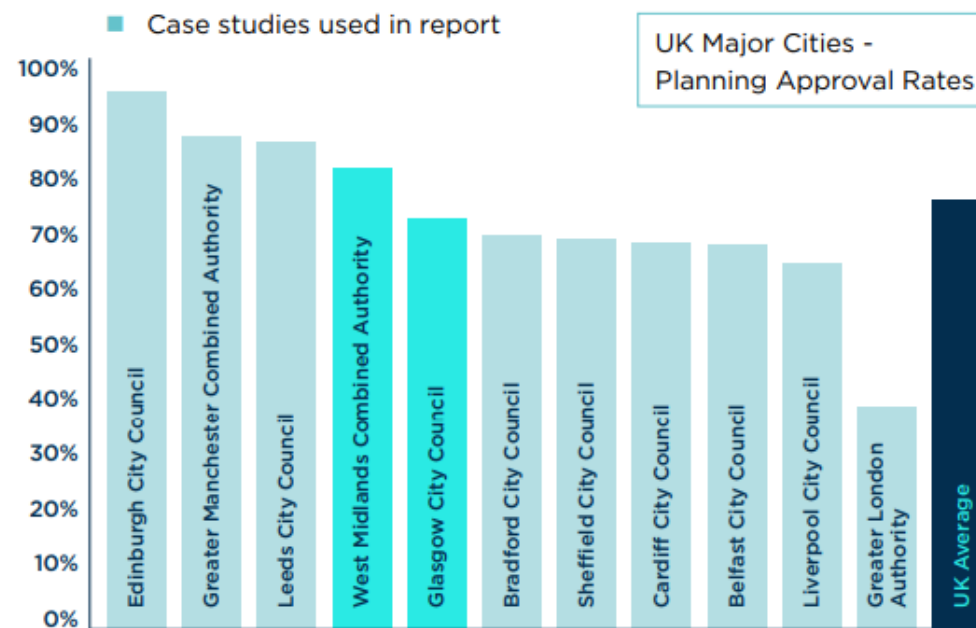
Economic Impact

Indeed, polls suggest that where a local authority has a digital strategy in place they are:

3x more likely to agree **promoting and improving digital connectivity** is a priority for the local area

4x more likely to say their local authority's relationship with the **telecommunication and digital infrastructure providers rolling out infrastructure and equipment is effective.**

4x 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.**



Case Studies

- Essex CC Be 5G Smart campaign raising awareness across the county, including advertising on buses and ad boards.
- Glasgow CC Telecoms Unit established to increase efficient engagement with the industry and standardize documentation.
- West Midlands ranked highest in a 5G mobile coverage survey (2020-21).
- Wolverhampton City Council established a Digital Champion backed by an appointed Councillor Digital Innovation Champion.



CITY OF
WOLVERHAMPTON
COUNCIL

What is a Digital Champion?

1. A Fully Funded Role

2. Senior-Level Responsibility

3. Political Responsibility and Leadership

4. Experience and Skills

5. Outcome, Not Output Focused



**BUILDING
MOBILE
BRITAIN**

Mobile^{UK}