

Thursday 16th November 2017

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Dear Lord Adonis,

Re: Better connectivity for the UK public

We were delighted to see that you have voiced your concerns surrounding the issue of mobile coverage in the UK once again. This is a topic which over the years we have tried to bring to the fore and encouraged others the industry to consider; so we stand with you in calling for better coverage.

In recent years, we've voiced our opinion on the state of mobile services in the UK, including mobile coverage and connectivity. Having identified mobile coverage across the UK as being a major obstacle faced by businesses, we created our own national roaming solution. Our Jump® SIM allows users to switch to the strongest available network and maintain connectivity. We did this in the face of opposition from the mobile network operators (MNOs).

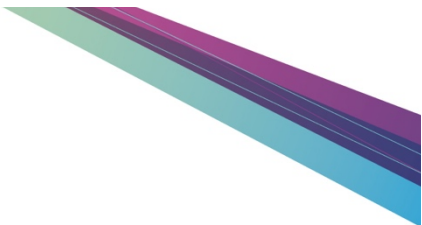
As well as this, just last year, we sent a letter (enclosed) to MPs calling for greater investment in and development of national roaming to improve the mobile phone reception experienced by the UK public.

We wholeheartedly agree with your evaluation that UK mobile coverage is 'deplorable' and believe that after years of little or no progress, now is the time something must be done. A [recent survey](#) put into perspective just how much of a problem UK mobile coverage is, with almost one-third of mobile users reporting poor or no indoor reception in their homes. I'm sure you'll agree that in this day and age this is unacceptable.

We provide mobile services to businesses so we're very aware, that to them, basic mobile coverage can be absolutely critical. What is more, coverage is a necessity for everyone across the UK regardless of location. As you mentioned in your public consultation, we risk falling behind other nations if we don't introduce drastic improvements soon.

We believe that in order for this to happen, pressure needs to be placed upon the MNOs to provide the coverage and service that the public deserves. Mobile providers have the ability and funding to change this but still they seem reluctant to act in the interests of their customers.

If mobile providers won't take the initiative to effect change, then there must be greater intervention from the Government and Ofcom to ensure that progress is actually made. [Ofcom have responded](#) to this issue by saying that by the end of the year, "virtually all UK premises must receive a 4G signal". We must ensure that *all*, not "virtually all" UK premises have access to a strong and reliable signal.



Up until now Mobile Network Operators have been allowed to do the bare minimum and we're all suffering because of it. This has to change. We will continue to encourage the key figures in our industry to make these much-needed changes, as we're sure you will too.

We'd be delighted to meet and share with you our insight gathered as the UK's most established national roaming provider. Please do not hesitate to contact me on the numbers above.

Yours sincerely,

David Samuel
Managing Director
24 Seven Communications Limited