



## What the locals say – video transcript

**Voice over:** The village of Cranborne in Dorset is like many rural communities in Britain – a beautiful place to live, but it can sometimes feel cut off from the outside world when it has an unreliable mobile signal. No matter what network, mobile signal can sometimes be less than perfect, but signal issues aren't always caused by how far away the nearest mast is. Local geography may make it impossible for a community to receive mobile coverage by traditional means, or areas of outstanding natural beauty may mean that a mobile phone mast isn't the answer. Until recently villagers and businesses in Cranborne had to muddle through.

**Jane Gould, Landlady, The Inn at Cranborne:** Several times a day I'd have to drive out of Cranborne, up to get a signal, sit in a layby, and receive copious messages that had backed up because I didn't have a signal.

**Gavin Fauvel, Agent, Cranborne Estate:** We had no mobile from any network at all which meant it was pretty boring being here. People didn't really want to live here, certainly not work here. It was a real limiting factor.

**James Hood, Pilgrims Veterinary Practice:** Out in the middle of a field on a farm we really need to stay in contact with the practice, especially for urgent calls and urgent messages. Prior to that, we always used to have to come back into the practice to deal with those messages.

**Voice over:** All that has changed after Cranborne and 11 other rural communities across the country took part in a trial for Vodafone's Rural Open Sure Signal programme. The Vodafone Open Sure Signal technology uses existing broadband services to deliver the mobile phone signal needed to provide 3G coverage, where before there was little or none.

About the size of a cereal box, the units are placed high on the outside of buildings across the community. Any Vodafone UK customer with a 3G device who comes in range of a unit, will automatically connect to it and enjoy 3G signal. This means you can make clear voice calls, send emails, check out Facebook or Twitter, watch videos and much more besides.

Now, Vodafone is looking for 100 more rural communities to take part and bring reliable coverage to their community for the first time.

**Jeroen Hoencamp, CEO, Vodafone UK:** This year alone Vodafone is investing £1 billion in upgrading the network across the country to deliver more than 98% population coverage across 2G, 3G and 4G. This programme specifically targets those areas that today have no coverage at

all, or really poor coverage in rural areas. The big benefits for businesses in these areas is that they have access to mobile internet, to all their applications and all their tools on the go, and not just in their offices. So whether you're a Mussel farmer in the Shetlands, or you're a GP in a small, rural community, you're always available, you're always productive wherever you go.

**Voice over:** The Vodafone Rural Open Sure Signal programme is a community-led initiative, so support from those in the communities, as well as their local MPs, is critical. John Glen is MP for Winterslow in Wiltshire, one of the communities to benefit from the Rural Open Sure Signal trial.

**John Glen, MP, Winterslow:** It really is a big community effort. The Parish council in Winterslow were fantastic. They were frustrated with what they had and didn't have two years ago, and they've worked determinedly with myself and Vodafone to find sites in the village that would be appropriate given the proximity of houses. And basically, they worked with me until we got to the point that we put it in a few months ago, it's now up and working and everyone's seeing the benefits immediately.

**Gavin Fauvel, Agent, Cranborne Estate:** It's been in for just over a year now, and it's really exciting for us because we're able to rent houses to people who not only have mobile phone service which we didn't have before at all, we've now got a 3G data service, and that's better than a lot of our local towns here.

**James Hood, Pilgrims Veterinary Practice:** Since Vodafone Open Sure Signal has been up and running in Cranborne we're much more effective within our practice and we seem to be dealing with all of our emergencies and our urgent calls a lot more effectively.

**Voice over:** For more information on the programme, and how your community can benefit from Open Sure Signal go to [vodafone.co.uk/rural](http://vodafone.co.uk/rural)