



21 January 2015

TREVOSE IN CORNWALL SHORTLISTED BY VODAFONE TO RECEIVE 3G MOBILE COVERAGE IN NATIONAL RURAL NOT SPOT PROGRAMME *#ROSS100*

- **Treose is named as one of 100 rural communities across the UK shortlisted for the Vodafone Rural Open Sure Signal programme**
- **Community-led initiative with Vodafone brings much needed mobile coverage to help boost rural economy**
- **Vodafone spending more than £1 billion on its UK network and services**

Vodafone UK has announced the beautiful rural community of Treose, Cornwall is one of 100 rural mobile not-spot communities shortlisted to receive 3G coverage under its Rural Open Sure Signal programme.

The community has until now suffered from unreliable mobile coverage and slow network speeds. With the installation of Vodafone's innovative Sure Signal technology, the local community will benefit from high quality 3G voice services, and much needed access to the internet via mobile devices, contributing positively to business and everyday life.

The names of the latest communities shortlisted to join the Rural Open Sure Signal 100 programme were announced today. The list includes communities from across the UK including Donemana (Tyrone), Benacre (Suffolk), Sandness (Shetlands) and Silchester (Hampshire). Vodafone will now start working with the Village Champions on a full assessment of the application made to take part in this community-led initiative, with the service expected to go live this year.

The Rural Open Sure Signal 100 programme is a national initiative by Vodafone UK to provide reliable mobile access to up to 100 rural communities in mobile not-spot locations. Launched in July 2014, with support from local MPs, councils and rural action groups, the programme has received an overwhelming response from around the country. Applications have come from island communities in rural Shetlands to rural communities in County

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Tyrone in Northern Ireland, picturesque villages on the south west coastline as well as along the east coast in Norfolk.

Mobile connectivity plays a vital role in keeping communities in touch and helps support local economies. However, rural and remote locations often miss out on advantages provided by modern communication tools, due to the complexity of delivering network coverage. This can be because of the geography of the area or difficulties with planning permissions in places of outstanding natural beauty. The Rural Open Sure Signal programme uses innovative 'femtocell' technology to provide an alternative solution to bring mobile access in locations where it isn't possible for networks to provide coverage through traditional means.

Jeroen Hoencamp, Vodafone UK Chief Executive, said: *"I am delighted Trevoise has been shortlisted as one of our 100 ROSS communities and I'm excited about the transformation this pioneering programme could bring to the community. The communities who have worked with us to introduce Open Sure Signal have all told us how life has improved markedly, from the ability to make an appointment at the local doctor to telling their families they are running late for lunch. We are committed to investing hugely in our network and using innovative technologies such as Sure Signal to provide coverage to rural communities means we can reach areas where it's been impossible to reach using traditional means."*

Vodafone's Rural Open Sure Signal programme has now seen the connection of 13 rural communities across the UK. Communities connected so far have been enjoying social media using mobile internet whilst businesses, from GPs to pubs to a mussel farmer in the Shetlands, now have mobile signal to help make their businesses work better.

As well as using Rural Open Sure Signal to plug rural "not-spots", Vodafone is spending more than £1 billion on its network and services across the country, including extending its 4G coverage to 395 cities and towns and thousands of smaller communities across the UK.

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The list of final communities can be found below:

	New communities 40	Second communities 30 (announced 24 Nov 2014)	Initial 30 communities (announced 7 Nov 2014)	Initial 12 trial communities
Aberdeenshire		Glenbervie		
Argyll & Bute	Ardfern Connel Dunbeg Ormsary Port Askaig	Crossapol (Isle of Tiree)	Isle of Luing Seil & Easdale	
Berkshire			East Garston*	East Garston
Berwickshire		Abbey St Bathans	Blackerstone	
Borders	Heriot			Newcastleton
Caithness	Dunbeath			
Carmarthen				Pendine
Cornwall	Trevose			
Co Tyrone	Donemana		Killeter Pomeroy	
Cumbria	Gilcrux Mungrisdale Uldale		Borrowdale Caldbeck*	Caldbeck Witherslack
Denbighshire	Loggerheads		Bryneglwys	
Devon		Chillaton Ideford Lifton Postbridge & Bellever	Bridgerule Shobrooke Throverton	Newton St Cyres
Dorset			Chesil Bank	Cranborne
Durham			Middleton-in-Teesdale	
Essex		Elmdon		
Fife	Ceres			
Gloucestershire			Coln St Aldwyns, Minchinhampton	
Gwynedd			Corris	
Hampshire	Silchester	Owslebury Pucknall	Easton Bramdean	
Herefordshire		Fownhope		Ewyas Harold
Inverness-shire	Morvern Newtonmore Spean Bridge	Boat of Garten		
Norfolk		Croxton Horning	Blakeney* High Kelling	Blakeney

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		Loddon Salhouse Saxthorpe Reepham Martham	Hillington Upper Sheringham	
Northamptonshire		Badby		
Orkney			St Andrews	
Outer Hebrides	Benbecula & Balivanich Lochboisdale Lochmaddy	Castlebay Eoligarry Barratlantic Horve		
Oxfordshire			Childrey Letcombe Regis	
Peeblesshire		Cardrona		
Pembrokeshire			Moylegrove	
Ross-shire	Applecross Cromarty Culbokie	Conon Bridge		
Selkirkshire	Ettrick			
Shetlands	Aith Baltasound Fetlar Sandness Skeld Sandsting	Hamnavoe		Walls
Somerset			Spring Grove	
Staffordshire			Newborough	
Stirling				Kinlochard
Suffolk	Benacre			
Sutherland		Dornoch		
Warwickshire	Lighthorne			
Wigtownshire	Isle of Whithorn Whithorn			
Wiltshire		Oare Wilcot	Broad Chalke	Winterslow
Yorkshire	Bradfield Buckden Markington Melmerby Scorton			

For more information on the programme, visit www.vodafone.co.uk/rural.

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news release



Notes to editors:

- In November 2014, Minchinhampton in Gloucestershire became the first community in the Rural Open Sure Signal 100 programme to go live. For more information visit blog.vodafone.co.uk
- The successful communities receiving Open Sure Signal technology are subject to further assessments and required planning permissions (if applicable).
- The programme involves the use of innovative 'femtocell' technology. Vodafone UK has pioneered the use of this technology with Vodafone Sure Signal. Launched in 2009, Vodafone Sure Signal boosts in-building 3G coverage and plugs straight into a home broadband line. For more information visit www.vodafone.co.uk/suresignal

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