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VODAFONE UK LIGHTS UP THE RURAL NOT SPOT OF PORTESHAM (DORSET)

- Vodafone coverage available as part of Government's Mobile Infrastructure Project (MIP)
- Vodafone UK spending approximately £2 billion on its network and services across 2014 & 2015

Vodafone has announced today that it has gone live on the newly built mast in Portesham, Dorset. Part of the Government's Mobile Infrastructure Project (MIP), the mast brings reliable 3G and 4G coverage to the community for the first time.

Residents and visitors to Portesham on Vodafone's network will be able to connect to the internet whilst businesses will also see improved productivity by enabling employees to work where they want to, when they want to.

MIP extends mobile phone coverage to areas where no coverage is currently available. The Government is providing capital funding for Arqiva to build the new site infrastructure, while mobile network operators, such as Vodafone, will be providing coverage from the sites.

Jorge Fernandes, Chief Technology Officer for Vodafone UK, commented: "Our improvements in Portesham will ensure our customers enjoy stronger outdoor and indoor coverage, whilst 4G will help local businesses react faster to the needs of their customers and introduce remote working practices for staff, which can help reduce costs and increase productivity."

Rt Hon. Dr Oliver Letwin, MP for West Dorset said: "I warmly welcome the news that Vodafone has brought mobile coverage to Portesham. This will be a major boost for local people and businesses, giving them access to the mobile internet and all the benefits it brings."

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.co.uk

Vodafone UK Media Relations

Telephone: +44 (0) 1635 666777



Vodafone continues to strengthen its existing mobile phone services across the UK, bringing stronger indoor and outdoor network coverage and mobile internet access to more communities and businesses. As part of approximately £2 billion Vodafone is planning to spend on its network and services in the UK across 2014 and 2015, 4G has now been extended to 541 larger cities, towns and districts as well as thousands of smaller communities across the UK. Vodafone is also planning to provide coverage using 2G, 3G or 4G services to 98% of the UK population. In addition, Vodafone is implementing its Rural Open Sure Signal programme, designed to give 100 remote communities across the UK 3G coverage for the first time.

For further information:

Vodafone UK Media Relations

Telephone: 01635 666777

<http://mediacentre.vodafone.co.uk/>

NOTES TO EDITORS

- 4G speeds vary and depend on coverage and demand. For more information visit www.vodafone.co.uk/4g
- Coverage predictions are based on an assumption that Vodafone can obtain planning permission to build sites, access to land or buildings to place equipment and backhaul to connect sites.
- There are a number of criteria which sites need to meet before they can proceed to the build stage for the Mobile Infrastructure Project. They must be economic to acquire, build and run. They need to have a power source within reasonable reach, access back to the mobile operators' networks, be sufficiently accessible to build and operate, and cover sufficient people to make the investment of public money worthwhile.
- Details of the areas in England, Scotland, Wales and Northern Ireland that will benefit from the Government's £150m investment in mobile phone coverage are available [here](#).
- Customers can check Vodafone's current and planned coverage at <http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>
- For more information on the Vodafone Rural Open Sure Signal programme visit www.vodafone.co.uk/rural

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