# Rural Open Sure Signal

Bringing 3G coverage to your local community

**Power to the connected**

**Vodafone**
Power to you

## Vodafone Rural Open Sure Signal

**Our focus is on helping you stay in touch with your friends and family, giving you the power to make a call or send an email from your mobile device wherever you are.**

**If your community gets a place on our programme, we'll be installing Open Sure Signal at a number of sites across your community to give you 3G coverage.**

## What is Open Sure Signal?

It's a small, low-powered 3G mobile base station, just a bit larger than your home broadband box. It works with a local broadband connection to create a 3G signal.

If you're on our network and have a 3G mobile device, you'll automatically connect to it and enjoy the benefits of 3G straight away. You'll be able to make crystal clear voice calls, send emails, check out Facebook or Twitter, watch videos and much more besides.

The Open Sure Signal units are similar to our Sure Signal units, which give you a personal 3G signal in your home or office. You can find out more about Sure Signal at vodafone.co.uk/suresignal.

## What can it do?

- Each Open Sure Signal unit provides up to 500 metres of 3G coverage. And there's no need to worry about any harmful signals.

- If you're a Vodafone UK customer you'll be able to use the 3G signal as long as you're in range of a unit.

- Working together, all our Open Sure Signal units will offer widespread coverage across your community, ensuring a strong 3G Signal.

## What does it look like?

Each Open Sure Signal unit is 38cm tall, 26cm wide, 6cm deep and weighs at least 2kg.

We mount them up high onto a chimney breast, pole or wall in a vertical position. And there's a choice of coloured covers to ensure they blend in to the surroundings

## Got a question?

- Find out more at vodafone.co.uk/rural

# Vodafone Rural Open Sure Signal programme
# Application form

Before completing this questionnaire, please make sure you've read all of the information included with this pack. Find out more at vodafone.co.uk/rural

| Your community and county | Your village champion | Your community email address and website address (if applicable) | Your local MP, AM or MSP, and constituency | MP supports? |
|---|---|---|---|---|
| | Name:<br><br>Contact number:<br><br>Email address: | Email:<br><br>Website: | | ☐ Yes<br><br>☐ No |

| | |
|---|---|
| **What's the estimated population of your community?** | ☐ <250 people ☐ 251 – 500 people ☐ 501-1000 people ☐ >1000 people |
| **What's the approximate number of properties in your community?** | ☐ <50 houses ☐ 51 – 200 houses ☐ 201-500 houses ☐ >500 houses |
| **What 'shape' is your community? Are the houses clustered or dispersed?** | ☐ One large cluster of buildings in a single location<br>☐ A number of smaller clusters of buildings spread over the area<br>☐ A few buildings dispersed over a small distance (within 1 mile)<br>☐ A few buildings dispersed over a large area (more than 1 mile) |
| **Do you get signal with any mobile operator? If yes, on average, how many bars of signal (found at the top of your phone's display)?** | ☐ Yes ☐ No<br><br>If yes, bars of signal:<br><br>Vodafone ☐1 ☐2 ☐3 ☐4 ☐5<br>O2 ☐1 ☐2 ☐3 ☐4 ☐5<br>EE ☐1 ☐2 ☐3 ☐4 ☐5<br>Three ☐1 ☐2 ☐3 ☐4 ☐5 |
| **Are there any small business centres in your community? If yes, give a few details.** | ☐ Yes ☐ No<br><br>If yes, what are these: |
| **Does tourism impact the population?** | ☐ Yes ☐ No |
| **If yes, roughly in what numbers, where, and at what time of year?** | No. of tourists: Season/ months:<br><br>Locations: |
| **Have you identified at least 5 potential sites in your community for the Open Sure Signal units?\*** | ☐ Yes ☐ No |
| **If yes, have you got permission from the property owners to use their building as a site?** | ☐ Yes ☐ No |

**\*Please give full site details on the 'site sheet' included in this pack. You'll also need to print out and attach a map with the site locations clearly marked. Please see our FAQs for more info on how to choose your sites.**

| | |
|---|---|
| **Does your community have broadband? If yes, who's the Internet Service Provider (ISP), and tell us the speed for each of your sites on the 'site sheet'. (Check your broadband speed at speedtest.net )** | ☐ Yes ☐ No ISP: |
| **Is your community enthusiastic about the Open Sure Signal programme? If any residents are less keen, please give details why.** | ☐ Yes ☐ No<br><br>If no, why not? |
| **Where did you hear about the Open Sure Signal programme? (Tick all that apply)** | ☐ Local MP<br>☐ Parish Council<br>☐ Vodafone directly<br>☐ Local rural group<br>☐ vodafone.co.uk<br>☐ Social media<br>☐ Other, please state: |
| **If this application is successful, Vodafone may want to highlight your community with the media when Open Sure Signal is launched. Would your community be happy to take part?** | ☐ Yes ☐ No, we're not happy for Vodafone to promote our community's use of Open Sure Signal |

## Declaration

I confirm that all information in this application is accurate to the best of my knowledge and accept responsibilities of acting as Village Champion for my community. I have also read and accept the terms and conditions.

**Signed:**

**Print name:**

**Date:**

**Send your application to:**

Rural Open Sure Signal programme, Media Relations, Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN.

**What's next?**

We'll assess your application for Open Sure Signal, and will announce the successful communities in October 2014. Once communities have been told they are successful we'll start surveying, in preparation to install Open Sure Signal units.

Thank you for taking the time to complete this questionnaire.

Kind regards,

Fergal Kelly, CTO, Vodafone UK

# Vodafone Rural Open Sure Signal programme – application FAQs

## General FAQs

**Why have you launched the Rural Open Sure Signal programme?**
Mobile coverage is becoming both a social and business necessity. There are still some rural and remote locations across the UK which suffer from poor coverage, mostly due to geographical challenges. For example, if the area is in a valley, or there are difficulties in siting masts due to being areas of outstanding natural beauty.

With Open Sure Signal, we've expanded the idea of our personal Sure Signal product (which creates 3G signal in your home or small office), by creating 3G coverage in your rural community. This programme is about bringing coverage to more rural communities across the UK.

We received positive feedback from the 12 communities in our Open Sure Signal trial project. They are now enjoying the great benefits of reliable mobile access for the first time in their community.

**What is Open Sure Signal?**
It's a low-powered 3G mobile base station, just a bit larger than your home broadband box. It works with a local broadband connection to create a 3G signal.

If you're on our network and have a 3G mobile device, you'll automatically connect to it and enjoy the benefits of 3G straight away. You'll be able to make crystal clear voice calls, send emails, check out Facebook or Twitter, watch videos and much more besides.

The Open Sure Signal units are similar to our Sure Signal units, which give you a personal 3G signal in your home or office. You can find out more about Sure Signal at vodafone.co.uk/rural

**What does it look like?**
Each Open Sure Signal unit is 38cm tall, 26cm wide, 6cm deep and weighs at least 2kg. We mount them up high onto a chimney breast, pole or wall in a vertical position. And there's a choice of coloured covers to ensure they blend into the surroundings.

**What can it do?**
- Each Open Sure Signal provides up to 500 metres of 3G coverage.
- If you're on our network you'll be able to use the 3G signal as long as you're in range of a unit.
- Working together, all our Open Sure Signal units will offer coverage across your community, ensuring you never lose signal.

**How powerful is it?**
Open Sure Signal is very low-powered. It uses the same amount of energy a day as your TV.

**Could the signal from an Open Sure Signal unit affect me or my children?**
No. Open Sure Signal works on frequencies which are completely safe.

**Why does each community need to nominate a 'Village Champion'?**
Before you apply you'll need to nominate a Village Champion for your community. Usually this is a member of the local parish council. The Village Champion acts as our main point of contact for your community – they'll need to locate potential sites, and liaise with the local MP to gain their support.

**What do I need for Open Sure Signal to work?**
- A broadband connection of at least 4MBps at each site location
- A power source
- Suitable locations to site Open Sure Signal units. These tend to be on community buildings. For more info on sites see 'Where's the best place for Open Sure Signal units in my community?'

**What frequency does Open Sure Signal use?**
2100Mhz – any Vodafone UK customer with a 3G device can use it.

**Does it cost anything to use it?**
No. Open Sure Signal is completely free to connect to. You'll only pay for usage that's not included in your price plan.

**How many people can use it?**
Anyone can connect to a unit, if they're in range. They'll need to be a Vodafone UK customer and have a 3G device.

**How far does the signal from an Open Sure Signal reach?**
Our most recent version can cover up to 500 meters.

**Who can use Open Sure Signal?**
Only Vodafone customers can use the 3G coverage provided by Open Sure Signal.

**I have a Sure Signal in my home. Will it interfere with the Open Sure Signal?**
No. You can continue to use your home Sure Signal. However, the local Open Sure Signal may give you enough coverage in your home, meaning you won't need both.

**Will Open Sure Signal cure all coverage black spots?**
No. Open Sure Signal technology is an option only for small rural areas, so it's ideal for public meeting places or focal points in your community. For coverage over a large area, a mobile phone mast is still the best option.

**Can Open Sure Signal bring 4G to my community?**
At present no. However, it is something which could be introduced in the future.


# Application form FAQs


**Where's the best place for Open Sure Signal units in my community? (Please refer to this section when completing your 'site sheet')**

- Sites are often best placed on buildings located on higher level ground. If a unit is sited at this level, its signal will be able to travel further and provide coverage to a larger area of your community. Units are installed across your community to ensure even coverage.

- Open Sure Signal units can also be placed where a large number of people in your community gather. We call these locations 'community hubs' – these are often sites like pubs, village halls, recreation grounds etc.

- It's best that units are placed on sites near to one another to ensure full coverage – so choose your sites accordingly. Each unit has a coverage radius of up to 500 meters (as long as nothing blocks the path of signal, such as trees, buildings etc).

### How many Open Sure Signal units will be installed in my community?
The number of units will depend on the 'shape' of your community. We ask for at least 5 potential sites, but the more you can give us, the better – there's space for up to 10 sites on your application questionnaire.

We'll choose approximately 4 out of your listed 5-10 sites to place Open Sure Signal, depending on the size and 'shape' of your community.

Giving us the details of at least 5 possible sites helps us to choose the ones which will give your community the best coverage solution.

### How will the units be installed at each site?
We'll place Open Sure Signal units onto the most accessible and highest point of each building. These are often chimney breasts, on the side of houses etc. Units are given coloured covers so that they blend into their surroundings.

### How is Open Sure Signal powered and what does it cost?
- Sites will need to have access to a power source for each Open Sure Signal unit.
- It costs about £30 a year to power one Sure Signal unit (similar to your TV).
- The cost to power them will be the responsibility of the landlord, although they may be funded by the community as a whole by raising funds to pay power costs.

### How can I check my community's broadband speed?
Go to speedtest.net and enter your community's address details. You'll get a speed result in download and upload 'MBps' – please tell us both results when you apply.

### My community doesn't have broadband, can I still apply?
Sorry, no. Open Sure Signal needs a broadband connection to create a 3G signal.

### Why do you need to know the 'shape' of my community?
The 'shape' of your community can affect how we will install Open Sure Signal units to bring you the best coverage. The more dispersed your community, the more units we may need to cover each small area or cluster of houses.

### Why does it matter how many tourists visit my community?
It's important that we know how many people are visiting your area. If some months are popular with tourists, it'll mean the population density of your community will increase significantly. This tells us there could be a greater need for Open Sure Signal in your community, and resultantly there will be more devices connecting to the Open Sure Signal units at some times of year.

### What do you mean by a 'small business centre'?
This could be any place of business in your local community, such as pubs, post offices, local stores, local offices, farms, etc.

### How will you choose the successful communities?
Communities will need to meet our initial criteria, which include:
- Very little or no existing mobile coverage
- A sufficiently fast broadband service to support Open Sure Signal

### What about the communities that aren't chosen as part of this programme?
We're working hard to bring coverage to rural communities, including those that haven't been selected for this programme. We've committed to provide coverage, using 3G or 4G services to 98% of the UK population in the next few years.

A lot of rural communities have found answers by using our personal Sure Signal product, which creates 3G coverage in your home or small office (as long as you've got fixed line broadband of at least 4MBps). Find out more at vodafone.co.uk/suresignal

As well as working on innovative technology like Open Sure Signal, we're also working closely with the Government's Mobile Infrastructure Project (MIP). This focuses on reducing the costs of building and running a network, by addressing some of the policy challenges that are faced by mobile companies.

**When will you start to install Open Sure Signal across the successful communities?**
We'll announce the successful communities in autumn, and hope to start rolling out to these before Christmas 2014. However, we may roll out to communities earlier in the year if it's possible.

**Who should get involved, at a local level?**
Everyone - your MP, MSP or AM, local or parish councillors and local residents. We want your community to be as enthusiastic about the programme as we are and for there to be a passionate, collective desire for mobile coverage in your community.

**If successful, how long will my community keep Open Sure Signal for?**
We won't remove the units, so communities will keep them for the foreseeable future. The units will remain the property of Vodafone UK.

# Rural Open Sure Signal programme terms and conditions

## Please read these terms carefully.

1. VILLAGE CHAMPION: To apply for the Rural Open Sure Signal programme you must nominate someone within your community to represent it and be the single point of contact for Vodafone during all stages of the programme. This includes reporting any faults with units after installation. This person should also submit the application.

2. The Village Champion must be: (a) a UK resident; and (b) 18 years old or over at the time of the application.

3. MINIMUM CRITERIA: Before submitting the application, please ensure that your village meets the following minimum criteria:
   a) At least 4MBps broadband speed at 5-10 suggested sites across your community
   b) Limited coverage from all network operators in your area
   c) Permission from landlords and property owners to gain access and site equipment on their property
   d) Support from your local parish council, and your MP, AM or MSP
   e) Acceptance that the community will be responsible for the electricity cost to run the Open Sure Signal units (this is approximately £30 a year, per unit, at current rates). We'll cover the costs of the dedicated broadband line required to run the units.

4. APPLICATION TERM: The application process will be open from 22 July to 14 October.

5. FINAL DECISION: Meeting the minimum criteria above does not automatically mean your community will be successful. Vodafone's decision is final on the successful communities chosen.

6. FREE APPLICATION: It doesn't cost anything for communities to apply for the programme. Successful communities should be aware that they may be subject to ongoing charges depending on their own individual arrangements for internet access.

7. ONE APPLICATION: Only one application per community, multiple applications will not be accepted.

8. The Village Champion must fully complete the questionnaire (available for download from the vodafone.co.uk website). They must send this to: Rural Open Sure Signal programme, Media Relations, Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN.

9. Incorrectly completed applications or applications which have not been fully completed may be rejected.

10. By submitting the application you warrant that the information submitted is true and Vodafone reserves the right to verify the information and reject the application if any of the information turns out to be incorrect.

11. No responsibility can be accepted for applications that are lost or delayed, or which are not received for any reason.

12. The closing date for applications is 14 October 2014. Applications received after the closing date may not be accepted, and Vodafone reserves the right to amend the application end date at any time.

13. Vodafone expects to select the successful villages by the end of October 2014 and will notify their Village Champions in early November. Applications will be judged on eligibility and meeting the minimum criteria.

14. Open Sure Signal units will be sited in order to deliver the widest possible coverage. The number of units per community may differ based on the size, and geographical characteristics of the area. Due to these factors, complete coverage of the entire community isn't guaranteed.

15. Open Sure Signal units will remain property of Vodafone Limited, and we reserve the right to move or remove any units in the community.

16. Only Vodafone UK customers can connect to the Open Sure Signal units.

17. In order to use Open Sure Signal, you'll need a 3G compatible handset and price plan. The cost of your plan will remain the same, but any usage outside your plan's inclusive minutes, texts and data will be chargeable.

18. Vodafone 3G Mobile Network coverage is dependent on selected participants in the Village allowing Vodafone Open Sure Signal units to be installed and maintained at their building(s) on Vodafone's standard terms and conditions to be provided once the participants have been selected by Vodafone.

19. By applying for the programme, the successful communities agree to participate in such promotional activity and material as Vodafone may require. The community agrees to give unconditional, payment-free, permission to use, copy, process, publish, transmit and display details of the application (including photos) in any unpaid publicity or advertising, whether in print, photographic or video format.

20. The successful communities will have Vodafone Open Sure Signal units installed to provide 3G Vodafone Mobile Network coverage. These units will not be transferable to another community.

21. We won't offer the successful communities a cash alternative.

22. To find out which communities were selected onto the programme please send a SAE by 1 January 2015 to Rural Open Sure Signal programme, Media Relations, Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN.

23. This programme is run by Vodafone Limited, Vodafone House, The Connection, Newbury RG14 2FN.

24. Please read our Privacy Policy http://www.vodafone.co.uk/about-this-site/our-privacy-policy/

25. We cannot guarantee the level of service available upon completion of the installation.

26. Property owners in successful communities will be required to sign an agreement with Vodafone in relation to the Open Sure Signal unit installed on their property.

27. By sending your application for the programme you accept these terms.  Our decisions are final and we reserve the right not to enter into details correspondence with you.