



Rt Hon Boris Johnson MP
House of Commons
London
SW1A 0AA

Dear Mr. Johnson,

10 July 2019

Thank you for agreeing with us that delivering rural connectivity is vital and would be a priority for your administration if you become Prime Minister.

The CLA (Country Land and Business Association) is the membership organisation for rural landowners and businesses. We have 30,000 members who own or manage half of the rural land in England and Wales. Over the last 18 months, the CLA has been running a campaign entitled 4G For All which is focused on ensuring that new legally binding targets of 95% 4G geographic coverage by 2024 are placed on the mobile operators by Ofcom.

Ofcom recently reported that 33% of the UK still doesn't have 4G coverage from all four networks (Ofcom: Connected Nations Spring 19) while 4G has become the standard that consumers expect and is needed to deliver all the benefits of mobile connectivity. Rural businesses are driving innovation and investment in their local economy but are often held back by poor connectivity with many unable to implement new technology or find visitors are put off by a lack of coverage. In order to ensure rural businesses can maximise the opportunities that a changing economy presents reliable and high-quality connectivity is vital which will only be delivered through legally binding targets.

I would be delighted if you would join our campaign and pose with the enclosed pledge board. The picture can be uploaded to your social media accounts. The CLA's social media handles are below and I would be grateful if you could include us in any posts.

Twitter: @CLATweets
Instagram: @Countrylandandbusiness
LinkedIn: The CLA

Yours sincerely,

Mark Bridgeman.

Mark Bridgeman
CLA Deputy President

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