

## Useful advice if you are thinking of changing your ISP in 2021

Consumers in the UK face a confusing choice of different broadband providers and networks, which is getting worse as a growing number of new entrants enter the market. In fact, trying to find a new ISP can sometimes feel like walking through a minefield.

If you are looking for a new ISP but find the myriad of options available to you a little bit confusing, the ISP Review's new '[UK Best Broadband ISPs for Homes – 2021](#)' guide may be able to help by offering a simplified overview of the top options.

The guide puts together the editor's pick of top ISP options in terms of quality and affordability. The ISPs featured in the guide are picked based on a mixture of criteria, including reader feedback, Ofcom quality / complaint scores, third party awards and reviews from multiple sites, to name but a few.

As well as categorising ISPs by price and quality, a third category – Commendations - also highlights alternative network ISPs that also deserve praise – based on the above criteria.

Consumer champions Which? have also recently published their '[Best and worst broadband providers 2021](#)' report.

They note that while the best broadband companies offer a great service at a great price, provide a fast connection that you can rely on, and are on hand to help in the rare instance that something goes wrong, many broadband providers still don't deliver on those fronts.

While you have to pay to download the whole report, it is worth noting that this survey is based on the real-life experiences of thousands of customers across the UK and may prove to be money well spent if you are thinking of changing broadband provider and would like further information on choosing your next ISP.

## Mobile operators agree deal to improve UK's rural coverage

A number of publications, including [Computer Weekly](#) have recently reported that three of the UK's leading mobile operators have agreed a deal to build and share infrastructure to boost 4G coverage and improve mobile connectivity in hard-to-reach places.

In the first stage of the UK government's [Shared Rural Network \(SRN\) programme](#), which aims to support the deployment of 5G and extend 4G mobile coverage to hitherto badly served rural areas, O2, Three and Vodafone are joining forces to build and share 222 new mobile masts to boost rural coverage across the country.

The £1.3bn SRN programme was first proposed in October 2019 and has been made possible through a partnership of the UK's four major telecoms operators – EE, O2, Three and Vodafone who will work to close almost all partial "not spots" – areas where there is only coverage from at least one but not all operators.

Their initial investment of £532m will then be supplemented by more than £500m of government funding to eliminate total not spots – hard to reach areas where there is currently no coverage from any operator.

The exact location of the masts – most of which will be built in rural areas - are not being disclosed until planning permission has been approved. Construction will start this year and is set to be completed by 2024 in line with the agreement reached with the Government and Ofcom.

The three mobile operators will now engage with local stakeholders and other key parties to ensure what the UK government calls a "timely and efficient" roll-out that delivers 4G connectivity in rural communities, offering customers in very remote areas increased choice and fuller value from their contracts where they live, work or travel.