

Mobile phones have been around for about 30 years now, in one form or another. In that time, they have been completely transformed and completely transforming.

As the great brick-like contraptions that became synonymous with the social and economic changes of the 1980s gave way to the sleek, all-encompassing smart phones of today, so the way people have used them has changed beyond recognition, and the impact on our lives of those changes has been dramatic and, on the whole, hugely beneficial.

While almost anything and everything can be done via your mobile phone, its original purpose remains fundamental: the ability to make a phone call; to speak to other people.

It is in this area that technology just hasn't kept up. In Suffolk, as elsewhere, mobile phone reception is extremely mixed. It seems extraordinary that it's possible to speak to someone, with complete clarity, living thousands of miles away in Africa, and yet struggle to make a call from many of the towns and villages across our county.

It is in that context that the 'No More Not Spots' campaign has been launched by the British Chamber of Commerce, and strongly supported by the CEO of Suffolk's Chamber of Commerce, John Dugmore. As John rightly said, "It's particularly important in Suffolk because we have a number of key strategic arteries such as the A12 and A14 with terrible not-spot areas."

I'm sure we can all add to that with the areas we've struggled to make or take a phone call. Quite simply, we must do better.

Both for existing businesses, and to attract and encourage new ones, this is a must. Suffolk has such great economic potential, but in a highly-competitive world, we need to keep advancing in order to retain and build on its competitive advantages.

The aim of the campaign is to encourage people to share the details of not-spots they have experienced – which you can do via the Chambers of Commerce website. The Chamber will then take these details to the big network operators, as well as councils and the government, with the laudable aim of achieving 100% coverage by 2020.

We can all do our bit, and I will certainly to push this matter with my colleagues in parliament. So, spread the word and #shareyournotspots.