

Minutes of the meeting of the Communications Consumer Panel (CCP) and Advisory Committee for Older and Disabled People (ACOD)

17 September 2025, 10:30 - 15:35

Meeting held in hybrid format via Microsoft Teams

Present

CCP/ACOD (The Panel)

Helen Froud (Chair)

Rachel Burr (Member for Wales) (in attendance for items 1 to 7)

Judith Clifton

Lenna Cumberbatch (in attendance for items 1 to 7)

Grant Davis

Michelle Goddard

Robert Hammond (Member for England)

Rhian Johns

Carrie Matchett (Member for Northern Ireland)

David Warburton-Broadhurst

Michael Wardlow (in attendance for items 1 to 9)

Apologies

none

In attendance for the duration of the meeting

The Panel's Executive Team

UK Regulators Network's 'Next Generation Non-Executive Directors' scheme member ('Next Gen NED')

Item
1. Welcome and introduction 1.1 The Chair welcomed Panel Members and attendees to the meeting.
2. Declarations of Members' interests 2.1 Judith Clifton declared a new appointment - Visiting Scholar at Institute for Environmental Futures, University of Leicester, from October to December 2025.

3. Minutes of the meeting on 17 July 2025 and matters arising

3.1 The minutes of the meeting of 17 July 2025 were **APPROVED** as a true and accurate reflection of the meeting following slight amendment.

4. Chair's Update

4.1 The Chair and Panel Members discussed the Panel's recent activity and stakeholder engagement across the UK since the last meeting held on 17 July.

5. Consumer Policy update

- 5.1 The Panel received an update from Ofcom's consumer policy team on its key consumer policy areas.
- 5.2 Panel Members requested an update regarding the subsea cable outage which occurred in Orkney and Shetland in July 2025¹.
- 5.3 The Panel reiterated their concerns about the awareness and take up of social tariffs, and requested an update on Ofcom's work in this area prior to publication later this year of its Pricing Report.
- 5.4 Panel Members aired concerns about the levels of trust consumers have with industry, and would be interested to determine if any data exists to better understand where scams originate.
- 5.5 The Panel recognised the success of the One Touch Switch (OTS) programme since its inception on 12 September 2024, with over 300 communications providers committing to the programme. The Panel advised Ofcom to continue monitoring consumer experience, so that insights from consumers' unsuccessful switching journeys could be learned from by all signatories.
- 5.6 The Panel welcomed Ofcom's continued attention to monitoring bad actors that may exploit One Touch Switching by promoting an unnecessary paid-for consumer switching service, via search engines. This was viewed similarly to the harm caused by Information, Connection and Signposting Services.
- 5.7 Panel Members reiterated concerns for multiply underserved consumers with poor connectivity following the 2G/3G switch off, migration to Voice-over Internet Protocol (VoIP) and whose premises had not yet been served by the Shared Rural Network (SRN) or broadband roll-out schemes - including micro-businesses in remote areas.
- 5.8 The Panel queried whether adequate levels of 4G/5G coverage would be sufficient for the needs of consumers.
- 5.9 The Panel urged Ofcom's continued focus on postal quality of service levels and consumer affordability of postal services following Ofcom's post-consultation report

¹ The geographical location and timeline were not originally made available by Ofcom's consumer policy team, and was subsequently added for clarification.

on its review of the [reform of the Universal Postal Service](#). The Panel look forward to being included in future discussions with Royal Mail and Ofcom as the statutory consumer panel for this sector.

6. Online Safety Panel Strategy Session

- 6.1 The Panel reflected on insights gathered from their meeting of 17 July 2025 and Online Safety enforcement and Code activity that had taken place during the summer, to help inform a ‘plan of action’ on their Online Safety remit, which would include listening to key experts and building on the Panel’s existing strengths and pivoting on their ‘critical friend’ role to influence change.

7. Migration to VoIP update

- 7.1 The Panel received an update from Ofcom on the Migration to Voice-over Internet Protocol (VoIP) including the reach of the National Telecare Communications Campaign, launched on 2 June 2025 to raise awareness.
- 7.2 The Panel queried the measurement of the advertising campaign’s success, noting that while it may have reached the target audience, it may not have reached telecare users’ friends and families, due to being shown during the short summer holiday period (June to August).
- 7.3 Panel Members urged Ofcom to influence those with the power to commission a second and potentially a third wave of the campaign to broaden its reach, and to accurately monitor wider trends.
- 7.4 Panel Members were concerned about the definition and handling of telecare incidents, urging that any loss in service during the migration of a consumer who is reliant on their landline should be defined as a serious incident, with only luck separating those who lose service and did not incur harm with those who lost service and did.
- 7.5 Additionally, Panel Members voiced concerns on behalf of consumers reliant on their landline who live alone or have no immediate support. The Panel advised that these consumers would likely not report an incident and may not know that their service had failed until it was too late. Members suggest the industry led data may significantly under-reflect the numbers of issues consumers have so far experienced.
- 7.6 The Panel reminded Ofcom that communications providers should consider communities that are multiply underserved due to insufficient mobile connectivity and not having fibre broadband due to their geographic location, when planning migration of consumers in those communities.
- 7.7 The Panel advised Ofcom that communications providers should ensure that engineers completing a migration do not leave a customers’ property without fully testing the service to ensure consumers can use their connected devices or call someone in an emergency, for the reasons they had set out during this discussion.

7.8 Panel Members urged Ofcom to ensure that consumers who are migrated to a Pre-Digital Phone Line (PDPL), as the only viable option, are not collectively forgotten and solutions are put in place to ensure they remain connected and supported.

8. Panel Strategy Discussion on Post

8.1 The Panel examined and reflected upon information from stakeholders and discussed next steps.

9. Digital Transitions Project

9.1 The Panel received a summary from Ofcom on their commitment to explore how to make digital transitions easier for consumers to navigate with the aim of gathering the Panel's insights on behalf of consumers most at risk of exclusion during digital transitions.

9.2 Panel Members confirmed that engaging people effectively during digital transitions requires a people-first approach that prioritises inclusion, simplicity, and collaboration.

9.3 Rather than beginning with technology, Panel Members commented it is essential to start by understanding the human challenges and design processes that genuinely work for people. This means making systems seamless and accessible, ensuring no one is excluded or left behind, and communicating the benefits clearly to different audiences.

9.4 The Panel suggested that digital solutions should be framed as enablers, not obstacles, and should be co-designed with stakeholders to embed trust and relevance from the outset.

9.5 Panel Members would champion meaningful engagement between organisations and consumers, citizens and micro-businesses, and industry must consider equality, consult widely—including with young people—and avoid building barriers to digital access.

9.6 Additionally, the Panel advised that trust in communications providers plays a key role, and the Panel voiced its belief that there is an opportunity for providers to help bridge digital divides, such as by offering data access to facilitate service use.

9.7 Panel Members urged consideration of the sharing of data responsibly, busting myths, and fostering transparency as vital tools to building confidence and encourage participation in digital transitions earlier on, so that consumers benefit from the transition and harm and the need for later workarounds are prevented.



10. Enforcement update

10.1 Ofcom's Enforcement team provided Members with an update on Ofcom's investigations and enforcement programme across all work areas including Online Safety.

10.2 The Panel asked questions around the current enforcement work aimed at protecting consumers, citizens and microbusinesses.

11. Any Other Business

11.1 There was no other business.