

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

**19 June 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) (item 5 onwards)

Judith Clifton

Lenna Cumberbatch

Grant Davis

Michelle Goddard

Robert Hammond (Member for England)

Rhian Johns

Carrie Matchett (Member for Northern Ireland)

David Warburton-Broadhurst

Michael Wardlow

Apologies

none

In attendance for the duration of the meeting

The Panel's Executive Team

Will Harding (Ofcom Board Member, attending as an observer)

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

Representatives from Savanta (item 6 only)

Item
<b>1. Welcome and introduction</b>  1.1 The Chair welcomed Ofcom's Board Member, Panel Members and attendees to the meeting.
<b>2. Declarations of Members' interests</b>  2.1 There were no declarations of interest.

### 3. Minutes of the meeting on 15 May 2025 and matters arising

- 3.1 The minutes of the meeting of 15 May 2025 were **APPROVED** as a true and accurate reflection of the meeting.
- 3.2 The Panel looked to gather timeline information, identify lessons learned and pinpoint where further influence is required to ensure consumers successfully transition to Voice Over Internet Protocol (VoIP) without detriment or harm.
- 3.3 The Panel had viewed Ofcom's [strategic approach to AI](#) and wished to provide Ofcom with feedback on building in the consumer perspective.

### 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 15 May.
- 4.2 Panel Members received an oral update from the Ofcom Board member on current information relevant to the Panel's remit.

### 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 are keen to receive an update from Ofcom on its Alternate Dispute Resolution (ADR) review, plus highlighted concerns for Communications Providers (CPs) not providing key deliverables to consumers within the recommended complaint resolution timeframe.
- 5.3 The Panel looks forward to Ofcom's next update on social tariff availability and take-up as soon as it becomes available.
- 5.4 Panel Members registered their relief that a National Telecare Communications Campaign had been launched to raise awareness among telecare users about migrating to VoIP, having regularly stressed the urgent need for widescale communications accessible to all landline consumers and those who help others with their landline service. Panel Members are keen to understand the campaign's effectiveness and for it to expand its scope to all landline users and those who help others with their landline service.
- 5.5 The Panel relayed deep concerns, reflecting on anecdotal evidence around consumers not receiving full protections during forced migration to VoIP when moving home.
- 5.6 Anecdotal information was provided to Ofcom by Panel Members, on consumers being misled by Communications Providers (CPs) in trying to sell mobile data contracts to ease the burden of the Public Switched Telephone Network (PSTN).
- 5.7 Panel Members were pleased to learn about Ofcom's updated mobile coverage checker, which took into account earlier Panel advice around coverage measurements and signal strength. Panel Members urged Ofcom to verify mobile

coverage by checking methodologies and ground data rather than rely on crowdsourced data which they said has proven inaccurate in the past.

- 5.8 The Panel reflected on the useful benchmark that had been set by Ofcom's [Fairness for Customers commitments report](#) in May 2021, and re-emphasised to Ofcom the importance of re-visiting the exercise to set objectives to monitor phone and broadband providers against those principles. The Panel would keep Fairness for Customers on its own agenda and would revisit this with Ofcom on a regular basis.
- 5.9 The Panel questioned Ofcom on whether there was any news on the development of postal pricing, when the statement on reform of the Universal Postal Service (USP) would be available, and added an update from the Ofcom team to its agenda.

## **6. Network Resilience Research Project update (Savanta)**

- 6.1 Representatives from Savanta provided Members with an overview of preliminary findings from the Panel's research project looking at the consumer impact of temporary network outages caused by reasons beyond consumers' control.

## **7. Switching update**

- 7.1 The Panel received an overview of Ofcom's two consumer research trackers, the Core Switching Tracker and Switching Experience Tracker which monitor switching in the communications market.
- 7.2 Panel Members asked about the demographic representation of UK consumers recruited to respond to the trackers.
- 7.3 Panel Members queried how and what data is captured, and asked questions about the experiences of consumers and the top reasons for switching.
- 7.4 Panel Members commented upon the number of consumers who had experienced difficulties during the switching journey and questioned among themselves whether a re-prioritisation of Ofcom's Fairness Commitments might improve Communications Providers' focus in this area.
- 7.5 Panel Members questioned consumers' abilities to negotiate a better deal given the way that re-negotiations are often structured by the market.
- 7.6 The Panel applauded Ofcom's market research and would reflect on the data available across Ofcom's numerous consumer research trackers .

## **8. Implementing the Media Act Accessibility Requirements update**

- 8.1 The Panel received an overview from Ofcom on its implementation of Media Act accessibility requirements by providing background information and key areas for discussion.
- 8.2 Panel Members were pleased that a metasearch facility would be implemented within the new regime and asked about the use of Artificial Intelligence (AI) to provide live transcription on programmes for people with accessibility needs.

- 8.3 The Panel questioned whether the speed of subtitling would be mandated and relayed consumer stakeholder concerns around latency.
- 8.4 Panel Members also relayed consumer stakeholder concerns that consumers who pay for an on demand service fail to receive the subtitle provision they had expected, so do not receive a fair deal.
- 8.5 Concerns were raised by the Panel in relation to the differentials between video on demand (VoD) services of providers/platforms, as Panel Members urged Ofcom to ensure that consumers receive a uniform provision.
- 8.6 Panel Members queried whether connected television advertising was covered by the Media Act and highlighted the impact of advertising banners interfering with the interface affecting consumers with neurodiversity and neurological conditions.
- 8.7 The Panel raised an observation in relation to the Electronic Programme Guide (EPG) which it advised should also focus on neurodiverse consumers in addition to blind and partially sighted people, as advised in previous consultation responses to Ofcom.
- 8.8 Panel Members urged Ofcom to reflect on whether the Media Act accessibility requirements provided effective protection for consumers from underserved communities in terms of improving quality of service to improve inclusivity.
- 8.9 The Panel urged Ofcom to look carefully into the possibility of unintended consequences for consumers in relation to the Media Act's accessibility requirements.

## **9. Public Policy**

- 9.1 The Panel received an update from Ofcom on key public policy developments since Ofcom's previous update in March 2025.
- 9.2 The Panel requested an update on the [Cyber Security and Resilience Bill](#) at the next Public Policy update.

## **10. Shared Rural Network update**

- 10.1 The Panel received an update from Ofcom on the UK Government's Shared Rural Network Programme including the monitoring and delivery of coverage obligations established between the Mobile Network Operators (MNOs) and the UK Government.
- 10.2 Panel Members raised questions on coverage mapping and the geographic size of the areas without mobile coverage.
- 10.3 The Panel relayed deep concerns for communities living in rural and remote areas without mobile coverage who are forced to migrate to VoIP and would be without a service and unable to contact anyone in an emergency.
- 10.4 Further concerns were raised by the Panel in relation to low-income consumers living in rural areas who do not have sufficient mobile connectivity and may be less able to afford other options such as a satellite internet connection.



**11. Any Other Business**

- 11.1 Panel members were invited to indicate their views on the active participation of Next Generation NEDs in the business of the meeting on an 'observer basis'.