



News Release

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Anna Bradley joins Digital Inclusion Taskforce as consumer expert adviser to new Digital Champion

Anna Bradley today joins the Digital Inclusion Taskforce as the consumer expert in the group that will advise the new Digital Champion Martha Lane Fox.

“I am really delighted to be asked to provide expert consumer advice to the new Digital Champion as a member of the Digital Inclusion Taskforce. The Taskforce will be focused on ensuring that disadvantaged groups are helped to get online and benefit from digital communications – a challenge that I’m greatly looking forward to,” Anna Bradley commented.

She added that, “My role as Chair of the Communications Consumer Panel will contribute significantly to my work with the Taskforce. For example, the Communications Consumer Panel has just published research that found that many people already see broadband as essential to their lives, and that it will soon be essential for everyone.

Commenting on the Panel’s research, Anna Bradley said that, “Not having broadband will be a real disadvantage. We know that people on low incomes, people with disabilities and older people are missing out already. They will be increasingly disadvantaged unless we can encourage and support them to get online and reap the benefits.”

Anna Bradley concluded by saying: “I hope that the Digital Inclusion Champion will play a central role in promoting a joined-up, strategic approach to enhancing consumer and citizen participation in the digital age, working across Government and industry. It will be important to challenge Government and industry not only to help people to get online, but to deliver more attractive content – particularly better online public services that will encourage people to try out the internet.”

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NOTES FOR EDITORS AND CSEs

The Communications Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda. Visit www.communicationsconsumerpanel.org.uk for more information. The Panel's members appointed by Ofcom are:

- Fiona Ballantyne (member for Scotland)
- Louisa Bolch
- Kim Brook (member for Wales)
- Colin Browne
- Roger Darlington (member for England)
- Maureen Edmondson (member for Northern Ireland)
- Leen Petre
- Damian Tambini
- Bob Warner

For a copy of the Communications Consumer Panel report *Not online, not included: consumers say broadband essential for all* go to www.communicationsconsumerpanel.org.uk

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