

## Your response

Question	Your response
<p><b>Question 1:</b> Do you agree with our proposals to issue guidance under GC C2.3, GC C1.3 and GC C1.5 to clarify:</p> <p>(1) that the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and</p> <p>(2) that the use of the terms 'fibre' and 'full-fibre' in the information that is provided to customers should only be used to describe fibre-to-the-premises (FTTP) services.</p>	<p>Confidential? N</p> <p>(1) Yes – it should be a one- or two-word description. ECC's Digital Essex Team, who attend in-person events, has found that anything more confuses residents.</p> <p>(2) Fibre and "full-fibre" should only be used to describe FTTP. ECC have found that there is general confusion within Essex residents about the difference between copper FTTC and full fibre FTTP.</p> <p><b>Further Feedback</b></p> <p>The UK Digital Poverty Evidence<sup>1</sup> review highlighted the role that language can play in exacerbating digital exclusion. These challenges can be especially pronounced among adults with low levels of literacy, people with a learning difficulty or among speakers of English as a second language. As such, language to ensure consistency and simplicity is critically important.</p> <p>Best practice would include a general glossary of terms to help better explain broadband and connectivity terminology.</p> <p>A single source for helping residents to understand their broadband usage requirements and then signposting to relevant postcode-based ISPs would be great.</p> <p>An organisation like Trust-Pilot could be useful and connected to this single source to enable residents to not only find a suitable deal for them but to compare offers and customer reviews.</p> <p>Our work in promoting social tariffs has shown us that a lot of our elderly are not eligible if they are not receiving pension credits and only some providers support PIP. Could these offers be broadened?</p>

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<sup>1</sup> Allman, K. (2022) 'UK Digital Poverty Evidence Review' <https://digitalpovertyalliance.org/wp-content/uploads/2022/06/UK-Digital-Poverty-Evidence-Review-2022-v1.0-compressed.pdf>

**Question 2:** Do you agree with our proposal for providers to give an explanation of the one- or two-word terms used to describe the service, in a way that can be easily accessed by customers?

Please provide evidence in support of your views.

Confidential? N

Yes, as above, the language currently being used is inaccessible for the general public without using a search engine to explain it.

The ECC Digital Essex Team have found this to be true when speaking to residents at in-person events.

Please complete this form in full and return to [broadbandinformation@ofcom.org.uk](mailto:broadbandinformation@ofcom.org.uk).