



1 July 2026

Rt. Hon. Ian Murray MP
Minister for Creative Industries, Media & Arts
Department for Culture, Media & Sport
1st Floor
100 Parliament Street
London
SW1A 2BQ

By email: enquiries@dcms.gov.uk

Your Ref: MC2026/O4144NB

Dear Minister,

Re: Proposal to end Freeview

Thank you for your letter of 11 June and we appreciate the time taken to give an in depth reply to our concerns in regard to the proposals for Freeview.

Whilst we understand discussions are ongoing in terms of how Freeview works (or doesn't) in the future, we would like to raise with you our deep worries around an article published recently in the i newspaper <https://inews.co.uk/news/online-only-tv-digital-lessons-pensioners-4499622>

We are absolutely sure that as the Minister responsible for the Freeview proposals that it was not your intention to be patronising or in any way derogatory in respect to our older generation who are worried about losing access to their programmes of choice.

Older people should always be offered choice, more so in this digital world which tends to exclude older people as well as those who are unable to engage with technology.

The NPC has been closely involved with the BT switch over, a learning experience for us all. Unfortunately, BT did not engage with us at the very beginning of their programme which then caused a great deal of difficulty for those transitioning early to the digital programme – some older people being left without telephone, broadband or care pendant access for some time. The information sessions offered by BT were as a result of our input on their communication strategy.

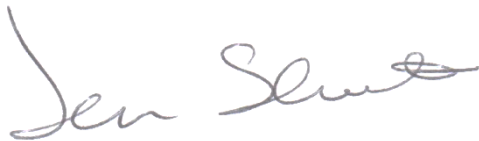
This letter is to respectfully ask you as Minister to engage with the NPC now whilst proposals are being discussed around retro TV that gives older people 3 channels!

We deserve better and the Equality Act 2010 states that goods and services must be delivered equally across society. Older people are entitled to be able to access a full range of programmes of their choice, not be stuck with a retro TV delivering extremely limited options.

The NPC is tasked with ensuring that older people are included in services and other information giving functions that are part of every-day living. We are most willing to engage positively with your department to ensure that should Freeview be ended beyond 2034, there is an alternative that accesses older people and others without technology to the same range of programmes as those online.

We look forward to hearing from you and working to find a solution that will meet the needs of both the consumer and the service providers.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jan Shortt', written in a cursive style.

Jan Shortt
General Secretary & Director