

Brief of report to North Lanarkshire Area Committees

1. What the Help Scheme is and who we are.
 - We are run by the BBC under an agreement with the Government.
 - The Help Scheme is not commercial; our sole purpose is to help people who are eligible.
 - We also work closely with Digital UK, Digital Outreach and other VCS organizations to ensure people who need help can get it.

2. Our aspiration, to reach out to all eligible people, and ensure that those who need our help get it....so that no-one is left behind in the switch to digital television

3. Our strategic objectives from the BBC Trust:
 - Encourage appropriate take-up
 - Identify and help the most vulnerable eligible people
 - Customer satisfaction
 - Maintain value for money

4. Code of Service Standards:
 - Every eligible person should feel the Help Scheme is designed for them, regardless of their circumstances

- People won't need to ask for special treatment, we should have options for them already.
- This includes:
- Materials in different formats and languages;
- Live call agents, not machines;
- Giving people extra time at the door;
- Communicating clearly and simply;
- Home visits, if required.

5. Who is eligible and what we offer.

- A person is eligible if:
- they are aged 75 or over, or
- they've lived in a care home for 6 months or more
- they get (or could get) Disability Living Allowance (DLA), Attendance Allowance, Constant Attendance Allowance or mobility supplement, or
- are registered blind or partially sighted.

6. Services and support available.

The standard offer is free if a person is eligible AND receives

- pension credit;
- income support; or
- income-based Jobseeker's Allowance.
- Each household can be helped once.

7. How do people get help and when?

- EVERY eligible person will be mailed – we work with the government so we know who to mail

- Each person must respond to get help
- For those who don't respond, we will contact them up to two more times.

8. How does mailing work? We mail information packs to everyone who is *most likely* to receive the signal from a given transmitter, and who have a TV licence. The mailing plan is customised for each region.

- In addition to standard communication channels we also do home visits if it is needed at any point in the process
- Most people will be mailed between 8 and 6 months prior the first switchover. However, as the Help Scheme will refresh eligibility data throughout the period, newly eligible people will be mailed after this time.

9. All eligible people in the 'DSat area'

- All eligible people within 10 miles of the DSat area, eg "buffer zone"
- There are areas of overlap between transmitters; these people will receive a tailored letter
- People who are not in the TV licensing database will get a letter asking for proof of TV licence.

10. Information pack and contents;

- Letter
- Options Booklet
- Application Form

11. Standard Offer.

- The standard offer is £40 and includes:
- Delivery and installation;
- Easy to use equipment;
- Simple demonstration;
- Fitting a new dish or aerial, where required; and
- 12 months' aftercare service.

12. What else is available?

- The standard offer is the cheapest, or free, option
- Alternatives are available if you would like to pay more, for example
- Televisions
- Recording equipment

13. Our promise to our customers

- Answer calls with a trained person not a machine
- Allow customers to choose the format you'd like information in
- Give people extra time to answer the door
- Home visits, if required, at any stage
- Make sure we leave any home as we find it

14. Security in the home.

- Help Scheme team is CRB checked
- Make an appointment
- Identification badges
- Passwords
- Recognisable uniforms

- Chaperone available

15. How else do we reach people?

- 10 languages (depending on region)
- Large print, Beige paper, Easy Read, Braille, Audio CD
- DVD/Video with BSL and subtitles.

16. Customer satisfaction.

- Help Scheme currently achieves over a 95% customer satisfaction rating
- We deal with all queries and offer advice quickly and efficiently
- All of our team are highly trained and fully CRB checked
- We report to the BBC Trust and government

17. Key things to remember.

- Even if eligible people have their main TV set converted to digital the Help Scheme can still convert another set.
- We can help people with any one TV
- This is NOT only for older people
- People are eligible until a month after the last transmitter switch in the region.

18. What is the Digital Switchover?