

THE BBC'S SWITCHOVER HELP SCHEME IN BUCKINGHAMSHIRE

For many people television is an important way of receiving information from the outside world and the process of changing from analogue to digital can be worrying. That's why we are working closely with local agencies to make sure people get the help they are entitled to.

Some people may have already switched to digital either because they have satellite / cable or currently receive digital terrestrial television (through an aerial) from one of the main TV transmitters. Buckinghamshire receives terrestrial television services from a variety of sources including the Oxford transmitter group (part of the Central TV region) as well as the Sandy Heath transmitter group in the Anglia region. Those, particularly in the south of the county, who receive services from London transmitters will probably wait until 2012 before their analogue services are switched off. If people haven't converted ALL of their TVs to digital they will start to lose channels.

Although we write to all eligible people in plenty of time to get the help they need, we are aware that some people may need a 'Helping Hand' in responding to our letter.

You are a 'Trusted Voice'. Your staff and volunteers have direct contact with eligible people – some of whom are very fragile or dependent. We know that it will be you that eligible people turn to in the first instance if they lose television reception because they haven't switched to digital in time. That's why we need **your** help to signpost people to our service

As part of the team of Regional Project Co-ordinators I work with Local Authorities, community groups, the voluntary sector and other key organisations to build positive relationships with the community to ensure that the Help Scheme reaches people who need the most help to switch to digital TV.

WHAT WE'RE ASKING FROM YOU?

You can help us to reach those in greatest need by ensuring that eligible people receive information about the Help Scheme and know where to go for help. We can supply, **entirely free of charge**, a wealth of information and material in a variety of formats eg bookmarks, leaflets, audio cd, braille, BSL DVD etc which we can send to you for passing on to your clients. I and my colleagues in the Help Scheme can deliver training to your staff / volunteers as well as giving presentations and talks to local community groups. Our website www.helpscheme.co.uk also contains a more information which you may find helpful.

Thank you.

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