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Foreword from the Digital UK
Chief Executive
Letter from David Scott, CEO of Digital UK

I joined Digital UK as Chief Executive in February, a few months after the Whitehaven / Copeland switchover, but I have been a member of the Digital UK Board and have taken a keen interest in the switchover programme for many years. So I, like many others, watched with anticipation and interest as the first full UK switchover took place in Copeland late last year.

Switchover brings free digital television through an aerial to almost every household for the first time and will free up spectrum for new uses. Copeland, in common with around a quarter of the UK, did not have digital terrestrial services before the switchover, but is now enjoying over 20 digital TV, radio and interactive services.

A great deal of planning and preparation went into the Copeland switchover, under the leadership of Ford Ennals, then Digital UK CEO, and as is already widely known, Copeland switchover went well. Whitehaven has secured its place in broadcasting history by becoming the first fully digital TV town in the UK.

We found that while the vast majority find digital TV switchover relatively simple, some do need additional support including everything from further information through to practical help. Digital UK and the Switchover Help Scheme were on hand with advice and assistance, but we know that many were helped by charitable organisations and volunteers, willing electrical retail staff, social services, landlords and, by friends, family and neighbours.

The success of Copeland switchover depended not only on the efforts of a dedicated team from Digital UK and the Switchover Help Scheme, and support from Ofcom and Government, but also a wide range of industry partners, and the outstanding support of the local community.

I would like to pay a special thanks to all those in the area who worked hard to make the historic first full digital TV switchover in the UK a success. A wide range of organisations and individuals including those from Age Concern Northwest Cumbria, Copeland Council, The Whitehaven News, Copeland Homes, and local retailers including Currys and Comet and independent retailers including Brooks provided invaluable advice to us, and worked tirelessly to ease their community through the switch.

Success in Copeland means switchover is off to a good start, but there is much work to be done. The next switchover at the Selkirk transmitter group serving Scottish Borders takes place in November of this year, and there are then more than 70 regional switchovers through to the end of the programme in 2012. We have learned a great deal from Copeland that is already informing our planning for future and larger areas, and now our job is to ensure those areas follow Copeland’s lead.

We sincerely hope that our national stakeholders including the charities, consumer groups, digital TV service providers, retailers and manufacturers, aerial installers, broadcasters and transmission network operators will continue their exemplary support of the Digital Switchover Programme through the next four years. We are greatly looking forward to the journey ahead, and working with you all through many more successful switchovers to come.
Executive Summary
On 14th November 2007 the analogue terrestrial TV signal in Whitehaven / Copeland, Cumbria was switched off and replaced with digital television. The area became the first in the UK to successfully complete digital TV switchover.

Digital TV switchover is the Government policy to convert all TV services in the UK to digital between 2008 and 2012. The switchover is managed by Digital UK, the independent organisation set up to lead the switchover. The Digital Switchover Help Scheme has been established to support those 75 and over and the disabled.

Switchover means that any TV set will need to be converted to digital in order to continue receiving television programmes. Switchover happens region by region between 2008 and 2012, but Digital UK, Government and Ofcom brought forward the switchover of the Whitehaven transmitter group serving Copeland, Cumbria to 2007 in order to learn more about the process and how consumers would react prior to other, larger regions switching.

Following 18 months of communications, information and support provided by Digital UK and the Help Scheme, BBC Two analogue was switched off on 17th October, followed by the remaining analogue channels (BBC One, ITV1 and Channel 4) on 14th November. Their digital replacements, and an extended selection of 15 additional Freeview (digital terrestrial) channels were launched in their place. Digital Sky satellite services were also available.

Technically, the switchover went smoothly at the three TV transmitters in the area. Analogue services were taken down at 2am on each switchover day, and digital services were broadcasting less than two hours later.

Our research suggests that almost everyone in the area was aware of the switchover, and everyone converted to digital TV. Less than 3% of homes were not ready on the first date (17th October), and a very small number (less than 1% of homes) converted after the second date (14th November). These individuals said they had known what was happening, but had chosen to wait.

The local community, which like around one quarter of the UK had no digital terrestrial (Freeview) channels before the switchover, welcomed the transition. The regional newspaper, the Whitehaven News reported a “Warm reception as area wakes up to digital age”, and the Local Stakeholders’ Group, chaired by Copeland Council, said in their report that the switch to digital was a “very positive change, on the whole well managed and well received, with several benefits for local people and for the area.”

Just under 200 households were interviewed by an independent research agency after the switchover, and 95% said that they thought the digital services were as good or better than the analogue ones, and 94% said they felt either positive or neutral about the switch.
Most found the switchover relatively straightforward. Eighty-one per cent of those interviewed said that they had no problems installing Freeview equipment, and 50% found it easier than they had imagined. While some needed extra help and support, no one appeared distressed or upset by the switch.

The Digital Switchover Help Scheme helped 2,616 people who were 75 and over or disabled and requested assistance with obtaining, installing and using digital TV equipment. This represented 28% of all those eligible for the service. Around one third of those eligible were also entitled to the help for free, whilst two-thirds were asked to pay a £40 contribution to the cost of the help provided. Take-up was inevitably greater (50%) amongst those entitled to free help, than amongst those required to pay a contribution (14%).

A small number of others needed help and support over the two switchover dates. Some will have sought this from friends and family, but over 7,000 visited the Help Scheme’s ‘Help Centre’ on the main street, 747 visited Digital UK’s ‘Help Centres’ and 445 called Digital UK’s call centre. Many people visited retail, not only to make purchases but also to ask questions. Around the second switchover Copeland Homes helped around 170 people re-tune their Freeview equipment, and one local retailer, Brooks, took over 150 calls from customers. Our partners at Age Concern Northwest Cumbria provided significant support to small numbers of individuals. We would estimate that in addition to the 2,616 or 10% of homes helped by the Help Scheme, perhaps 5% of homes sought some sort of one-to-one help from Digital UK, a further 6% were assisted by retail, and 5% were supported by family and friends.

Digital UK and the Help Scheme continued to provide support through until mid-January, beyond which Age Concern continued to help a handful of individuals needing ongoing assistance.

The Copeland switchover was accompanied by a comprehensive research programme and a thorough review process to ensure that lessons were captured and can be implemented for future switchovers. Our key findings were as follows:

1. **Copeland residents were well informed and prepared.** Digital UK, and partner communications were effective. Leaflets mailed to every home, outdoor posters (including a ‘countdown’ ticker in the harbour), press advertising and on-screen captions helped to ensure that everyone interviewed before the two switchover dates was aware of the switch, and 95% understood what they needed to do. The July leaflet, delivered 3 months before switchover, and the on-screen captions proved the two most important pieces of communication. The Digital Switchover Help Scheme successfully supported 2,616 individuals, and the one Help Scheme household which lost television on the day of switchover was visited and the picture restored within a few hours.

2. **Most find switchover straightforward.** The vast majority concluded that switching to digital TV was relatively easy. Eighty-one per cent had no problems with their digital television equipment, and 50% found installing Freeview equipment easier than they thought. Twenty-eight per cent found digital television easier to use than they expected (7%...
found it more difficult). The biggest usability issue was re-tuning, which was required for all digital terrestrial TV equipment on both switchover dates.

3. **Retail readiness was critical.** Local multiples (Currys, Comet, Argos), supermarkets (Tesco) and independent retailers (including Brooks and McCulloughs) were well prepared for the switchover. They drew in sufficient stock to meet the additional demand for equipment, and created switchover displays in-store, prominently featuring the ‘digital tick’ logo. They also ensured that extra (trained) staff were on hand to answer switchover questions. They played an essential role supporting the switchover.

4. **Local community involvement was important.** Early engagement with local stakeholders (councils, charities, retailers, media) and their active involvement engendered important support for switchover, which in turn created positive word-of-mouth and momentum for the project. The community spirit encouraged residents to help one another, and was critical to the success of switchover.

5. **Some need additional assistance, including one-to-one help.** Nonetheless, some individuals did find the process more difficult, and needed additional support either from the Help Scheme, Digital UK, family and friends or retailers, or those in the community. Around 10% of homes were helped by the Help Scheme, and we estimate that at the point of switchover 5% were supported by Digital UK (through the contact centre or on-the-ground ‘Help Centres’), 6% sought advice from retail, and 5% were helped by family and friends.

6. **Good understanding of second sets and recorders.** Digital UK was determined to ensure that Copeland residents understood that all their TV sets would need converting and that analogue recorders (VCRs and analogue DVD-Rs) would not be able to record one channel while watching another. Good levels of awareness of these issues were achieved, with 100% of those interviewed before the switchover saying they knew every set would need converting, and 70% understanding that their analogue recorder would be affected (rising to 84% after switchover). We anticipated that many might wait until some time after switchover to convert second sets and upgrade recorders, but many took the opportunity of switchover to do this straight away, and 95% of second sets had been converted by mid-December, and we estimate that around 50% of homes now have a digital TV recorder (Freeview or Sky+).

7. **Some aerials needed replacing.** As anticipated, a number of homes did need to upgrade their aerial for the digital signal (which is less tolerant of poor quality aerials than the analogue signal). We estimate that up to 5% of homes needed a new roof-top aerial, and that up to 30% of set-top aerials needed changing or the set connecting to a roof-top system.
8. Positive reaction to the new channels, and some changes in viewing behaviour. Ninety-five per cent said that they thought the digital channels were as good or better than their old analogue services. Those getting digital TV for the first time at switchover particularly appreciated the Electronic Programme Guide, programme synopsis, and interactive features. There were mixed views on digital text services, with 34% saying they were better, but 25% saying there were worse (generally because they were slower). We observed some notable changes in viewing behaviour. Two thirds (67%) of new digital homes interviewed straight after the switchover had explored the digital channels, and most liked them. They tended to go to well-known channels previously not available first (five, E4), but then moved on to other channels. 12% of homes thought they were watching more TV (80% the same and 7% less).

9. The Switchover Programme structure worked well. The Switchover Programme is a joint undertaking of Digital UK, the Digital Switchover Help Scheme, two Government departments (the Department for Culture, Media and Sport and the Department for Business Enterprise and Regulatory Reform), and Ofcom. All parties worked well together and were co-ordinated both centrally and in the local area.

While the Copeland switchover was successful, there are some areas that we will review as we move forward to switchover in other regions.

1. The two-stage switchover and ‘transition period’. There were mixed views on the two-stage switchover in Copeland. While the ‘transition period’ between the two dates was preferred by some and allowed them to ensure they were ready for the final switch, for others it presented some considerable difficulties, including the need to re-tune Freeview equipment, and the need to ‘toggle’ between the analogue and digital systems for the intervening four weeks to watch all channels. 10% said they had found it ‘very helpful’ whilst 17% said it was ‘very unhelpful’. Nearly half (49%) said that on reflection they would have preferred a single switch, whilst one quarter (23%) liked a two-stage process. Older age groups were more likely to prefer two stages. We are considering whether it might be in the consumer interest to adopt a shortened transition period or single switchover in some regions.

2. Explanation of the channel line-up. The Copeland area, in common with around 10% of the UK, receives only the three ‘public service multiplexes’ after switchover, delivering around 20 Freeview channels. Other areas will also receive the ‘commercial multiplexes’ and receive around 40 channels. Whilst a significant improvement on the 4 analogue channels (no channel Five was available in analogue in Copeland) some felt disappointed not to be receiving all digital terrestrial channels, generating complaints and media coverage. We recognise that it is important to ensure that all communications are clear and transparent about the differences in channel line-up depending on where you live, and are working with industry to make sure consumers are not misled.
3. Consultation between landlords and tenants. Multiple dwelling units (MDUs) and social housing presented two issues in Copeland. The first was in relation to service charge increases, which some landlords will apply to cover the cost and maintenance of a new communal TV system (that is required in some cases). One housing association applied an increase of £24 per annum for a new system, on which some residents felt they had not been sufficiently consulted. The need for clear and early consultation between landlords and tenants is very important, and Digital UK will develop a model consultation for use by landlords. A second issue was that of access to flats in MDUs. In one case the communal aerial system had been upgraded, but the installers then needed to get access to the individual flats in order to connect the system through to a new wallplate. Despite installing the system in plenty of time, immediately prior to the switchover access had still not been gained to a number of flats, and the Housing Association did not know whether these flats were therefore at risk of losing television. In the event no complaints were raised, but it again highlights the needs for consultation and early action.

4. Explaining the value of the Help Scheme. Some of those eligible for assistance under the Digital Switchover Help Scheme are required to pay a £40 contribution towards the cost of the help. There was, however, some misunderstanding of who had to pay and why, and of the value of this help. Most did not appreciate that the £40 was a subsidised cost, and provided a choice of services including a highly specified Freeview box (that was easy-to-use and included accessibility features such as one-touch subtitles and audio description) as well as installation, an aerial upgrade and user support if needed. Digital UK and the Help Scheme are exploring how best to describe these benefits in future regions.

As well as considering these issues, the Programme is now looking forward to the next 72 switchovers taking place across the UK over the next 4 years, starting with Scottish Borders (served by the Selkirk transmitter group) switching on November 6th 2008. The Digital Switchover Help Scheme has now appointed a long-term contractor to provide support to up to 7 million people nationwide, and Digital UK has recently agreed a contract with a consortium of charities who have come together to form ‘Digital Outreach Ltd.’ to provide help to other vulnerable people in preparation for switchover.

Success in Copeland has demonstrated how switchover can be achieved in subsequent regions, and taking the lessons described above Digital UK is now planning the roll-out of switchover to the rest of the nation.
About the Digital Switchover Programme
In September 2005, the Government confirmed that the UK would switch from analogue to fully digital television between 2008 and 2012, and that practical support would be provided for those groups of people who were expected to have the most difficulty in making the switch.

At that time, 66% of UK households were already taking advantage of the extra channels and services that digital TV brings, a figure that has risen continuously since, reaching over 86% by the end of 2007.

Digital switchover will, for the first time, bring digital terrestrial television to almost every household, free up spectrum for re-use and help maintain the UK's position as a world leader in broadcasting.

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6 Whitehaven and the surrounding Copeland area led the UK's switch to digital in autumn 2007.
After switchover digital terrestrial TV (DTT) will reach the same proportion of households (98.5%) as can currently receive analogue signals. Only around 73% of households can receive full DTT now, and in one quarter of the country (including the area of Copeland) there is insufficient spectrum to broadcast DTT until the analogue signal is switched off.

To continue to receive TV after switchover viewers will need to have converted or upgraded their TV equipment to receive digital signals, whether through their aerial, by satellite, cable or broadband.

Delivering switchover to meet the 2008-2012 timetable, in a way that is a positive experience for viewers, requires joint working by a wide range of interested parties.

The core partners in the Digital Switchover Programme are:

**Government.** The Department for Culture, Media and Sport (DCMS) and the Department for Business Enterprise and Regulatory Reform (BERR) have joint responsibility for the policy of digital switchover.

**Digital UK.** An independent, not-for-profit organisation established by the public service broadcasters and digital terrestrial multiplex operators to lead the implementation of switchover.

**Ofcom.** The communications regulator, responsible for licensing broadcasters and spectrum management.

**The Digital Switchover Help Scheme.** DSHS Ltd. is a BBC subsidiary established to manage the implementation of the Digital Switchover Help Scheme. DSHS Ltd reports to the DSHS Project Board, which is the formal body acting on behalf of the BBC in operating the scheme.
Successful implementation of switchover also relies on the work of the transmission network companies (Arqiva and National Grid Wireless) and contributions from a wide range of other interested parties, including charities and consumer groups, electrical retailer, equipment manufacturers, the housing sector, broadcasters and digital TV service providers.

In 2006 the Digital Switchover Programme jointly decided that switchover in one area should be brought forward, in order to test the implementation of switchover prior to full national roll-out.
Background to Copeland Switchover
The Copeland switchover was initiated in July 2006 following approval by the Digital UK Board, Switchover Programme Group (including Government and Ofcom) and Ministers.

4.1 Objectives of the Lead Switchover

The concept of a full switchover pilot, testing all elements of the switchover programme in real terms was first discussed around the 2005 Culture, Media and Sport Select Committee.

At a committee hearing Ed Richards, then COO of Ofcom, said:

“One of the key characteristics about how we have structured the timetable is to anticipate learning by doing. The more you experiment and learn through trials the more you do learn. This is one of these things that has not been done before. Despite people who try to draw comparisons with Channel Five and all sorts of other things, it is actually different. It has not been done before. The Ferryside trial and the Llansteffan trial have taught us a very great deal. The Bolton trial will teach us a great deal again. I think it is a very interesting idea that we, Digital UK and others should be considering, whether we should have more small trials to learn as much as we can before 2008, before the full roll-out.”

In its final report, the Committee made a number of comments on trials or pilots, including the following recommendations:

“DTT trials like those at Llansteffan and Ferryside and, more recently Bolton, are essential for identifying practical challenges that switchover sets... We recommend that further trials are conducted with the aim of identifying groups who are potentially left vulnerable by analogue switch-off... and involve the voluntary sector.”

“We recommend that Ofcom and Digital UK initiate DTT reception trials in a variety of geographical regions and settings.”

Even prior to the publication of the report in March 2006, Digital UK had submitted a paper to its Board and the Switchover Programme Group making the case for an early switchover of a town or region during 2007.
At that stage a number of aims for an early switchover were identified:

**Figure 4.1: Switchover Pilot Aims, from Digital UK, February 2006**

<table>
<thead>
<tr>
<th>To monitor effectiveness and quantify the successful delivery of:</th>
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<tbody>
<tr>
<td>• digital broadcast infrastructure at switchover, including 4 week transition period</td>
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<tr>
<td>• public communications programme</td>
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<tr>
<td>• targeted help scheme for the vulnerable</td>
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<tr>
<td>• public assistance to vulnerable people outside the targeted help scheme, via local voluntary organisations</td>
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<tr>
<td>• public assistance via Digital UK call centre, technical helpline and website</td>
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<tr>
<td>• availability of necessary digital equipment and assistance via retailers and aerial installers</td>
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<tr>
<td>• full conversion of social housing, Government property and private landlord and commercial businesses</td>
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<tr>
<td>• assessment of public timing of conversion of primary sets, secondary sets and recorders</td>
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<tr>
<td>• identification of consumer issues and concerns re switchover requirements and equipment usability</td>
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<tr>
<td>• assessment of post switchover contingency planning requirements</td>
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<td>• provide a platform for positive programme momentum</td>
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At all switchovers we seek to achieve the Programme objective: “...to switch television in the UK to digital by the end of 2012, in a way that makes it a simple and positive experience for viewers, and providing appropriate assistance to those that need it.” [Programme Structure, October 2007]

In the Project Initiation Document, the additional objective for the lead switchover was given as follows: “The overall objective of the Project is to allow Digital UK to implement (and test) its entire planned programme of activity approximately one year in advance of the main DSO programme and by so doing demonstrate to stakeholders including the media and the UK population as a whole that the switchover programme can be achieved as planned by completing the switchover of the three relay transmitters in the Whitehaven area.”

The Digital UK Board and Switchover Programme Group approved the initiation of a feasibility study in February 2006, and a cross-organisational working party was set up in March led by Digital UK and involving Ofcom and the Government departments. The group began drawing up a list of possible sites, and developed the criteria for selection of a location.
4.2. Selection of Copeland

It was an agreed pre-condition that potential sites should be within the first two switchover regions, where regional communications had begun and so residents had some awareness of the switchover.

By April 2006 a short-list of four technically feasible sites, including Copeland, had been drawn up. These were transmitters which could be isolated from neighbouring transmissions, and where a switching over would not impact other transmitters. As such, all were relatively remote rural or coastal locations.

Secondary factors then considered were:

- **Digital TV Options**, including: pre-existing digital penetration, platform availability, and projected post-switchover service line-up. An area with limited pre-existing DTT was preferred, since switchover would provide a greater benefit for households;
- **Demographics**, including: the socio-economic mix, age profile, occupation distribution;
- **Housing Stock**, including: building stock profile, prevalence of multiple-dwelling units and occurrence of renters;
- **Retail / Services Infrastructure**, including: availability of retail and installation services, potential information outlets, transport links and accessibility;
- **Media Profile**, including: availability of local media outlets for communications purposes such as newspapers, radio stations and outdoor advertising sites;
- **Political Profile of the areas**, where the pre-requisite of central and local political support favoured a Labour constituency and council; and
- **Technical ‘Stretch’**, where sites with relays were preferred since they added a technical challenge beyond the Ferryside trial.

Whilst no one town or area is perfectly representative of the rest of the UK, Copeland was the best fit against the above criteria. Not only was its transmitter isolated by the Lakes geography, preventing significant interference with neighbouring regions but it boasted:

- Good levels of pre-switchover digital take-up (60-70%) via satellite (despite the lack of DTT) and options for provision of Five, which were not available at all sites.
- A good demographic mix with over-representation of some potentially vulnerable groups, including older, disabled and low income households; households in both town and rural locations; although it does lack a significant black and minority ethnic population.
- A significant proportion of social housing, and a small representation of low-rise multiple-dwelling units. Although both MDUs and the numbers of private renters in the area were acknowledged to be below the national average, none of the locations on the short-list (by their small / rural nature) provided a better mix of housing stock and tenure types.
• A variety of electrical retailers, including outlets of the major national chains (Currys, Comet, Argos) and a number of strong independents (most notably Brooks); and up to 20 aerial installers based in and around the locality.

• A local newspaper – the Whitehaven News – whose circulation area was a very good fit to the transmitter coverage area; a local commercial radio station that stretches into Cumbria (CFM); and a selection of outdoor advertising sites.

• A supportive Labour MP in Jamie Reed, and council in Copeland Borough Council under Elaine Woodburn.

• Two small relays from the main transmitter (Gosforth and Eskdale Green) as well as a self-help transmitter, providing some technical ‘stretch’.

Copeland, at 25,000 homes, was also somewhat larger than other short-listed sites, and therefore deemed to be a truer and more challenging test of other switchovers.

When considering future scalability it should be borne in mind that Copeland did not allow testing of the following:

• Communication to Black Asian and Minority Ethnic Groups (BAMEs), which are under-represented in Copeland;

• Urban switchovers, which may not have the social networks seen in Copeland;

• High proportions of households in multiple dwelling units (MDUs) or private rented properties, of which there are relatively few in Copeland;

• How best to mitigate against and deal with rogue traders, of which there were no reports in Copeland;

• An adverse political and media environment;

• Geographical challenges which may be present in other areas, including larger distances to be covered, multiple local authorities, and overlapping switchover dates; and

• A full technical stretch including a main transmitter and multiple relays, existing digital terrestrial signals, and the three commercial digital terrestrial multiplexes.

The Digital UK Board, Ofcom and Ministers agreed the proposed early switchover of the Copeland area in June 2006, and the announcement was made on 20th July 2006. A letter was sent to all homes in the area on 7th August, and a series of public meetings held during August and September to allow residents the opportunity to find out more about the switchover.
4.3 About Copeland

The Copeland Area

Copeland is a coastal borough in the county of Cumbria in the far north-west of England. It is bounded by the Lake District on one side (two-thirds of the borough is within the Lake District national park), and the sea on the other. Its nearest larger town is Carlisle, approximately an hour drive inland.

The Sellafield nuclear site located outside the borough is one of the largest nuclear engineering sites in the world and by far the biggest employer in the area (half the local jobs).

The four largest towns in the area are Whitehaven, Egremont, and Cleator Moor (in the north) and Millom (in the south). Millom, however, falls outside of the switchover coverage area.

The switchover area served by the Whitehaven (Bigrigg) transmitter and its two relays approximately corresponds to the Copeland Council borough, stretching from the town of Whitehaven at the north end of the region, down to Bootle at the far southern end. The relay transmitter in the dip at Bleach Green is fed directly from Caldbeck, and so was not switched over, and created a small enclave within the switchover region.
Whitehaven is the largest town in Copeland, the site of the Council offices and the largest retailers in the switchover area. It is centred around a recently re-developed harbour front. The Georgian town was once a major port, second only to London, and has a strong maritime history.
The People of Copeland

The switchover area is home to approximately 25,000 households and 60,000 people.

The population of the area is relatively older than the national average:
- 22% of the population is aged over 60, compared with the national average of 21%
- 20% of the population was of retirement age in 2003
- The mean average age is 40 years old compared to an average age of 39 for England and Wales

The area is heavily dependent on Sellafield for jobs:
- The unemployment rate in Copeland is 5% (2001 Census)
- 41% of the population was working in 2001
- Of the 28,618 jobs in Copeland Borough, around 50% of those depend on Sellafield
- There has been a decline of around 3,500 manufacturing jobs in recent years
- 34% of the 16-74 year old population have no educational qualifications. This compares to a national average of 29%

The Borough has approximately 30,000 dwellings:
- 67% are owner occupied, 23% are social rented, and 6% are private rented. Copeland’s stock of 3,787 homes was transferred to Copeland Homes (a subsidiary of Home Housing Group) in June 2004.

Digital Television in Copeland

Sky was the only locally available digital TV option before the switchover, although a number of homes in the north of the area were able to take a Freeview signal from the Caldbeck transmitter.

Digital TV conversion at the time of the announcement in late 2006 was 70% (66% Sky, 4% Freeview).

At switchover Freeview became available for the first time at the local transmitters. Only the three public service multiplexes are available in the area, providing a selection of 18 or 19 TV channels plus radio and interactive services.
4.4 Management and Resources

It was decided early in Project Copeland that the switchover should be managed within the normal governance and regulatory frameworks, without the establishment of a separate management team. As soon as the recommendation to switch Copeland early had been approved the working party disbanded.

A dedicated Project Manager and Local Liaison Manager were appointed, but the remainder of the project was led by Digital UK, and responsibility distributed between Digital UK, Ofcom, the DCMS, the DTI (now BERR) and the BBC in the normal way. Digital UK was the primary organisation with responsibility for implementing switchover in Copeland, Ofcom provided regulatory and research support, and the Government departments assisted with the establishment of the Digital Switchover Help Scheme prior to the BBC taking ownership of it after the 2007 Licence Fee settlement.

As the first switchover area, project management and monitoring was more intensive than will be deployed for the remaining Regional Projects. Copeland Progress Reports were issued to the Programme members each month, and project review meetings held every fortnight.

4.5 Critical Success Factors

Setting the Success Factors

Five Critical Success Factors (CSFs) were agreed at the launch of the project in October 2006:

1. The project collects and reports switchover learnings, and makes recommendations for the development of the main switchover programme.
2. Transmitter engineering work is completed on time enabling the analogue terrestrial signal to be switched off on the agreed switchover date (to be determined).

3. All Whitehaven residents have heard of the digital TV switchover 6 months prior to the agreed start of the switchover transition period unless their circumstances prevent this; for example if they have been away, in hospital, have just moved into the area etc.

4. All of those eligible for and claiming assistance under the Digital Switchover Help Scheme receive their preferred digital television equipment by the end of the switchover transition period.

5. All of households who wish to continue receiving TV receive digital television at the end of the switchover transition period (date to be determined) unless their circumstances prevent this (see above).

The final CSF relating to conversion was amended in June 2007 by the Switchover Programme Group in recognition of the fact that some people may not be able, or may choose not to convert in time for switchover. The amended CSF read as follows:

“All of households (who wish to continue receiving TV) receive digital television at the end of the switchover transition period (when the analogue BBC1, ITV1, Channel 4 and Five services are switched off)* unless their circumstances prevent this (cf. for example if they have been away, in hospital, just moved into the area etc.).”

4.6 Funding

Excluding broadcast infrastructure costs, approximately £1.7 million was spent on Project Copeland across Ofcom, DSHS and Digital UK:

- Ofcom spent a total of approximately £283k on Project Copeland. It funded the Copeland Switchover Tracker, amounting to £93k, and sponsored a technical research project and an independent evaluation of the project conducted by external consultants, at a cost of £190k.

- The Digital Switchover Help Scheme service provider spent approximately £1 million on the Copeland Help Scheme.

- Digital UK spent a total of £270k to cover the costs of the team responsible for the overall management of the project, and £158k communications and assistance, totalling £428k.

Beyond the project costs noted above, costs were also incurred by the broadcasters in the upgrade of the Whitehaven transmitter and its two relays.

Further, channel five incurred costs in devising a technical solution to provide the channel five digital signal early, and in the absence of the multiplex re-arrangement that will make five available in future 3 mux areas.
Preparing for the Switchover in Copeland

Switchover Starts: **17 October**

Switchover Completes: **14 November**
5.1 Timetable of Events

The Copeland switchover was announced on 20th July 2006. Digital UK then wrote to residents informing them of the early switchover, and a programme of local engagement, communications and assistance was launched.

The chart below summarises the timeline from announcement to switchover. Milestone dates included -1 year, when the first information leaflets were delivered, supported by local media; -6 months when captions commenced; the launch of digital Five in late August; and the launch of the Help Scheme also at the end of August.

Figure 5.1: Copeland Timeline of Events
Source: Digital UK

| -17 mo | May 2006 | Border region launched (leaflet, TV, radio) |
| -15 mo | July 2006 | Whitehaven ‘pilot’ agreed by Digital UK board |
| -14 mo | August 2006 | Letter to Whitehaven residents |
| -12 mo | November 2006 | Letter to all homes & outdoor/press advertising |
| -6 mo | April 2007 | On-screen captions start |
| -3 mo | July 2007 | Booklet to all homes |
| -2 mo | August 2007 | Digital Five launch; Help Scheme launch |
| 17th Oct 2007 | BBC2 analogue switched off |
| 14th Nov 2007 | BBC1, ITV1, Channel 4 analogue switched off |
| December 2007 | Help Scheme closes |

5.2 Local Engagement and Support

At the outset of Copeland switchover Digital UK Border Region Manager John Askew worked to established good local stakeholder relations. In August 2006 he and Copeland Borough Council developed the scope and composition of a local stakeholders’ group to include representative from: Copeland Borough Council, Cumbria County Council, Age Concern, Copeland Homes, Copeland Disability Forum and the Whitehaven News.

The first ‘Copeland Digital Group’ met on 16th October 2006, and met every 6 weeks in the year before switchover, meeting more frequently around the two switchover dates. The group will continue to meet in 2008 to pursue other digital inclusion projects.

Sarah-Jane Gray was appointed as Local Liaison Manager in November 2006, and worked closely with Age Concern, the local stakeholders group, and the local trade sector throughout switchover. She also co-ordinated and supported the programme of ‘Digital Clinics’ (see section 5.5 for further detail).
5.3 Communications

The main elements of the communications programme were (i) direct communications, (ii) local media advertising, (iii) on-screen captions, and (iv) consumer support via the website and call centre.

i. Direct Communications

All homes received two Copeland leaflets (one in October 2006 one year before switchover, and another in July 2007 three months before switchover) and a letter from Digital UK one month before the switchover.

Homes had already received the original Border leaflet in May 2005, and the letter informing residents of the early switchover of Copeland in August 2006.

All homes received a Help Scheme letter in March 2007 (prior to the release of the Department of Work and Pensions data enabling eligible households to be targeted). Help Scheme homes received a number of further direct communications.

ii. Local Media

Outdoor Advertising – Outdoor advertising sites were used from one year out. Digital UK also commissioned the construction of a new billboard with ‘countdown ticker’ in the harbour area, which initially generated some controversy but later became an iconic symbol of switchover.

Figure 5.3: Examples of Outdoor Advertising

Top row:
Harbour countdown billboard, May, July and October 2007

Bottom row:
Town centre billboard, September, November 2007
Press Advertising – The circulation area of ‘The Whitehaven News’ matched well to the coverage area, and 45 press adverts on a range of topics from Help Scheme to VCR and aerial advice were placed from one year out.

iii. On-Screen Captions

On-screen captions launched 6 months prior to switchover, increasing from 10% to 15% to 25% screen size, and increasing in frequency.

Figure 5.5: Captions Schedule
Source: Digital UK

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Analogue Channels</th>
<th>BBC Two (switch-off 17 October)</th>
<th>BBC One ITV1 Channel 4 (switch-off 14 November)</th>
</tr>
</thead>
<tbody>
<tr>
<td>-6 Months</td>
<td>10% of screen</td>
<td>1 Minute for 2 weeks, 4-5 times a day</td>
<td>15% of screen Black text on white background 1 Minute for 4 weeks, 4-5 times a day</td>
</tr>
<tr>
<td>8-21 May</td>
<td>10% of screen</td>
<td>1 Minute for 2 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>-3 Months</td>
<td>15% of screen</td>
<td>1 Minute for 2 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>28 July-10 Aug</td>
<td>15% of screen</td>
<td>1 Minute for 4 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>-1 Month</td>
<td>White text on black</td>
<td>2 Minutes for 2 weeks, every hour</td>
<td></td>
</tr>
<tr>
<td>18 Sept-1 Oct</td>
<td>15% of screen</td>
<td>Black text on white background 1 Minute for 4 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>-2 Weeks</td>
<td>White text on black</td>
<td>2 Minutes for 2 weeks, every hour</td>
<td></td>
</tr>
<tr>
<td>2-16 Oct</td>
<td>15% of screen</td>
<td>Black text on white background 1 Minute for 4 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>Transition Period (First Half) 17-29 Oct</td>
<td>15% of screen</td>
<td>Black text on white 1 Minute for 2 weeks, 4-5 times a day</td>
<td></td>
</tr>
<tr>
<td>Transition Period (Second Half) 30 Oct-14 Nov</td>
<td>25% of screen</td>
<td>White text on black 2 Minutes for 2 weeks, every hour</td>
<td></td>
</tr>
</tbody>
</table>
iv. Consumer Support

**Website** – a special Copeland page was set up at digitaluk.co.uk/Copeland

**Helpline** – a separate number routed directly to an operative was established at the contact centre for Copeland residents, and promoted in Digital UK literature and advertising. Contact centre staff were trained to handle technical enquiries, including advice on installing and re-tuning equipment.

### 5.4 The Help Scheme in Copeland

Digital UK supported the launch of the Help Scheme in Copeland whilst the BBC was finalising the Scheme Agreement with Government. Process and contact centre systems were put in place, and the first communications materials developed.

Following the formation of Digital Switchover Help Scheme Ltd. and appointment of the Copeland contractor (Capita) Digital UK handed processes over to Capita, but continued to provide communications support.

**Help Scheme communications in Copeland included the following:**

- Digital UK issued the first Help Scheme letter and leaflet to all homes in March (in advance of the Bill allowing sharing of Department of Work and Pensions data being available), supported by outdoor and press advertising.
- Press adverts reminding eligible homes to respond to the letter were run in the Whitehaven News in May.
- With the Digital Switchover Help Scheme established and the DWP data available, the first targeted communication was the delivery of the letter and ‘Options Packs’ to eligible households from August 25th. Again, press and PR activity was used to raise awareness of the Scheme.
- The ‘Help Scheme Help Centre’ was opened on King Street, in Whitehaven town centre, in late August.
- Reminder press advertising was run on 13th October.
- The first switchover reminder letters were sent to non-responders during the transition period (late October).

The ‘Help Scheme Help Centre’ saw over 7,000 visitors over the 3 months it was open. Some 68% of people eligible responded to the Help Scheme, and 2,808 applications for help were received (30% of the 9,449 eligible), of which 2,616 took it up. The Scheme closed on 13th December, but aftercare continued until 13th April.
5.5 Community Outreach

Community outreach covered a range of activity including:

Events – A Digital UK roadshow trailer was set up for the 3 days of the Whitehaven Maritime Festival on 15-17th June 2007. Two days of smaller events then took place 11-14th June at Tesco and Morrisons in Whitehaven. All events used specially trained Headcount agency field staff. During the 7 days of events the advisors spoke to 8,781 people in total, mostly female (70%) and older (55+).

Digital Clinics – The local team and Age Concern organised over 100 small-scale drop-in sessions at a variety of community locations (church halls, the Age Concern centre) around the borough from 15th March 2007 in the 6 months leading up to the switchover. These continued until after 14th November, when a small number of ‘Re-tuning Clinics’ were held to address post-switchover user issues.

Help Centres – ‘Help Centres’ were held at 4 locations across the borough for 3 days over the 2 switchover dates. Staffed by a mix of technical experts from Digital UK and Intellect, Digital UK staff, Help Scheme ‘TechGuys’ and volunteers, they provided advice, factsheets, postcode checking and equipment demonstrations to 747 visitors. 20% of visitors were under 55, 50% were 55-74, and 29% were 75+ (and therefore eligible for the Help Scheme). In total 24% of visitors had taken up the Help Scheme, but were seeking further advice and support. 36% had problems installing and connecting equipment (many brought their equipment to the Help Centres for re-tuning), and 49% needed user support. 14% asked if someone could visit them at home. The most common issues related to installation and re-tuning.

Schools Programme – The schools programme was piloted in Copeland with 31 of the 34 primary schools in the area participating. The children were set homework assignments to speak to their families about switchover, and 120 pupils at Jericho School each spoke to 4 people about the switchover (600 community contacts) and conducted a whole school assembly on switchover, spreading the message to an additional 300 people. Seven out of eight schools said the programme met learning objectives.

Community ‘Helping Hand’ Pack – The ‘Helping Hand’ pack was developed in conjunction with Ofcom Advisory Committee on Older and Disabled People and Age Concern Northwest Cumbria. Packs with helpful and accessible materials on switchover were distributed to 20 organisations, charities and groups including Citizens’ Advice Bureaux, Copeland Homes, Copeland Borough Council and Age Concern.
5.6 Voluntary Sector Partnership

Digital UK established a relationship with Age Concern Northwest Cumbria, based in Whitehaven, which helped test working arrangements with charities prior to the development of the Digital Outreach contract. Age Concern is the lead charity in the area, and whilst other charities were invited to support, few played an active part in the programme, citing resource and remit constraints.

Digital UK funded a Volunteer Co-ordinator for 10 months (March '07 to January '08), one further volunteer support head for 3 months over switchover (September to November '07), and half a day per week of Mary Bradley's time, Director of Age Concern Northwest Cumbria. This enabled Age Concern to support digital clinics, integrate switchover into their normal support programme including home visits, and assist in the recruitment and training of eight volunteers located in Help Centres over the switchover period.

Age Concern are seeking to continue the ‘Copeland Digital Group’ and Digital Volunteer Co-ordinator for a further year to provide ongoing digital TV user support, and capitalise on the positive momentum generated by switchover to launch other digital inclusion projects in the area. Digital UK has agreed to provide £15,000 of funding for this, which will be matched by Copeland Borough Council.

5.7 Housing & Property

The eleven social housing providers in the area were mapped in early 2007, and their progress monitored throughout the run-up to switchover by Digital UK. Further support was then provided to housing providers requiring advice through the switchover period; in particular Copeland Homes who were experiencing problems accessing flats.

Tourism properties (hotels, B&Bs, guest houses and caravan parks) were identified and received a letter from Digital UK in May, followed by a further letter and phone call in September.

Care homes received a letter in May followed by a phone call in August and in some instances a visit from the Local Liaison Manager. The Local Liaison Manager also contacted the hospitals in the area.

5.8 Retailer & Service Provider Activity

Digital UK supported local retailers, providing them with information, training and materials. And retailers themselves took action to ensure that they had sufficient staff and stock to support the switchover, and took initiatives including special promotions to drive sales.

The digital TV service providers available in the area, including Sky, Freeview and BT Vision, all undertook significant marketing and promotional activity in the weeks leading up to switchover.
5.8.1 Digital UK Retailer Support

Meetings were held with local retailers and aerial installers at the announcement of Whitehaven switchover (November 2006) and again at an event on 15th February. The Local Liaison Manager visited all retailers each month to relay information, collect sales data, check on levels of merchandising materials and leaflets, discuss plans for the switchover and answer any questions. Digital UK’s sales forecasts were shared with retailers to assist with stock purchasing.

In April 2007 all retailers were provided with Ask Digital training and store merchandising. Shortly before switchover, technical factsheets were also distributed to retailers.

5.8.2 Retailer Initiatives

All significant retailers in the area took action to prepare for switchover, including Currys in Whitehaven and Workington, Brooks in Whitehaven, Comet in Workington, and Argos in Whitehaven.

Some of the specific initiatives taken by local retailers included the following.

**Currys:**

- Re-badging the Whitehaven store as ‘Switchover is Easy with Currys.digital’
- Trialling a mobile retail unit in the area, dispensing advice and selling digital TV equipment
- A Freeview box promotional giveaway on the Saturday before the second switchover date, where 100 digital boxes were given out at the Whitehaven store and 200 at the Workington store
- A Currys / Freeview joint mailing to 32,000 households in the area in the week of 8 October, promoting special reduced prices on digital TV equipment for Whitehaven area customers (including a Techwood box for £179.99 rather than £199.99; and a Humax DTR for £179.99 rather than £199.99)
- Ran a colouring competition for under 11s (to colour in a picture of Digit Al in front of a house), where two winners received a Philips digital TV recorder
- Additional staff training
- Elimination of all analogue TVs from sale
- Increasing stock levels to over 18,000 pieces of digital TV equipment to meet possible surges in demand
### Brooks (an independent retailer):

- Recruitment of additional staff to answer questions and meet peak demand, including to man helplines from the shop
- Additional staff training
- Elimination of all analogue TVs from sale
- Development of a digital switchover survey to assess customers’ needs
- Provision of installation services to customers

### Comet:

- A joint initiative with Freeview to swap old VCRs for new digital TV recorders at the Comet Workington store
- Additional staff training
- Elimination of all analogue TVs from sale

### Argos:

- In-store displays of Freeview digital boxes in front and behind the service counter
- Additional staff training
5.8.3 Digital TV Service Provider Initiatives

Digital TV services available in the area were Sky, Freeview and BT Vision. All undertook marketing activity in the weeks leading up to switchover.

**Sky:**

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<tr>
<td>Sky mailed both existing and prospective customers in the area, and a sales team visited homes to explain the Sky service to them.</td>
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<tr>
<td>Sky stands were erected in the Whitehaven market square and Morrisons car park for several days over switchover.</td>
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<tr>
<td>A number of special offers were run, including an installed Sky+ recorder for £49.</td>
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**Freeview:**

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<tbody>
<tr>
<td>As noted above, Freeview and Currys jointly mailed 32,000 homes in the area with a digital TV promotion for local residents.</td>
<td></td>
</tr>
<tr>
<td>A joint promotion with Comet in Workington allowed a limited number of customers to swap their old VCRs for a new Freeview Playback digital TV recorder.</td>
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<tr>
<td>Freeview also ran press advertising (featuring local personalities) in the ‘Whitehaven News’.</td>
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**BT Vision:**

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<tr>
<td>BT Vision 'ad vans' displaying BT Vision billboard posters toured the area over the days of switchover.</td>
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</tbody>
</table>

5.9 Aerial Installer Support

Newsletters were sent to retailers and to aerial installers every month in the 4 months before switchover.

An inbound email address was set up for aerial installers. Key local installers were contacted 2-3 times in the 6 months before switchover to discuss trade levels and address any questions.

Two Registered Digital Installers qualified in August 2007, although they are based in Barrow-in-Furness, outside the switchover area.
5.10 Media and Stakeholder Management

Good relations were established with the Whitehaven News at the announcement, and a pre-existing relationship with ITV Border further contributed to good local media support.

A national media press conference on the Whitehaven switchover was held in London on 15th March 2007. Further press releases were issued:

- As captions started – 1st May
- When the harbour billboard and clock was unveiled – 8th May
- At the ‘100 days’ mark – 8th July
- With one month to go – 17th September
- The day before switchover – 16th October
- And on the two switchover days

A media management operation was run in Whitehaven over the two switchover days, co-ordinating 50 interviews and responding to over 200 media enquiries. Digital UK negotiated pooled television access to the transmitter site so the media could capture the moment of switchover on October 17. Stakeholders were kept well informed with CEO letters delivered at the national announcement and at each of the switchover dates.

Over the two dates 94% of media coverage was positive or neutral.

5.11 Research & Monitoring

A thorough research programme was critical to learning the most from the Copeland switchover.

A Copeland Switchover Tracker was launched in October 2006, and ran through to the end of 2007. Operated by GfK NOP 1,617 households were interviewed over the course of 15 months on their awareness, understanding and readiness for the switchover, as well as their views and attitudes.

The Copeland Panel launched in July 2007 to provide a qualitative accompaniment to the Tracker. The Panel was operated by Q Media. Twenty-five homes, representing a mix of analogue, digital, Help Scheme and flats, were interviewed a total of 5 times through the switchover (July, August, September, in the transition period, and after switchover in December). They were also provided with an online forum and viewing diaries.

Additional research included mystery shopping (with two Copeland-specific rounds conducted in August and September to validate in-store advice), use of retail observers from the field agency Headcount over the two switchover dates, and three rounds of communications focus groups by Blinc to test the -3 month leaflet and other communications.

Post-switchover questionnaires were distributed to retailers and aerial installers, seeking their feedback on the switchover.
5.12 The Review Process

Digital UK launched the Copeland Review Process on 19th October to ensure that all lessons were captured, recorded and actioned for future switchovers.

The Review Process consisted of three sequential stages:

STAGE 1 - Operational Lessons Review (19th-30th October). The Digital UK Programme Office led a series of workstream workshops to review each workstreams’ performance against the Critical Success Factors and assess what worked well and what did not. The Digital Switchover Help Scheme held its own review session.

STAGE 2 - Strategic Lessons Review (November-December). Operational lessons from the first stage of the review were carried forward and developed in a second stage. The Digital UK management team held an internal workshop (conducted by an external facilitator) where operational lessons were reviewed, themes identified, and larger scale structural questions (e.g. the transition period) discussed. This was followed by a second facilitated workshop incorporating the Digital Switchover Help Scheme, Government and Ofcom partners.

STAGE 3 - Implementation & Scalability (January 2008). Finally, results from the strategic review workshops were fed into the Ofcom-sponsored Ernst & Young ‘Accelerated Solutions Centre’ session which focused on taking the lessons already identified and considering how they might be implemented and scaled for the remainder of the programme.

The outcomes of these review sessions have informed and directed the contents of this report.
A Successful Switchover
That everyone in the area knew about the switchover and converted to digital TV, the provision of help and assistance, and the positive reaction of the local community and media all suggest that the Copeland switchover was a success.

Each of these factors are described in more detail below, but in project management terms the success of Copeland switchover was measured by five ‘Critical Success Factors' identified at the outset of the project (see Chapter 4, section 5 for further details). In the final review we have concluded that all five were met.

Figure 6.1: Post-Switchover Analysis of Critical Success Factors

<table>
<thead>
<tr>
<th>Critical Success Factors</th>
<th>Review</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 To capture learning from the Copeland switchover</td>
<td>A thorough review process, described in Chapter 5, section 12 above has ensured that all learning from the Copeland experience has been absorbed and will inform future planning.</td>
<td>Achieved</td>
</tr>
<tr>
<td>2 To switch the transmitter successfully and on time</td>
<td>The technical switchover went smoothly at all three transmitter sites in the area. See section 6.1 below for further detail.</td>
<td>Achieved</td>
</tr>
<tr>
<td>3 To achieve full awareness of switchover at least 6 months in advance</td>
<td>Universal awareness, with 95% of Copeland residents having heard of the switchover, was achieved from the start of monitoring in Q4 (Oct/Nov/Dec) 2006, one year before the switchover.</td>
<td>Achieved</td>
</tr>
<tr>
<td>4 To ensure that all those applying for assistance from the Switchover Help Scheme were helped by the second switchover on 14th November</td>
<td>At 14th November all those who had applied in full had their digital TV equipment delivered and, where necessary, installed.</td>
<td>Achieved</td>
</tr>
<tr>
<td>5 That all those choosing to convert, and not inhibited by other factors, were able to do so by 14th November</td>
<td>Independent research showed that less than 3% of homes were not ready for switchover on the first date (17th October). A very small number (less than 1%) had not converted on the second date, generally because they had chosen to wait. See section 6.3 below.</td>
<td>Achieved</td>
</tr>
</tbody>
</table>

6.1 The Transmitter Switchover

The three transmitters serving the area, the Whitehaven (Bigrigg) transmitter and its two relays at Eskdale Green and Gosforth, were successfully switched with no technical problems.

6.1.1 Transmitter Switchover

None of the transmitters were broadcasting digital terrestrial television (DTT) before the switchover. Copeland was an area that did not have spectrum capacity for DTT until the analogue signal was switched off. Since switchover the digital terrestrial television signal has been broadcasting for the first time.
A digital channel five service was launched at the Whitehaven (Bigrigg) transmitter for the first time on 25th August. Five undertook special engineering work to facilitate this, which will not be possible in other areas.

On 17th October BBC Two analogue was switched off at Whitehaven at 2:00am, thus also switching it off at the relay sites at Eskdale Green and Gosforth. One bundle of digital channels (a BBC ‘multiplex’) was launched in the vacated channel frequency by 2:00am, 37 minutes later.

Four weeks later, on 14th November the remaining analogue channels (BBC One, ITV1 and Channel 4) were switched off at 2:00am. At the same time the BBC multiplex of digital channels also had to be switched off, and for a short period of time there were no terrestrial TV services available. Following engineering work at the transmitter site conducted by the transmission network operators, all digital services were launched and started broadcasting at 3:27am.

6.1.2 The Channel Swap

Switchover in some areas will require a ‘channel swap’, and this was the case in Copeland. The frequency channel used by BBC Two analogue was one of the channels earmarked as spectrum to be returned for alternative uses after switchover (part of the ‘digital dividend’). This channel was therefore not suitable for use at and after switchover, and another service, in this case ITV1, was swapped with BBC Two at the switchover, enabling the BBC multiplex of digital channels to be launched in the frequency channel vacated by ITV1, a space that could be used through and after switchover.

Between the two switchover dates ITV1 analogue was therefore found on button ‘2’ on remote controls.

While this was noted by viewers, they appeared to quickly adapt, and did not cause any significant issues during the four week transition period between the two switchover dates.

The channel swap had some implications for the BARB system, as the meter used in some households attributes analogue viewing based on the frequency that a television set is tuned to. The channel swap meant that ITV1 analogue was transmitted in the frequency previously occupied by BBC Two analogue for the four weeks of the transition period, and the meters therefore interpreted this as BBC Two viewing. The Copeland BARB panel homes were therefore withheld from BARB reporting until they could be technically proven to be correctly measuring viewing, preventing misattribution in the reported viewing figures. We understand that through its contractor, AGB Nielsen Media Research, BARB is introducing new procedures to allow continued reporting across the whole area during the upcoming Scottish Borders switchover.
6.1.3 Coverage and Reception

Ofcom have taken measurements across the coverage area, and have concluded that there are no coverage deficiencies, or coverage anomalies. As far as is known coverage matches the UK Planning Model predictions. There were no reported interference issues with neighbouring areas (including those predicted as a possibility in North Wales). There have been issues with reception of the Digital 3&4 multiplex, attributed to it being transmitted in a different mode to the two BBC multiplexes (64-QAM as opposed to 16-QAM). These have been resolved by adjustments to the domestic aerials. In all other switchovers all multiplexes will be broadcast at 64-QAM, and so there should not be the same discrepancies in reception.

6.1.4 Self-Help Transmitters

The one operating community-run self-help transmitter in the area was not able to receive the Digital 3&4 multiplex, but in the event this did not cause any issues since the users were well informed. This does, however, suggest the need for local communication with self-help operators and communities in subsequent regions, which Ofcom and the Digital UK regional management team should collaborate to achieve.

6.2 Sources of Help

Leading up to and during the switchover residents sought help from a number of sources including formal advice from switchover bodies (Digital UK and the Digital Switchover Help Scheme), electrical retailers, and informal help from the community or from friends and family.

We know that the Help Scheme helped 2,616, or around 10%, of homes. The Digital UK contact centre and Help Centres spoke to 5% of homes at the point of switchover (over three day periods across each switchover date). It is difficult to precisely gauge the numbers of people calling on other sources of help, but estimates suggest that whilst around 6% sought advice from retail, and 5% from family and friends. Some will have visited more than one source of help, and so these estimates cannot simply be added up, but they do suggest that a significant proportion - if not most - of the 28% of analogue homes needed some sort of one-to-one assistance through the switchover.

Figure 6.3: Sources of Help at Copeland Switchover
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey

[Chart represents estimated proportions of those helped by the Help Scheme, Digital UK’s contact centre or Help Centres, retail, or friends and family at the point of switchover. Note that some may have visited more than one source of help, so these figures may not be additive. The chart is an approximate representation only.]
6.3 Everyone Converted

The most important indicator of success was that all homes in the area converted to digital television as a result of switchover. We estimate that around 3% of homes had not converted by the first date (17th October) and a handful, less than 1%, had not converted at the second date (14th November) but did convert very shortly thereafter. 40% of main set conversions were via Sky satellite, and 60% via Freeview digital terrestrial.

6.3.1 Digital TV Take-up

Despite the lack of Freeview at the local transmitters before the switchover, 70% of households had digital television from Sky (66%) or by taking Freeview from the Caldbeck transmitter (4%).

The majority of conversions took place in the 10 to 14 days before the first switchover date on 17th October - see section 7.3 for further information on retail patterns. We estimate that only around 3% of homes had not converted by the first switchover date.

A very small number of homes (3 in a sample of 189) converted after the second switchover date on 14th November. All 3 homes planned to convert: one had a box and was waiting to install it, one was planning to convert before the end of 2007, and one intended to convert but did not know when. As far as we know no home chose not to convert after switchover, and no one lost access to television as a result of switchover.

Figure 6.4: Copeland Digital TV Conversion: September 2006 – December 2007
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey
6.3.2 Platform Choice
Of the 30% of homes that were analogue before the switchover, 38% converted with Sky and 62% with Freeview. The Sky conversions took place at or around the switchover date, despite satellite being available prior to switchover.

Post-switchover Sky had increased its share of primary sets to 77% (+11pp) and Freeview had taken the remaining 22% of main sets.

More homes ultimately opted for Sky than they originally indicated. The post-switchover survey showed that 38% of previously analogue homes had opted for Sky, but at the beginning of the year 07 only 4% of analogue homes said that they would choose Sky (70% said Freeview, and 25% did not know which platform they would choose). Sky conducted significant marketing activity in the area before the switchover, and Panel interviews indicate that some may have regarded Sky as a 'safe' option in case anything “went wrong” with the terrestrial switchover.

Only 5% of Sky conversions were via Freesat from Sky.

Only 2% of Sky homes indicated after switchover that they are likely to replace Sky with Freeview now that it is available (84% said they were unlikely to consider changing).

6.3.3 Connecting Freeview Equipment
Very few homes bought Freeview equipment well in advance of the switch-on of the Freeview signal at switchover. Three per cent reported having bought Freeview equipment 3-6 months ahead of switchover (April to June). From 3 months out (July and August) this rose to 8%.

From the end of August and the launch of the channel five digital signal, Copeland residents began to connect their equipment to receive five for the first time. In September those watching Freeview rose from 7% (probably watching the Caldbeck transmitter) to 16% of homes, with a further 4% who had brought a Freeview box but could not yet use it.

An unanticipated effect of the transition period was that some who had bought Freeview equipment for 17th October still did not bother connecting it until 14th November. The Tracker suggests that a third (32%) of those who had bought Freeview equipment for their main set had not connected it in the first two weeks of the transition period. This fell to 17% in the last two weeks of the transition period.
6.4 Local Response

The smooth transition and provision of help and support was welcomed by the local community, who both recognised the benefits of switchover for the local area and praised the work of all those involved:

- Copeland Borough Council issued a statement on 13th November saying “On the eve of the switchover to digital only television in parts of the borough, Copeland Borough Council today gave a cautious welcome to the new era, whilst urging its residents to look out for those around them who may not be ready for the switchover”
- On 15th November the Whitehaven News proclaimed a “Warm reception as area wakes up to digital age”;
- Jamie Reed MP for Copeland said it was “So far, so good”; and
- The Local Stakeholders’ Group in their final report stated that “The switch to digital has been recognised by the Copeland Digital Group as a very positive change, on the whole well managed and well received, with several benefits for local people and for the area.”

The full independent report from the local stakeholders is attached at Appendix 2.

Figure 6.5: Local Response
6.5 Media Coverage

As was anticipated there was significant national and local media interest in the Copeland switchover. Attention was focused on the first date (17th October), when two press conferences and numerous interviews were held. The main drivers of media coverage were questions about how many homes remained unconverted and how people were coping with the change. The resulting press coverage was overwhelmingly positive or factual (94%), and excerpts are included at Appendix 3.

Media interest in the second stage of switchover on 14th November was significantly reduced and mostly confined to noting the successful completion of the process.
Key Findings
There were nine key findings from the switchover, which will inform planning for future switchovers:

1. Copeland residents were well informed and prepared
2. Most find switchover straightforward
3. Retail readiness was critical
4. Local community involvement was important
5. Some need additional assistance, including one-to-one help
6. Good understanding of second sets and recorders
7. Some aerials needed replacing
8. Positive reaction to the new channels, and some changes in viewing behaviour
9. The Switchover Programme structure worked well

7.1 Copeland residents were well informed and prepared

Digital UK and partner communications were effective. Leaflets mailed to every home, outdoor posters (including a ‘countdown’ ticker in the harbour), press advertising and on-screen captions helped to ensure that everyone interviewed before the two switchover dates was aware of the switch, and 95% understood what they needed to do. The Digital Switchover Help Scheme successfully supported 2,616 individuals, and the one customer who lost television on the day of switchover was visited and the picture restored within a few hours.

7.1.1 Communications and Advice

There was a positive response to the information and advice provided by Digital UK and the Help Scheme. Immediately before the switchover (Q3 2007) the majority (72%) felt that they had received sufficient information to help them. Different people have different information needs, and perhaps inevitably closer to the switchover some felt they had too much information, whilst others felt they had too little.

Figure 7.1: ‘Do you think you have received adequate information and advice to assist you in your preparations for the switchover?’
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey
The leaflet delivered 3 months before the switchover in July 2007 proved to be critical in raising awareness and understanding, and was recalled by 70% of those interviewed, although for analogue households the on-screen captions had the highest recall rates (60% of analogue homes).

**Figure 7.2: ‘Which of the following types of switchover information do you recall seeing?’**


Of all the communications received, Copeland residents found the switchover supplement produced by the Whitehaven News and Digital UK’s - 3 month July leaflet, delivered to all households, the most useful.

**Figure 7.3: ‘How would you rate the usefulness of the communications you received?’**

Source: Ofcom / Digital UK Copeland Switchover Tracker Survey. 17/10/07-12/07
The importance of local communications (including partner communications such as the newspaper supplement) is a key lesson, and one that we will seek to replicate in other areas. The 3-month leaflet also proved critical, and will play an important role in future switchovers, although the letter delivered one month before switchover appeared to have less impact and will not be repeated. On-screen captions were clearly very important in driving awareness in analogue homes, and should continue to be used elsewhere.

7.1.2 Awareness and Understanding

By the weekend before the first switchover date everyone interviewed on the Ofcom / Digital UK Tracker survey was aware of the switchover, and 95% said that they understood what they needed to do.

Figure 7.4: Awareness and Understanding of Switchover
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey

7.2 Most find switchover straightforward

The vast majority concluded that switching to digital TV was relatively easy. Eight-one per cent had no problems with their digital television equipment, and 50% found installing Freeview equipment easier than they thought. Twenty-eight per cent found digital television easier to use than they expected (7% found it more difficult). The biggest usability issue was re-tuning, which was required for all digital terrestrial TV equipment on both switchover dates.
7.2.1 Getting Digital Television

The Ofcom / Digital UK Copeland Tracker monitored any concerns about the switchover. The number who had any sort of concern fell from 50% in Q4 2006, 10 months before the switchover, to 26% after the switchover. The most common concerns about digital television were the cost (8%, although this represented a fall from 24% 10 months prior to the switchover) and the range of channels available (5%).

Figure 7.5: ‘Which of the following, if any, concern you about the Copeland area switching to digital?’
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey

As many people said they had spent less than they expected converting their main set (27%) as said they had spent more (25%). Many appeared to take the opportunity of switchover to buy a new digital television.

Figure 7.6: ‘Did you spend more or less than you expected converting to digital?’
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey
7.2.2 Installing Digital Television

Almost everyone found installing their digital television easy. More than 9 out of 10 (92%) of those who installed their digital television equipment themselves thought it was easier (45%) or as easy (47%) as they expected. Note that Sky installations are carried out by a professional, so these are all Freeview installations.

Figure 7.7: ‘How did you find installing your digital television?’
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey
[Note: N = 69]

7.2.3 Using Digital Television

Twenty-eight per cent found digital television easier to use than they expected, and only 7% found it more difficult.

Figure 7.8: ‘How do you find using your digital television after switchover?’
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey
7.2.3 Re-Tuning Digital Terrestrial Television (Freeview)

The most significant user issue was re-tuning of DTT equipment. Nearly two-thirds (64%) of calls taken at Digital UK’s contact centre were regarding re-tuning, and re-tuning queries accounted for the majority of the Help Centre visits. A Copeland Homes engineer conducted 170 box re-tunes for social housing residents over the second switchover. There were several instances of homes believing they were not getting the signal, when in fact they needed to re-tune their equipment.

7.3 Retail readiness was critical

Local multiples (Currys, Comet, Argos), supermarkets (Tesco) and independent retailers (including Brooks and McCulloughs) were well prepared for the switchover. They drew in sufficient stock to meet the additional demand for equipment, and created switchover displays in-store, prominently using the ‘digital tick’ logo. They also ensured that extra (trained) staff were on hand to answer switchover questions. They played an essential role supporting the switchover.

7.3.1 Information & Advice at Retail

Consumer research suggested that shoppers found retailers well stocked and knowledgeable about the switchover. When asked whether an adequate range of TV equipment was available, an increasing proportion (rising to 87% before the switchover) felt there was.

By Q2 (April-Jun) a growing number of those visiting a retailer (71%) were speaking to staff in store, and more than half (51%) felt the staff were knowledgeable about switchover. However a growing proportion also felt the staff were not knowledgeable, probably a reflection of the more complex questions being asked, and the increased level of knowledge of the customers.

Figure 7.9: Did you find store staff knowledgeable about digital tv and switchover?
Source: Ofcom / Digital UK Copeland Switchover Tracker Survey

<table>
<thead>
<tr>
<th></th>
<th>Q4 2006</th>
<th>Q1 2007</th>
<th>Q2 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know, did not speak to staff</td>
<td>44%</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>No, staff were not knowledgeable</td>
<td>50%</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Yes, staff were knowledgeable</td>
<td>6%</td>
<td>10%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Digital UK’s own mystery shopping throughout the switchover suggested that all stores were making good use of the information materials provided (leaflets and other point-of-sales materials). Most stores were able to answer all basic questions (what switchover is, when it is happening, and what a consumer would need to do). The two independents, Brooks in Whitehaven and McCullough in Workington, and Currys in Whitehaven were the most successful at giving out consistently clear and accurate advice.

7.3.2 Footfall at Retail

It is difficult to accurately monitor patterns of customer traffic at retail, but professional agency ‘retail observers’ were able to count footfall over 30 minute periods at 8 local stores selling digital TV equipment over the two switchover dates.

The stores reported that a significant uplift in sales came in the 10 to 14 days before the first switchover date, and retail observer data suggested that the busiest single day was Saturday 13th October. There was also a small lift in footfall observed the day before switchover (Tuesday 16th October), but stores reported that levels on switchover day were not significantly greater than normal. The evidence therefore suggests that most householders got themselves ready for the first switchover date, generally a week or so in advance, and that at no time was retail unable to cope with the level of trade (there were no significant queues for sales or advice).

Figure 7.10: Estimated footfall over 30 minute periods over the two switchover dates
Source: Digital UK Retail Observers
There was a change in consumers’ retail behaviour on and after the switchover Wednesdays. While earlier visits were for purchases and buying advice, after the two switchovers the independents and multiples became the focus for questions, both in-store and over the phone. These were generally around equipment set-up, use and re-tuning, but there were also reports of queries on channel availability (see Chapter 8 below for further explanation of some of the issues presented by the transition period, whereby only a limited range of channels were made available on the first date; and of reactions to the channel line-up). Brooks set up their own call centre to respond to customer queries, and fielded around 150 calls at the second switchover date.

7.3.3 Digital TV Equipment Sales

There were an estimated 26,700 pieces of analogue TV equipment to be converted in the area at the end of 2006, 10 months prior to the switchover. 7,500 of these were analogue primary TV sets, and a further 19,200 were analogue second sets.

Approximately 3,800 of these, or 14%, had been converted by September 2007, around 6 weeks before the switchover. 1,750 of the conversions were on primary sets, and 2,100 were on secondary sets. That left around 5,750 analogue primary sets and 17,100 analogue secondary sets, or a total of 22,910 analogue TVs in total to be converted in the final weeks before the switchover.

As described in Chapter 6 all primary TVs were converted by or very soon after the switchover. We estimate that less than 5% or 1,100 secondary TVs remained unconverted after the switchover, suggesting that approximately 21,800 TVs were converted with digital boxes or integrated televisions in the three months over switchover (mid-September to mid-December).

Figure 7.11: Estimated analogue TVs in Copeland
Source: Ofcom / Digital UK Switchover Tracker
Sales data from retailers and the Ofcom / Digital UK Copeland Tracker suggests that around 14,000 (64%) of these conversions were via Freeview, and the remainder via Sky. Indicative research results show that the majority (72%) of these Freeview purchases were made in local stores. A small number (3%) purchased equipment online, and some (14%) bought equipment outside the immediate area (perhaps from Carlisle or other larger towns in the region). A total of 10,000 Freeview sales are therefore estimated to have been made at retail locally around the switchover, with nearly one third (31%) being bought at unassisted stores such as Tesco or Argos.

Figure 7.12: Where digital TV equipment was bought
Source: Ofcom / Digital UK Switchover Tracker

### 7.4 Local community involvement was important

Early engagement with local stakeholders (councils, charities, retailers, media) and their active involvement engendered important support for switchover, which in turn created positive word-of-mouth and momentum for the project. The community spirit encouraged residents to help one another, and was critical to the success of switchover.

The Local Stakeholders’ Group, known locally as the Copeland Digital Group, was established in late 2007. The group was chaired by Terry Chilcott of Copeland Borough Council and attended by representatives from the Council, Age Concern, Copeland Homes, local retailers (including Currys and Brooks) and the Whitehaven News. Members of Digital UK’s Copeland team attended in observer capacity. The group proved a useful means of co-ordinating the activities of local stakeholders around the switchover, enabled Digital UK to keep stakeholders informed, and allowed stakeholders to raise issues or concerns with Digital UK and jointly develop solutions.

The group, and the support of each member of it, proved critically important and the Digital UK regional teams will be establishing similar forums in other switchover regions.
7.5 Some need additional assistance, including one-to-one help

Some individuals did find the process more difficult, and were either helped by the Help Scheme, or needed support from those in the community, family and friends, retailers or Digital UK. The Help Scheme helped 2,616, or around 10% of homes. 5% of homes sought advice from Digital UK’s contact centre of Help Centres at the point of switchover. We estimate that 6% of homes were supported by retail, and 5% by friends and family.

7.5.1 Assistance from Digital UK

Digital UK provided one-to-one support to around 5% of householders in the area. The Digital UK contact centre spoke to 445 callers in the 3 days over the two switchover dates, and saw 747 visitors at the Help Centres, or 1,192 individuals in total (5% of all homes, or 21% of analogue homes). It is noticeable that there were more visitors to the Help Centres than there were callers to the contact centre. It appeared that those who required help preferred face-to-face support where it was available.

Those assisted at Help Centres were generally:

• Older (50% were 55-74 and 29% were 75+);
• Slightly more likely to be men (59%);
• Generally had digital television working on one set (68%);
• But either had problems installing equipment (36%) or using it (49%); and
• 14% felt they needed someone to come to their home to provide further assistance.

Digital UK’s partners, particularly Age Concern Northwest Cumbria, provided further and follow-up support to a relatively small number of difficult cases.

7.5.2 Assistance from Retailers

One quarter (27%) of the analogue homes that converted for switchover (6% of all homes) had sought advice from a retailer. As well as advice provided on the floor some retailers (Brooks) provided telephone support to customers.

7.5.3 Assistance from Friends & Family

As would be expected, a significant proportion of analogue homes, totalling one quarter (23%) of the analogue homes that converted (5% of all homes) had support from friends and family to switch to digital.
7.6 Good understanding of second sets and recorders

Digital UK was determined to ensure that Copeland residents understood that all their TV sets would need converting, and that analogue recorders (VCRs and analogue DVD-Rs) would not be able to record one channel while watching another.

7.6.1 Awareness of Need to Convert Second Sets and Recorders

Good levels of awareness of these issues were achieved, with 100% of those interviewed before the switchover saying they knew every set would need converting, and 70% understanding that their analogue recorder would be affected (rising to 84% after switchover).

![Figure 7.13: Awareness of need to convert second sets and analogue recorders](image)

Source: Ofcom / Digital UK Switchover Tracker

7.6.2 Conversion of Second Sets

We anticipated that many might wait until some time after switchover to convert second sets, but in fact most took the opportunity of switchover to do this straight away, and 95% of second sets had been converted by mid-December 2007.

Take up of digital TV on secondary sets in Copeland stood at 40% immediately before switchover, predominantly through Sky multiroom subscriptions in Sky homes (33% of all second sets).

Whereas primary sets were converted (or readied for conversion) before the switchover, second sets were largely converted during the transition period.
Post-switchover digital TV conversion on additional sets in Copeland stood at more than 95%, and less than 5% of secondary sets had not been converted.

Of the analogue second sets converted during the switchover (between the end of 2006 and the end of 2007), 65% were converted with Freeview, and 35% with Sky.

Figure 7.14: Conversion of second TV sets
Source: Ofcom / Digital UK Switchover Tracker

7.6.3 Conversion of Analogue Recorders

Few homes seemed concerned about the loss of independent recording (being able to record one channel while you watch another). Only 5% noticed the loss of independent recording functionality after switchover, despite over one third (34%) saying that they regularly used independent recording before switchover.

An overall decline in recorder ownership (analogue or digital) was observed: 81% said they owned and used a recorder before switchover, and this fell to 66% after switchover. This may be because access to a wider range of channels reduces the need to stockpile recordings.

Those buying a new digital TV recorder tended to do so early in the process (around 6 months before the switchover). Those making purchases at the last minute would simply buy a normal digital box.

We estimate that digital recorder ownership increased from less than 5% of homes before switchover to up around 50% of homes after switchover. Around 40% were using Sky+ and the remainder a Freeview digital TV recorder.
Some aerials needed replacing

As anticipated, a number of homes did need to upgrade their aerial for the digital signal (which is less tolerant of poor quality aerials than the analogue signal). We estimate that up to 5% of homes needed a new roof-top aerial, and that up to 30% of set-top aerials needed changing or connecting to a roof-top system.

7.7.1 Replacement of roof-top aerials

Ofcom originally estimated that 5-10% of roof or loft aerials would need replacing to receive the DTT signal post-switchover. Validation of this estimate is important to forecast the aerial installation capacity needed for later and larger regions.

The sources of data on aerial replacement rates are imperfect, but available data suggests that 3-4% of Copeland homes required a new roof top aerial, meaning that 750-1,000 aerial installs were carried out.

A significant learning from Copeland was the impact of aerial amplifiers, which had frequently been used in the area to boost the weak analogue signal, but which were not necessary and in many cases disrupted the digital signal. The Help Centres and aerial installers saw a number of instances where reception issues were solved by removing an amplifier from the reception chain.

7.7.2 Replacement of set-top aerials

Ofcom estimated that 25-50% of set-top aerials might need replacing for DTT post-switchover.

There is less reliable data on set-top aerials, but Help Scheme data suggested that around 30% of set-top aerials may have needed replacing in Copeland.
7.7.3 Aerial tests

Digital UK and Ofcom made three tools available for consumers to check their aerials, the most popular of which was Teletext p284:

- Teletext p284 – used by 11% of homes, and 86% of users found helpful
- The leaflet reference picture – used by 0.5% of homes
- The handheld signal meter – which 18% of Tracker homes were aware of, but none had used; of those who had not heard of it, 18% said they may have used it if they had known about it

A further 5% of homes simply asked an installer to check their aerial.

Feedback on the handheld signal meter shows that the devices were loaned approximately 280 times during switchover by retailers, Age Concern, volunteers, Post Offices, the Switchover Help Scheme ‘Help Centre’ and housing associations. The checkers worked best when handled by volunteers and community members, such as Postmasters, and were generally well received.

7.8 Positive reaction to the new channels, and some changes in viewing behaviour

95% said that they thought the digital channels were as good or better than their old analogue services.

Figure 7.15: ‘How does your digital TV service compare with your old analogue tv service, in terms of the overall enjoyment you gain from watching TV?’

Source: Ofcom / Digital UK Switchover Tracker
Those getting digital TV for the first time at switchover particularly appreciated the Electronic Programme Guide, programme synopsis, and interactive features. There were mixed views on digital text services, with 34% saying they were better, but 25% saying there were worse (generally because they were slower).

We observed some notable changes in viewing behaviour. Two thirds (67%) of new digital homes interviewed straight after the switchover had explored the digital channels, and most liked them. They tended to go to well-known channels previously not available first (Five, E4), but then moved on to other channels. 12% of homes thought they were watching more TV (80% the same and 7% less).

7.9 The Switchover Programme structure worked well
The Switchover Programme is a joint undertaking of Digital UK, the Digital Switchover Help Scheme, two Government departments (the Department for Culture, Media and Sport and the Department for Business Enterprise and Regulatory Reform), and Ofcom. All parties worked well together and were co-ordinated both centrally and in the local area.
Areas for Review
Whilst switchover overall went smoothly with relatively few problems, four areas for further review have been identified:

1. The two-stage switchover and ‘transition period’. Some observed that the two-stage process (with BBC Two switching on 17 October and the remaining channels on 14 November) may have proved more a hindrance than a help to some consumers. We have therefore reviewed the transition period for future regions.

2. The explanation of the channel line-up. Copeland is an area where 3 digital terrestrial multiplexes are broadcast after switchover, whereas most areas will receive 6 multiplexes including the commercial multiplexes. This caused some confusion and resentment after the switchover in Copeland, and the programme is reviewing how it explains these differences in channel line-up in future regions.

3. Consultation between landlords and tenants. Two issues arose in relation to social housing. One is consultation on and communication of the service charge that is sometimes imposed to cover the cost of communal aerial systems. The second was the challenge of accessing all flat units in order to connect them to the communal aerial system. This has prompted development of further landlord guidance and model landlord / tenant consultations.

4. Explaining the value of the Help Scheme. Whilst the Help Scheme did successfully support more than 2,600 individuals in Copeland, there was some consumer uncertainty concerning the cost of the help for different parties (some paid £40 for the help, while those on specified benefits received it for free), and some did not understand the extent of help provided, including installation and help using the equipment if needed. This has prompted some clarification of Digital UK’s Help Scheme communications.

Each of these areas, and the agreed next steps are described below.

8.1 The two-stage switchover and ‘transition period’

8.1.1 Background to the two-stage switchover

A two-stage switchover, and the intervening four week ‘transition period’, was agreed at the outset of the Switchover Programme to provide consumers with a ‘final warning’ of switchover prior to full analogue switch-off, and to allow homes outside of current DTT coverage the opportunity to test equipment and aerials on the digital channels launched on the first date prior to full switch-off on the second date. There is generally no engineering or other benefit to the two-stage process.

The Digital UK Board agreed in 2005 that the analogue channel to switch-off on the first date should be BBC Two, a channel not reliant on advertising revenues, followed by the remaining analogue channels on the second date.
Sweden similarly adopted a transition period, switching all channels bar one on the first date, and the last remaining channel two weeks later. However, most other countries have opted to switch-off all channels on one day, including Finland, the Netherlands, and the USA.

At the outset of Project Copeland one of the stated objectives was to test the transition period. At the time there was concern that it may be too short for consumers to fully prepare for the change. It has therefore been the subject of thorough research and debate. The analysis of the consumer response, and an assessment of the options for change is provided below.

8.1.2 Consumer Response to the Transition Period

We observed that there was generally little understanding of why there might have been two stages. Whilst some were able to suggest the benefits for older people, none on the Panel cited benefits for themselves, and most thought that it must have been for technical reasons, and that 17th October was simply a ‘test’ to see if it worked:

“Maybe it’s too much to do in one go, or they want to see if it works with less channels first so you’re not left with no TV”

It is also clear that most consumers prepared themselves for the 17 October date, and there was little conversion during the transition period. Householders did not use the transition period to purchase or test equipment or aerials in the way that was anticipated.

Moreover, it became evident that the two-stage process created a number of issues for users, including:

- Confusion over the two dates
- Limited impact of BBC Two switch-off
- Re-tuning on the second date
- The need to toggle between analogue and digital to access all channels during the transition period
- The analogue channel button swap
- Frustration at not getting all of the channels on the first date
- Difficulties recording during the transition period
- ‘Faulty’ BBCi services during the transition period

An important finding from Copeland, then, was that for the general population of out-of-coverage homes (i.e. those that are not ‘vulnerable’) the transition period probably causes more issues than it provides benefits, and on balance a single switch would be preferred by these households. This is supported by the Copeland research which suggested that the majority of consumers felt it would have been better to switch in one stage.
However, for older or vulnerable consumers the ‘grace period’ offered by the two-stage process is generally beneficial. Although many did struggle with the second re-tune on 14th November, and the need to toggle between the analogue and digital system did present difficulties, for this audience the ability to ‘test drive’ digital TV before finally committing on the second date, and time to take advice from family and friends was regarded as, on balance, helpful.

Figure 8.1: Copeland respondent’s views on the two-stage switchover
Source: Post-Switchover Dipstick Survey, December 2007

When asked directly whether a single switchover would have been better, half (49%) agreed it would, whilst one quarter (23%) disagreed and one quarter (28%) were neutral on the matter. However, older age groups were less in favour of a single switch: only 33% of the 55-74 and 42% of the 75+ preferred switching on one day.

Figure 8.2: Responses to: ‘I would have liked the switchover to happen on one day’
Source: Post-Switchover Dipstick Survey, December 2007

Sample size of each age group less than 40.
We therefore believe that the consumer interest case for a single switchover is very finely balanced.

8.1.3 Future Planning

The programme has agreed to reduce the transition period from 28 days to 14 days at the Selkirk (Border), and Beacon Hill and Stockland Hill (Westcountry) transmitter groups, to ease some of the issues observed during the Copeland transition period.

We are considering whether it is appropriate to similarly adopt 14 day transition periods at other transmitter sites, and whether in some regions with high DTT coverage a single switchover might be possible. However, we will need to fully review the impact on vulnerable groups and delivery of the Help Scheme prior to making any such decision.

8.2 Explanation of the channel line-up

8.2.1 Background to the channel line-up issue

The Copeland area receives the three ‘public service multiplexes’ after switchover, delivering around 20 Freeview channels. Other areas (around 90% of the UK) will also receive the ‘commercial multiplexes’ and so receive around 40 channels.

The 3 multiplex line-up accounts for 85% of viewing in existing Freeview homes, and currently includes 17 of the 23 channels from the public service broadcasters. It does exclude a number of high profile channels, including FilmFour, Five US, Five Life, Virgin 1, Dave, UKTV History, Sky Three, Sky News”. Anecdotally we know that FilmFour, Five US and UKTV History are the unavailable channels most commonly cited in Copeland.

Whilst the three public service DTT multiplexes will be required by Ofcom to transmit at switchover from all 1,154 sites currently used for analogue television transmissions and being able to use higher transmit powers, the three commercial multiplexes are required by Ofcom to transmit at switchover from their current list of 80 main transmitter sites and to ensure digital coverage does not fall below 73% of households (i.e. pre-DSO levels)”. Efficiencies from switching off the analogue transmissions means the same 80 transmission sites will give around 90% population commercial DTT coverage after switchover.
8.2.1 Response to the channel line-up in Copeland

While Digital UK communications only ever referred to 20 channels being available on Freeview, and a 20 channel service was generally recognised as a significant improvement on the 4 analogue channels (no channel Five was available in analogue in Copeland), a small minority felt disappointed not to be receiving all digital terrestrial channels, generating complaints and media coverage.

Some of Digital UK’s Copeland Panel of homes expressed ‘disappointment’ (but not anger) at not getting all the Freeview channels:

“Well I thought there would be more [channels]”. Focus groups conducted after switchover found that 20 channels (not 40) was a disappointment to some. “This has cued some bitterness around Whitehaven’s ‘guinea pig’ status nationally, and the ready availability of 40 channels locally; our attention was drawn to the Whitehaven News petition.”

For many it was friends and relatives living close by but receiving digital terrestrial from the Caldbeck main transmitter (and therefore getting 40 channels) that was the most obvious sign of the disparity in channel line-up. This was covered in the Whitehaven News who drew attention to the matter (and started a petition locally, which has since been presented to Ofcom).

Some also cited channel logos on product packaging and empty channel listings on the electronic programme guide as potentially misleading.

8.2.2 Actions to clearly communicate the channel line-up

We recognise that it is important to ensure that all communications are clear and transparent about the differences in channel line-up depending on where you live, and are working with industry to make sure consumers are not misled.

The two agreed next steps are:

1. To ensure that it is clear in communications that the channels available will depend on where you live and which transmitter you receive your signal from. Most households will be able to receive approximately 40 Freeview channels via an aerial; about 20 of the most watched Freeview channels will be available elsewhere.

2. To work with Freeview and manufacturers and retailers to address empty channel listings on programme guides and ensure that where channel logos are shown on DTT equipment packaging, they are clearly caveated that which channels you receive depends on where you live.
8.3 Consultation between landlords and tenants

Multiple dwelling units (MDUs) and social housing presented two issues in Copeland.

8.3.1 Service Charges

The first was in relation to service charges, which some landlords will apply to cover the cost and maintenance of a new communal TV system (which is required in some cases). One housing association applied an increase of £24 per annum for a new system, which some residents felt they had not been sufficiently consulted on.

The need for clear and early consultation between landlords and tenants is key, and Digital UK is working with the Department for Communities and Local Government and the Housing Association to develop a model consultation:

• ‘Calling All Landlords’, a good practice guide for all landlords and property managers about resident consultation for digital TV, is currently being considered by the Housing Expert Group. Resident consultation is also a key criterion for achieving the new certification mark ‘homes set for digital’.

• Digital UK has also produced another fact sheet, ‘Calling All Tenants’. This builds on the advice note we previously provided to the Citizens Advice Bureaux that outlines the rights of tenants in relation to digital switchover.
8.3.2 Access to Flats in MDUs

A second issue was that of access to flats in MDUs. In one case the communal aerial system had been upgraded, but the installers then needed access to the individual flats in order to connect the system through to a new wallplate. Despite installing the system in plenty of time, immediately prior to the switchover access had still not been gained to a number of flats, and the authorities did not know whether these flats were therefore at risk of losing television. In the event no complaints were raised, but it again highlights the needs for consultation and early action, and we will highlight this learning in future communications to landlords.

8.4 Explaining the value of the Help Scheme

Some of those eligible for assistance under the Digital Switchover Help Scheme are required to pay a £40 contribution towards the cost of the help. There was, however, some misunderstanding of who had to pay and why, and of the value of this help. Many did not appreciate that the £40 was a subsidised cost, and provided a choice of services including a highly specified Freeview box (that was easy-to-use and included accessibility features such as one-touch subtitles and audio description) as well as installation, an aerial upgrade and user support if needed. Digital UK and the Help Scheme are exploring how best to describe these benefits in future regions.
Next Steps: Scottish Borders and Beyond
9.1 Scaling communications and support for larger regions

Following success in Copeland Digital UK and the Digital Switchover Help Scheme are now planning ahead for future regions.

**Figure 9.1: Future Switchovers**

<table>
<thead>
<tr>
<th>TV Region</th>
<th>Transmitter Group</th>
<th>Switchover Date*</th>
<th>Number of Homes**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Border</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Selkirk</td>
<td>2008/09</td>
<td>288,000</td>
</tr>
<tr>
<td></td>
<td>Douglas</td>
<td>Q2 2009</td>
<td>32,000</td>
</tr>
<tr>
<td></td>
<td>Caldbeck</td>
<td>Q2 2009</td>
<td>204,000</td>
</tr>
<tr>
<td></td>
<td>Kendal</td>
<td>Q2 2009</td>
<td>33,000</td>
</tr>
<tr>
<td>Westcountry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beacon Hill</td>
<td>2009</td>
<td>844,000</td>
</tr>
<tr>
<td></td>
<td>Stockland Hill</td>
<td>8th April 2009</td>
<td>147,000</td>
</tr>
<tr>
<td></td>
<td>Huntshaw Cross</td>
<td>Q3 2009</td>
<td>71,000</td>
</tr>
<tr>
<td></td>
<td>Redruth</td>
<td>Q3 2009</td>
<td>130,000</td>
</tr>
<tr>
<td></td>
<td>Caradon Hill</td>
<td>Q3 2009</td>
<td>278,000</td>
</tr>
<tr>
<td>Wales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Presely</td>
<td>2009/10</td>
<td>1,325,000</td>
</tr>
<tr>
<td></td>
<td>Kilvey Hill</td>
<td>Q3 2009</td>
<td>82,000</td>
</tr>
<tr>
<td></td>
<td>Carmel</td>
<td>Q3 2009</td>
<td>132,000</td>
</tr>
<tr>
<td></td>
<td>Llanddona</td>
<td>Q4 2009</td>
<td>114,000</td>
</tr>
<tr>
<td></td>
<td>Moel-Y-Parc</td>
<td>Q4 2009</td>
<td>114,000</td>
</tr>
<tr>
<td></td>
<td>Long Mountain</td>
<td>Q4 2009</td>
<td>166,000</td>
</tr>
<tr>
<td></td>
<td>Blaenplwyf</td>
<td>Q1 2010</td>
<td>25,000</td>
</tr>
<tr>
<td></td>
<td>Wenvoe</td>
<td>Q1 2010</td>
<td>662,000</td>
</tr>
<tr>
<td>Granada</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Winter Hill</td>
<td>2009</td>
<td>3,067,000</td>
</tr>
<tr>
<td>West</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STV North</td>
<td>2010/11</td>
<td>743,000</td>
</tr>
<tr>
<td></td>
<td>STV Central</td>
<td>2010</td>
<td>610,000</td>
</tr>
<tr>
<td></td>
<td>Central</td>
<td>2010/11</td>
<td>1,745,000</td>
</tr>
<tr>
<td></td>
<td>Anglia</td>
<td>2011</td>
<td>3,818,000</td>
</tr>
<tr>
<td></td>
<td>Yorkshire</td>
<td>2011</td>
<td>1,920,000</td>
</tr>
<tr>
<td></td>
<td>Meridian</td>
<td>2011/12</td>
<td>2,690,000</td>
</tr>
<tr>
<td></td>
<td>London</td>
<td>2012</td>
<td>4,901,000</td>
</tr>
<tr>
<td></td>
<td>Tyne-Tees</td>
<td>2012</td>
<td>1,429,000</td>
</tr>
<tr>
<td>Ulster</td>
<td></td>
<td>2012</td>
<td>679,000</td>
</tr>
</tbody>
</table>

*Dates as announced on 08/04/08

**Number of homes within the analogue preferred service coverage area

Note that not all these are homes predicted to be in the coverage area of the transmitter, and may or may not be watching the transmitter.

Numbers are subject to change.
For larger regions the challenge will be to scale the Copeland model of activity.

### 9.1.1 Scaling Communications

Media and direct marketing are straightforward to scale to larger areas (indeed greater economies of scale can be achieved in larger areas). Digital UK plans to continue to use the communications model proven in Copeland, including leaflets, posters, press and on-screen captions, with some small adjustments as a result of lessons learned (for example, larger font sizes on captions, press and outdoor advertising only where necessary, and elimination of the -1 month letter since the -3 month leaflet had already provided the necessary information). Digital UK is developing media plans for each subsequent region.

Digital UK’s regional roadshow events will start about 18 months out from switchover and finish approximately 4-5 months before switchover starts; Digital Outreach local events and clinics will have assumed the primary responsibility for face to face meetings by that point (see below).

### 9.1.2 Scaling One-to-One Support

In future regions charity support will be provided through Digital Outreach Ltd., an organisation of leading charities formed to help support their vulnerable constituents through switchover. Digital UK has initially signed a contract with Digital Outreach for the first four regions (Border, Westcountry, Wales and Granada).

The contract with Digital Outreach covers the delivery of one-to-one support, communications, reassurance and assistance to people who need help (but are outside of the Help Scheme) including the following types of people:

- Older people
- People with sensory, mobility and/ or dexterity impairments
- People with learning difficulties
- People who are socially isolated
- People who speak English as a second language and require extra assistance to understand the implications of Switchover
- People who have experienced mental health problems

Digital Outreach will achieve this through local meetings/clinics and by establishing Help Centres at the point of switchover. They are now developing detailed action plans for each of these four lead regions. They will propose the number of Help Centres per region and will man these with their own staff and volunteers.
9.1.3 Scaling Trade & Retail Support

Retail proved critically important in providing advice and support to many at the point of switchover. In Copeland the local teams liaised directly with the stores. Digital UK’s regional teams will continue to work with local retailers, but in future regions we will adopt the following to roll effective retail support out to large networks of stores:

• Further develop and promote the “Ask Digital” adviser training programme
• Continue work with the multiples to enhance their existing internal training programmes to cover switchover (e.g. Comet e-learning)
• Staff Pocket Guides distributed nationally to registered retailers
• Development of a dedicated merchandising team able to visit up to 10,000 outlets and ensure correct use of the ‘digital tick’ logo and informational materials, working in regions from 15 months ahead of switchover and visiting stores at least every 2 months with increased frequency in the run-up to switchover
• Continued discussions with the multiples to review in-store displays, analogue stock policies, clear labelling, sales patterns and staffing levels
• Increased frequency of newsletters to registered retailers

9.2 Ongoing joint project management and co-ordination

An important outcome of Copeland switchover was the effectiveness of working relations between the core parties of the Digital Switchover Programme. Actual switchover was a real test of the governance structure of the Programme, and appeared to work well in Copeland.

As we move into future regions the Programme will scale its project management capacity to handle multiple regional projects, each of which will launch approximately 18 months prior to switchover.

9.3 Scottish Borders, November 2008

The Programme has recently confirmed 6th and 20th November as the first and second switchover dates for the next switchover area, Scottish Borders served by the Selkirk transmitter group. We will provide further information to the public on progress in the Selkirk transmitter area later in 2008, and look forward to the continued success of the switchover programme.
Appendices
Appendix 1: Copies of Copeland Leaflets

-1 Year leaflet

Will there be extra support for anyone?
To ensure that everyone benefits from switchover, there will be a Help Scheme for those that need it most. You will be eligible for the Help Scheme if you:
- Are aged 75 years and over OR
- Have a significant disability and receive Attendance Allowance or Disability Allowance OR
- Are registered blind or partially sighted.

If you are eligible for help, you will be sent more details well before the switchover in Whitehaven and the surrounding area.

Call Digital UK on 0845 60 50 50
Visit digitaluk.co.uk/whitehaven
Pop into any local retailer displaying the digital
For large print, Braille or audio call 0845 234 9388

Your countdown to the digital TV switchover starts now

Read this now if you live in Whitehaven and the surrounding area.
What you can do to be prepared.

Whitehaven and the surrounding area is switching to digital TV in October 2007 - so you’ve about 12 months left to make sure all of the TV’s in your house can receive digital TV. If you don’t, you will no longer be able to receive a TV signal.

There are two ways you can convert to digital in Whitehaven, and you need to start thinking about it now.

Option One – Through a satellite dish.

You can receive digital TV by satellite now. This is provided and installed by Sky. You can choose to pay by monthly subscription, (Sky Digital), or pay a one-off fee for the equipment, (Freesat from Sky).

Option Two – Through your aerial.

You will be able to receive Freeview (digital TV through your aerial) from October 2007 as a result of the digital switchover. All you need for this is a digital box, (Freeview). Or, if you’re buying a new TV set, consider one with a digital box already built in. A digital box will only work after switchover but by getting ready well before, you’ll avoid a last minute rush.

Getting your home ready for digital TV

Once you’ve got your main TV sorted out, don’t forget the rest of the house.

Some properties in Whitehaven may require planning permission for digital equipment.

If you have poor or snowy TV reception now you may need to consider replacing your existing aerial.

Trees and hills can affect the quality of the signal. If you receive a good analogue signal now you should be OK.

You’ll need to signal all the TVs that you watch TV programmes on.

Your radio will be unaffected by the switchover.

If you want to record one channel while watching another you’ll need to get a digital TV recorder.

If you have a satellite aerial and get a good picture now it should be fine after switchover.

This will affect all households receiving TV signals from the Whitehaven transmitter (at Biggles) and the Gauforth and Eskdale transmitters. This will not affect the Bowness Green or ‘B’ Beck transmitters.
Copeland: it’s time to switch to digital

October 17th - November 14th

What’s happening?

TV is changing and going completely digital in Copeland! The current TV signal is being switched to digital this autumn, bringing you more channels and more choice.

The switch will take place in two phases:

1. October 17th
   - BBC Two switches to digital and the first group of new digital channels appear.

2. November 14th
   - BBC One, ITV and Channel 4 switch to digital and the remaining group of new digital channels appear. Altogether you should get around 29 channels.

After November 14th, you won’t be able to watch TV on any set that hasn’t been converted to digital.

You do not need to wait until October to get ready for switchover. Sky TV and Freesat from Sky are available now. In addition, Channel 5 will launch in digital from the Whitehaven transmitter on August 25th so you will be able to test if your Freeview box is working.

Act now – it’s not long to go

Don’t leave it to the last minute

If you don’t convert all your TV equipment in time, you won’t get a TV signal and you won’t be able to continue watching TV.

You need to:

1. Choose if you want Sky TV, Freesat from Sky, Freeview or BT Vision for each TV in your home.
2. Contact your supplier direct or visit your local retailer.
3. Call us if you need more information or have any questions on 0845 50 50 50 or visit us at DigitalUK.co.uk/Copeland

*If you have a television that you are unable to switch to digital, please contact your supplier direct.
Is my home in the switchover area?

The best way to find out if you are in the area that will be switching to digital is to look for messages at the top of your TV screen. These messages will appear several times a day from July 25th to August 1st and then from September 15th to November 15th. If you see them, then you are definitely switchover. If you don’t see these messages if you are already watching digital TV (such as Sky), then you are likely to be affected by the switchover.

Another way to check is to look at the map. If you live in the area shown then you are likely to be affected by the switchover.

What will I get?

Once switchover is complete, you will be able to watch around 30 of the most popular free-to-air channels, including your current channels. And if you choose to take out a subscription, you can enjoy hundreds more dedicated channels.

What do I need to think about?

You need to consider all of your TV equipment.

1. You need to convert every TV set that you watch to digital.
2. Consider replacing your video or DVD recorder.
3. Check that your aerial can receive a digital signal.
4. Your radio equipment will be unaffected by switchover.

If you have Sky TV, you will need to check that every Sky set in your home, and your recording equipment is ready.

What do I do with my recorder?

- After switchover, video and DVD recorders will still playback and record. However, most won’t be able to record one channel whilst you’re watching another. The best way to do this is to get a digital TV recorder (like Sky’s or Freesat’s Playback). If you get one with two tuners, it will also record your TV to digital.
- Digital TV recorders have features that let you pause and rewind live TV or record an entire TV series at the click of a button.

What do I do with my aerial?

- If you get a good TV picture now, your aerial’s probably fine. Double check by reading page 36 of this guide. If you have a set top aerial, replacing it with a rooftop aerial is likely to give you a better picture. Speak to your local retailer or installer if you encounter problems after October 1st.
- If you get digital TV from Sky on all your TV sets and choose to record using Sky+, you won’t need your aerial anymore.

What if I live in a flat?

- If you live in a flat and share your aerial, speak to your landlord or managing agent. You may have a communal TV aerial system which could need adapting before you can receive digital TV.

*The Digital Switchover logo is a Certification Mark.*
What happens during switchover?

The switchover will happen in two stages:

**Stage one – Wednesday Oct 12th**

- The switch will be a two stage process affecting any TV that is not connected to Sky.
- The current BBC Two signal will be switched off and changed to digital and the first new digital channels will become available.
- You will continue to receive BBC One, ITV and Channel 4 with your current "analogue" signal.
- With your current "analogue" signal.
- With your new digital signal.

**Stage two – Wednesday Nov 14th**

- The current BBC One, ITV, Channel 4, and teletext signals will be switched off and changed to digital ones.
- All TV channels will only be available on digital.
- Your digital switchover is complete.

Do you need extra support?

- Visit a Digital Drop-in Session
  - Digital Drop-In Sessions are taking place across the Copeland area. You can ask questions and get hands-on experience with digital equipment. For dates and times, call us at Digital UK or look in the Whitehaven News.

**The Digital Switchover Help Scheme**

- So that everyone can make the switch, there is a Help Scheme for those who need it most. You are eligible for the scheme if you:
  - Are aged 75 years and over.
  - Receive attendance allowance, constant attendance allowance, mobility supplement or disability living allowance, OR
  - Are registered blind or partially sighted.

- If you have applied, you will be hearing from the Help Scheme in early August. If you haven’t, and think you should have done, don’t worry! Just call the Help Scheme on 0800 580 20 20. No one from the Help Scheme will visit you without first making an appointment.

What will I need to do during switchover?

1. Take your TV on first, then your digital box.
2. Find the set up menu and tune in the digital box or digital TV (see page 4). You will find ITV by pressing the BBC Two button on your TV remote.
3. For BBC One, BBC Two and the new digital channels – watch in digital.
4. For BBC One, ITV, Channel 4, Teletext – watch in analogue.
5. Re-tune your digital box or digital TV again on November 14th when all the new digital channels are available.

How to switchover:

- Press A - 20 - 0 - 0.
- Or switch the box on and off.

The channel line-up will change when the rest of the Border region switches so you will need to re-tune again in the future.

Call us on 0800 580 50 50.
Visit us at digitaluk.co.uk/copeland.
### Practical Reference

#### What are my digital options?

Any TV set can be converted to digital with a digital box – whether it’s via a satellite or through your aerial. If you are considering buying a new TV, then look for a digital TV with the **digital TV** logo.

**SwitchKit** – all-in-one solution

Ask your retailer or provider about their Switchover offer. For one price, you will get a digital box, installation, aerial check (if required) plus a demonstration. Prices should start from under £100.

<table>
<thead>
<tr>
<th>Name of Digital TV provider</th>
<th>Cost for service*</th>
<th>Channels and services available</th>
<th>Additional fees</th>
<th>Receiving equipment required</th>
<th>Contact details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Through a satellite dish</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sky</td>
<td><em>One-off payment (Elp)</em></td>
<td><strong>No.</strong> channels <strong>Sky Multichannel</strong></td>
<td><strong>Sky Multichannel</strong></td>
<td><strong>Sky Digital</strong></td>
<td><strong>Sky</strong> advertised option <strong><a href="http://www.sky.com">www.sky.com</a></strong></td>
</tr>
<tr>
<td>Freesat from Sky</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freeview</td>
<td><em>One-off payment for digital box (Elp)</em></td>
<td><strong>Sky</strong> streams <strong>Freeview</strong> <strong>Self Installation</strong></td>
<td><strong>Freeview</strong></td>
<td><strong>Digital TV Recorder</strong></td>
<td><strong><a href="http://www.freewview.co.uk">www.freewview.co.uk</a></strong></td>
</tr>
<tr>
<td>BT Vision</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong><a href="http://www.btvision.co.uk">www.btvision.co.uk</a></strong></td>
</tr>
</tbody>
</table>

*This table represents settings for digital equipment and services correct at time of printing, July 2007. For full terms and conditions please contact each supplier directly. **Minimum guaranteed line speed required, available to over 70% of residents in Copeland area.***

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#### Practical Reference

##### How to find digital TV equipment

If you’re buying new digital TV equipment always look for the digital TV logo. You’ll see it on products that are designed to work during and after digital switchover.

The table below shows a list of retailers in the local area. If you want your TV, please contact your retailer/provider to ask how to convert your equipment.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Town</th>
<th>Trained Staff</th>
<th>Installation Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argon</td>
<td>80 Marton Street</td>
<td>Workington</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Bromka</td>
<td>50 Duke Street</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Currys/digital</td>
<td>55/57 King Street</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Tevo</td>
<td>Broom Bor, North Shore</td>
<td>Workington</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Argos</td>
<td>6 Eton Street</td>
<td>Workington</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Atkins Radio &amp; TV</td>
<td>1A Murray Road</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Comet</td>
<td>Unit B, Gernit Drive</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Currys</td>
<td>Unit 5, Gernit House Retail Pt</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>McColgan</td>
<td>22 Field Street</td>
<td>Workington</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

---

##### Buying guide

Before you talk to your retailer or supplier, it’s worth asking yourself these questions to work out what you might need:

- **How many TVs is the house?**
  - **Yes/No**
  - **Why?**
  - Every TV set will need to be converted to digital

- **Do you have a black and white set?**
  - **Yes/No**
  - **Why?**
  - You can convert a black and white set you will need a digital box with a ‘BF’ modulator

- **How many scart sockets are there on the back of each TV set?**
  - **Yes/No**
  - **If yes?**
  - If there is a no scart socket, you need a digital box with a ‘SF’ modulator

- **How many scart leads will you need?**
  - **Yes/No**
  - A scart leads connects an digital box and other equipment to your TV set. Some digital boxes come with them – sometimes. Typically, you will need at least a scart lead for every piece of equipment connected to your TV

- **Do you watch one channel while you are watching another?**
  - **Yes/No**
  - If yes, you will need a digital TV recorder. You should consider asking for a whole house digital TV recorder if you were thinking of converting your TV at the same time

- **Do you need a new aerial?**
  - **Yes/No**
  - **Why?**
  - See p. 16 if you think you need a new aerial

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Note: In the Copeland area the One TV Digital box will not work after switchover. STB’s with 4-day programme guides are not likely to have functionality
**Practical reference**

**How to check your aerial**

If you want Freeview or BT Vision on any of your TV sets, then you will need to check your aerial. Most aerials should work after digital switchover and if you get a good TV picture now, you shouldn’t need to do anything else. There are simple tests you can use to check:

- Compare the picture below with your current analogue TV picture on all four channels.

**More snowy**
- you may need to improve your current aerial installation

**Less snowy / same**
- you probably don’t need an aerial upgrade

- You can double check by visiting the next page 24, where you will find another aerial test, or by borrowing a “handheld” aerial checker which allows you to test your aerial yourself by plugging it into any of the aerial connections in your house. Contact your local electrical retailer or Digital UK to find out where to get one.

**If you do need a new aerial:**

- It should cost between £60 and £150
- Look for a Registered Digital Installer (RDI) who carries the digital TV logo (it means they have been trained and security checked). If you can’t find an RDI installer, look for an “associate RDI” or an installer from an industry trade body, such as CMA and ISIC.
- You should never agree to have work done by someone who calls without an appointment and doesn’t show identification.

If you get a good picture now, your aerial is probably fine.

Call us on 0845 6 50 50 50.
Visit us at digitaluk.co.uk/copeland.

---

**Practical reference**

**Setting up your digital TV equipment**

1. Unplug your TV from the electricity supply and do not switch the digital box on again until you have connected all your equipment.
2. Identify the various cables, plugs and sockets that you will need.
3. Plug in the scart and aerial cables and reconnect all equipment to mains.
4. Switch your TV on first, then the digital box. Then tune in the new digital channels.
5. This is what a scart lead looks like. You’ll need to buy two of these if you’ve got a digital box and a recorder.
6. For technical help call us on 0845 6 50 50 50.

Visit us at digitaluk.co.uk/copeland.

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**Practical reference**

**How to tune and re-tune**

1. “Tuning and re-tuning” means adjusting your equipment so that it can receive new or extra TV channels and services. Some boxes and TVs re-tune themselves automatically, while others will need to be done manually.
2. If you have to manually re-tune, you will need your remote control. Press “Menu” on the remote control and follow the on-screen instructions. Usually you will need to select the set-up or installation menu, and then from this menu, select “auto set up” or “update” to re-tune the channels (sometimes called “replace” or “store channels”).
3. Some TVs and digital boxes will ask you for a code. If you have not already changed it, the default code is usually either 0000 or 1234.
4. For technical help call us on 0845 6 50 50 50.

Visit us at digitaluk.co.uk/copeland.
Lessons learned from the Copeland Switch:
based on items discussed at the Copeland Digital Group review and feedback seminar

meeting date: 4th December 2007
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draft report (issue 1.0): 6th December 2007
updated (issue 1.1, minor updates): 6th December 2007
updated report (issue 1.25, summary added): 14th December 2007
updated report (issue 1.35, minor updates): 19th December 2007

The switch to digital has been recognised by the Copeland Digital Group as a very positive change, on the whole well managed and well received, with several benefits for local people and for the area.

At its review and feedback seminar, the group discussed several important considerations to inform the planning of the rollout of the switchover process across the UK. The majority of these are best described as learnings from what worked in Copeland, and what could have worked better.

There was a positive consensus about the value of the stakeholder group, focused particularly on it giving stakeholders the ability to communicate directly with Digital UK, the Help Scheme and Ofcom. The attendance of senior staff from these organisations at the CDG and at other, public, forums was cited as important in managing issues that arose throughout the Copeland switchover process early, thus preventing them from getting out of hand.

This short report outlines the key themes identified by the CDG at the review and feedback seminar held at Cleator Moor Civic Hall, Copeland (Tuesday 4th December 2007).

1. Cost of conversion
   a. Some people felt that the cost of conversion was higher than they expected, sometimes in excess of £300, especially if aerials needed upgrading and recording devices needed replacing.
   b. Some instances were reported of people buying expensive equipment with unnecessary functionality

2. A large minority of people needed a significant amount of practical help and advice. Not all of this group were eligible for the Digital Switchover Help Scheme, with some who qualified for help being less in need than others who didn’t. In many cases face to face support was needed. The Digital UK drop in centres and the Help Scheme King Street premises were valuable focal points for assisting people

3. A subset of this group needed continuing help because of difficulty learning and remembering how to use the new equipment. These people particularly looked to trusted sources of help, such as Copeland homes staff, and local Digital UK and Age Concern and help scheme staff
4. A number of equipment, service and conversion issues were identified
   a. A significant minority had yet to convert all sets
   b. There were various issues around ease of use including dealing with new
      and multiple remote controls, ability to record, retuning, and switching
      between analogue and digital during the changeover period
   c. A number of people missed the content and familiarity of analogue text
5. The voluntary sector had made a significant contribution to assisting
   people with conversion. There was concern about the extent to which
   this could be relied on or mobilized for wider switchover. Systematic and
   high quality training of staff would be needed, to ensure that the best
   advice and help were delivered
6. The view was put that timing of communications needed further thought,
   and that closer coordination was needed between Help Scheme and
   Digital UK communications to reduce confusion and worry
7. The availability in Copeland of a reduced version of Freeview was a
   concern for some residents and a petition was attracting signatures.

lessons learned – 1 – coverage and reception

- coverage predictions well validated in field
- reception predictions accurate
  - HS data seem to indicate ~6% of main sets (in non-Sky HHs)
    needed an aerial upgrade; for the HS as a whole, figure was nearer
    to 10% (including aerial upgrades to 2nd/non-main sets)
    - worth considering switching first those frequencies that are likely to be most
      difficult to receive, or having a more expansive advanced-testing process?
  - ~50% indoor aerials needed improvement
- typical reception issues experienced in Copeland (not by all)
  - picture break up, freezing, lip synch lost
    - consumers uncertain as to whether these were DSO issues for which they should
      seek support from help services
- reception tests well received and well used
  - analogue text page 284
  - handheld aerial checker
    - the HAC should have been marketed more extensively, and earlier
lessons learned – 2 – information in advance (a)

- need early, detailed, specific clarity on areas affected by a switch
  - first billed as ‘Whitehaven’, then more accurately ‘Copeland’
- need complete transparency & honesty about what (DTT) services available in a switching area (3PSB/6COM)
  - including care of what channel logos are printed on set top box packaging, or how they are presented, to avoid risk that consumers feel they have been short-changed if they live in an area that receives only 3PSB
  - trade description – risk of complaints
- some consumers queried the need to pay the full licence fee if they were not able to receive all channels
  - is there potential to revisit channels on each mux (e.g., possible to include Film4, UKTV History within PSB muxes)?
- need more transparent communication of range of costs of DSO
  - a need to revisit average cost estimates prepared in 2005/6
    - feeling that average cost was probably higher than ~£130 (if include all sets in HH, recording functionality, aerial upgrade if required...)
    - should include need to buy a SCART lead (range of prices 99p-£20+)
    - could support increased take up of HS, as demonstrates value of help offered by the scheme
  - notify tenants in social housing in advance of possibility that landlord will increase service charge to pay for upgrade to communal aerial system (£25-£38/year charge)

lessons learned – 3 – information in advance (b)

- local press a key and essential role to play in informing community
  - potential for better multimedia information materials (demonstration DVD/VCR of how to prepare for DSO)
- might consider arranging DSO to coincide with publication day of the local newspaper in a switching area, so the paper could point people to information on the day they may need it most
- the meeting discussed the relative cost-effectiveness of the high level of communications activity targeted at the general population (‘no-one in the area could have not been aware of the change’) and the need for more substantial help and assistance for very vulnerable consumers
lessons learned – 4 – a 2 or 3 stage process

- consensus that a 2-stage process valuable for areas where unable to test digital equipment before switchover
  - Copeland effectively had a 3-stage process (C5 first…)
  - 2 stage switch off of analogue caused additional problems for some vulnerable consumers
    - toggling between analogue and digital
    - repeated/ multiple retuning
  - whilst 2-stage process not recognised as essential by all, Group does not recommend switching to a 1-stage process given specifics of Copeland (especially very low DTT coverage prior to start of process)
  - consideration could be given to varying the time between switches to suit local circumstances
- local retailers and other support services (e.g., Copeland Homes, Age Concern) could have struggled to meet demand for help and support if there had not been a 4 week gap between October 17th and November 14th

lessons learned – 5 – equipment usability

- 2 (and in interim phase, 3) remote controls difficult for some consumers, 1 remote control preferred by most
- re-tuning the biggest support need
  - case made for standardisation in retune process, terminology, menu to enable easier assistance over the phone and/or to make it easier and quicker for paid/voluntary/informal supporters to retune for people unable to do it themselves
  - recording from digital still an issue for many – including some covered by the HS, and some not eligible (see separate slide)
  - preference remains by some for analogue text services
  - SCART sockets becoming dislodged/incorrectly inserted a recurring support issue
  - difficulty of converting combi-TV/vcrs was raised
- strong calls for easier equipment, with easier user manuals
- there was a suggestion that the Copeland Digital Group write to manufacturers raising issues
lessons learned – 6 – retail

- Long lead in to build DSO awareness can impact negatively on retailers (especially smaller ones) because people come in to seek advice (taking up retailer time) but wait to make purchases until closer to the switchover date
- Copeland retailers supportive of DSO
  - taking and distributing leaflets
  - distributing aerial checkers & testers
  - provided extensive after-sales support
  - stocked up in advance
    - Brooks’ guarantee period starting at DSO date appreciated
- Consumers in areas without DTT prior to switch should be made more aware that DTT is in ~40% (and rising) of UK HH
  - boxes have been selling for a long time, prices in 2007 much lower than when they were first marketed, and newer boxes more reliable and easier to use than earlier equipment – allay consumer concerns that they will pay more/get inferior equipment because they are in earlier switching areas
- Continued purchasing of equipment for 2nd and other sets, 3 weeks after DSO

lessons learned – 7 – supporting the vulnerable (a)

- COST was and remains a significant issue for many
  - including for many
    - eligible for assistance from HS, but not eligible for free assistance
    - ineligible for any assistance from HS
  - Timing issues in Copeland switch meant expected increase in applications for means tested benefits (e.g., pension credit), and registrations for blind/partially sighted did not emerge
- Hard to reach were hard to reach
  - by DSHS, even with assistance from 3rd sector (voluntary groups)
  - face to face support preferred, often repeatedly
    - ~38% of HS options packs filled in at King St shop
    - DSHS gave assistance to ‘thousands’ in King St shop who were not eligible for assistance from the HS
    - repeated help from DUK/Age Concern Help Centres, Copeland Homes – multiple visits by some vulnerable people
- Some people most in need of support slipped through the net
  - Insufficiently supported, likely to be a bigger issue in areas where 3rd sector does not have as extensive or cohesive a network
- A policy issue:
  - To try and support as many as possible with some help, and then an ad-hoc approach (to the extent that limited resources allow) to help people with worst problems, or offer whatever help people who need it really need (from telephone support, to full in-home support to whatever extent required?
  - Depends on what sort of society we see ourselves as, for politicians to decide
lessons learned – 8 – supporting the vulnerable (b)

- resources available were unable to provide level of help some vulnerable consumers needed
  - imbalance in relative value of spend on marketing to all, and help for vulnerable
- 3rd sector does not have the resource or ability to deliver all the support vulnerable consumers need
  - likely to be the case even more in a more urban area, where more people are likely to be isolated and therefore less likely to be able to rely on family, friends, good neighbours for their support
  - for 3rd sector staff, resource issues: continuous technical training, insurance, CRB checks, continued reliance on known and trusted 3rd sector staff for months, years after the switch
- nor do social services
  - acted as sign-posting service to support (Copeland Homes, DSHS, DUK/Age Concern Help Centres)
- vulnerable consumers rely on help sources with which they are familiar and comfortable
  - need for training of informal supporters (e.g., managers/wardens of care homes and residential homes
- need coordinated mobilisation of groups with an ability and interest to provide support
  - important to involve Credit Unions in mobilisation, to avoid risk of people turning to door step lenders because of an imposed change
- likely to be more difficult in more distributed areas with more diverse groups of people
  - ‘local’ coordination of support (70-100k HH is top end of local)

lessons learned – 9 – the Help Scheme (a)

- high number (“thousands”) of people went into HS shop who were not HS eligible
  - wanted to go through a ‘shop door’; but not to be perceived as a ‘shop’ – rather an accessible place, where don’t feel they’re going to be sold something but will get to speak to an expert, face to face who can deal with their problem
- ~2,500 people helped of 9,000 eligible
  - most people eligible for help from the HS did not request help
  - already sorted out in some way or another (Sky, help from friends and family)
  - those opting into the scheme overwhelmingly went for DTT, some went for 2nd set
- HS remained as committed as could be to contact vulnerables
  - collectively, found it difficult, useful inputs from charities, but didn’t find many vulnerables; collaboration with charities did not generate any fresh source of people
  - more thought needed for how to enable HS (and other support entities/sources) to get to people who need the help the most
- HS report will be issued to the Copeland Digital Group
lessons learned – 10 – the Help Scheme (b)

- learnt a lot about communications
  - e.g., timing; simple, formal message got the biggest response (3,000 replies); send reminders first? communications needed to be simpler;
  - messages fed back already;
- personal contact even more important for those most vulnerable
  - probably in their homes
- timing
  - gap between finding out about DSO, then finding out about options for HS help resulted in many eligible going out on their own to get equipment;
  - consideration should be taken of when can help be given – e.g., if no signal; can’t deliver equipment and check that it works
  - questioned whether HS/all DSO communications (?) need to give so much advanced notice;
    - more responses received to short time frame reminder

lessons learned – 11 – the Help Scheme (c)

- HS was concerned that there could be thousands of people who would come to get set top boxes in a short period of time; without that preoccupation would have been able to spend more time thinking about reaching the most vulnerable;
- concerns expressed about whether it was worth the administration to collect £40 charge from the ~800 eligible consumers who opted in whilst having to pay the charge
  - may have had a much higher response (and thus incurred greater costs) without having the £40 charge rule for people eligible but not for free assistance
- no negative response to being contacted repeatedly by HS
  - strong response to plain brown envelope approach;
    - it is valid for people to be unsure whether they want help from HS initially, then respond at a later date
- a need to plan for coordination of DSHS shop, DUK/Age Concern Help Centres (new DUK Outreach function)
  - need to understand how HS/Outreach activities can help people on the cusp of eligibility
- many ineligible for assistance from the Help Scheme had very similar (and for some, greater) support needs to those eligible
  - need for clear delineation of roles and responsibilities (DSHS, DUK, 3rd sector – e.g., Age Concern, retailers, media)
lessons learned – 12 – recording, in depth

- recording from digital still an issue for many
  - including some covered by the HS, and some not eligible
- low understanding of ‘tuners’ in twin tuner PVR
  - media literacy issue? how to describe simply?
- difficulties with recording using a VCR converted with a digital box (understandable!)
- some are having difficulties using digital television recorders (referred to by CDG as PVRs)
  - could be faulty product, could be poorly advised consumer
- adoption of PVR/DTRs increases cost of DSO substantially
  - £120+, some Argos models for £69
Appendix 3: Media Coverage

Source: Sunday Telegraph (Business)

Date: Sunday 14, October 2007

Britain gets ready to flick the digital switch

As Whitehaven in Cumbria becomes the first town to have its analogue television signal turned off, Juliette Garside finds out if the residents – and the industry – are ready for the change.

A

13am on Wednesday, Peter Bestley and his team of engineers will enter the historic house via a brick building at the base of a TV mast in Whitehaven, Cumbria. Once inside, they will unplug a rack of electronic machines and switch off the signal for BRGZ, the first step in a process that will see analogue television disappear from the UK by 2012, to be replaced by digital, multi-channel services.

As Bestley’s engineers purchase time to connect nothing to kneel down fences and transmitters, those who stayed up late to watch BBC2, learning some will have to make do with a blank screen. All being well, by 7am the BRGZ analogue signal will have been replaced by its digital equivalent. It seems wish to follow any more education programming that night, they will need to have installed a set-top box or bought a digital TV. After November 14, all free analogue channels will have been switched off in Whitehaven and the surrounding Copeland district.

“Whatever are talking about is the biggest project in UK broadcast engineering history,” says Bestley, the director of digital switch for Sainsbury, one of the two companies that operate TV networks. “We know the whole of the network is in a state and unstable, which has been dictated by the Government.”

Apparently, more than 90 percent of us will wisely agree the switchover is happening – roughly the same number as those already signed up for a multi-channel service via cable (Virgin Media), satellite (Freeview) or mobile (O2/3/4). However, many are confused about how to prepare for it, and few understand why they are being forced to do it.

The process actually gives the compulsory switch fee in the fact that although multi-channel services via satellite have been rented in various forms for nine years now, a quarter of the UK still cannot receive them. This is because turning on the payer in the Freeview transmitter would interfere with the analogue signal. Grief of analogue, and in no signal left to interfere with.

The spectrum in which analogue TV is broadcast can be reused for other purposes, the Freeview’s holders will be quickly reemployed in the time of hundreds of millions of pounds when the communications regulator Ofcom auctions off the analogue spectrum. It will be used for broadcasting more digital channels, potentially in high definition, mobile phone TV and mobile internet access.

However, the switchover will not solve all reception problems. For instance, some of Wales, the Highlands and the West Country, Copeland will not be able to receive the full range of Freeview channels. For around 80 per cent of the population, Freeview’s adult channels, shopping channels, and – most importantly – major services such as Sky News, BBC News, Sky Sports and Setanta Sports will be unavailable.

The process isn’t underway this time: the public service broadcast company made their contract available to everyone, but the commercial operators have simply decided that nothing the entire 10 per cent is worth the expense of installing new transmitters.

“This is the biggest engineering project in the history of British broadcasting.”

James Purcell, the Culture Secretary, goes with the digital switch.
REPORT ON THE FIRST DIGITAL TV SWITCHOVER IN WHITEHAVEN / COPELAND, CUMBRIA

Source:
Sunday Telegraph (Business)

Date:
Sunday 14, October 2007
The final countdown: Cumbrian town gets set to lead TV revolution

In the early hours tomorrow BBC2 analogue signal will disappear in Whitehaven

Martin Wainwright
Owen Gibson

The Cumbrian coastal outcrop of Whitehaven will tomorrow become the unlikely advance party for a complex digital revolution costing billions of pounds.

In the early hours the BBC2 signal will disappear from the town’s television screens, to be followed on November 14 by the other analogue TV channels.

By the following day Digital UK, the industry body set up to handle the switch, is confident each of the town’s 25,000 inhabitants, plus a further 35,000 in the surrounding area of Copeland, will be watching digital TV via either satellite or Freesat.

For more than a year the inhabitants of Whitehaven have been bombarded with promotional literature warning them of the impending switchover and underlining their importance as guinea pigs for a government project that it cannot afford to fail.

Just one mouthful into haddock and chips at Crosby’s cafe, and retired civil servant Derek Sykes starts explaining the ins and outs of getting his aerial checked and tackling “reception freeze” on what everyone in the handsome little Georgian port calls “the digital”.

His wife, Margaret, claims “I leave all this sort of technical stuff to Derek”, but she is impressively up to speed herself on Scart leads, the local Big Rig transmitter and Wednesday’s night’s disappearance of analogue BBC2 in the town and its fellside hinterland.

“You couldn’t not be after the campaign we’ve had here,” she says. “I can’t imagine how anyone could have missed out on all the information. We’ve been bombarded day and night.”

The message that everyone in Whitehaven needs the digital by November 14, when all analogue reception ends locally, has been promoted by everything from regular warnings on TV to tips from Brian Gribbin, the ice cream man. He parks his van every day at the harbour next to the countdown board put up by the Digital UK consortium, which ticks off the days to Wednesday’s start of the switchoff.

“I tell them everything I know, because we’ve had to fit the digibox at home,” says Mr Gribbin, whose regulars include staff from Age Concern. Much the biggest worry in Whitehaven is the fear that some elderly people may have failed to get help and will see their sets go dead.

“There has been a tremendous effort to reach everyone,” says Claire Dobson of Age Concern. “But we wish we could do more than advise, and actually get volunteers to take elderly people through the process of changing their systems. The broadcasters are wanting to learn lessons from Whitehaven and that would be a useful one.”

The point has been taken by the £800m national targeted help package organised by the BBC and funded by the licence fee. Kevin McDonnell, the BBC’s organiser in the port, says 9,000 elderly or disabled people have been contacted about getting a free or reduced-price changeover and 6,000 have visited the Help Centre. “Part of the service is carefully taking people through the new system, and running an aftercare system so that if they forget or get muddled, they only have to contact us, and someone will go out and run through it with them again,” he says.

Friends and relatives have organised the changeover for others, but Age Concern worries that a small minority — who are under 75 or do not meet the...
disability criteria — could still miss out.

There are also concerns around second and third portable sets, which will also need converting, and video recorders, which will no longer be able to record one channel while watching another. But Ford Ennals, chief executive of Digital UK, is confident the problems are being ironed out.

“Everyone we speak to seems to be aware of the issues around second sets. We are finding differing attitudes. Some people will convert two and leave another for later. On recorders, it has taken more time to get the message out to people,” he said.

Andy Benton, who runs Andy’s Aerials, and has not had a business boom like this since winter storms wrecked roofs four years ago, agrees the new system needs to be hammered home. “I’m finding I often get called back twice or three times,” he says. “Once we’ve got the changeover under way that’ll probably increase.”

One couple in the stream of largely silver-haired callers at the Help Centre, Ivan and Dorothy Schofield, ruefully agreed that the digital was not proving as simple as they had hoped. Both retired and with plenty of time to study their machines and manuals, they had given up and come back for more advice.

“It just hasn’t been as straightforward as I was expecting,” said Mr Schofield. “But every...

Digit AI, the switchover’s mascot, appears all over the town.

one we’ve dealt with has been extremely helpful.” The broadcasters have even altered the appearance of the changeover symbol — a robot called Digit AI — because his slanting green eyes were considered intimidating.

The culture secretary, James Purnell, said more than 80% of households already had at least one digital set. “Digital switchover is about completing the process, ensuring fairness for viewers, and is essential if we are to meet our goal of providing universal access to quality broadcasting. Without it, millions would be stuck in an analogue ghetto.”

The town’s hour of fame is due to its compact size as a testbed, plus unusual transmission conditions. Lake District mountains have foiled terrestrial digital signals up to now and analogue reception comes from Scotland, Northern Ireland and the Isle of Man, as well as from the Big Rig mast above the town.

In that sense the Whitehaven experience will be less instructive as a guide to elsewhere, said Mr Ennals. “They recognise that for them digital switchover is a good thing — they’re getting 20 channels they couldn’t get before and they’re getting digital radio for the first time.”
Cumbrian town paves the way for television’s big switchover to digital

By Emily Dugan

Whitehaven has seen better days. The mines have long since closed; the west Cumbria town would have probably been abandoned long ago, had it not been for jobs the nearby Sellafield nuclear power station provides. Perched on a small hill above the sea, Whitehaven is about to become the first place in Britain to become entirely reliant on digital TV.

About 25,000 Whitehaven households will lose their analogue signal tomorrow. All BBC2 will be the first channel to go, followed, on 14 November, by the rest.

Digitalisation is big news here. A giant blanking LED display on the harbour counts down the days and hours until the big switchover. Councillors have gone on television to boost the switchover and Whitehaven on the map. The local paper, The Whitehaven News, has enthusiastically run a story on the switchover every week for the past year.

In a make-shift office in the help desk, the staff of Digital UK are working away in a corner just past the electric blanket testing room. Snuggled up in a corner of the office, Sarah-Jane Gray, the digital TV consultant, looks at the screen with enthusiasm. "It’s been quite exciting for the town, and there’s been a lot of anticipation. It can only be a good thing that people south of the Watford gap know what Copeland is all about.

Copeland is the borough served by Whitehaven’s television transmitter, known affectionately as ‘Birrig’, after the small village nearby. This was designed as the perfect place to test digital television, since its boundaries are clearly defined by the Cumbrian mountains in the east and the Irish sea to the west.

At the digital help centre on the high street they clearly know their demographic. A pile of cassette tapes with an audio step-by-step guide are being given away alongside a bowl of mint humbugs.

"Maybe this is the ultimate test if Whitehaven - once voted the third best place in Britain for the over-50s - could cope with the digital switchover, then surely anyone in Britain could.

"It certainly seems to be testing some here. Digital TV asks Geoffrey Jackson, 70, as he stands in the drizzle outside the Kinsella and Sons greengrocers. "Oh no pet, we don’t bother with that. I do my shopping in the mornings and I walk round my garden in the afternoons. I’m not that bothered about digital or not at all.

"Others are sceptical. Angela Parkinson, 88, puts down her knap of offered cod and complains: "It’s a big con and it’s really confusing. We had to pay extra to get Sky Plus just so we could get a signal on all our televisions.

"Only those on benefits or over 75 years old will get their digibox free of charge."

Simon Macdonnell, the local butcher, sighs. "They’ve [the council] been talking about it for long enough but there are still plenty of folk who will wait until the last minute. They’ll turn on their TV one day and go ‘oh, I haven’t got a picture’.

But Brooks, the town’s major electrical shop, says it has been doing such roar-
Source:
Daily Mirror (Main)

Date:
Wednesday 17, October 2007

By STEPHEN WHITE

A SMALL Northern town is today in the front line of the digital TV revolution.

The 60,000 people living in and around Whitehaven in Cumbria had their BBC analogue signal switched off at 5am.

And in four weeks’ time its remaining analogue on-air services will also go. Meanwhile, each home switching to digital will get 18 channels, including BBC News 24, Film Four and Cbeebies.

Some households will receive extra channels, depending on their area.

Digital UK – whose mascot Digit Al is seen above – is the body set up by broadcasters to run the switchover.

Chief executive Ford Ennals said: “There is the biggest benefit for Whitehaven because they haven’t been able to get digital TV. They’ll be getting a set of digital channels and Channel Five which they haven’t historically had, so people are very excited about it.”

Digital UK will send an information leaflet to each UK home as the switchover role out nationwide.

Culture Secretary James Purnell said: “More than four-in-five households have already gone digital and this will complete the process.”

Those aged 75 or over, the severely disabled, blind or partially sighted will get help to convert their TV set and follow-up support.

s.white@mirror.co.uk
Shoppers get set for smooth transition

The people of Whitehaven are making sure they are prepared for the technological change, writes James Wilson.

The carrier bags of Whitehaven yesterday told the story of a town preparing for its non-analogue future. For a Tuesday morning there was an unusually high percentage of people emerging from the town’s branch of Argos with newly bought Freesview boxes, on special offer at £149.99.

“It’s been manic,” said Kerry Stead, the store’s stock manager.

Decades since Britain’s nuclear programme began in this remote area of west Cumbria, Whitehaven is again leading a technological revolution. From the early hours of today, the local BBC analogue signal was turned off and other channels will follow next month, putting 33,000 homes into an era of digital-only viewing.

Whitehaven has had digital TV only since August but Digital UK, the organisation leading the switchover, has generated a torrent of publicity. Public awareness is high.

Most people approached yesterday knew details of the two-stage switchover, such as the fact that TV would move to button 2 on their television set for the next month. An advice centre has been visited by 7,000 people and Ford ENMS, the chief executive of Digital UK, said 50 per cent of homes had already gone digital.

Stephen Simpson and his mother, Freda, carried a new set-top box and were perusing television sets, “We are ready, we know what is happening,” said Mr Simpson. His mother, who already has Sky, said: “We are all prepared. I was a girl guide,” Cyril Finlay, giving his age as 72s, said he had been visited by an installer. “I do not see any problem,” he said.

Of some 9,000 households eligible for extra support for the switchover, on grounds of age or disability, only 2,000 have requested help.

Switchover organisations are reassured by the relatively small number, although Mary Bradley, of the regional branch of Age Concern, said some older people could have problems with tuning or new handsets. “We have some concerns that this is just the start of problems,” she said.

Digital UK has a £200m information and assistance budget for the handover and Mr Ronal said the first phase in Whitehaven had cost about £230,000. The switchover is a bonus for retailers. The local Tesco increased sales of set-top boxes more than any other brand in the past month: it sold 600 at £160 apiece within a few hours recently.

Mark Fisher, a sales team leader at the local branch of Curry’s, said sales had increased substantially since the first part of the Whitehaven switchover is August, which made Channel Five available for the first time.

The area is also being targeted by companies such as British Sky Broadcasting and BT hoping to sell more television packages. Sky penetration was already about 70 per cent.

And local television engineers are rushing from job to job, with Andy Ronal, of Andy’s Aerial Service, saying many consumers were over-reacting in believing they needed new aerials and the like, “I am like a digital helpline,” Mr Ronal said.

“Most people are prepared but there are always some who will sit until the screen goes dead.”

The media attention has been welcome for Whitehaven, a historic port with some Georgian streets that has been smartened up with a popular marina. It wants to divert more tourists its way from nearby Lake District sights.

Sales are high because of Sellafield but this is one of the poorest corners of the UK, a point made by Mr Ronal, who noted that plasma televisions and the like might be a lot cheaper by the time the handover gets to wealthy London in 2012.

With Whitehaven and most of the surrounding villages now going digital, the first 0.1 per cent of the UK switchover will be complete. Curry’s Mr Fisher says: “People are happy we are first rather it: “Cumbria normally...”
UK begins switch to digital TV

By SARA NATHAN, TV Editor

THE big switch from analogue to digital TV began this morning – as the first part of the UK had its signal turned off. All regions will convert to digital by 2012.

Whitehaven in Cumbria was the first to change, losing its BBC2 analogue signal at 8am. It will lose the remaining channels in one month’s time.

A Government campaign to promote the digital switchover is headed by the robot character Digit Al.

Q&A

Q WHAT is the digital switchover — and do I have to change?
A It is the process of changing from analogue to digital. No one is forced to change, but TV sets not converted by the switchover date will be left blank.

Q What are the benefits of changing to digital TV?
A You get 18 channels as standard — including the five terrestrial channels and BBC News 24 and Film Four.

Q HOW do I go digital and how much does it cost?
A There are four ways of going digital: 1) Get a Freesat set-top box, costing £25, and possibly a new aerial, costing £50 to £100; 2) Get a digital satellite dish; 3) Get digital cable TV; or 4) Through broadband.

Q WILL I need a new video recorder?
A You can still watch old tapes, but to record one channel while watching another you will need a digital TV recorder, costing £100.

Q WHEN will my TV region make the switch?
A Border 2009/10; West Country/Granada 2009; Wales 2009/10; West/STV North 2010; STV Central 2010/11; Central/Yorkshire/Anglia 2011; Meridian/London/Tyne Tees/Ulster 2012.
Great TV switchover begins

By Elisa Roche Showbusiness Editor

THE town of Whitehaven in Cumbria made TV history this morning when it became the first in the UK to lose the analogue TV signal.

Almost 25,000 homes went digital when BBC2 was switched off in the early hours of the morning. Remaining analogue channels will shut down on November 14, when residents will need Freeview, satellite, cable or broadband in order to watch television.

The analogue signal will be switched off across the rest of the country in stages by 2012. Most households have already installed digital equipment, according to media watchdog Ofcom.

“According to our figures some 84 per cent of TV owners now have set-top boxes in their homes,” said a spokesman. “It will be a big change for some people, especially older people, but there is a lot of information and support out there.”

Certainly the residents of Whitehaven, near the Lake District, have been the subject of a major campaign to ensure they are clear about what devices they need to buy. Older viewers were given equipment and special training by charity Help The Aged. Schoolchildren marked the historic moment by burying a time capsule containing an analogue remote control, TV listings guide and drawings of television sets.

Digital UK, which is overseeing the nationwide changeover, said it was confident that “probably nine out of 10 households” in Whitehaven were ready for the switchover this morning.

Culture Secretary James Purnell said: “On my recent visit, I found preparations well in hand, and local people glad to be leading the way as we begin this huge technological and social change.”

Whitehaven’s Tesco and Curry’s stores have seen sales of digital set-top boxes rise by up to 1,400 per cent since the end of the summer.

AERIAL VIEW: History is in the making across the rooftops of Whitehaven
Source:
The Daily Record (Main)

Date:
Wednesday 17, October 2007

DIGITAL SWITCH FLICKED IN LAKES

Analogue TV axed from first homes

By Stephen White
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A SMALL town was set to be at the cutting edge of Britain’s digital TV revolution early this morning.
The analogue signal sending BBC2 to the 66,000 people in and around Whitehaven in the Lake District was to be switched off at 5am.
In four weeks, the rest of the main channels will follow and the residents – who have not been able to receive digital TV before – will get 10 channels as standard. Whitehaven is the first part of Britain to start the switch to digital – which will be complete throughout the UK by the end of 2012.
The Border TV region, including the Scottish Borders, Galloway and the rest of Cumbria, will change next year, with the remaining TV regions following in turn.
About 9000 people in the Whitehaven area have taken advantage of concessions to help anyone 75 or over, or who is severely disabled, blind or partially sighted, convert their TV set.

Cartoon
Digital TV are to send leaflets to every UK household telling them about the switchover, fronted by a cartoon character called Digi Al, and what they need to do.

Culture Secretary James Purnell said: “Digital switchover offers more choice and fairer access to a broad range of channels and is essential if we are to ensure universal access to quality broadcasting.
“While more than four in five UK households have already made the transition, switchover will complete the process.”
Rush for digiboxes in run-up to TV switch

But fears some old people are still confused about change

“BY MATTHEW LEGG

DIGIBOXES are flying off the shelves in Whitehaven as the town gears up for the historic switch to digital television this week.

But there are fears older people still do not understand the process.

The town will become the first in the UK to swap from analogue to digital TV broadcasts, starting on Wednesday when BBC2 transfers.

On Wednesday, the BBC2 analogue signal will be switched off, with the other channels following suit and swapping to digital only on November 17.

Pauline Dunn, store assistant at the Whitehaven branch of electrical retailer Currys, said there had been a lot of confusion initially, particularly among the elderly, but most were now aware of the issue.

“There has been a lot of misinformation and we have been trying to put that right,” she said. “At first there was some confusion with older people coming in thinking they had to buy a satellite dish, or people who thought High Definition TV was digital. But the majority know now they need a digibox.”

Mrs Dunn said the store had been inundated with people asking for advice.

“The response has been unbelievable - it’s all we’ve been talking about for weeks,” she added. “This week is going to be an incredibly busy week. Our stores are piled to the roof with digiboxes in preparation.”

Currys Whitehaven and Workington stores gave away free digiboxes to the first 300 customers at the shop on Saturday morning.

Copeland MP Jamie Reed said: “I have been asking Digital UK precisely what the situation is in Copeland for the switchover and it is understood the majority of people, more than 90 per cent, know what needs to happen with their TV sets.

“But I am sure that there will be a hardcore of people who do not understand what needs to be done or what help they are entitled to.

“The benefit is that we have a month between BBC2 and the final switchover and we will work to ensure everyone in Copeland is taken care of and sorted out.”

‘Benefit’: Jamie Reed

Busy week: The Currys digital store in Whitehaven
Final preparations were under way last night for the first switch-over from analogue to digital television in the UK.

At 2am today, BBC2 will no longer be broadcast in analogue in the Whitehaven area of Cumbria.

The remaining analogue channels will be switched off on November 14, when viewers will be able to receive 18 channels, including BBC News 24, Film Four and digital teletext.

In some areas households will be able to tune into additional channels.

To mark the change-over, pupils at the town’s Jericho Primary School buried an analogue time capsule containing an analogue remote control, a TV listings guide and their drawings of televisions.

The event was attended by Digit Al, a robot publicising the switch-over.
Report on the first digital TV switchover
Whitehaven / Copeland, Cumbria