

**Burnley Borough Council** started to focus on digital switchover in 2007, recognising the need to build awareness amongst residents well ahead of switchover happening in their region.

The council tapped into its existing communications networks – its contact centre and one stop shop, its website and in the council newspaper.

To ensure that hard to reach groups were not excluded, the council kick-started joint work between Digital UK and Burnley Community Network. It also stepped up its activity to target vulnerable groups, for example by routinely publicising the Help Scheme when people applied for housing benefit or council tax benefit.

Mick Cartledge, Director of Community Services, says:

'It doesn't cost you anything to use your own communication channels to make sure residents and community groups are aware of switchover. Make the most of every contact the council has with vulnerable people to 'cross sell' the Help Scheme and other support.'