

To ensure they were well prepared for switchover in their TV region in 2009 **Devon County Council** set up a Switchover Support Group in 2007 and nominated a lead officer and a lead member to deal with switchover.

The council had a clear strategic approach to switchover, covering both internal service preparation and wider issues such as rural isolation and social inclusion. A corporate communications strategy ensures that the council's messages on its strategic priorities are coordinated with Digital UK's communications. Through the Devon Strategic Partnership Board the chief executive ensured that its partner organisations were also up to speed.

The council helped Digital UK reach minority groups and to distribute leaflets to vulnerable residents via its community and care home staff. Digital UK bulletins, road show dates and monthly newsletters were regularly cascaded to parish councils and Devon County Council staff. A 'Get Set for Digital' link featured on the website home page and the residents' magazine ran a major feature on switchover. The council prepared recycling centres for increased disposal of old TV sets and used libraries as information points.

Trading Standards included switchover in their regular action days and Scambusters promotions.

Peter Shields, Digital Switchover Coordinator, says:

'An early start and buy-in from the top mean that you can incorporate switchover into all the council's relevant activities and communications with residents, staff and partners.'