

Hampshire County Council has nominated a Digital Champion to lead on digital switchover and has agreed time for the role.

Trading Standards Officer Pauline McWilliams has responsibility for facilitating a smooth transition for Hampshire residents and businesses. This encompasses working with councilors and senior officers to ensure that they and their services are confident and equipped to provide consistent information and support.

Her proactive leadership has seen the council's communications' strategy coordinated with public communications from Digital UK. Pauline sees using both the local media and the council's own communications as vital. She regularly writes copy for internal publications, the residents' magazine Hampshire Now and the council's website and works with the press office to identify stories for the media.

Pauline has provided training for staff handling public enquiries. She will shortly be supporting the council's tourism section in their work with the county's hotels, caravan parks, holiday accommodation providers and other tourist and leisure facilities to ensure they know what their responsibilities are in relation to switchover. She will soon be liaising with the council's property services team to ensure that TVs in schools, care and other educational premises are converted to digital where necessary. Within her own team, she is working with aerial installers and relevant trade associations and promoting the county's register of approved businesses to ensure quality of service delivery and marginalise rogue traders.

Pauline McWilliams says:

'I heartily recommend that other councils nominate a Digital Champion. Getting the top of the organisation behind the role gives you a profile which enables a proactive approach across the council.'