

Get in touch

For more help or information:



Call us free on **0800 40 85 900**. Lines are open 8am to 9pm seven days a week. Calls from mobiles may be charged depending on your network provider. Textphone users can call us free on **0800 40 85 936**



Visit helpscheme.co.uk



Email us at info@helpscheme.co.uk



Send a text message to **80002**



Write to us at Freepost,
Switchover Help Scheme



Send us a fax on **0800 40 86 045**



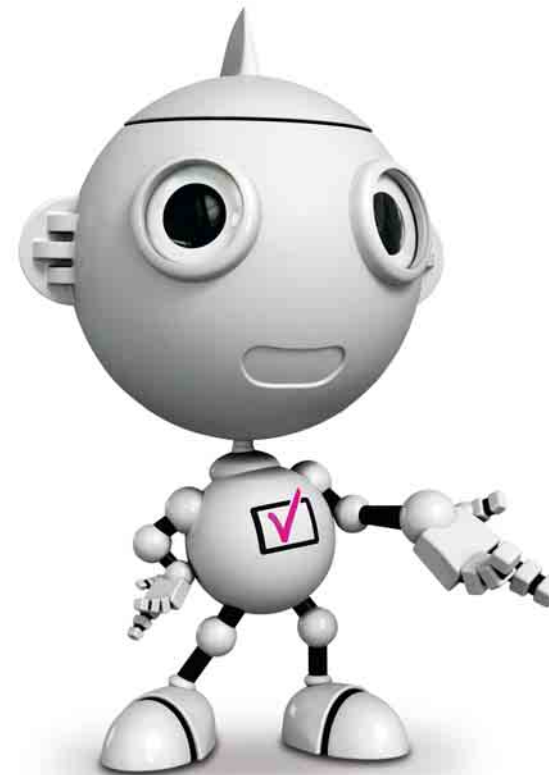
The Switchover Help Scheme is run by the BBC, under agreement with the Government, to help older and disabled people make the change to digital TV.

The Switchover Help Scheme is managed, on behalf of DSHS Limited, by eaga plc. Eaga House, Archbold Terrace, Newcastle upon Tyne NE2 1DB.

Company registration number 3858865.

The Switchover Help Scheme Code of Service Standards Booklet

This booklet is a more detailed version of the Quick Guide you may have seen.



helping you go digital

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1 Introduction

1a What is the Digital Switchover?

The Digital Switchover

TV in the UK is going digital, and soon the traditional TV signal will be switched off in your area. From 2007 until 2012, all television signals in the UK will switch to digital, TV region by TV region. This means that when the switchover happens, any TV set or video recorder that's not converted to digital will show a blank screen.

What is the Switchover Help Scheme? Do I need it?

The Help Scheme has been set up to help people who qualify for help to change one TV to digital. If you qualify, we'll explain digital TV to you clearly and simply. We can install any equipment you need in your home, and help you afterwards if you want to ask more questions. And we'll make sure you're happy with how it all works.

If you get a lot more than five channels on one of your TVs, you probably already have digital TV. If you get five channels or fewer, you are not ready for the switchover yet. We can make it easy for you to go digital, and you won't even have to get a new TV.

How is the Help Scheme different?**Our commitment to you**

We will do the following.

To make things easier for you we will:

- answer your call with a trained person not a machine;
- allow you to choose what format you want to receive information in;
- provide you with face-to-face help if you need this; and
- always try to make things as simple and clear as possible.

To help you remember things, we will:

- send you a letter to confirm your appointment date;
- call (or text if you have asked for this) you the day before or the day of your appointment, please ask us;
- call (or text) you if we have to change your appointment.

To help you know where we are or what we are doing, we will:

- let you know where we put things;
- tell you if we move to another room; and
- explain what we are doing while we work.

We will change as little as possible in your home and will:

- make sure your things go back in their proper place;
- ask permission before we do something; and
- explain why we have left any new things in your home and explain what they do.

To help you understand what we are saying, or make it easier for you to deal with unfamiliar people, we will:

- always repeat things or slow down, please ask us;
- make sure we speak towards you at all times and that we are in the light if you lip-read;
- make it easier to have your carer, translator, supporter, interpreter or other person with you by making an appointment when they are free; and
- contact another person with the same information we have sent you, please ask us.

To help you make sure we are who we say we are, we will:

- make sure all our installers have had a Criminal Records Bureau check, carry Help Scheme ID and a card with a number to call so you can check they are who they say they are;
- make sure the installer uses your password, if you have chosen one, when he or she comes to your home; and
- tell you the name of your installer.

We will always give you a little more time if you want it.

We will:

- wait a while after we ring your doorbell; and
- be patient if you would like more time with any aspect of our visit.

We will aim to always respect your home and your beliefs.

If you ask us to, we will:

- remove our shoes at the door;
- arrange appointments around prayer times; and
- arrange for someone to be with you if you need this for faith reasons, or in certain other situations.

What else would help?

- Please tell us when you apply, or at any time before your appointment, if there is something we could do to make things easier for you.

1b What is the purpose of this booklet?

This booklet is for all our customers and is designed to help you:

- understand what is on offer and what the process will be like;
- be confident that we will meet your needs and know what you can expect from us; and
- know where to go if you need more information.

1c Is this available in other formats?

Yes, this booklet and other Help Scheme information is available:

- in **large print** (bigger, bolder print than usual);
- on coloured paper (beige);
- in **Easy Read** (a simplified version with more colour and pictures);
- in **Braille**;
- on **CD**;
- on **DVD** or **video tape** with British Sign Language (**BSL**) and subtitles;
- on our **website** or by **email**; and
- in **10** languages (the languages will depend on the region you live in).

2 The Help Scheme

2a Am I eligible?

The Government has set the following conditions for the Help Scheme. You are eligible if:

- you are aged 75 or over;
- you have lived in a care home for six months or more;
- you are entitled to Disability Living Allowance (DLA),

Attendance Allowance, Constant Attendance Allowance or mobility supplement; or

- you are registered blind or partially sighted.

2b Is there a cost for the service?

We'll ask you to pay **£40** towards the cost, unless you get Pension Credit, Income Support or income-based Jobseeker's Allowance, in which case the help is **free**.

The help will also be **free** if you are an adult who receives one of the benefits above and Child Benefit for an eligible child who lives at the same address.

The service offered includes:

- helping you choose the right equipment;
- providing easy-to-use equipment that suits your needs;
- help with installing equipment in your home;

- an easy-to-understand demonstration of how everything works;
- fitting a new dish or aerial, where we can, if it is needed to make the new equipment work; and
- someone you can call for help while you're getting used to things.

2c How can I get help?

Our commitment to you

Applying for help

- If you qualify for help under the Help Scheme, you will receive an information pack or letter in the post inviting you to apply for help when your region is ready to be switched over to digital.
- We will also tell you your options for equipment and services.
- To ask questions, or to apply for our help please contact us. You can do this by calling our Freephone helpline, by post, textphone (minicom), email or on our website at helpscheme.co.uk. Calls to our helpline will be answered by a person.
- A small number of people may need face-to-face support. If this applies to you, we may be able to send someone to talk you through the information. Please call us as soon as possible to check whether this service is available.

- If we haven't contacted you but you think you qualify for help, please still contact us. If we can confirm that you qualify, we will accept your application.

Once you have applied for help

- We will tell you your options and other details within 14 days of receiving your application.
- When you tell us the option you want, we will:
 - agree an appointment date with you, based on what you told us you prefer (morning, afternoon or evening);
 - confirm what format you want us to send you information in (for example, in large print, or by e-mail);
 - agree a password to use when we call (if you have told us you want us to do this);
 - ask you whether or not you plan to have a friend or family member there when we call.
- You can change your mind about any of this, but make sure you tell us within two weeks.

How you can help us


- Please contact us as soon as you hear from us but remember we can only consider your application during your region's switchover to digital.
- When you tell us which option you want, please also tell us if you:

- want information in **another format**, such as in large print, in Easy Read, in Braille, on audio CD, or on DVD (we can also send you notices by text message if you prefer);
- would like someone else with you when we deliver or install your equipment (for example, a communicator, a carer, or a supporter);
- need a British Sign Language interpreter;
- would like us to tell someone else this information;
- want help but have concerns about being alone at home with an installer (we may be able to arrange for someone to be with you when we call);
- prefer documents in a certain language whenever possible; or
- live in housing with a shared aerial such as a block of flats, or in a rented or listed building.
- If you think you qualify for the scheme but you are not sure whether you are receiving the necessary benefits, please call our contact centre (full details on the back cover).
- Once you tell us your option choice, please let us know as soon as possible if you want to change your option, or if you do not want to go ahead with the application. This will help us to be more efficient.

2d What about new equipment?

Our commitment to you



What equipment will I receive? What does it change?

- All equipment options will continue to give you **BBC 1, BBC 2, ITV 1, Channel 4, FIVE** and **digital text (like teletext but for digital televisions)**, as well as some other channels.
- You have a number of options for providers and equipment. These will vary depending on the region you live in, but may include TV through an aerial, cable, broadband, or satellite dish. We will let you know which option is available to you under the Help Scheme, either for **£40 or free**. (There may be an extra cost for the other options.)
- If you choose an option with an extra cost:
 - we will tell you how much it will be;
 - you will be referred to that service provider for help; and
 - please remember you must also pay any ongoing subscription charges if they apply.
- The equipment will be **digital**  registered. This shows that the equipment is designed to work after the switchover.
- All options will come with installation, instructions, and technical support.

How will I get this new equipment?

- During your agreed appointment we will:
 - deliver the equipment to you; or
 - deliver and install your new equipment, and show you how to use it. (See Section 2e.)

Equipment details: is the equipment easy to use?

- If you choose the standard option, you will get equipment that has been designed to be accessible. It will include features such as a remote control that is easy to hold, **subtitles**  and **audio description**  (an audio service for people with sight problems that provides extra commentary about body language, expressions and movements) with a single push of a button.
- Our standard option offers these features, but other digital equipment may not.
- If you choose an option other than the standard option, you will have to ask your supplier if they will provide a remote control that is easy to use.

If you do not need these features or help to install your equipment, you may want to consider other options besides the Help Scheme. Please call us if you have any questions.

How you can help us

- If you have to pay £40 for the Help Scheme, please pay this before your appointment. We cannot deliver or install equipment without first receiving your payment.

2e Can you deliver and install equipment?

Our commitment to you

If you choose to have us deliver equipment only

- We will deliver the equipment, simple installation instructions in the format you prefer (such as in Easy Read or on audio CD) and easy-to-use help sheets to your home or to any other address in the UK that you give us.
- If you are not in when we try to deliver your equipment, we will leave our contact details so you can arrange another appointment for us to call.
- We will try again at least two more times.

If you choose to have us deliver, install and show you how to use equipment

- We will work out what technical work is necessary for you to receive **BBC 1, BBC 2, ITV 1, Channel 4, FIVE** and **digital text** (free-to-view). This may include upgrading your aerial or satellite dish. (We will not know if this is necessary until we arrive to install the equipment.)

- If you want us to, we will show you how to use your new equipment and any features. We will do our best to go step by step, and at a pace that is easy to follow.
- When we have installed the equipment and shown you how to use it we will:
 - leave you with easy-to-use help sheets in the format you prefer; and
 - give you details of our contact centre. Our staff will answer any Help Scheme questions you may have.
- If you live in a building with a shared aerial or satellite dish that has not been upgraded, such as a block of flats or shared home, you will need to contact the person responsible (for example, your landlord) to make sure it is ready for the Digital Switchover. We are not able to upgrade shared aerials or satellite dishes through the Help Scheme.
- We aim to install equipment in as few visits as possible.

The appointment (delivery only or install and delivery)

- We will contact you close to your appointment date to remind you we are coming.
- We will also call to tell you we are on our way, unless you have chosen for us to send you notices by text, in which case we will text you.
- If we are going to be late, we will call or text you to let you know.

- Your security is very important to us. If you have chosen a password, we will use it when we arrive, and we will have a number of ways to identify ourselves, such as a card showing a phone number to call to check who we are, and identification badges. Our staff will never enter your home until you are satisfied they are who they say they are.
- We will get rid of packaging if you want us to.

Our installers and couriers will all:

- have Criminal Records Bureau (CRB) checks; and
- wear a recognisable uniform.

Our installers will also:

- always treat your home with respect while installing equipment and aim to put everything back in its proper place; and
- be chosen for both their technical skills and their manner.

You can expect us to:

- warn you if we need to move furniture and explain why;
- tell you if and why we need to leave the room;
- explain to you what we are doing at all times and tell you our progress as we go along;
- be efficient and knowledgeable, but also patient in answering your questions;
- keep walkways clear and let you know where things are while we work; and
- be friendly and respectful at all times.

How you can help us

- We want to make the Digital Switchover easy for you. If we are doing something wrong, please let us know so we can put it right.
- If for some reason you want us to leave your home during our visit, we will do so if you ask us to but we hope this will not be necessary.
- If you are worried about an installer visiting your home when you are by yourself, please tell us. We may be able to arrange for someone to be with you.
- If you miss your appointment because you are away from home for some reason, please call us when you get back and we can arrange another time for you.

2f What if I still have questions?

Our commitment to you

Help after we have delivered or installed your equipment

- You will be able to contact us at any time during your region's switchover and for up to 12 months afterwards. (See the back cover for contact details.) We will be happy to answer your questions about the Help Scheme and the equipment we provide, and visit you again if necessary.
- After we install or deliver the equipment, a small number of people may need to talk to someone face-to-face. If this applies to you, we may be able to send someone to answer your questions. Please call us to check whether this service is available.

- If your Help Scheme equipment is faulty, we will send an installer to repair, replace or reinstall it if it is within the 12-month warranty period.

How you can help us

- Please do **not** try to repair or adjust your aerial or satellite dish on your own, or ask any friends or relatives to do so.

3 Customer experience

3a How can I contact the Help Scheme?

Our commitment to you

The contact centre

- We have longer opening hours to suit you. Our normal hours will be from 8am to 9pm, every day except public holidays.
- Unless we receive an unexpected number of calls, during our opening hours your call will be answered by a person, not a machine.
- Our staff will be able to help you with questions about digital equipment and the Help Scheme.
- All contact centre staff will be checked by the Criminal Records Bureau.

You can contact us in the following ways

- Freephone: [0800 40 85 900](tel:08004085900)
- By post: [Freepost, Switchover Help Scheme](#)
- Textphone (minicom): [0800 40 85 936](tel:08004085936)
- E-mail: info@helpscheme.co.uk
- Website: helpscheme.co.uk

We can provide information in many other languages, but the exact list will depend on what region you live in. Please ask us what languages are available in your region.

You can get more information on digital television, the Digital Switchover and the Help Scheme on the following websites.

- Switchover Help Scheme:
helpscheme.co.uk
digitaltelevision.gov.uk/publications/pub_dighelpscheme_cm7523.html
- Digital UK (digitaluk.co.uk)
- Digital Television (digitaltelevision.gov.uk)
- Ofcom (ofcom.org.uk)

3b What if I'm not satisfied with the service?

Our commitment to you

- You can tell us what you think about any part of our service.

- If you disagree with us about whether you qualify for the Help Scheme, please call the contact centre free on **0800 40 85 900**. If you are still not satisfied, you can call back to ask for an appeal.
- We will respond to all requests for, and the results of, reviews and appeals as soon as possible.
- If things do go wrong, or if you have any problems, you can contact us and someone will help you.
- We will ask you for feedback in a variety of ways and you will be able to choose how to comment on our service.

How you can help us

- Give us your feedback through one of the methods we offer and let us know how we're doing.

3c Protecting your personal information

Our commitment to you

- We will only use your personal information for the purposes of the Help Scheme.
- We will take great care to keep any information you give us confidential.
- We will safely get rid of your information as soon as is reasonably possible after the Digital Switchover, or after you tell us you do not want help from us.
- If a friend or relative helps you with the Help Scheme, we will collect and use that person's personal details in the same way as described above.

Appendix 1: monitoring our own performance

Our commitment to you

It is important that the Help Scheme delivers a service that meets your needs.

This scheme will be a success if:

- you receive Help Scheme equipment that you can use, and which takes account of your access needs;
- you (or your representative) know where to get help;
- you find it easy to get information about the Help Scheme in appropriate formats;
- you are treated with dignity, respect and understanding at all times;
- you are able to understand the demonstrations and information we give you; and
- by the end of the switchover, you can use your television to watch **BBC 1, BBC 2, ITV 1, Channel 4, FIVE** and can get **digital text**.

Measuring our performance

We will continuously monitor our performance against this Code of Service Standards.

The ways we will measure our performance include:

- looking at the speed with which we get information to you after you apply;
- allowing you to get through to us with minimum delay, no matter how you choose to contact us;
- replying to postal requests for help within two weeks;
- replying to e-mails within one week;
- installing equipment in a single visit whenever possible; and
- looking at how satisfied you are with the Help Scheme. Other organisations will also measure our performance.
- The BBC Trust will make sure the Help Scheme is managed to provide value for money on behalf of licence fee payers.
- The BBC Trust will publish progress reports each year.
- The National Audit Office will be invited to review whether we provide value for money at least every two years.

Appendix 2: our data protection policy

- 1 We will only collect and use your personal details to provide you with help under the Switchover Help Scheme.
- 2 The details we collect and use may be of a personal nature (for example, if you are registered as blind) if this is necessary to help us run the Help Scheme.
- 3 We will only give your personal details to a person or company when this is necessary for you to receive help under the Help Scheme. If you choose to get your digital TV equipment and any subscription services from another supplier not under the standard option, we will give them your name, address and any other relevant information. The other supplier will tell you how they will use your details. We will not reveal your personal details in any other circumstances without first getting your permission.
- 4 We will safely get rid of all your contact details as soon as is reasonably possible after we have provided all the services or after you tell us you do not want to receive help from the Help Scheme.
- 5 If you ask a friend or relative to help you with the Help Scheme, we will collect and use that person's personal details in the same way as described above. Please make sure your friend or relative is aware of this.