



Switchover Help Scheme

“Leaving no-one behind”

UK Social Marketing Conference
Victoria, London
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The Switchover Help Scheme is run by the BBC



What was it?



External challenge?



- Compulsory change ending valued service
- Government wanted “no-one left behind”





Who was eligible?

- Aged 75 and over
- Eligible for disability benefits
- Living in a care home
- Registered blind

More than 7 million people
One in four households

How we help

We offer everything needed to convert one TV in the home:

- Easy-to-use equipment
- New aerial or dish if needed
- Installation and demonstration
- Someone to call for a year
- **£40** for our standard option
- **Free** for eligible people on specific income-related benefits
- Other options at additional cost



Who needed help?



Five main barriers:

- a: Information – “I can’t understand it”
- b: Practical – “I can’t do this by myself”
- c. Financial – “I can’t afford it”
- d. Usability – “I can’t use this equipment”
- e. Coverage – “I can’t receive a DTT signal”

Supporting the most vulnerable consumers through digital switchover
Ofcom Consumer Panel, November 2004

Who needed help?



“...the key to providing support through switchover is being able to identify those people who, because they may not have friends, family, carers or neighbours to help them, may not be able to manage the switchover by themselves for one or all of these reasons.”

Supporting the most vulnerable consumers through digital switchover Ofcom Consumer Panel, November 2004



The 80%

**The independent majority
we call the 80%**

Most could help themselves.
They respond to mainstream
mailings and advertising



The 15%

**The supported minority
we call the 15%**

People unlikely to respond
directly to mailings.
Can access the help they
need, indirectly through
friends and family, and
formal statutory or voluntary support



The 5%

The high risk isolated minority we call the 5%

People who don't engage very well with communications or have a strong support network. Multiple barriers to engagement

80% - exchange

We will make it as easy
as possible for you to
switch one TV to digital –
you will barely notice the
difference

All you have to do is call us,
or write...

And send us £40....

And let a stranger into your
home....



80% - competition



It's not really for me.
It's for elderly people
who need it

It's never going to
happen. I'll wait and
see

It won't work
properly and end up
costing me more
money

I don't like
strangers in the
house

I started reading
the letter but it
made my head spin.
I'm not technical

I've used the same
shop for years. I
trust them

Letter? What letter

I hate call centres.
Hanging on, pushing
buttons, robot voices

I'll have to make a fuss
to get help for my
needs. They won't
understand

80% - development



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KISS copy,
key benefits
Default option first
"We make it easy"

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"You are entitled"
People like you ads

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“Our promise to you”

80% - development



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Patient call agents
Care with scripts

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Provide F2F. BBC

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"You are entitled"
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State negative
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Two stage switch

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Two reminder
mailings
Continuous comms

No automated routing
Patient call agents
Care with scripts

Accessible service
"Our promise to you"

First ad - humour



Second ad - information



15 and 5% - barriers



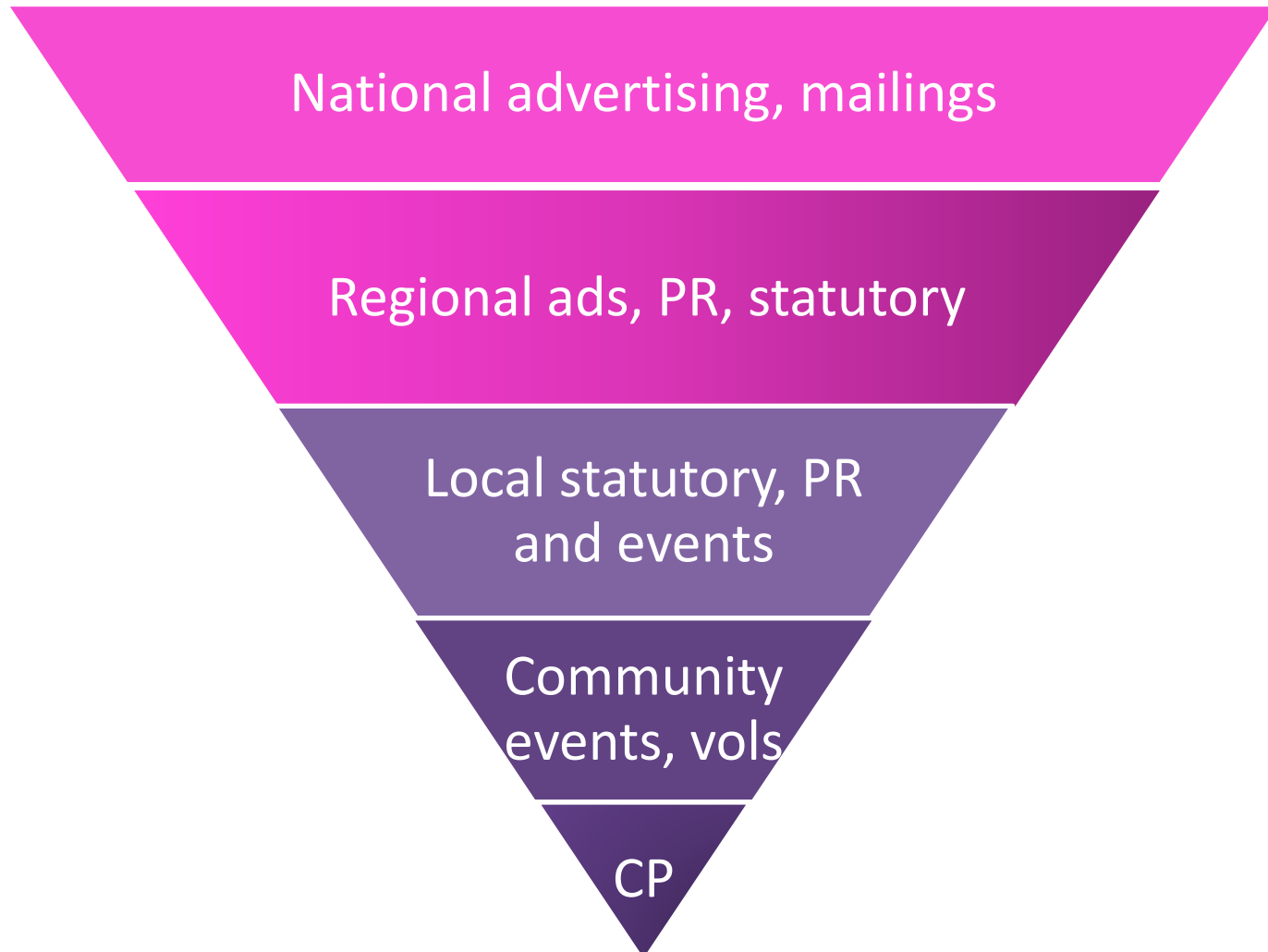
I can't cope with all this.

I keep myself to myself

My daughter will sort it out for me, so I'm not going to think about it

اپنے فی وی چینلوں
سے محروم نہ رہیں

Layered communications





Outreach

Multi-layered:

Statutory engagement – regional

VCS events/roadshows - local

Targeted awareness and communities programme – community level.

“overlaps not gaps”

The 5%

Often face multiple barriers eg:

Mental health issues

Non-English speaking

Formerly institutionalised

Sensory impairments

Socio-economic deprivation

Declining physical or cognitive health

Rely on a few loose trusted contacts

No unifying characteristics or routes to contact.

The 5%





Helping hand PR

“Give someone a helping hand. Tell them about the Help Scheme”

Easy to act – time limited, pass on a bookmark or flyer

Local faces = local volunteers.
Trusted and thanked!

Appropriate take-up?

- Awareness and understanding tracker, against targets
- For eligible people
- Response to letters – 50 – 60%
- Take-up - c20% of eligible people





Maximised Reach?

- Awareness and understanding tracker, against targets
- All adults (35+)
- Ethnic minorities
- Post code response analysis
- Activity –orgs contacted, events held



No-one left behind?

- Supporters engaged – c100,000
- Qualitative outputs – “stories”
- Stick around and find out!
- Little negative press
- No coup!

