



Digital Switchover Newsletter

5th May = 50 days to Caldbeck switchover on 24th June

Dear Colleague,

I am writing to let you know that there are now **just over 50 days to go** before the Caldbeck transmitter group, serving Cumbria, south west Scotland and part of the south Lakes, switches to digital TV. The switchover will take place in two stages on **24 June 2009** and **22 July 2009**.

Awareness levels about Switchover are now almost universal and the vast majority of households (more than 8 out of 10) have already converted their main TV to digital

At the end of March every household in the affected area was sent a leaflet detailing the two Switchover dates, what they need to do to be ready and how to retune their equipment. Please let me know if you would like to have some copies of this leaflet for reference or distribution.

People who are still watching analogue TV now need to decide what method they will use to receive digital TV after Switchover and plan to buy the equipment that they will need in plenty of time to avoid a rush nearer the time.

We have been in close contact with the local retail sector to help them prepare by providing training for their staff members and offering advice about the services the public will expect before and after each of the Switchover dates.

We are continuing to work alongside our lead charities to prepare for the actual dates of Switchover. They have been recruiting and training volunteers. These volunteers will be available to answer questions in advice points in many of the larger towns in the region on the days of Switchover. While the process of recruiting and training is going well, more volunteers are always welcome. If you are prepared to volunteer or know of someone who could help, please let me know.

The Switchover Help Scheme is experiencing a good response to their letters offering help to eligible people. They are planning various community events to help keep awareness high of who is eligible and to ask people who have received their offer letters to respond whether they would like to take the offer of help or not. More about this in our next monthly letter. The Switchover Help Scheme can be contacted via their website www.helpscheme.co.uk or on their free phone number **0800 40 85 901**

During May and early June Digital UK will be hosting roadshows in various locations in the region to help members of the public with any questions they may have. These roadshows are an ideal opportunity for people to make sure that they understand what they need to do and what their options are. Please see attached posters for the venues and dates in Cumbria and the South West of Scotland. Do let me know if you would like hard copies of these posters to display in your organisation or community.

For more information about the switchover you can visit the Digital UK website (www.digitaluk.co.uk) or call our help line on **08456 50 50 50**. As always, if there is any matter that I can help you with concerning switchover, then please do not hesitate to contact me and I will be happy to discuss it with you.

With kind regards,

John Askew

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