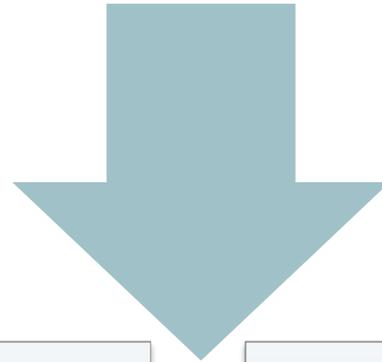




**TV Licensing presentation to
Chinese Community Centre, Birmingham
December 6, 2013**



Administration and collection of TV Licence fee

Enforcement of TV Licensing system

Prosecution: a last resort against those who evade paying the licence fee

Help for those on low incomes or in need or information in different ways

Provision of information and payment methods to suit all

Comprehensive community relations campaign

c. 25.3m

UK licence holders

Around 5%

Estimated evasion

96%

Households with TV
(BARB*)

30%

Those prosecuted last year
who had satellite or cable

1.5m

Payment Card members

* Broadcasters' Audience Research Board

- A colour TV Licence currently costs £145.50, black and white £49
- Those aged 75 or over are entitled to apply for a free, three-year licence for their main residence – around 4.25m are currently in force. People aged 74 can apply for a short-term licence
- Those registered blind or severely sight-impaired qualify for a 50% reduction (£72.75 for a colour licence, £24.50 for black and white)
- Certain people in residential care qualify for a £7.50 ‘Accommodation for Residential Care’ (ARC) licence

Ways to pay

- TV Licensing Payment Card
- PayPoint
- Direct Debit
- Debit/ credit card
- Cheque by post

71.10% Pay by Direct Debit

9.90% Pay by Credit / Debit Card

8.00% Pay by Payment Card

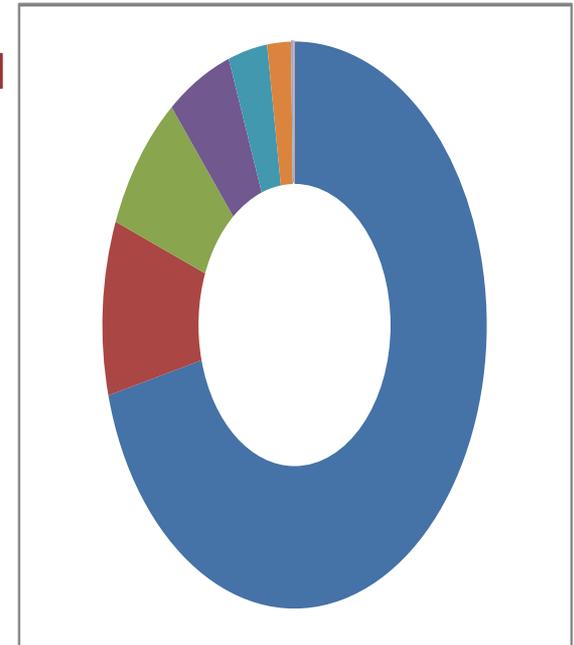
5.50% Pay via Paypoint

3.30% Pay by Post

2.00% Pay by Savings Card

0.20% Pay by Home Banking

0.10% Pay at the Post Office



Source: LIF Data Mar'13 (excl. 075)

- We understand that some people struggle to pay for their TV Licence
- We want to do all we can to help people pay for their licence and avoid a court prosecution and a fine of up to £1,000
- TV Licensing's Payment Card is designed to help make buying a TV Licence more convenient by spreading payments either weekly, fortnightly or monthly
- It is open to everyone – there are no eligibility criteria. Currently 1.5m members are registered



- Members can make payments:
 - At any PayPoint outlet (there are more than 24,000 across the UK)
 - Online
 - Via an automated telephone service by debit or credit card
 - By secure SMS (text message)
- Members can also check balances, statements, renewal dates and payment history via online, telephone and SMS services
- An SMS reminder service is available - currently over a million text messages reminders are sent to members every month

- If a TV Licensing Payment Card member misses a payment, they will receive a number of reminders
 - By mail
 - By telephone
 - By SMS (if opted to receive text reminders)
- If no payment is received at this stage, the member risks their account being handed to our arrears collection partner (akinika) who will, after requesting payment by telephone and mail, make doorstep collection visits
- Arrears collection officers are not bailiffs and do not have power of entry

Getting the message across

- TV Licensing provides a range of information in foreign languages
- There are:
 - 18 languages available on www.tvlicensing.co.uk
 - 180 languages available via our telephone translation service
- We also distribute leaflets to community organisations in 18 languages

Czy potrzebujesz licencję telewizyjną?

Dlaczego potrzebujesz licencji telewizyjnej?

Posiadanie licencji telewizyjnej jest niezbędne, by korzystać z urządzeń takich jak zestawy TV, urządzenia STB, video, odtwarzacze DVD, komputery, czy telefony komórkowe, aby oglądać lub nagrywać programy telewizyjne, ponieważ są to programy emitowane.

Czy zdajesz sobie sprawę, że jeżeli zostaniesz złapany na oglądaniu telewizji bez ważnej licencji telewizyjnej zostaniesz pozwany do sądu i ukarany grzywną do 1000 funtów?

A więc jeżeli używasz telewizora, musisz teraz zakupić licencję. Co do różnych sposobów opłaty proszę zobaczyć „Jak nabyć licencję” poniżej.

Jeżeli używasz telewizora tylko do oglądania nie-brytyjskich programów satelitarnych?

Nawet jeżeli odbierasz lub zaplądasz programy transmitowane poza Wielką Brytanię, tzn. niemieckiej potrzebujesz Licencji telewizyjnej.

Czy wolisz płacić za licencję w tygodniowych ratach?

Jeżeli chciałbyś/chciałabyś płacić za licencję telewizyjną tygodniowo, możesz skorzystać z planu ratowego za jedynie £5.50, płacąc kartą płatniczą TV Licensing. Zadzwoń pod numer telefonu 08457 289 289.

Niedawno się przeprowadziłeś?

Jeżeli się przeprowadziłeś pod nowy adres a masz licencję na stary adres, proszę nas o tym poinformować przez zawiadomienie telefoniczne pod nr. 0844 800 6728 lub odwiedzenia strony www.tvlicensing.co.uk/moving.

Jeżeli ukończyłeś 75 lat?

Jeżeli ty lub ktoś kto mieszka z tobą ma 75 lat lub więcej, możesz złożyć prośbę o bezpłatną Licencję telewizyjną dla osób w wieku ponad 75 lat. Ale musisz się z nami skontaktować i zbliżyć prośbę, gdyż konieczne pozostanie bez licencji. Proszę zadzwonić do nas już teraz pod nr. 0844 800 6728. Jeżeli obecnie masz 74 lata, możesz również zadzwonić do nas pod powyższy numer, aby załatwić sobie licencję krótkoterminową do chwili ukończenia 75 lat.

Czy jesteś zarejestrowana/ny jako niewidomy lub poważnie niedowidzący/cy?

Masz prawo do 50% zniżki. Co do szczegółów proszę zadzwonić pod nr 0844 800 6728.

Nie masz telewizora?

Jeżeli nie używasz telewizora nie potrzebujesz Licencji telewizyjnej ale jest ważne, abyś nas zawiadomił celu aktualizacji naszych danych. Prosimy o zwrócenie się do nas na piśmie, podając przyczynę dlaczego nie masz telewizora pod adres: TV Licensing, Bristol BS98 1TL. Gdy otrzymamy Twój list, skontaktujemy się, aby potwierdzić tę sytuację.

Jak nabyć licencję?

Licencja na telewizję kolorową obecnie kosztuje £142.50 funtów (£48,00 funty na telewizję czarno-białą). Istnieje wiele metod płacenia - proszę wybrać tę, która najlepiej Ci odpowiada:

Przez stałe zlecenia płatnicze (Direct Debit) z twojego rachunku bankowego. Możesz płacić miesięcznie, kwartalnie lub rocznie. Aby załatwić opłaty przez zlecenie płatnicze, proszę zadzwonić do nas pod nr 0844 800 6728 z danymi bankowymi pod ręką lub odwiedzić www.tvlicensing.co.uk/dd.

Karta płatnicza/kredytowa. Aby płacić kartą płatniczą taką jak Maestro, Delta, Solo, Visa, Visa Electron lub MasterCard, proszę zadzwonić pod nr. 0844 800 6728. Proszę mieć przygotowane dane dotyczące twojej karty.

W każdym punkcie PayPoint. Możesz zapłacić za pełną, kolorową licencję telewizyjną gotówką lub kartą płatniczą.

Przez pocztę. Można wysłać czek wypisany na "TV Licensing". Wpłać na odwoicie czeku swoje imię i nazwisko, adres i kod pocztowy i wyśl pod adres: TV Licensing, Bristol BS98 1TL. Prosimy o nie wysyłanie gotówki.

Przez Internet. Możesz zapłacić przez Internet na www.tvlicensing.co.uk. Musisz mieć pod ręką dane karty płatniczej lub kredytowej.

Jeżeli masz jakiegokolwiek pytania, potrzebujesz tę informację w alternatywnym formacie lub w związku z tą usługą chcesz otrzymać pomoc, proszę zadzwonić pod nr 0844 800 6728. Urządzenie minicom dla osób głuchych lub mających problemy ze słuchem jest dostępne pod nr 0844 800 6778.

Uwaga, Oszczędnościowe karty licencje TV zastępują Oszczędnościowe znaczki licencje TV. Aby uzyskać więcej informacji, zadzwonić pod numer telefonu 0845 156 0328.

Easy Read

- An Easy Read section is now available on the website for those with a lower than average reading age, learning disability or need for an alternative source of information on TV Licensing
- Designed in consultation with Mencap, the pages can be viewed at: www.tvlicensing.co.uk/easyread


Back to standard TV Licensing website

Choose an option

- Why you need a TV Licence
- How you can get your TV Licence**
- Ways to Pay
- Buy your licence now using Direct Debit
- Buy your licence now by credit or debit card
- Buy your licence using PayPoint
- Buy your licence by sending a cheque
- If you live on the Channel Islands or Isle of Man
- If you move home
- Free licence for the over 75s
- Half price licence for the blind or severely sight impaired
- If you live in residential

How you can get your TV Licence



There are lots of different ways to buy your licence

- On the TV Licensing website
- By telephone
- By post
- Wherever you see the 'PayPoint' sign

These pages will help you choose how to get your licence and tell you what to do.



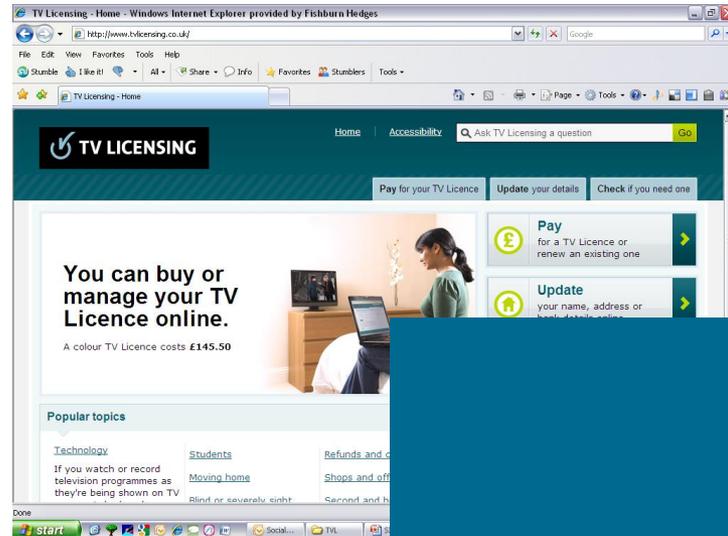
You may also like to ask someone to help you

You could ask your

- Family
- Friends
- Support staff
- Personal assistant (PA)

If you do ask someone to help you, make sure it is someone you know well and trust. This is because they may have to help you with things to do with your money and your bank account.

- www.tvlicensing.co.uk includes a payment facility, comprehensive interactive Q&A and downloadable literature
- A range of free leaflets is available, including: Getting a TV Licence, Advice for Advisers, advice for homemovers, multi-lingual. To arrange to have leaflets sent to you, call 01564 829024
- Braille literature
- Textphone facility



Getting a TV Licence.

- TV Licensing relies on the help and support provided by various national and local organisations across the UK
- We work with a range of organisations to pass important information on TV Licensing to their clients, residents and audiences. These include:
 - Money advisers
 - Community & voluntary Sector groups
 - Ethnic minority groups
 - Housing associations
 - Local authorities
 - Universities
 - Courts service



- We have worked with over 500 national and local organisations across the UK from Citizens Advice and Age UK to community centres, councils and libraries
- Our campaigns promote the availability of various TV Licensing resources, for example multi-lingual leaflets, and pass them to community leaders and individuals direct
- Last year we distributed over 110,000 pieces of literature to local groups and provided materials for over 100 organisations' websites, newsletters, bulletins and intranets

- In Brief is a newsletter TV Licensing sends to the thousands of national and community organisations it works with each year
- It contains useful news and updates on TV Licensing including changes to payment schemes, information materials and upcoming campaigns
- To be included on the distribution list, email campaignoffice@tvlicensing.info



TV LICENSING
www.tvlicensing.co.uk

In Brief

Winter 2009/2010

2 Ask the Expert Q&A

3 A new TV Licensing website

4 Did you know?
... that TV Licensing is changing its numbers?

When a licence is needed, here in black and white

TV Licensing: the key facts

- A colour TV Licence currently costs £142.60, a black and white TV Licence £48
- People aged 75 or over are entitled to a free licence
- People who are blind or severely sight impaired can get a 50% reduction
- There are many ways to pay for a TV Licence, including over-the-counter at a PayPoint outlet, via the cash Payment Card, by direct debit and online
- For more information visit www.tvlicensing.co.uk or call 0800 790 615. For more information on the Payment Card, call 0800 555 0300

To celebrate the fortieth anniversary since the first colour transmissions on BBC1 and ITV in November, TV Licensing released new figures revealing over 28,000 homes across the UK are still enjoying their programmes in black and white. But while the figures showed there may yet be life in the oldest TV equipment, they also show emerging technologies are changing the way many people are watching TV.

In the face of an ever-increasing number of ways to watch TV, TV Licensing is keen that advice organisations help us to avoid any confusion by reminding people that a TV Licence is needed to watch or record programmes as they're being broadcast, whatever device they use to watch their favourite shows.

In September, BBC iPlayer attracted over one million unique users a day watching 60.8 million TV programmes. iPlayer users watched those programmes either on the internet using computers, smart-phones and games consoles or on TV using Virgin Media set-top boxes.

Yet despite there being an increasing number of ways to watch, leaning back on the sofa in front of a TV set is still the most popular – with sales of flatscreen TVs almost tripling in the last three years.

TV has never been more popular but, with so many ways to watch TV now available, TV Licensing is keen to make sure people aren't confused about their legal responsibilities.

Whether someone is watching on a black and white television or in colour on a flatscreen LCD, they still need to be covered by a TV Licence if watching or recording programmes as they are broadcast. The same is true if you access programmes via the internet as they are being shown on TV – regardless of whether you're using a laptop, mobile phone, games console or any other device.

What are the most common questions your clients ask you about TV Licensing? Are they confused about when they need a TV Licence? If you need any information about TV Licensing to help advise your clients, please contact the Campaign Office at campaignoffice@tvlicensing.info.

*BBC iPlayer usage statistics, September 2009

- Providing presentations and briefing materials for local and national community organisations
- Producing copy on TV Licensing as required for newsletter, online or advisers' internal briefing publications
- Dedicated resource for local and national community organisations, including a telephone and email service to:
 - Process literature orders
 - Provide information to community organisations on TV Licensing
 - Deal with specific issues and enquiries relating to TV Licensing
- Contact Mark Whitehouse or Mark Binnersley on 01564 829024

- For general TV Licensing enquiries – **0300 790 6115**
- To find out more about the Payment Card – **0300 790 6078**
- To find a local PayPoint outlet visit www.paypoint.co.uk/locator or call **0300 790 6137**
- To set up a direct debit or to pay by debit/ credit card – **0300 790 6063** or visit www.tvlicensing.co.uk/info
- To enquire about the licence for people aged 75 or over – **0300 790 6073**
- To use the translation service – **0300 790 6044**
- To use the textphone facility – **0300 790 6050**

Thank you