

# InBrief

## Summer 2011



## TV Licensing's community relations 2.0

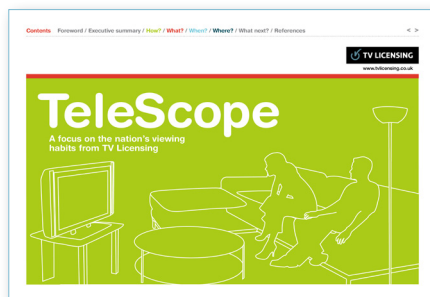


## In Brief is going digital



## Ask TV Licensing

# A nation of telly addicts?

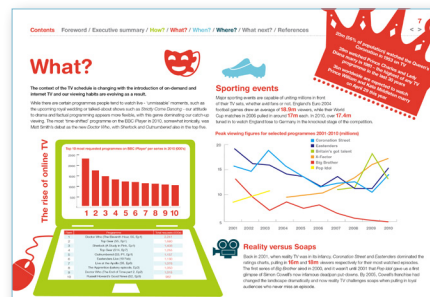


TV Licensing recently published a 'state of the TV nation' report which reveals we think we're watching less than 20 hours of TV a week, but we're actually telly addicts who watch more than 30.

Our TeleScope report showed we're still a nation of TV lovers, filling our homes with more televisions. In 2010 more than 9.5 million TV sets were bought in the UK – a number that has doubled since 2002. Size matters, too: less than 600,000 40-inch sets were sold in 2006, but that figure grew to over 2 million last year.

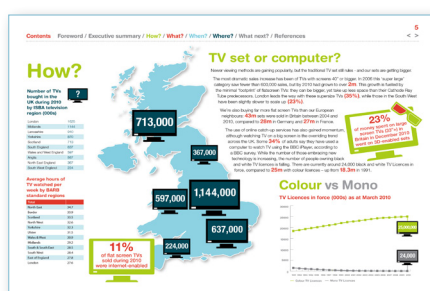
The importance of viewing to older people is clear to see. The report showed people over 65 watch 40 hours of TV a week (double the amount of time people aged 16-24 spend in front of the set) and far more than the 23.5 hours they believe they're watching.

We also discovered some interesting trends around where people are watching their favourite shows. It's no surprise that nearly 90 per cent of us still watch the most TV in our living rooms. We were more surprised to learn that 8 per cent of viewers are planning to have a dedicated cinema room within the next ten years and the same number are planning to have a TV in their bathroom.



So what was the most watched programme last year? It was a close-run thing between two big live events. The X Factor final pulled in 17.7 million viewers, narrowly beating the 17.4 million who tuned in to watch Germany beat England in the World Cup. Catch-up TV also thrived - the most watched programme of 2011 on BBC iPlayer was Matt Smith's debut as Doctor Who.

The TeleScope report took an informed but light-hearted look at the ways we as a nation watch and enjoy TV in 2011. It discussed TV viewing demography and trends, and indulged in a little future-gazing. You can read the whole report at [www.tvlicensing.co.uk/resources/library/BBC/MEDIA\\_CENTRE/TeleScope\\_report.pdf](http://www.tvlicensing.co.uk/resources/library/BBC/MEDIA_CENTRE/TeleScope_report.pdf)



## TV Licensing in 2011

How we watch TV is changing fast: for many, HD, 3D and internet streaming are becoming the norm. TV Licensing is changing too: here's a rundown of TV Licensing in 2011.

- A colour TV Licence costs £145.50, and a black and white TV Licence costs £49.00. It might seem like old technology to most, but 20,000 people still hold a black and white licence
- You need a licence if you use equipment to watch or record programmes as they are being shown on TV. Yes, this includes people who watch shows on mobile phones or computers – in fact, any device at all
- It's now easy to buy or manage your TV Licence online. More than a million people visit our website each month
- There are many ways to pay for a TV Licence, including Direct Debit, over-the-counter at a PayPoint outlet and over the phone
- You can also pay via one of our cash payment plans – the Payment Card or the Savings Card. These are a far cry from the old Savings Stamps – Payment Card members can now make their weekly or fortnightly payments by telephone, online, at a PayPoint outlet or even via text message

For further information on any of the payment methods visit [www.tvlicensing.co.uk/info](http://www.tvlicensing.co.uk/info) or call 0300 790 6112.



## TV Licensing's community relations 2.0

TV Licensing's community relations team works with hundreds of local organisations up and down the UK to help pass accurate and important information to those that need it most. We're always looking for more innovative ways of doing things – partnering with Walsall Council helped us to improve our digital profile.

Walsall Council has developed a number of cutting-edge campaigns to get in touch with the borough's residents. Dan Slee, senior press and publicity officer for the council, believes working with partner organisations is the key ingredient in making sure information is delivered efficiently and accurately to their target audiences.

"We recognise that everyone's individual situation is different. It's important to take that into account and work out the best way to communicate relevant information to residents in ways that suit them", he explains. "To that end, we've partnered with a range of organisations – including TV Licensing – to create different types of content.

"We met the TV Licensing community relations team who provided us with information for use on our website. This was obviously an easy, quick way to provide valuable information to residents who might have English as a second language or who simply might struggle to pay their bills in the current uncertain economic circumstances."

TV Licensing works with many organisations in this way, but the council also invited the community relations team to play a part in their recent 'Walsall 100' initiative.

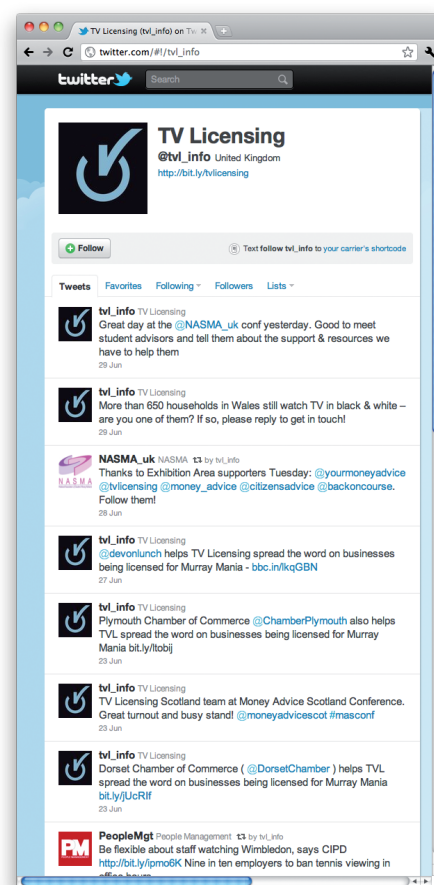
Walsall 100 was an innovative seven day digital 'event' in which the council and its partners tweeted a whole host of activities and updates from across the borough. TV Licensing joined 99 other partners including the police, publicans, town centre traders and leisure organisations to communicate hundreds of ideas, news pieces and updates to help make Walsall a better place to live.

TV Licensing tweeted about the ways people can pay for their licence, the range of literature available free of charge for people who need information in a different language and reminders about the concessions available.

Councillor Mike Bird, Walsall Council Leader, adds: "It's very tough economically out there at the moment. We're keen to do whatever we can to help people in Walsall budget for their TV Licence, understand the different ways to pay and apply for any concessions available. We had already carried a substantial amount of information about TV Licensing on our website, but initiatives like Walsall 100 are all about building on that to ensure people get the useful information they need".

More recently, TV Licensing has also provided the council with a 'toolkit' aimed at giving residents all the information they need to help them choose the best method of paying for their licence. We look forward to continuing our partnership with Dan and the team.

If resources that help you advise your clients or residents about TV Licensing would be useful, please get in touch with us via [campaignoffice@tvlicensing.info](mailto:campaignoffice@tvlicensing.info).



You can also keep up-to-date by following us at [www.twitter.com/tv\\_info](http://www.twitter.com/tv_info).







## In Brief is going digital – so please ensure we have your email address

**For more than eight years In Brief – the TV Licensing newsletter you're reading now – has been printed and mailed to thousands of organisations providing advice services.**

However, now we're all becoming increasingly 'digital' (we ourselves have a Twitter feed – check out [www.twitter.com/tvl\\_info](http://www.twitter.com/tvl_info)), it is time to move In Brief online.

This will be the final printed issue of In Brief – you'll no longer receive your copy in the post. The next issue (autumn) will still feature information focussing on the needs of the advisers and community workers who receive it, but will be sent by email to help us to reduce our impact on the environment.

Rest assured: we won't be sending you big attachments that clutter up your inbox, but a simple link to where the

newsletter can be viewed and downloaded online.

But this is where you come in. We already have a good database of email addresses but would like to make sure that you continue to receive In Brief. Please do email us at [campaignoffice@tvlicensing.info](mailto:campaignoffice@tvlicensing.info) to make sure we have your details – putting 'In Brief' in the subject line is all it will take.

If there are other people in your team, or in other offices, who you think should be receiving In Brief then do send us their details and we'll add them to our distribution list.

While you're at it, you might want to let us know what you think about In Brief. In its new format, how could we make it more relevant? What issues should we give more attention? If you have any ideas about how we could make it more helpful to you and your clients, please do let us know.

## Watching at work?



**In Brief usually focuses on when people need a licence if they watch TV programmes at home. But what if they're watching at work? If part of your job involves advising businesses or managers in smaller organisations, we would like your help to make sure they stay on the right side of the law.**

With the emergence of live streaming online, being able to view TV programmes anywhere – including at work – is now a reality.

Big summer sporting events are a tempting draw for sports fans who can now keep up with the action even if they're stuck at their desk.

This year, for example, almost 250,000 people watched the Murray Nadal semi-final live via the BBC iPlayer alone.

But if people chose to watch TV at work, do their employers need to buy a licence?

Well, yes, they do. A TV Licence is legally required on work premises if anyone – staff or customers – watches TV programmes at the same time as they are shown on TV, whether on a computer, TV or any other type of equipment. If an employee is caught watching TV illegally, the business may be held liable and fined up to £1,000.

### Key facts for businesses

- Businesses can be held liable if someone is caught watching TV unlicensed on the premises – even if they are unaware that their employee is doing so
- A business does not need a licence if their TV equipment is only used for CCTV monitoring or watching pre-recorded videos or DVDs
- One licence will cover all the TV equipment a business uses on a single site. The only exception to this is hotels, which have separate licensing requirements
- If a business sublets any part of their premises to another business or have an on-site social or welfare club, then that area will require its own separate licence



# Ask TV Licensing

TV Licensing's Community Relations team speaks to hundreds of organisations every year to help make sure people understand when a licence is needed and how to pay. As part of a regular feature, we answer the questions we get asked most frequently by advisers. Have a question you need answering? Email us at [campaignoffice@tvlicensing.info](mailto:campaignoffice@tvlicensing.info) or call us on 020 7544 3116.

## Q: Is a TV Licence cheaper for people who are blind?

If someone is blind or severely sight impaired they will receive a 50% concession on the cost of their TV Licence and if your clients need help and advice about applying they can call us on **0300 790 6131**.

The person making the application will need to provide us with information so we can check that they're eligible, but once they've done this they won't be asked to provide this information again.

If the person lives in England, Wales or Scotland then they need to send us a photocopy of a certificate from their local authority or ophthalmologist to confirm that they are blind or severely sight impaired. For anyone living in Northern Ireland, then the certificate

needs to come from or on behalf of a Health and Social Services Trust. In the Isle of Man it needs to come from the Department for Health and Social Services.

The certificate should be sent to us with an application form which can be found at [www.tvlicensing.co.uk](http://www.tvlicensing.co.uk). The address to write to is:  
**Concessionary Licensing Centre,  
TV Licensing, Bristol BS98 1TL.**

## Q: Many of our clients live in care homes – does TV Licensing provide them with any help?

Yes, people who live in residential care and meet certain conditions will be eligible for an Accommodation for Residential Care (ARC) Licence. The licence costs £7.50 and means

they will be covered to watch TV in their own room.

Applications for the ARC licence are handled by wardens and housing managers who can call us on **0300 790 6011** for more information or to make an application.

In short, people are eligible for the ARC Licence if they are retired, over 60, or have a physical or mental disability. They also need to be living in a local authority care home providing accommodation for disabled and retired people or a home managed by a person registered under Part II of the Care Standards Act 2000. A warden also needs to be living on the premises or work there for at least 30 hours a week.

## Ways to pay There are several ways to pay for a TV Licence

### Direct Debit

Phone 0300 790 6063 to set up a monthly, quarterly or annual Direct Debit payment. Direct Debit is now used by the majority of customers and it's now also possible to set it up online by visiting [www.tvlicensing.co.uk/info](http://www.tvlicensing.co.uk/info)

### Debit and Credit Card

Call 0300 790 6063 in order to pay by debit or credit card. This facility accepts payment from a range of debit cards including Maestro/Switch and Delta. You can also pay online at [www.tvlicensing.co.uk/info](http://www.tvlicensing.co.uk/info)

### By Post

Send a cheque made payable to TV Licensing to:  
TV Licensing, Freepost BS6689, Bristol BS1 3YJ

### Over-the-counter

Make payments in person at one of 23,000 PayPoint outlets around the UK. Go to [www.paypoint.co.uk/locator](http://www.paypoint.co.uk/locator) to find your nearest outlet. To find out about using PayPoint to make payments under a cash payment plan, call 0300 555 0300.

### TV Licensing Savings Card

The TV Licensing Savings Card is designed to help people save towards the cost of their next TV Licence in small, manageable amounts. People can make a payment at any time, either online, by text, at any PayPoint outlet or over the phone. Call 0300 555 3434 for further information.

### Useful numbers

Direct Debit and credit card enquiries	0300 790 6063
Change of address notifications	0300 790 6065
Cash payment plan enquiries	0300 790 6078
Requests for TV Licensing literature	0300 790 6022
Minicom facility	0300 790 6050
Over 75s enquiries	0300 790 6073
National Debtline*	0808 808 4000

\* National Debtline is an external telephone advice service not run by TV Licensing

### TV Licensing contact details

TV Licensing, 6th Floor, 77 Kingsway, London WC2B 6SR  
Tel: 020 7544 3116 Fax: 020 7242 4202

## Your Feedback

We hope you have enjoyed this issue of In Brief, and we would welcome your views on both its current design and content. Please tell us the kind of TV Licensing stories you would find useful and interesting, and whether any other improvements could be made.

You can contact us on 020 7544 3116, or at [campaignoffice@tvlicensing.info](mailto:campaignoffice@tvlicensing.info)

We look forward to hearing from you.