

TV Licensing Messaging Guidelines

What is this document?

A central guide to the wording of specific pieces of TV Licensing policy information and customer best practice information for those creating written communications for TV Licensing. It contains:

Key messages that must be communicated to customers at all times:

- 1. Technology
- 2. Already licensed
- 3. No licence needed
- 4. Alternative formats

Other messages that should be included where necessary:

- Fair collections notice (assurance that any personal information given will be used fairly)
- Blind concession
- Short term and free licences
- TV Licence terms and conditions
- Monthly Direct Debit information + Direct Debit guarantee
- Digital UK digital switchover information
- Interference information

Please note:

The guidelines will continually be updated as messages change and evolve, so please make sure you are always working from the latest version. You can find them in the Knowledge section on TOMi (https://tomisystem.co.uk).

What is it for?

These guidelines were initially written in response to BBC Trust recommendations for improving direct communications in its Review of TV Licence Fee Collection (March 2009). They have evolved to serve a wider purpose by including common communication principles to guide the creation of messaging within TV Licensing letters and stationery.

Specifically, they're designed to:

- Ensure messaging and tone of voice are appropriate to the customer's position in the customer journey (for example, being more customer friendly and less accusatory in early renewal packs).
- Improve public awareness of the law surrounding TV Licensing and the use of technology.
- Ensure prominence of messaging about what to do if you
 - Already have a licence
 - Do not need a licence
 - Require information in alternative formats
- Ensure consistency of messaging. By providing these guidelines, TV Licensing can be sure it's
 communicating the right information, in the right way, at the right time, at all stages of the customer
 journey.
- Ensure manner in which we communicate remains simple, easy to understand and accessible for all customers.

How should I use them?

The messages should be used **in TV Licensing written communications** – one-to-one, direct marketing, PR, field and web communications – **with all members of the population** – from those who pay on time, every time, to those who don't need a licence, to those who avoid buying a licence. Where necessary, the wording may need to change slightly, but the meaning should remain the same.

The four **key messages** should be used in all communications, and the **other messages** should be used where necessary.

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Where a '**Top line message**' message appears, it is for internal use only – it represents the key principle that underlies the tonal variations, and should not be used in customer-facing communications. Instead, use the appropriate tone of voice for each of the three customer groups.



How do I know which tone of voice is appropriate?

Customer service

Customers who are currently licensed, unknowingly unlicensed or who don't need a licence. Therefore any interaction with TV Licensing is service-based. The focus for TV Licensing at this stage is to highlight the benefits of owning a TV Licence and to demonstrate that we are an organisation committed to helping its customers.

Examples of communications

- Renewal 1 letter, in advance of a licence expiry
- Letter with new TV Licence
- No licence needed letters
- Direct Debit confirmation and error letters
- Informational letters, for example promoting Direct Debit
- TV Licensing web copy
- Cash payment card welcome letter
- Dealer notification

Collection

Customers whose TV Licence has expired and who TV Licensing wants to motivate to renew. Part of motivating customers to renew will be to remind them that if they are indeed watching or recording television programmes as they're being shown on TV or any device, it is a legal requirement to have a licence. The benefits of having a licence may also be reiterated at this stage.

Examples of communications

- Homemovers 1
- Business movers

Enforcement

Customers who have been unlicensed for more than XXX XXXXXX. TV Licensing has not been able to motivate them to act and so now needs to ensure all communications emphasise that if they are watching or recording television programmes as they're being shown on TV or any device, without a licence they are breaking the law, and ask them to get in touch if they don't need a licence.

Examples of communications

- Homemovers 3
- Renewal 3 & 4
- Field officer and iQor field agent calling cards
- · Cash payment card final reminder
- Dealer notification 3
- Business unlicensed 2



Key messages

1. Technology

To be included in all letter and web marketing communications, and elsewhere when appropriate.

Please note: the technology message can be left out when the full 'no licence needed' message is already included.

Top line message: <Top line message for businesses?>

You need to be covered by a TV Licence no matter what device you use to watch or record television programmes as they are being shown on TV. This includes TVs, computers, mobile phones, games consoles, digital boxes and DVD/VHS recorders.

Customer service	Collection	Enforcement
With a TV Licence you're entitled to do much more than just watch TV at home on a TV set. You can also watch and record television programmes as they're being shown on TV through your computer, games console, any digital box, DVD/VHS recorder, even your mobile phone.	Remember: It doesn't matter how you watch or record television programmes as they're being shown on TV, you still need to be covered by a TV Licence by law. This is the case whether you use a TV, computer, mobile phone, games console, digital box, DVD/VHS recorder or any other device.	Under the Communications Act 2003, you need to be covered by a TV Licence if you watch or record television programmes as they are being shown on TV. This is the case no matter what device you use — whether a TV, computer, mobile phone, games console, digital box or DVD/VHS recorder.

Alternative wording...

Notes	Customer service	Collection	Enforcement
For softer DM/ information insert.	You need to be covered by a TV Licence to watch or record television programmes as they're being shown on TV – on a computer, mobile phone or, well, anything. It's the law.	N/A	N/A
As part of a Q&A section.	How do I know if I need a TV Licence? If you watch or record television programmes as they're being shown on TV, you need to be covered by a licence. But what if I only watch them on my laptop? You still need a licence. The law applies to all viewing and recording devices, including TVs, computers, mobile phones, games consoles, digital boxes and DVD/VHS recorders. You don't need a licence if you only watch catch-up services.	N/A	N/A



For box in DM/field calling card. Highlights all devices at a glance.	Don't need a licence? We realise that not everyone has a TV. However, you still need to be covered by a licence if you watch or record television programmes as they're being shown on TV on: • computers • mobile phones • games consoles • digital boxes • DVD/VHS recorders • or any other device	N/A	N/A
For students.	You need to be covered by a TV Licence to watch or record television programmes as they're being shown on TV – on a laptop, mobile phone or, well, anything. It's the law.	N/A	N/A



2. Already licensed

Two messages to be included in all letter and web marketing communications and elsewhere when appropriate.

Please note: there may be occasions when we need to provide an 0300 phone number within this message in base stationery – however, this is only possible where a demonstrated business need has been identified.

Already paid –	mainly for incl	usion in laser o	сору	
Customer serv	vice Collection			Enforcement
If you've recently paid for a TV Licence, thank you. You don't need to reply to this letter.		As customer service.		If you have recently paid for a TV Licence, thank you. You do not need to reply to this letter.
Incorrect infor	mation – mainl	y for use in ba	se stationery o	r on, or near, a change of details
Customer servi	ice	Collection		Enforcement
If you're moving, of details we have all wrong or have charter www.tvlicensing.call the number or write to TV Licens 1TL.	co.uk/update, ver the page or	As customer se	rvice.	If you have a licence at an old address you need to move it to your new one to stay covered. Do this straight away at www.tvlicensing.co.uk/moving. Or you can post this form to TV Licensing, Bristol BS98 1TL.
Alternative w	ording			
Already paid	1		T	
Notes	Customer serv	vice	Collection	Enforcement
For homemover communications.	If you've recently moved your licence to this address, thank you. You don't need to reply to this letter.		As customer service.	If you have recently moved your licence to this address, thank you. You do not need to reply to this letter.
Incorrect infor	mation			
Notes	Customer service		Collection	Enforcement
Above change of address forms on standard stationery.	If you're moving, or if any of the details we have about you are wrong or have changed, please let us know at www.tvlicensing.co.uk/update or send us the form below.		N/A	N/A



3. No licence needed

To be included in all letter and web marketing communications and elsewhere when appropriate (except where an address already has a licence, or definitely doesn't need one).

Top line message:

If you don't watch or record television programmes as they're being shown on TV – whether on a TV, computer, mobile phone, games console, digital box, DVD/VHS recorder or any other device – you don't need a TV Licence. Please let us know at **www.tvlicensing.co.uk/noTV** or call the number over the page.

NB base stationery may occasionally provide an 0300 number within this paragraph for customers to call – this is only possible where a demonstrated business need has been identified.

Customer service	Collection	Enforcement
We'd like to stop writing to you if you don't need a licence. So, if you don't watch or record television	Both paragraphs to be used together.	Both paragraphs to be used together.
programmes as they're being shown on TV – whether on a TV, computer, mobile phone, games console, digital box, DVD/VHS recorder or any other device – please let us know at www.tvlicensing.co.uk/noTV or call the number over the page. We may confirm this with a quick visit.	We'd like to stop writing to you if you don't need a licence. So, if you don't watch or record television programmes as they're being shown on TV, please let us know at www.tvlicensing.co.uk/noTV or call the number over the page. We may confirm this with a visit.	We'd like to stop writing to you if you don't need a licence. So, if you do not watch or record television programmes as they are being shown on TV, please visit www.tvlicensing.co.uk/noTV or call the number over the page to let us know.
may commit this with a quick visit.	Remember: even if you don't have a TV, you still need to be covered by a licence, by law, if you use any other device. This includes computers, mobile phones, games consoles, digital boxes and	We may confirm this with a visit. We do this because, when we make contact on these visits, almost a fifth of people are found to need a TV Licence.
	DVD/VHS recorders.	Remember: even if you do not have a TV, under the Communications Act 2003, you still need to be covered by a licence if you watch or record TV on any other device. This includes computers, mobile phones, games consoles, digital boxes and DVD/VHS recorders.

Alternative wording...

Notes	Customer service	Collection	Enforcement
Short version. Only use if the 'any device' message is somewhere else in the letter.	Don't watch or record television programmes as they're being shown on TV? Please let us know at www.tvlicensing.co.uk/noTV or call the number over the page / 0300 XXX XXXX.	N/A	N/A



Short, polite version, e.g. for information insert.	If you don't need a TV Licence, we don't want to take up your time. Please help us update our records at www.tvlicensing.co.uk/noTV, call 0300 XXX XXXX	N/A	N/A
Extra message to let customer know they may still be visited.	We may confirm this with a quick visit.	As customer service.	We may confirm this with a visit. We do this because, when we make contact on these visits, almost a fifth of people are found to need a TV Licence.
When customer calls contact centre to declare no licence needed.	Even if you don't have a TV, please be aware that you still need to be covered by a licence if you use another device to watch or record television programmes as they're being shown on TV. This includes: • computers • mobile phones • games consoles • digital boxes • DVD/VHS recorders • or any other device	N/A	N/A



4. Accessible formats			
To be included in all written marketing co	mmunications.		
Customer service	Collection	Enforcement	
If you have sight problems, you can get this information by email or in Braille, large print or audio by calling 0300 790 6076. Also, a textphone facility for the deaf, hard of hearing and speech impaired is available on 0300 790 6050.	As customer service.	As customer service.	
Note: The recommended font size for the blind message is 14pt. Where this conflicts with other headlines and body copy, or if space simply does not allow, it can be reduced to a minimum of 12pt.			



Other messages

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To be included when collecting customer information in all letter and web marketing communications and elsewhere when appropriate.

Notes	Wording for all customers
General message for most written communications.	Your information will only be used by TV Licensing (the BBC and its agents) to administer the TV Licence system. We will not supply it to anyone outside of TV Licensing without first obtaining your consent, unless we are obliged or permitted by law to do so. Find out more at www.tvlicensing.co.uk/privacypolicy.
ARC, over 75 and prosecution letters.	Your information will only be used by TV Licensing (the BBC and its agents) to administer the TV Licence system. We will not supply it to anyone outside of TV Licensing without first obtaining your consent, unless we are obliged or permitted by law to do so. However it may be checked with information provided by Government departments and agencies. For more information, go to www.tvlicensing.co.uk/privacypolicy.
To add to above when asking for email address.	By providing us with your email address you consent to TV Licensing emailing you in relation to the TV Licence system.

Short term and free licences

To be included in written marketing communications as appropriate.

Please note: it may sometimes be possible to use an 0300 number in these paragraphs, for example on an insert or if the stationery is unique to a campaign. The Channel Islands and Isle of Man caveat should always appear after short term licence and free licence information because the licence policies and application processes are different on the Channel Islands and Isle of Man.

Preferred wording for use in standard communications.	If you, or someone you live with, is: • 74 years old? If your TV Licence expires after your 74 th birthday, make sure you apply for a short term TV Licence so that you pay less and automatically get a free over 75 TV Licence on your 75 th birthday. Simply call the number over the page (with your date of birth and National Insurance number handy). • 75 years old or over? Apply for your free over 75 TV Licence by calling the number over the page (with your date of birth and National Insurance number handy). (If you live in the Channel Islands or Isle of Man, different conditions may apply. Go online or call the number over the page to find out more.)
Preferred wording for use in TVL12	 If you, or someone you live with, is: 74 years old? If your TV Licence expires after your 74th birthday, make sure you apply for a short term TV Licence so that you pay less and automatically get a free over 75 TV Licence on your 75th birthday. Visit www.tvlicensing.co.uk or call the number over the page (with your date of birth and National Insurance number handy). 75 years old or over? Apply for your free over 75 TV Licence by calling the number over the page (with your date of birth and National Insurance number handy).



Succinct wording for use in laser copy or when there is little space.	 Are you, or is someone you live with: 75 years old or over? You may be eligible for a free TV Licence. To apply, simply go online or call the number over the page. 74 years old? You can apply for a short term TV Licence to cover you until your 75th birthday. (If you live in the Channel Islands or Isle of Man, different conditions may apply. Go online or call the number over the page to find out more.)
Succinct wording for use in TVL12	TBC



Blind concession

To be included in written marketing communications as appropriate.

Blind or severely sight impaired? You may qualify for a 50% concession. To apply, go online or post a photocopy of your document of blind registration – or a certificate from your ophthalmologist – with your licence number, phone number and cheque payment to TV Licensing, Blind Concession Group, Bristol BS98 1TL.

Terms and conditions

To be included in every pack containing a licence or payment slip.

See the Appendix for formatted terms and conditions in English and Welsh.

Monthly Direct Debit plan information To be used when describing how the monthly scheme works.		
Notes	Wording for all customers	
Full wording agreed by Project Optimise team.	You can spread the cost of your TV Licence by choosing monthly direct debit. How does this work? You pay for your first licence within 6 months. From then on, you pay for your licences in 12 monthly instalments – 6 of these will be before your licence is due and 6 after. Just one of the ways to help make paying more convenient at no extra cost.	
Variation for use within a Direct Debit payment section.	Monthly*: You pay for your first licence within six months. From then on, you pay for your licences in 12 monthly instalments – six of these will be before your licence is due and six after. Just one of the ways to help make paying more convenient at no extra cost.	
	*Only available for colour licences.	
Succinct wording for use in laser copy or when there is little space.	Monthly: You'll pay for your first licence within six months. From then on, you'll spread the cost in 12 monthly payments – six before your licence is due and six after.	
Direct Debit Guarantee	If you pay by Direct Debit, your payments are protected by this Direct Debit Guarantee	
	 This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits. If there are any changes to the amount, date or frequency of your Direct Debit, TV Licensing will notify you ten working days in advance of your account being 	
	debited or as otherwise agreed. If you request TV Licensing to collect a payment, confirmation of the amount and date will be given to you at the time of the request.	
	• If an error is made in the payment of your Direct Debit by TV Licensing or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.	
	 If you receive a refund you are not entitled to, you must pay it back when TV Licensing asks you to. You can cancel a Direct Debit at any time by simply contacting your bank or 	



building society. Written confirmation may be required. Please also notify us.

Digital UK digital switchover information To be included with every licence issue.		
Notes	Wording for all customers	
For standard packs and over 75 packs.	 What do I need to do for the digital switchover? As you may know, the existing analogue TV signal is being switched off at the moment, area by area, and replaced with a digital signal. So: If you have five channels or fewer, you'll need to convert your TV to avoid losing your TV channels. If you have Freeview, you'll need to re-tune your TV or box at switchover to avoid losing some of your TV channels. If you have a cable or satellite service on all your TVs, you don't need to do anything. To find out more, and to see when your area is switching, visit www.digitaluk.co.uk. 	



Interference information To be included with every licence issue.		
For standard packs	What if I have interference on my TV? We want you to enjoy television. So if you experience any interference in your signal, please report it to the BBC at www.bbc.co.uk/reception . Your TV Licence is not a guarantee of signal quality	
For over 75 packs	Do you have interference on your TV or radio? Please report the problem to the Office of Communications at www.ofcom.org.uk , or 2a Southwark Bridge Road, London SE1 9HA. Please note, your TV Licence does not guarantee a good picture.	



Appendix Terms and conditions

The conditions of your licence.

Definitions

You means the person named on the licence.

TV equipment means television receiving equipment, such as a TV set, computer, mobile phone, games console, digital box or DVD/VHS recorder.

What is a TV Licence needed for?

- To use any **TV equipment** to watch or record any TV programmes as they are being shown on television.
- This includes watching or recording streamed services and satellite TV broadcast from outside the UK. If you only watch on-demand and catch up services, then you don't need a licence.

What does your licence allow?

The licence allows installation and use of TV equipment:

- At the licensed place by anyone.
- In a vehicle, boat or caravan by:
- You and anyone who normally lives with You at the licensed place (so long as TV equipment is not being used in a non-touring caravan and at the licensed place at the same time).
- Anyone who normally works at the licensed place (so long as the vehicle, boat or caravan is being used for a business purpose).

Use of **TV equipment** powered by internal batteries anywhere:

• By **You** and anyone who normally lives with **You** at the licensed place.

What does your licence not cover?

- Any parts of your premises with separate legal arrangements e.g. occupied by tenants or lodgers.
- Self contained or physically separate units on the premises.
- Any parts of your premises with separate administrative arrangements e.g. paying guests. Black and white licences:
- If you use **TV equipment** to record television programmes, you need a colour licence even if you only have a black and white television as **TV equipment** records TV in colour. A black and white licence is valid only if the digital box is not designed to record television programmes.

Other conditions of your licence.

- The licence fee must be paid when due.
- You may transfer the licence to a different address if the change of address is permanent.
- A licence may be cancelled or revoked or its conditions modified by a notice sent to **You** or by a general notice which will be published on the BBC's website and, if deemed appropriate by the BBC, in other national communications.
- Our officers may visit the licensed place to verify our records and inspect the **TV equipment** at any time, but you do not have to let them in.
- You must not cause undue interference to any other radio or television reception with your TV equipment.
- Your licence is issued on behalf of the BBC by TV Licensing.

For further information on whether you require a TV Licence contact www.tvlicensing.co.uk.

Please note: separate terms and conditions apply to the following types of TV Licence: hotel and mobile units TV Licence, ARC concessionary TV Licence and entertainment units TV Licence. If you have one of these, please refer to your licence for specific terms and conditions or contact us for information.



Amodau eich trwydded.

Diffiniadau

Mae **Chi** yn golygu'r sawl sy'n cael ei enwi ar y drwydded.

Mae **offer teledu** yn golygu offer derbyn teledu, fel set deledu, cyfrifiadur, ffôn symudol, consol gemau, bocs digidol neu beiriant recordio DVD/VHS.

Pam mae angen Trwydded Deledu?

- Er mwyn defnyddio unrhyw **offer teledu** i wylio neu recordio unrhyw raglenni teledu wrth iddyn nhw gael eu dangos ar y teledu.
- Mae hyn yn cynnwys gwylio neu recordio gwasanaethau wedi'u ffrydio a theledu lloeren sy'n cael ei ddarlledu o'r tu allan i'r Deyrnas Unedig. Os ydych yn defnyddio gwasanaethau ar gais yn unig, yna nid oes arnoch angen trwydded.

Beth mae eich trwydded yn ei ganiatáu?

Mae'r drwydded yn caniatáu gosod a defnyddio offer teledu:

- Yn y lle trwyddedig gan unrhyw un.
- Mewn cerbyd, cwch neu garafán:
- Gennych **Chi** ac unrhyw un sydd fel arfer yn byw gyda **Chi** yn y lle trwyddedig (ar yr amod nad oes **offer teledu** yn cael eu defnyddio mewn carafán nad yw'n un deithiol ac yn y lle trwyddedig ar yr un pryd).
- Gan unrhyw un, sydd fel arfer yn gweithio yn y lle trwyddedig (ar yr amod nad yw'r cerbyd, cwch neu garafán yn cael eu defnyddio am reswm busnes).

Defnyddio **offer teledu** sy'n rhedeg ar fatrïau mewnol yn unrhyw le:

• Gennych Chi ac unrhyw un sydd fel arfer yn byw gyda Chi yn y lle trwyddedig.

Beth sy ddim yn cael ei ganiatáu dan eich trwydded?

- Unrhyw rannau o'ch safle gyda threfniadau cyfreithiol ar wahân e.e. tenantiaid neu lojars yn preswylio yno.
- Unedau hunangynhwysol neu unedau sy'n gorfforol ar wahân ar y safle.
- Unrhyw rannau o'ch safle gyda threfniadau gweinyddol ar wahân e.e. gwesteion sy'n talu.

Trwyddedau du a gwyn:

• Os ydych yn defnyddio **offer teledu** i recordio rhaglenni teledu, mae arnoch angen trwydded lliw hyd yn oed os oes gennych deledu du a gwyn yn unig am fod **offer teledu** yn recordio teledu mewn lliw. Mae trwydded du a gwyn yn ddilys ar yr amod nad yw'r bocs digidol wedi'i gynllunio i recordio rhaglenni teledu.

Amodau eraill eich trwydded.

- Rhaid talu ffi'r drwydded pan fydd yn ddyledus.
- Gallwch Chi drosgwyddo'r drwydded i gyfeiriad gwahanol os yw'r newid cyfeiriad yn barhaol.
- Gellir canslo neu ddirymu trwydded neu amrywio ei thelerau trwy anfon hysbysiad atoch **Chi** neu drwy hysbysiad cyffredinol a gyhoeddir ar wefan y BBC ac, os ystyrir yn briodol gan y BBC, mewn negeseuon cenedlaethol eraill.
- Gall ein swyddogion ymweld â'r safle trwyddedig i wirio ein cofnodion ac archwilio'r **offer teledu** unrhyw bryd, ond nid oes yn rhaid i chi adael iddynt ddod i mewn.
- Rhaid i **Chi** beidio ag achosi ymyriant amhriodol i dderbyniad unrhyw radio neu deledu arall gyda'ch **offer teledu.**
- Cyflwynir eich trwydded ar ran y BBC gan **Drwyddedu Teledu.** I gael rhagor o wybodaeth ynghylch a oes arnoch angen Trwydded Deledu cysylltwch â **www.tvlicensing.co.uk**.

Sylwch: mae telerau ac amodau ar wahân yn gymwys i'r mathau canlynol o Drwydded Deledu: Trwydded Deledu gwestai ac unedau symudol, Trwydded Deledu gonsesiwn ARC a Thrwydded Deledu unedau adloniant. Os oes gennych un o'r rhain, edrychwch ar eich trwydded am delerau ac amodau penodol neu cysylltwch â ni am wybodaeth.

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