

Managing the digital switchover

With help from the experts in communal solutions



Agenda

- Digital Switchover - Background
- Where & When
- Who are Sky Homes?
- Technical Options
- How we can help



Biggest Civil Engineering project in the UK



Biggest Project to affect
everyone since Decimalisation



8 Million domestic aerals to be upgraded



100 Main Transmitters



1,200 Relay Transmitters



During 2011 & 2012 $\frac{2}{3}$ of the population will be switched to digital



“The Greatest Risk to the Digital Switchover is upgrading Communal Systems in Flats

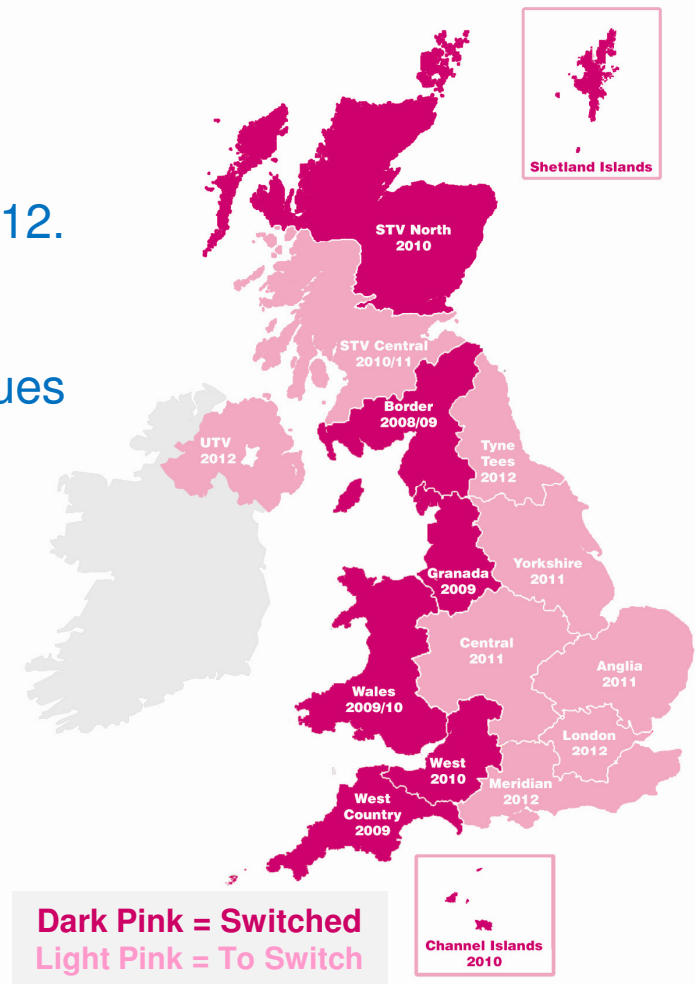
Ford Ennals
Chief Executive
digitaluk



Where & When

- Switchover is underway and will be complete by 2012.
- Started in Scottish Borders – Pilot Area
- Granada area switched over December 2009 – Issues

TV Region Switchover					
Border	Complete	STV North	Complete	Central	2011
West Country	Complete	STV Central	2010/11	Meridian	2012
Granada	Complete	West	2010/11	London	2012
Wales	Complete	Yorkshire	2011	Tyne Tees	2012



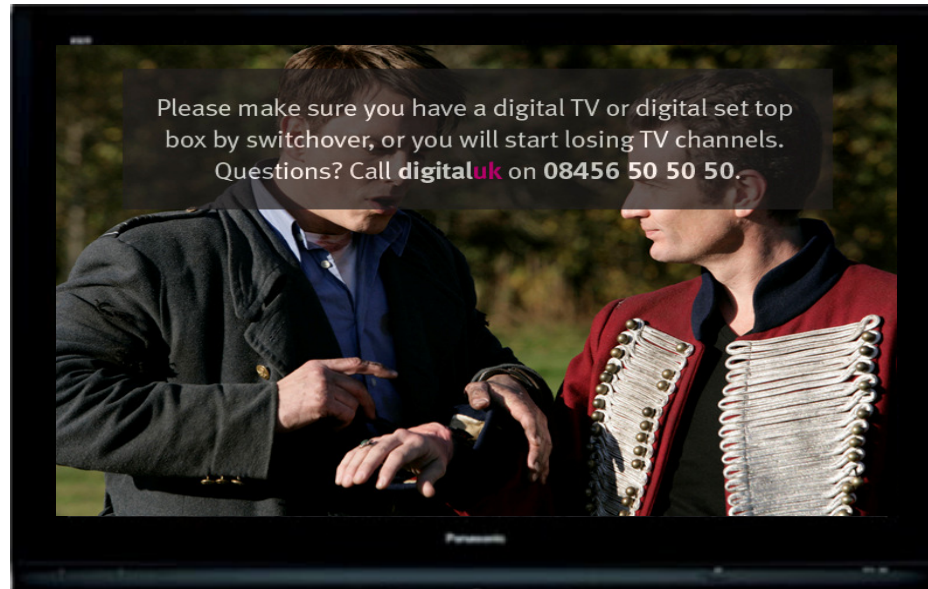
Who are Sky Homes?

- A division of Sky, working with
 - Social Landlords
 - New Build Developers
 - Private Managing Agents
- Last year Sky Homes converted more than 400,000 flats to digital
- This year we will convert more than 500,000 flats to digital
- Helping you manage out issues of Digital Switchover
 - With confidence
 - Without Hassle!



Do Nothing

- Impact of Do Nothing



Do Nothing

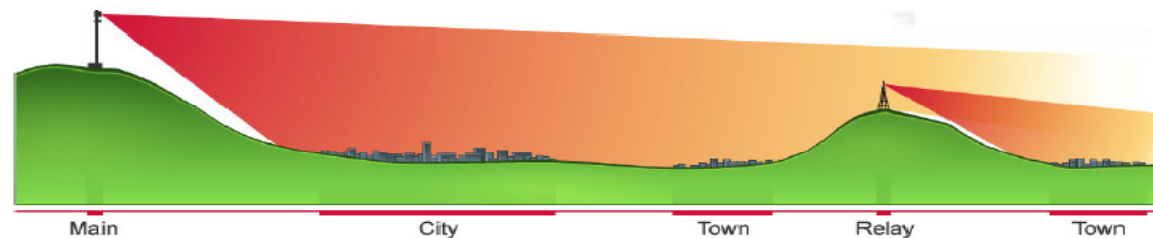
- Impact of Do Nothing
- Angry
 - Residents
 - Leaseholders
 - Clients
- Unnecessary Stress!
- More cost than necessary

- Is Do Nothing A Viable Option?



Upgrade Existing Aerial System

- Ticks the box of Digital Switchover
- Range of services depends on transmitter type and block location
- No Satellite Service
 - Very Limited High Definition Services
 - Dish Rash may continue
 - Demand from residents will continue
- Must replace cable
 - London Borough of Wandsworth



Integrated Reception System

- Will provide choice to your residents of
 - Freeview 50/20 Channels depending on transmitter type
 - FreeSat 140/240 Channels depending on type – HD services available
 - Sky TV – Dual Feed Solution – Record one channel whilst watching another.
 - FM & DAB Radio feed
- Flexible procurement options
 - Outright capital cost – Circa £170 - £190 per flat
 - Lease / Maintenance option – Circa £4 per flat per month – including warranty
- Should be below Section 20 threshold
- Classed as a Repair not an upgrade for LVT purposes



How we can help

- Options Appraisal
 - Do Nothing
 - Upgrade existing aerial system
 - Integrated Reception System
 - Adoption & Implementation of Switchover Policy
 - Tender Management
 - Programme Oversight
- Homes set for Digital accreditation
- KLOEs



Resident Consultation

- Best Practice Guidelines
 - Housing Corporation – Tenants Services Agency
 - Digital UK
- Communication to residents groups
 - Clear & Concise
 - Awareness of switchover issues & solutions
 - FAQs
 - What will it mean for me?
 - What benefits can be delivered
- Targeted Help Scheme
- Training for your customer service agents



Pre Qualified Contractors

- 70 Approved Sky Homes Agents (ASHA)
 - National Coverage
 - ASHAs are experts in communal systems
- Capacity in the network to address all issues of Digital Switchover
 - All work completed to a defined technical standard / specification
- Sky Homes carry out initial and ongoing audits
 - Quality of work
 - Financial Status
 - Health & Safety
 - Customer Care



Procurement Advice

- Draft tender documents
 - Compliant to OJEU regulations
 - 60% / 40% Quality / Value mix
- Technical Specification for contractors to bid against
- Is this “Works” or “Services”



And Finally....

- Fail to Plan
- Plan to Fail

