



Switched on

TV Licensing Annual Review
2014/2015



How did we do this year?

It's our job to collect the licence fee by making sure everyone who needs a licence has one to bring in as much funding as possible for BBC programmes and services. This year we collected more revenue than the previous year, kept evasion down, and held our costs to the very low level of 2.7p for every £1 collected, for the second year running.

Licence fee income was:

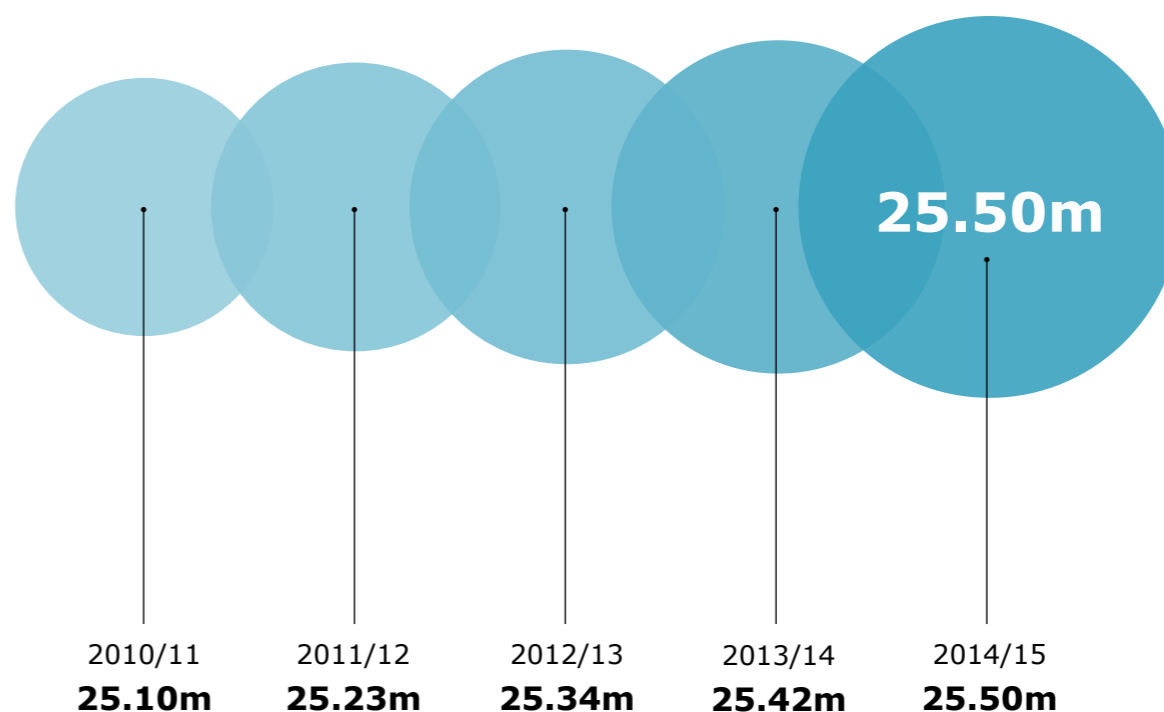
£3,735m

Up:

£13m
on last year



Licences in force:



Cost of collecting the fee -

2.7p just 2.7p
for every
£1 collected

Collection costs including call centres, enquiry officers, detection and over-the-counter services

£71.7m

+

Depreciation of new systems

£2.2m

+

Communications including reminder letter and emails

£14.1m

+

Postage

£10.8m

+

Administration and contract management

£2.6m

= Total

£101.4m



Evasion is just 5-6%*, so 94-95% of homes and businesses are correctly licensed.



People evading the fee cost the BBC between £195 million and £234 million in lost revenue in 2014/15.



We received 18,000 complaints, down 1.8% from 18,300 last year. This represents just one complaint for every 1,390 licences in force (0.07%).

* TV Licence evasion is stated within a range because some figures used in the calculation are estimates. Changes of less than one per cent are not statistically significant.



How did our customers contact us?

Our customers contact us and pay for their licence in a range of different ways. We do whatever we can to make it simple for people to transact online, whether using a computer or smart phone.

This year we optimised our website for mobile phones. The site had 7.1million visits from mobile devices in 2014/15, 42% of all visits to the website. This is up from 5.4 million in 2013/14.



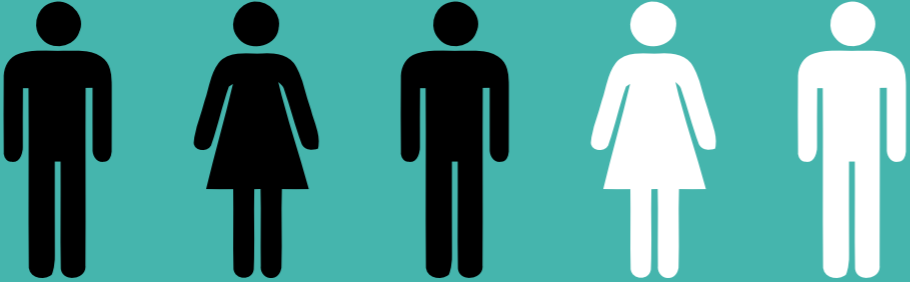
How our customers pay

| | |
|---|--------------|
| Direct Debit | 72.6% |
| Credit/Debit card | 10.4% |
| Payment card (cash) | 7.9% |
| PayPoint | 4.6% |
| Cheque via post | 2.6% |
| Saving card | 1.7% |
| Online banking | 0.2% |
| Post Office (Channel Islands and Isle of Man) | 0.1% |



● Direct debit ● Other

More than 3 in 5 people who contacted us in 2014/15 to buy a licence used our website.



3/5

Up from
1 in 3 in
2008/09



Almost 4 in 5 customers who bought a licence online chose to receive their licence by email.



4/5



Customers carried out 6 million transactions on our website, almost treble the number in 2008/09 (2.25 million).

2014/15

6m

6million

2008/09

2.25m



Our customer service team answered 5.9 million phone calls – down 7% on last year, as more people use our online services.



How did we reach our customers?

We reach people in a variety of ways, including by email, SMS, phone, post, visiting addresses and through our website. We choose the right way of contacting people depending on their circumstances and preferences, prioritising digital channels wherever we can.



10.6m

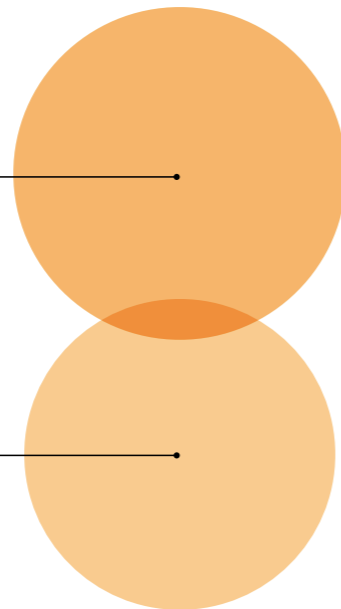
We sent 10.6 million emails to customers, up from 9.4 million last year.

2014/15

10.6m

2013/14

9.4m



13%
increase



**25m
people**

We reached 25 million people through the media with important information about when a licence is needed, ways to pay, and concessions.



3.9m

Our officers visited 3.9 million addresses to check whether a licence was needed.



**4.4m
miles**

Our team of enquiry officers walk and drive more than 4.4 million miles every year.



How did we work with partners?

We work with partner organisations to reach people who for financial reasons find it hard to stay licensed, or have difficulty understanding when a licence is required. This includes local and national money advice, sight loss, age, minority and faith groups, as well as business organisations and local authorities.

We worked with 430 local and national organisations in 2014/15, including:

 **143** money advice organisations

 **40** housing associations

 **38** minority and religious groups

89 Of these, we partnered with 89 groups to provide money advice in the community via in-depth workshops and participation in organisations' training programmes.

96%

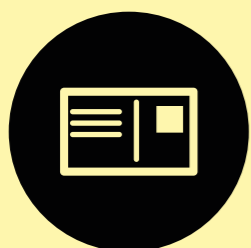
Of the stakeholders we partnered with, 96% agreed we provide a useful service in hosting workshops and briefings for community and money advice organisations.

We worked with the Royal National Institute of Blind People (RNIB) to raise awareness of the 50% concession for blind (severely sight impaired) people and teams from Age UK, Age Cymru, Age Scotland and Age NI, who distributed more than 43,000 postcards in their stores about the free TV Licence for over 75s.



50%

concession for blind people
(severely sight impaired)



43,000

postcards distributed

We distributed more than 113,000 TV Licensing leaflets and guides through our partner organisations and reached a potential 617,000 people via Twitter.



113,000

TV Licensing leaflets



617,000

people reached via Twitter



How the licence fee was spent

You can find out how the licence fee was spent in 2014/15 by going to the BBC website.



Go to TV Licensing website

