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Twitter reveals shows “Worth the Licence Fee”

The Night Manager, *The Hunt* and *Happy Valley* are among the UK's most valued television programmes, TV Licensing has found.

A tally of all the “worth the licence fee” twitter mentions over the past year revealed more than 300 individual BBC programmes and services were linked to the value of the licence fee.

The phrase, used more than 12,000 times, demonstrates which programmes, services, presenters or actors licence fee payers truly value in relation to the cost of their annual licence fee.

The Night Manager, which had everyone hooked on the antics of Tom Hiddleston and Hugh Laurie, proved to be most popular with Twitter users, taking first place for 492 unique mentions of a TV series.

Sir David Attenborough's documentary series *The Hunt* also claimed one of the top spots, with more than 570 Twitter users



The Night Manager is among the UK's most valued television programmes

declaring the programme, or the broader work of the veteran broadcaster, worth their licence fee alone. Almost a thousand viewers tweeted their appreciations of nature documentaries more widely, while 14 per cent of all “worth the licence fee” sentiment related to drama programmes.

Happy Valley, the crime drama filmed and set in The Calder Valley, was the third most mentioned show.

The data provides a unique insight into the value of the licence fee and shows audiences understand the cost and scale involved in creating TV content.

Jason Hill, spokesperson for TV Licensing, said: “Twitter is a powerful way of sharing your appreciation of your favourite show and the data indicates just how important these landmark TV shows are to licence fee payers.

“The licence fee is used to fund the BBC's programmes and services, and it's interesting to note people still engage with these shows in real-time. Despite changes in new ways of watching, more than 95 per cent of all viewing is live, with licence fee payers covered to watch on their TV, phones or tablets.”

Summer of Sport

From the nail-biting European Championships to Wimbledon and the Rio Olympics, this summer has been bursting with remarkable sport.

It's been a time for communities across the UK to come together to cheer on their heroes. TV Licensing and the National Association for Voluntary and Community Action have been working together to remind community groups and charities to check they were correctly licensed to share the spectacular sporting TV coverage as it happened.

TV Licensing produced a [Guide for Community Groups](#), which answers common questions asked by groups and includes information about holding one-off live viewing events and refunds.

With many people watching the coverage at work, TV Licensing also has a [Work Place Viewing Guide](#) to keep people informed about the rules when for watching live TV in the workplace. For information about licensing requirements for community groups, please visit tvlicensing.co.uk/communityinfo

A licence will be needed for BBC iPlayer

A change in the law means as of 1 September 2016, a licence will be needed to download or watch BBC programmes on demand, including catch up TV, on BBC iPlayer.

The news is particularly important for students, as research by TV Licensing has revealed iPlayer is the most popular catch up platform used by students, ahead of sites such as YouTube and services including Netflix.

The survey confirms 2 in 3 students view catch up TV, with many watching on-demand programmes. With less than a quarter of students taking a TV with them to university, online viewing on mobile devices has become by far the favoured way of consuming catch up TV content.

Watching TV remains an integral part of university life with 84 per cent of students finding it gives them the chance to relax on their own and more than half citing TV viewing as a great opportunity to unwind with friends.

To find more information and the answers to the most frequently asked questions about TV Licence and the change in the law visit tvlicensing.co.uk/iplayerinfo



Watching TV remains an integral part of uni life

Equality and Diversity update

Together with our partners, TV Licensing continues to drive a number of diversity and inclusion improvements.

We recently launched a training package for TV Licensing visiting officers, aimed at helping them identify and respond appropriately to vulnerable or disabled customers they encounter during visits. The TV Licensing contact centre ran an “Equality and Diversity Awareness Month” in May, as part of an ongoing programme to maintain awareness among staff.

We’re working towards compliance with Welsh Language Standards including adding a message to our communications to inform customers we welcome calls and correspondence in Welsh.

Hello from TV Licensing

There have been some significant changes since our last edition. In the White Paper, which was published in May, the Government announced plans to close the so-called “iPlayer loophole”. As our story above notes, from 1 September 2016, a change in the law means you need to be covered by a TV Licence to download or watch BBC programmes on demand – including catch up TV – on BBC iPlayer. This applies to all devices, including a smart TV, desktop computer or laptop, mobile phone, tablet, digital box or games console. I sent round a Policy News email on the topic - If you didn’t receive it but would like a copy, please contact me. We can also provide copies of the short information leaflet if you would like to

order these for your organisation.

It was great to see many of you at the recent IMA (Institute of Money Advisers) Conference in Manchester and NASMA (National Association of Student Money Advisers) Conference in Solihull. We will also have a stand at the Advice UK Conference in October so do come over and say hello.

Around the country, we have been working with several groups providing valuable advice and support in local communities. These include Money Lifeline Basingstoke, Jobs & Business Glasgow, Fairways Independent Living in Northern Ireland, Racial Equality Council in Wales and many other organisations.

We are always keen to work with local organisations and if you think you could benefit from working



with us, please contact me on campaignoffice@tvlicensing.co.uk for further information.

I hope you enjoy this edition of InBrief. Please do get in touch if you have any feedback or suggestions for the next newsletter. If you’d like more information on the iPlayer changes, please visit tvlicensing.co.uk/iplayerinfo

Dan Higgins
Editor, InBrief



TV Licensing on the road



TV Licensing works closely with community organisations throughout the UK. In this edition, we focus on the Confederation of Community Groups. InBrief talks to Raymond Jackson, the Chief Executive of the Northern Ireland based charity.

Q1. In a nutshell, what services does your organisation offer?

Based in Newry, the Confederation of Community groups (CCG) is an umbrella community development organisation that supports all sections of the community, particularly the disadvantaged, socially excluded, disengaged and those experiencing the highest levels of poverty. We facilitate meaningful engagement and support creative joint problem-solving between citizens, agencies and decision-makers from a "bottom-up" perspective.

Our work is structured within four areas of work: community development, volunteering, advice and information and social enterprise.

Q2. How does your role fit in there and what do you like most about your job?

As Chief Executive I am responsible for the overall management and leadership of the organisation which includes the development, implementation and review of strategies and policies.

As a relatively small organisation (13 staff members) the thing I like most is the variation in my role - from working in strategic development to communications. I am particularly pleased with the development of our social enterprise (*Ballybot House and An Stóras*) which hosts a multi-purpose resource centre as well as providing affordable

office accommodation, day-care facilities, training and venue hire for CCG and for some 20 community and voluntary organisations.

Q3. What are the common issues your clients are dealing with at the moment?

Our clients are currently suffering from a wide range of issues such as poverty (relating to management of debt, changes to the benefits system and fuel poverty), social isolation (particularly among older people), health inequalities, low educational attainment and issues relating to mental health.

Q4. Tell us about a recent campaign or project you've worked on – what made it so successful?

We have recently completed a major refurbishment of our volunteer support centre which included the demolition of storerooms, IT fit-out and expansion of the centre.

This will allow us to increase the services offered through our *Older Peoples* programme including the *Good Morning* phone call service, *Home Secured* and our *Good Day-Good Carer* service.

What made it so successful was that, by combining both our own reserves with capital monies received from the Wolfson Foundation, we were able to

provide a purpose-built centre for our growing number of volunteers together with a further six telephone stations.

Q5. What are the benefits of organisations forming partnerships with TV Licensing?

Through our partnership we are able to provide sound advice about payments and also exemptions relating to TV Licensing. We are also able to distribute literature and information to community organisations and to our members including dissemination via website and e-zine.

This information can then be used to help users budget for their TV licence, apply for exemptions and



CONFEDERATION OF COMMUNITY GROUPS

For more information you can contact the Confederation of Community groups on 028 302 61022 or visit their website at www.ccgnewrycommunity.org



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. We often attend conferences, provide workshops, and put on Q&A sessions. As part of a regular feature, we provide answers to frequently asked questions. Have a question you need answering? Email us at campaignoffice@tvlicensing.co.uk or call us on 020 875 26537.



From 1 September 2016, the Government is changing the law to make BBC programmes on demand licensable. This means that in addition to all live viewing regardless of channel, your clients will need a TV Licence to watch BBC TV programmes on demand, for example anything they watch via BBC iPlayer. This includes where BBC iPlayer is accessed through another provider such as Sky or Virgin and applies to all devices such as phones and tablets. A licence will not be needed to watch other on-demand services, such as ITV Player or Netflix and if they already have a licence, they will be covered automatically.

What does 'on demand' mean?

Any programme you download or watch that is not being shown as live TV – including catch up TV. These programmes can be accessed on a website or through an app on a smart TV, digital box or any other device. On demand also includes exclusive programmes that are only available online.

More information can be found on our website www.tvlicensing.co.uk/iplayerinfo

Does my client need a TV Licence if they use other services such as Sky Go, All4 or ITV Hub?

They've always needed a licence to watch all live TV through services like these. But, if they only ever use them to watch programmes on demand, then they don't need a licence.

As before, a licence is still needed to watch or record live TV on any channel, whatever device is used.

What is the change affecting refunds next year?

The majority of refunds offered by TV Licensing, apart from some specialist categories, are quarterly refunds where, TV Licensing will refund unused quarters on a licence if the licence will not be needed again before it expires. However, from April 2017, TV Licensing will be offering monthly refunds, as noted in the government's White Paper on the BBC of 12 May 2016.

Ways to pay: there are several ways to pay for a TV Licence

Direct Debit

Phone 0300 790 6112 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 tvlicensing.co.uk/payinfo.

Debit and Credit Card

Call 0300 790 6112 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 tvlicensing.co.uk/payinfo.

By Post

Send a cheque made payable to TV Licensing to: Customer Services, TV Licensing, Darlington, DL98 1TL

Over-the-counter

Make payments in person at one of more than 24,000 PayPoint outlets around the UK.

Go to 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 Payment Card

The TV Licensing Payment Card gives people the chance to spread the cost of their TV Licensing through weekly or fortnightly payments. Customers receive reminders in the post, by telephone or via text message advising them that payments are due. Call 0300 790 6078 for further information.

Useful numbers

Change of address notifications	0300 790 6112
Cash payment plan enquiries	0300 790 6078
Requests for TV Licensing literature	0208 752 6537
Multilingual facility	0300 790 6044
Minicom facility	0300 790 6050
Over 75s enquiries	0300 790 6154



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