



department for
**culture, media
and sport**

BIS

Department for Business
Innovation & Skills

Digital Radio Action Plan

Version 1

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improving
the quality
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.



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1. The Government's Vision

Radio plays an important part in everyday life in the UK; around 90 per cent of the population together consume over a billion hours of radio each week. Even at a time when the range of services and technologies competing for consumers' 'free time' is greater than ever before, total radio listening has grown. This is evidence, if it were needed, of the special relationship listeners have with radio, a relationship which has stood the test of time. However, radio is not immune to the changing world.



The analogue media landscape which radio heralded in the 1920s, with the first BBC Home Service broadcast, is quickly giving way to the new digital world. Digital radio is an opportunity for greater choice, functionality and importantly control for the listener. Media businesses can be freed of the constraints of an analogue world, of limited spectrum and services.

Across Europe, other countries are recognising the benefits of digital radio. Both France and Sweden have passed legislation to incentivise growth of digital radio and Germany has recently agreed funding for the roll-out of national digital radio. The direction of travel in Europe, and in fact at an international level, is clearly moving towards digital.

The UK remains the world leader in the take-up of digital radio; nearly 11 million digital radios have been sold to 35 per cent of households. Listening to digital radio accounts for 24 per cent of all radio listening in the UK, in addition to the countless hours of audio content consumed on the internet. UK-based manufacturers are market leaders innovating and designing products on sale around the world.

The benefits of a transition to digital for the radio industry have been well documented; both in terms of cost savings and the potential for new growth. However, the benefits for consumers are far less apparent. We believe that any transition from analogue to digital radio must be consumer-led, both in terms of the take-up of digital radios and the extent to which listeners are choosing to consume their radio via digital, rather than analogue, platforms. To this end the whole radio sector must do more to develop a range of services, functionality and devices which will drive consumer demand. However, Government and regulators must ensure that if, or when, the market is ready for a transition, or switchover, to digital it can be delivered in a way so as to protect the needs of listeners and results in a radio industry fit for a digital age.

In achieving the balance between the needs of the industry and the consumer, it is essential that any digital radio switchover should only begin when the market is ready. It is for that reason that a decision on switchover can only be made once:

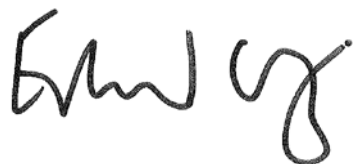
- 50 per cent of all listening is to digital; and
- National DAB coverage is comparable to FM, and local DAB reaches 90 per cent of the population and all major roads.

In 2002, the joint Government-industry Digital TV Action Plan was published. This set out the process for providing ministers with the information and assurances necessary to make a decision on whether to proceed with switching off the analogue TV transmitters and providing digital TV transmissions to all households able to receive analogue previously. This information was essential in allowing Ministers ultimately to agree to and set a timetable for digital TV switchover in 2005.

We now set out the joint Government-industry Digital Radio Action Plan, which again seeks to inform a future decision on a digital radio switchover. The Action Plan will address the key issues of DAB coverage planning, waste disposal and energy consumption, which have been key themes of the public debate around a digital radio 'switchover'. In addition, the Digital Radio Action Plan will consider how such a transition would be implemented and delivered.

The Government believes that certainty, for the sector and consumers, is key to unlocking the potential and building confidence in a digital future for radio. We have already said that the transition to digital radio must be consumer led, while at the same time recognising the industry's desire for quick progress. In many of these areas, consumers will benefit from early action and clarity of direction so, where possible, the Action Plan seeks to resolve issues quickly.

The Action Plan will provide a focus for the radio broadcasters, manufacturers, consumer representatives and Government to address the barriers which have for too long provided a barrier to a successful digital radio market in the UK.



Ed Vaizey

Minister for Culture, Communications and Creative Industries.



2. The Action Plan's Objectives and Timetable

The passing of the Digital Economy Act 2010 laid the foundations for a digital radio switchover by changing the radio licensing framework and providing broadcasters and multiplex operators with the certainty to invest further in DAB.

The purpose of this Action Plan is not to implement a transition to digital radio, but to provide the information to allow for a well-informed decision by Government on whether to proceed with a radio switchover. Following a decision to proceed, this Action Plan would enable Government to decide when and how to deliver a radio switchover and set the foundations for a successor project to implement it.

The technical and social scale of the process must not be underestimated, comprehensive and long-term planning is needed to identify and address the regulatory, technical and social impact of a possible digital radio switchover. The Action Plan published today, 8 July, will be subject to quarterly review and will during the duration of the programme be amended to capture new issues and refine the delivery timetable.

The Government cannot, nor should it, tackle these issues alone. The broadcasters, manufacturers and, importantly, consumers must have a role in shaping the Government's thinking and future policies. The Action Plan provides a framework and focus for the engagement of these parties.

Objectives

The Action Plan will seek to address five key objectives. These are:

1. CONSUMER CHOICE

- Of content: the development of new digital-only content; this includes data services, such as news, travel, and weather.
- Of technology: to support a wide range of technologies used to deliver digital radio, including DAB, internet and Digital TV.
- Of equipment: to support the development of a diverse range of digital radio devices.

2. QUALITY

- Of sound: to understand attitudes about digital sound quality and where appropriate support improvements.
- Of services: to support the development of a high quality and innovative radio services and new functionality.

3. AFFORDABILITY

- Of household conversion: to ensure that switching to digital is an affordable option for the vast majority of the population.
- Of in-vehicle conversion: to provide a wide range of affordable options to convert vehicles to digital radio.

4. ACCESSIBILITY

- To services: ensuring that DAB coverage matches FM before a date for the switchover is set, ensuring that those who can receive FM services can also receive national and local DAB services.
- Of devices: to provide digital radio receivers which are easy to use and accessible for all users.

5. AWARENESS

- Through communications: by delivering a public information campaign and developing a common set of standards and testing for digital devices with a kitemark to ensure consumers understand digital radio and are better informed when purchasing devices.
- Through training: for retailers to provide clear advice to consumers at the point of sale.

Timetable of Action Plan

The Government recognises the industry desire to reduce the burden of dual-transmission through an early switchover. There are also benefits to consumers of a quicker transition to digital radio and the certainty this can bring, including a reduction in the price of digital receivers through greater economies of scale. Therefore, the timetable for the delivery of the Action Plan supports a target switchover date of 2015 as a target which all parts of the industry can work towards. This is reflected in the timings of the work strands which follow in section 4. However, there should be no conflict between the timetable and the switchover criteria. When the decision is made to set a firm date for digital switchover, it will be the criteria, not the timetable, which take precedence.



3. Programme Structure



Ministerial Group

This is to be chaired by the relevant Government Minister and membership will include representatives from the industry and Consumer Expert Group. Its principle purpose will be to inform Ministers of progress of the Action Plan; it will also be the final decision-making body for any issues which cannot be resolved by the Steering Board.

Steering Board

The Steering Board, which will be chaired by the project Senior Responsible Officer, is the principal decision-making body within the Action Plan structure. It will also provide the forum

in which recommendations can be made to the Ministers. The Board will manage the strategic delivery of the Action Plan through the Programme Management Team.

Programme Management Team

The Programme Management Team will be made up of officials from DCMS and BIS. As the team responsible for the day-to-day management and delivery of the Action Plan, it will work together on a daily basis and meet regularly to monitor progress.

To ensure the delivery of the Action Plan, this team will prepare and monitor the project work-plan, direct the Task Groups and support the activities of the Government and Stakeholders Groups.

Task Groups

Task Groups will be charged with the delivery against the key works strands, as set out in section 5 of this Action Plan. Individual chairs will be appointed, by the Steering Group, for each Task Group depending upon the type of issues which are being considered. Membership of Task Groups will be agreed between the relevant Chair and the Steering Board. An overview of each task group is set out below.

Stakeholder Group

The Government will chair a Stakeholder Group which will be open to a wide range on industry and related stakeholders. The principle purpose of this Group will be to inform external stakeholders of progress against the Action Plan and gather views on emerging findings. We expect that the Group will meet quarterly.

Consumer Expert Group

The Consumer Expert Group was established to inform the Digital Television Switchover Programme. It includes a wide range of consumer representatives including RNIB, British Wireless for the Blind Fund, the Voice of the Listener and Viewer and Citizens' Advice. The CEG has formally agreed to extend its role to consider the Digital Radio Switchover through a revision to its Terms of Reference.



Government Radio Policy Group

The Government Radio Group will provide a focus for the development of digital radio policy and its impact across other areas of Government's work. It will be chaired by the DCMS but will include representatives from other government departments and devolved administrations.

Key Objectives:

- To conduct a comprehensive impact assessment of the Digital Radio Switchover;
- Identify any necessary changes to the regulatory regimes for radio;
- Determine the case for a digital radio help scheme; and
- Agree a DAB coverage plan, including how the costs for further build-out will be met.

Technical and Equipment Group

The Technology and Equipment Group will identify, consider and make recommendations on the issues relating to the development of digital radio technologies and equipment. The Group will comprise of manufacturers, broadcasters and consumer representatives. It will be chaired by Digital Radio UK (DRUK), although a sub-group considering in-vehicle will be chaired by the Society of Motor Manufacturers and Traders.

Key Objectives:

- Develop a common set of specifications for digital radio receivers and technology, this should specifically include in-vehicle radios;
- Develop a strategy for quality assurance of digital radio receivers, including testing against agreed specifications;
- Advise on the design and implementation of receivers which are accessible to all listeners;
- Advise on mechanisms to reduce the energy consumption of digital radios; and
- Develop a strategy for disposal of analogue receivers to ensure compliance with UK and European regulations.

Coverage Planning Group

The Coverage Planning Group will determine the current level of FM coverage and develop a range of options to increase DAB coverage to match FM. The group will be chaired by Ofcom, who will work closely with transmission providers, multiplex operators and broadcasters.

Key Objectives:

- Define and consult on an the current acceptable level of FM coverage;
- Identify the achievable coverage for digital services from the selected sites using the latest agreed coverage prediction model, including specifying the geographical and terrain constraints which must be considered in DAB planning;
- Define appropriate field strengths and other parameters necessary to deliver robust DAB coverage; and
- Agree a DAB coverage plan which sets out options to enable DAB to match existing acceptable FM coverage.

Market Preparation Group

The Market Preparation Group will primarily consider issues relating to the communication and marketing of digital radio, including developing a co-ordinated communication and marketing plan for the delivery of a future digital radio switchover. The Group will be chaired by DRUK and include representatives from broadcasters, manufacturers and consumer groups.

Key Objectives:

- To develop a strategic marketing and communication campaign to support a possible digital radio 'switchover'.
- Agree a common labelling scheme for digital radio;
- Ensure that the needs of groups less likely to switch spontaneously are well addressed.
- Identify and address issues relating to radios used in schools, prisons, libraries, hospitals; etc.
- Identify any needs for training (retailers, installers, engineers, call centres, etc.).



4. Work Plans

SECTION 4.1

GOVERNMENT POLICY

The key functions of the Government Policy Group are to deliver the deliver a comprehensive assessment of the proposed Digital Radio Switchover and to develop Government policies to inform a future decision about whether and when to implement a Switchover.

	TASK	ACTION	TIMING
1.1	PUBLISH ACTION PLAN Publish first Digital Radio Action Plan	Publish Action Plan Updated quarterly	Q3 2010
1.2	REVIEW PROGRESS AGAINST CRITERIA Review of digital radio market – conducted by Ofcom	Publish first review Annually thereafter	Q3 2010
1.3	CONSUMER IMPACT – INCLUDING ACCESS FOR DISABLED PEOPLE Respond to reports from the Consumer Expert Group. Scope full range of human factor issues. Taking account of the analysis and any other available evidence, identify which, if any, listeners would be disproportionately disadvantaged by the radio switchover and how appropriate provisions and services should be made, for example, through a Help Scheme.	Response Report	Q4 2010 Q2 2012
1.4	IMPACT ASSESSMENT Carry-out an impact assessment of the options and timings of the Radio	Set terms of reference First Report to Ministers	Q4 2010 Q4 2011

	<p>Switchover. This will include, but not limited to, the following:</p> <ul style="list-style-type: none"> • the costs and benefits of any interventions to enable the switching the migration of all national and large local radio stations to DAB and alternative uses for the analogue spectrum vacated after the Radio Switchover; • the rural impact of implementing the Digital Radio Switchover; • Impact on energy consumption of a Switchover; and • Environmental impact of analogue receiver disposal following Switchover. 	Review report	Ongoing
1.5	<p>EMERGENCY COMMUNICATIONS</p> <p>Identify the impact of the Radio Switchover on the Government's current civil contingencies policy and where appropriate agree changes in policy.</p>	Produce Guidance	Q1 2011
1.6	<p>DEFINE TARGET FOR DAB COVERAGE AT SWITCHOVER</p> <p>Determine and agree the target level of DAB coverage in the UK post-Switchover.</p>	Decision	Q3 2011
1.7	<p>ASSESS COSTS OF DAB COVERAGE BUILD-OUT</p> <p>Taking account of the recommendations from the Coverage and Spectrum Planning Group establish and agree the division of costs for DAB build-out to match FM.</p>	Review	Q4 2011
1.8	<p>COMPLIANCE TESTING REGIME</p> <p>Ensure that a compliance testing regime is established which provides an open and transparent framework for testing consumer reception equipment against the agreed technical specifications which deliver the minimum receiver requirements.</p>	Agree testing regime	Q4 2011
1.9	<p>HELPScheme</p> <p>To make a decision on the case for a Digital Radio Helpscheme, and determine where it might apply and how it could be administered.</p>	Report	Q2 2012



1.10	<p>ADVISE ON THE SCOPE AND ROLE OF ANALOGUE SERVICES AFTER SWITCHOVER</p> <p>Assess the role and character of the small local and community stations remaining on FM and make recommendations on the future regulatory regimes.</p>	<p>Initial Report</p> <p>Ongoing</p>	Q3 2012
1.11	<p>ISSUES RELATING TO NON-DOMESTIC RADIOS</p> <p>Provide guidance on digital conversion for non-domestic use in public bodies. Identify specific issues which relate to radios used for education, health (hospitals) prisons and in the workplace (including in-vehicle). Liaise closely with other Government departments.</p>	Produce Guidance	Q2 2013
1.12	<p>MARKET REVIEW</p> <p>Conduct a review of market readiness for Radio switchover, as set out in Section 33 of the Digital Economy Act.</p>	Publish review	Q2 2013
1.13	<p>IDENTIFY ANY CHANGES TO THE SPECTRUM MANAGEMENT REGIME</p> <p>Identify and makes any changes to the multiplex licence regime which are pertinent to the Switchover, such as those set out in Section 35 of the Digital Economy Act 2010.</p>	Review	Q3 2013
1.14	<p>PUBLISH TRANSITION AND RADIO SWITCHOVER PLAN</p> <p>Agree a transition plan, setting out the means under which the Switchover could be achieved. The plan will include criteria which will be applied to determine which stations switch over.</p>	Report	Q4 2013
1.15	<p>MONITOR REGULATORY FRAMEWORK</p> <p>Ensure there is an appropriate statutory and regulatory framework for the Digital Radio Switchover at both national and EU level.</p>	Review	Ongoing

SECTION 4.2

TECHNOLOGY AND EQUIPMENT

The Technology and Equipment Group work will focus primarily on consumer equipment, including both domestic and in-vehicle radios. The priorities in this area are the usability of devices for all listeners and the development of a set of common specifications to provide quality assurance to consumers. Due to the importance of in-vehicle digital conversion there will be a specific sub-group which will look at the barriers to take-up and conversion options.

	TASK	ACTION	TIMING
2.1	<p>DEVELOP CORE SET OF MINIMUM SPECIFICATIONS FOR DOMESTIC RECEIVERS</p> <p>Define minimum radio receiver requirements in order to develop the technical specifications for equipment for use with digital radio transmissions in the UK, which can be tested for compliance against specified test suites, and which are capable of underpinning any future kitemarking scheme.</p> <p>Core specifications, will be based upon WorldDMB Profile 1 and will include discussions around:</p> <ul style="list-style-type: none"> • Digital codec included in devices • Inclusion of FM • Size of DLS (screen for providing data) • Receiver performance / sensitivities • Consumer upgrade mechanisms • Accessibility / usability issues 	<p>Report</p> <p>Reviewed annually</p>	Q4 2010
2.2	COMMUNICATIONS FOR TECHNICAL CHANGES		



	Agree a process for monitoring and communications on technical issues affecting digital equipment such as changes to bit-rates, Electronic Programme Guides and the reconfiguration of multiplexes.	Report	Q4 2010
2.3	ANALYSE ACCESSIBILITY ISSUES In light of any recommendations by the Consumer Expert Group, consider the specific accessibility / usability needs of people with disabilities and older people, and identify viable solutions.	Review Review	Q4 2010 Q2 2012
2.4	DEVELOP SET OF OPTIONAL SPECIFICATIONS FOR DOMESTIC RECEIVERS Make recommendations on additional optional / advanced radio receiver specifications, which would provide “best practice” should optional technology be installed. This is likely to include: <ul style="list-style-type: none"> • WorldDMB Profiles 2 and 3 • Electronic programme guide • Integrated station guide 	Report Reviewed annually	Q2 2011
2.5	PRODUCT TESTING AND SUPPORT Agree a conformance testing regime to test consumer reception equipment for compliance with the agreed technical specifications and make recommendations on the appropriate level of testing to be applied to products sold in the UK.	Recommendations to Government	Q2 2011
2.6	REPORT ON FUTURE ENERGY CONSUMPTION Consider future energy consumption of digital radio receivers, taking account of development in functionality and technology.	Report	Q4 2011
2.7	ASSESSMENT OF DAB CONVERTERS		

	Analyse and make recommendations on the potential market for, and implementation of, converters for domestic analogue radio receivers and the specifications for these devices.	Report	Q1 2012
2.8	REPORT ON ROLE OF OTHER DIGITAL TECHNOLOGIES Monitor and review the development of other delivery mechanisms for digital radio, including the internet, digital TV and mobile communications and make recommendations on how to use these technologies and the required infrastructure to drive take-up of digital radio and any impact on the minimum specifications and a kitemarking scheme.	Report	Q1 2012
2.9	REPORT ON DISPOSAL OF OBSOLETE EQUIPMENT Give clear guidance to manufacturers (including car radio manufacturers) and retailers on their responsibilities within the European Waste Electrical and Electronic Equipment Directive (WEEE) on the disposal and recycling of redundant devices and identify strategies to reduce levels of equipment disposed of or recycled. Commission research into small WEEE devices and incorporate findings into the marketing strategy.	Report	Q2 2012
IN- VEHICLE SUB-GROUP			
2.10	TRAFFIC AND TRAVEL SERVICES Report on the impact of the analogue switch-off of national networks on providers of traffic and travel services, review the options for the continuation of FM services following switchover and ensure the development of a digital replacement for analogue traffic services.	1 st Report	Q2 2011
2.11	DEVELOP SET OF MINIMUM SPECIFICATIONS FOR IN-VEHICLE RECEIVERS	Decision	Q3 2011



	<p>Define a minimum receiver specification for in-vehicle receivers in the UK, likely to consider:</p> <ul style="list-style-type: none"> • Implementation of full WorldDMB Profile 1 • Mobile receiver performance • In-car functionality and driver distractions • Aerial configurations 		
2.12	<p>AGREE AERIAL / RECEIVER SENSITIVITY LEVELS</p> <p>Through dialogue with the Coverage and Spectrum Planning Group, ensure that developments in receiver and aerial configurations and reception correspond with the planning model for field strengths in coverage build-out.</p>	Report	Q3 2011
2.13	<p>DAB CONVERTERS SPECIFICATIONS</p> <p>Review the implementation and barriers to in-vehicle DAB converters, the safety issues surrounding these devices and the interfaces between device and vehicle. Develop a set of minimum specifications for converters, ensuring the standardisation of technologies.</p>	Report	Q4 2011
2.14	<p>REVIEW PROGRESS OF IN-VEHICLE CONVERSIONS</p> <p>Identify and agree the mechanisms for recording vehicle data and set up a database for matching existing vehicle models with the appropriate conversion equipment. Review progress with longer-term market modelling where appropriate. Monitor in-vehicle progress in meeting the Switchover criteria, with a particular focus on the position of commercial vehicles to ensure they are not left behind.</p>	<p>Ongoing</p> <p>Initial report</p>	Q2 2012
2.15	<p>APPROVED INSTALLATION</p>		

	Ensure conversion specifications are developed which allow car dealers and retailers to develop installation services. Report on the need and mechanisms for training approved installers of DAB in-vehicle receivers with external aerials.	Report	Q1 2013
2.16	CONSUMER ADVICE Assess the need for a kitemark for in-vehicle radios and converters, and for identifying compatible devices. Consider dealer and consumer advice for both dealerships and for the used-vehicle market, with reference to the EU Consumer Protection Regulations. Examine the role for retailers of in-vehicle accessories.	Report	Q1 2013
2.17	EUROPEAN AND INTERNATIONAL TECHNICAL STANDARDS Monitor and review technical standards developments within WorldDMB and coordinate with work being undertaken in other countries ensuring that, wherever possible, agreed international standards are implemented.	Ongoing	Ongoing



SECTION 4.3

MARKET PREPARATION

The Market Preparation Group will develop and co-ordinate a coherent cross-industry strategy (broadcasters, manufacturers and retailers) to raise awareness and knowledge of digital radio in both industry and the public. The messaging around Digital Radio Switchover will be co-ordinated by a Communications Group bringing together communications expertise from both Government and industry.

	TASK	ACTION	TIMING
3.1	<p>MONITORING MARKET READINESS</p> <p>Develop mechanisms for regular monitoring and reporting on:</p> <ul style="list-style-type: none"> • Attitudes (to include awareness, understanding, conversion and intention to convert by audience) • Sales (cross-platform) • Coverage (Coverage & Spectrum Planning Group) • Listening (RAJAR) • Campaign development (working with BBC) 	Outline plan	Q4 2010
3.2	<p>COMMUNICATING VIA THE THIRD SECTOR</p> <p>Develop a plan for communicating and training the relevant charity, voluntary and community groups, and for assessing success.</p>	Outline plan	Q4 2010
3.3	<p>CONSUMER PROPOSITION</p> <p>Set out what is a compelling consumer proposition for digital radio, including</p>	Publish document	Q2 2011

	<p>range of services, functionality and receivers.</p> <p>Identify barriers to achieving such a proposition and make recommendations on how these could be overcome.</p>		
3.4	<p>IDENTIFY TRAINING NEEDS WITHIN INDUSTRY TO ENABLE WORKFORCE TO ADVISE AND SUPPORT CONSUMERS EFFECTIVELY (e.g. retailers, engineers)</p> <ul style="list-style-type: none"> • An assessment and plan for achieving the necessary quantity and quality of trained retail staff, and for the development of a certification scheme • An assessment and plan for achieving the necessary quantity and quality of installers, and for the development of a certification scheme. 	<p>Outline plan</p> <p>Guidance produced</p>	Q2 2011
3.5	<p>DEVELOP AND IMPLEMENT A STRATEGIC MARKETING AND COMMUNICATIONS PLAN</p> <p>Develop and implement a strategic marketing and communications plan to raise awareness of digital radio and promote the uptake of digital receivers.</p> <p>This plan should include, although not exclusively, the following elements:</p> <ul style="list-style-type: none"> • A campaign to raise awareness of digital radio and its benefits • A campaign specifically on the switchover • A campaign on what consumers can do with unwanted radios and other unwanted electrical equipment <p>The plan should target all audiences and include different groups, for example by age/ethnicity/disability. The plan should also include representatives of the media, politicians, opinion formers, local authorities, charities, the voluntary sector, and consumer groups.</p>	<p>Outline plan</p>	Q2 2011



3.6	<p>MOBILISATION OF EXISTING SUPPORT NETWORKS</p> <p>Develop a strategy and programme activity reflecting existing consumer support networks to offer advice and help to those who need it, including those eligible for a potential Helpscheme.</p>	Outline plan	Q2 2011
3.7	<p>AGREE AND IMPLEMENT UK LABELLING SCHEME</p> <ul style="list-style-type: none"> • Agree and promote a UK digital radio mark • Develop a plan for licensing use of the mark on products, trained installers' services and trained retail staff • Develop a plan for how the logo should be licensed, managed and policed. 	Decision and plan for mark	Q4 2011
3.8	<p>DEFINE SUPPLY CHAIN REQUIREMENTS FOR SWITCHOVER</p> <p>Assess and plan for ensuring the availability of the necessary quantity of digital radio equipment all over the UK throughout the supply chain (from manufacturer to retail).</p>	Ongoing Initial review	Q1 2012
3.9	<p>DEVISE AND IMPLEMENT A COMMUNICATIONS PLAN AIMED AT NON-DOMESTIC USERS OF RADIO, SUCH AS BUSINESSES AND WORKPLACES</p> <p>The Plan to include (non-exhaustive list):</p> <ul style="list-style-type: none"> • Private property managers and non-domestic use (e.g. hotels/B&Bs, private landlords, factories, company vehicle schemes, commercial vehicle operators, car/vehicle purchasers and owners) • Trade audiences (e.g. car dealers, independent garages, installers, retailers) 	Report	Q3 2012

3.10	HELPScheme In light of the report on a possible Help Scheme, devise a communications campaign that could be implemented to raise awareness of any Digital Radio Helpscheme.	Outline Plan	Q3 2012
COMMUNICATIONS SUB-GROUP			
3.11	MESSAGING GRID Develop an agreed messaging grid with the lines to take on issues surrounding Digital Radio Switchover	First grid agreed Review monthly	Q3 2010



SECTION 4.4

COVERAGE AND SPECTRUM PLANNING

Detailed coverage planning is needed to inform policy development and the implementation of Radio Switchover. As set out above a dedicated Coverage Planning Group has been formed, under the chairmanship of Ofcom, to consider a wide range of coverage issues and make recommendation to Ministers.

The tasks below set out some of the key tasks for the Coverage Planning Group and for Government in the lead-up and implementation of the Radio Switchover.

	TASK	ACTION	TIMING
4.1	PRE-SWITCHOVER FM COVERAGE Determine the current level of FM; including defining what listeners determine is an appropriate signal quality on FM	Publish consultation Report	Q4 2010 Q2 2011
4.2	FREQUENCY AND MULTIPLEX ALIGNMENT Make recommendations on changes to the coverage area of multiplexes and re-organise the frequencies allocated to DAB.	Recommendations	Q4 2010
4.3	DAB COVERAGE POST-SWITCHOVER Make recommendations on the build-out of DAB coverage build-out so that is matches existing FM coverage,	Report	Q2 2011
4.4	SPECTRUM EFFICENCY To consider and identify future uses for the MW spectrum and any vacated FM spectrum.	Report	Q2 2012
4.5	AGREE SWITCHOVER TRANSITION PLAN Agree a plan for the transition for stations migrating off analogue.	Report	Q2 2013

SECTION 4.5

PROJECT CO-ORDINATION AND MANAGEMENT

Successful implementation of the Digital Radio Switchover programme will only be achieved through close Government-Industry co-operation. The Radio Switchover is a complex and large activity and we need to ensure that there are proper accountability and control mechanisms. The 'Programme Management Team' will provide a direction and co-ordination of the Action Plan both within and outside of Government. This will include commissioning and delivery of reports, reviewing progress against key milestones and disseminating information to key stakeholders.

	TASK	ACTION	TIMING
5.1	SECURE PRINCIPAL GROUP SUPPORT Secure commitment from the Government Digital Radio Group and the Stakeholders Groups to the Action Plan.	Approve Action Plan	Q2 2010
5.2	PROJECT GOVERNANCE Establish Project Steering Board Establish Project Team, including management and reporting structures.	Terms of Reference Terms of Reference	Q3 2010 Q3 2010
5.3	SET UP TASK GROUPS Set up, including agreeing terms of reference, Task Groups to take forward specific areas of work.	Terms of Reference	Q3 2010
5.4	ESTABLISH REPORTING FRAMEWORK Agree regular reporting framework and reviews against key milestones	Terms of Reference	Q3 2010
5.5	IDENTIFY FUNDING CONSTRAINTS Quantify and address any funding restraints which might hinder the work of the Task Groups.	Report	Q4 2010



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