

  
BILSDALE MAST  
PROJECT RESTORE

# Stakeholder Pack



LED BY  
**arqiva**

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# Introduction

Bilsdale Mast: Project Restore is an initiative led by Arqiva in response to the fire at Bilsdale Mast on 10 August 2021. Working alongside Freeview, local councils, MPs, housing associations and charities, our goal is to restore TV services for everyone affected by the disruption.

This pack provides you with the latest information and resources you need to communicate with stakeholders, partners, beneficiaries and the general public.

# Areas without coverage

Broadcasting television and radio is heavily dependent on line-of-sight communication. Although the temporary mast will return services for the vast majority of affected households, there will be some areas it cannot reach - we call these areas 'not-spots'.

Separate from this pack, the team has attached a set of maps and postcodes featuring the 'not-spot' areas within your region. Though not everyone will be affected in these areas, they are the ones most likely to be affected by the TV disruption.

# Project Restore: Help and Support Scheme

After the temporary mast is switched on some residents still won't receive TV signal. We've set up a Help and Support Scheme for everyone affected; this will initially prioritise people over 65, the clinically vulnerable, and other vulnerable people with carers.

People in the priority groups listed above are encouraged to contact the Bilsdale Project Restore Support Line on our Freephone number **0800 121 4828**. Engineers will be scheduled to visit people who need help retuning TVs or having an aerial repointed.

Residents, or people caring for someone in an affected area, can fill out the Helpline Form at **[www.bilsdalemast.co.uk](http://www.bilsdalemast.co.uk)** to request assistance. A member of the Bilsdale Project Restore Home Support Team will then get in touch.

Households in the "not-spot" areas where services aren't restored by the switch on will receive a voucher which can be redeemed in store or online. This will be included in a letter which will be sent to residents in due course, and we are encouraging only those without any other option to use these vouchers. The value covers the cost of an alternative fix from a range of products providing ways to receive free to air TV, including a Roku Express device and an Amazon Fire TV Stick.



# Keeping residents up to date

For news and progress reports relating to Bilsdale Mast: Project Restore, visit [www.bilsdalemast.co.uk](http://www.bilsdalemast.co.uk). As well as news from Arqiva, the website is a hub for video updates, FAQs, and the main point of access for our Help and Support Scheme. Our Helpline Form and the Bilsdale Project Restore Freephone Number are available here for those who need to speak to us on behalf of a resident, or in relation to their own home.

You can also direct people to the Bilsdale Project Restore Freephone Number - **0800 121 4828**. Currently, we are strictly prioritising people over 65, the clinically vulnerable and other vulnerable people with carers on this number.

# Online toolkit

As well as the dedicated website [www.bilsdalemast.co.uk](http://www.bilsdalemast.co.uk), we're providing you with an online toolkit of digital assets and ready-to-print materials. This includes posters, videos, logos for use on social media and a direct mail leaflet.

By using these materials to raise awareness and spread news about Bilsdale Mast, we can ensure that residents and the public are fully informed, allowing the Arqiva team to focus on rebuilding the transmitter and restoring services.

Additionally, you may also wish to use our dedicated hashtag **#BilsdaleProjectRestore** in any external communications or social media posts.

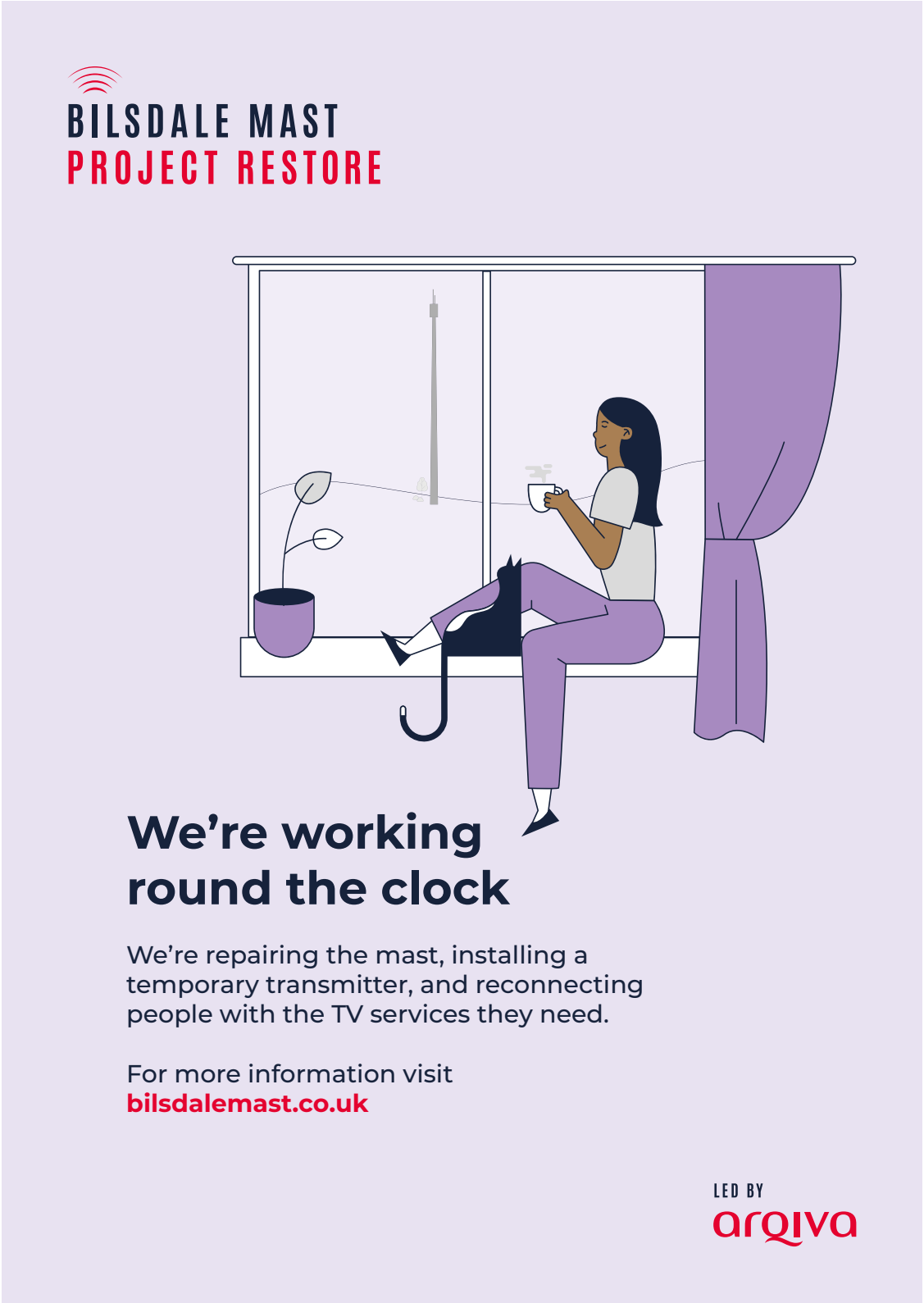
You can download our digital assets and ready-to-print materials [here](#)

# Online toolkit

## Logos



## Generic posters in A3, A4 and A5 sizes



## Video Content





# Online toolkit

## Social Posts (Instagram/Facebook & Twitter)



## Social Profile Image



# FAQs

## **What support is being offered to vulnerable or isolated people?**

We've met with local organisations such as Age UK, local authorities and housing associations to discuss the best way to serve these people. We're currently putting plans in place with local partners and we'll provide an update as soon as there's more news.

## **Who is classed as priority or vulnerable?**

Priority will be given to people over 65, to the clinically vulnerable and other vulnerable people with carers.

## **What support will you give for blind/partially sighted people/elderly who may need to retune their TV?**

Blind or partially sighted people are one of our top priorities. Support can be arranged through our helpline for an accredited engineer to attend the affected property.

## **I am self-isolating/shielding – will I have to wait longer?**

Aerial engineers can't access any house where someone is self-isolating due to Covid. Our engineers will operate Covid-safe principles and practices such as venting windows and wearing PPE.

## **Will I have to retune once the temporary Bilsdale mast is running?**

Yes. When the mast is up and running you should retune your TV. If you need help to retuning, we've got some handy videos from Freeview and general retuning tips at [www.bilsdalemast.co.uk/retune-instructions/](http://www.bilsdalemast.co.uk/retune-instructions/)

## **Why will the temporary mast not restore services for all households served by the original?**

Terrestrial television signals rely on line of sight, so because this mast is shorter than the original, it can't reach the same amount of areas. You can watch a short video about it here <https://www.youtube.com/watch?v=YbhgFMbq0oY>

# FAQs

## When will services be fully restored to every household?

Our ultimate aim is to provide a full return of services from a full-size mast on the Bilsdale site. We are committed to providing a solution for households that cannot receive any service following the completion of the temporary mast at Bilsdale and which do not have access to any other means of watching TV. We will prioritise supporting the most vulnerable as soon as possible, this includes setting up a scheme to provide a Freesat alternative or a replacement aerial and support with installation if this is required.

We will release full details on this as soon as we can and are in discussion with the BBC and other multiplex operators, Digital UK and other organisations with experience in this area as we draw up the plans.

## Do you know who might not get signal from the temporary mast?

Unfortunately, until the temporary mast is turned on, we won't know for certain which households won't get the signal. Things like rooftop aerial condition, the direction it points, and obstacles in the line of sight can mean that one house receives a signal while next door doesn't.

## Why is it taking so long to restore signals?

Broadcasting television and radio to millions of people is heavily dependent on line-of-sight communication – that's why broadcast towers and masts are very tall or found on high ground. These transmitters require cable networks to power them. And installing, maintaining or replacing this equipment, especially at height, is very complicated.

Weather can also be a problem. High winds can make it too dangerous for people to work above certain heights. And wet weather can mean it's not safe to carry out electrical work.

# What else we're doing

In order to provide accurate, honest and regular updates, we have set up a dedicated website at [www.bilsdalemast.co.uk](http://www.bilsdalemast.co.uk). We brief all our partners and news agencies on a daily basis, provide videos and blogs of ongoing work, and will continue to increase marketing across the region in order to reach as many people as we can.

# Contact

If you need to get directly in touch with us,  
please contact **[community.relations@arqiva.com](mailto:community.relations@arqiva.com)**.