

## Digital Switchover



Could this be Norwich in a few years' time? Perhaps Council officers fear so. It is common knowledge that digital switchover is a simple matter of buying a digibox or a new digital TV. But not in Norwich, where Council phobia over satellite dishes has caused officers to recommend a project costing £1 per week per tenant or leaseholder.

How did this happen? Well, the Council doesn't like to be innovative: it prefers to follow the crowd – usually when the crowd has started to move on to something else (remember those lovely green boxes?). This is no different. Council officers heard that it would be a good idea to take the opportunity presented by Digital Switchover to do some other useful things.

One might imagine that they would find out what tenants and leaseholders might like to pay for, because they do believe strongly in consultation. But, no, they decided that this would be an opportunity to hit a Council objective – to remove the satellite dishes they hate so much.

So they produced a colourful consultation document which presented the three technical options they had been told about. The explanation was poor because they didn't understand it themselves, and a few good trusty folk responded because that's what we do. And so 80% of those who responded thought it was a great idea.

Did those people really understand that the main reason they were agreeing to spend £1 per week was so that the Council could get rid of other people's satellite dishes?

Will we ever know what tenants and leaseholders want in the way of entertainment services? Probably not at the current rate. Will we be paying £1 per week to meet the Council's objective? Not if I have anything to do with it.

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