

## Minutes of Woore Parish Council Meeting

Monday 10<sup>th</sup> March 2025, 7.30pm, The Victory Hall, Woore



### **PRESENT:**

Cllr M. Cowey (Chairman), Cllr C. Hamilton, Cllr M. Austin, Cllr M. Carter, Cllr C. Gath and Cllr A. Gath.

### **IN ATTENDANCE:**

Ms C. Burnard (Clerk to the Council), Lydia Beeston (BT Digital Switchover Team) and Robert Rowan (Openreach)

### **PUBLIC:**

There were two members of the public present.

#### **24137 Welcome / Present, Apologies and/or absent**

Apologies were received prior to the meeting from Cllr M. Blake due to long-term illness.

Apologies were also received on behalf of Cllr J. Higgin and Cllr R. Goodman due to family commitments and Cllr R. Aldcroft due to illness.

It was unanimously **resolved** to accept all apologies.

#### **24138 Declarations of Disclosable Pecuniary or any other Interests**

Declaration of any disclosable pecuniary interest in a matter to be discussed at the meeting and which is not included in the register of interests. Members are reminded that they are required to leave the room during the discussion and voting on matters in which they have a disclosable pecuniary interest, whether or not the interest is entered in the register of members' interests maintained by the Monitoring Officer. Members are reminded to declare any gifts and/or hospitality. (LGA 1972 s94).

**No declarations were received.**

#### **24139 Digital Switchover of UK Landlines for Woore**

The Chair handed the meeting over to Lydia Beeston who is a resident in the parish but also works for BT and is helping with the digital switchover of landlines.

Lydia explained that Digital Voice is the name of BT's new home phone service. Digital calls are made over BT's broadband network rather than the old analogue network which has been around for more than 40 years. As a result, the old lines are inefficient, difficult to maintain and becoming more unreliable for users. Switching to Digital Voice will give all users clearer call quality and will help prevent a lot of the spam calls currently received. This switch over will complete in January 2027 by which point, all landline customers will be using BT's broadband line. This is a Government led initiative and therefore is not optional however it is understood there are some concerns within communities.

The key thing to remember here is that the traditional landline is not disappearing, its just being upgraded. This upgrade will be as simple for consumers as connecting your home phone handset to a router rather than the phone socket on the wall that it will presently be connected to.

Some key points about this digital landline are that –

- Customers will be able to keep the same number
- The move to Digital Voice will be the same price they are currently paying
- 99% of phones will work on the Digital Voice platform so customers can even keep the same handsets
- Digital Voice will offer enhanced scam protection features
- Customers will get crystal clear call quality
- 3-way calling will be available
- Corded and cordless home phones will still work with this switchover
- Customers can have multiple handsets around their house, this would just require a DV adaptor

Lydia moved on to discuss a major concern about this project and that is what happens if there is a power cut? Digital Voice won't work without power, much like your Wi-Fi and anything connected to it. However, BT has two solutions for this either in the form of a hybrid home phone or with a backup battery pack. Both of these are available for free for those with additional needs, including those with medical pendants.

Hybrid home phones have in built batteries, which switch to mobile network connection (4G) when necessary and uses a mobile network available with 87% geographical and 99% population coverage. Customers won't have to do anything to get the handset to connect to mobile connection, it will be automatic. Nor will they need to switch the device back to Wi-Fi once power is back.

For those in areas with no signal, a battery back up to keep the broadband service running at home can be used allowing customers to make digital voice calls without power. This pack will give customers up to 4 hours of backup power for their home phone or a minimum of 1 hour of continuous talking time. This is in accordance of OFCOM regulations.

Lydia reinforced the fact that no customer will be left disconnected.

Cllr M. Carter asked if people could purchase a larger battery pack if they felt like they needed one. Lydia confirmed they could not however they could buy an additional pack if they wanted for £79.99. People can purchase as many packs as they like. Also, BT is working on an updated battery pack which will be given to qualifying customers once its released.

A full copy of Lydia's presentation can be found in Appendix One at the end of these Minutes.

The Chair asked Robert Rowan for an update on the fibre broadband upgrade. Robert replied that Openreach has achieved its pledge target so will receive full funding from the Government and they are looking at June 2025 for completion. The Chair asked for clarification on this as it was originally meant to complete in November 2024. Robert confirmed that due to organisational and infrastructural delays, it will be June 2025 and he apologises for this. The Chair reiterated that if Openreach are having any issues with getting permits for road closures, the Parish Council can assist.

The Chair asked Robert for a list of postcodes that have been connected as he is regularly asked why residents are still to be connected. Robert stated he would look into this.

**24140 Open Forum: to last no longer than 15 minutes**

The Chair wanted it noting that the road traffic incident on the A525 Newcastle Road earlier this month unfortunately ended in a fatality. The Parish Council has said multiple times that they want reduced speed limits on this section of road and hopes that something will now be done on this matter.

The Chair has been involved in an issue with vermin in the social housing on Kenrick Close. He has been working very closely with the housing provider, and he hopes that has now been resolved. The Chair is dissatisfied with the level of care and communication given by the housing provider.

**24141 Approval of the Minutes of the Parish Council Meeting held on 10<sup>th</sup> February 2025 (Local Government Act 1972, s12p41(1)).**

It was unanimously **resolved** to approve the minutes of the Parish meeting held 10<sup>th</sup> February 2025.

**24142 Matters arising: to cover any matters arising from Minutes referred to in 24141.**

The Chair has had no further update from EM Oswestry about the flooding Dorrington Lane. No updates on the Flash Farm flooding either.

The Chair is still waiting on updates from Shropshire Council about the raw sewage issue at the pumping station.

**24143 Shropshire Council Representative Report: for Cllr R. Aldcroft to provide reports/updates on any relevant matters.**

The Chair read out a report received prior to the meeting as follows:

*"Here are some issues which may be of local interest.*

1. *Lezlie Picton will be standing down from April 31st as a Councillor and Leader of Shropshire Council.*
2. *I did mention last time that planning laws are changing;*

*The local plan for the county has been ditched which means there is no current county plan for development, which may lead to a developers bonanza. Councillors could lose powers to block planning schemes.*

*The government intends to reform the planning system by reducing councillors' authority to block most building projects, retaining their decision-making power only for the largest and most contentious developments. The plans, to be set out next week, aim to expedite the construction of 1.5m homes within the current parliamentary term and stimulate economic growth through expanded infrastructure. While developers support the reform for promoting consistent and swift decision-making, councils have expressed concerns about diminishing local democracy and excluding residents' input. The specifics of the new regulations are under review, but the threshold below which councillors cannot step in is expected to be set somewhere between ten and 100 houses, varying by region. Councillors could lose powers to block planning schemes*

3. *Coopers Arms is in hand, hopefully a full update can be provided in April.*

4. *Local Plan, the Inspector's latest letter concludes that, in their view, the scope of the work set out in our Project Plan is not realistically achievable in the defined six-month timeframe.*

*The Inspectors have therefore recommended the Council withdraws the Plan from the examination*

*For instance, as their letter indicates, the Government have specifically instructed the Planning Inspectorate to be less pragmatic in these situations, which has included setting the six month timeframe for additional work. We are aware of several other LPAs which have had or are having similar issues at their Examinations.*

*So, the recommendation is to indicate to the Inspectors our intention to withdraw the Plan subject to a formal decision of Council in due course, probably in July.*

*We now must turn our attention to the which will cover the period Work will begin on next Local Plan 2025-2045, in the summer, with the first step being to establish early evidence base requirements. The timetable for this next Plan is 30 months in line with Government expectations on the new plan making system. Early work will include commissioning a new Green Belt review, which the Council received confirmation of £70k funding for from Government last week.*

*With regard to decision making in the interim, decisions will be made within the context of the National Planning Policy Framework's (NPPF) 'presumption in favour of sustainable development'. For speculative development proposals not included in the draft Plan, we will need to assess these on a case-by-case basis.*

5. *Safer schools project*

*Despite frequent requests I have still not heard about work at Woore School will continue to press forward.*

6. *Shropshire Council election on 1 May.*

*The deadline for receipt of nominations is 4pm on 2 April. Nomination papers are available to download from the Electoral Commission website - or you can email Shropshire Council's elections team-elections@shropshire.gov.uk to arrange for a pack to be made available.*

*Having such an interesting time representing this division I shall be standing for the new Market Drayton East and Rural Division in which Woore will sit after May1st.*

7. *Surgery.*

*I will be attending at the Victory Hall from 1pm till 3pm on March 24th I would welcome any questions or comments over tea and biscuits!"*

The Chair hopes that Cllr R. Aldcroft will set up a remote meeting with himself and the planning officers shortly to discuss the Irelands Cross development.

#### **24144: CIL Funding Request for St Leonard's Play Area to be discussed**

As Cllr R. Goodman was absent the Chair read out a summary of the progress that has been made on this project. Another quote for the fencing has been received and a brief discussion took place before all councillors decided that the quote from Wilcox Landscapes was acceptable at £3,939.00 for a new perimeter three rail timber fence.

The Chair noted that the final part of the project, which is the fencing off of the gym equipment, is still to be quoted for however it would be more time and cost efficient to get the whole project completed in one go.

The Chair will ask Cllr R. Goodman to get a final quote to include this part and get the work instructed.

#### **24145 Woore Vegetable and Produce Show Grant Request**

The Parish Council has received a grant application from the Woore Vegetable and Produce show of £300.00 to cover costs associated with running their annual show. This fee has increased slightly year on year but this is expected.

The Chair supported the application and all councillors were in favour.

#### 24146 Election 2025 Debrief for all Councillors

The Clerk informed Councillors of the timeline for the upcoming election. The deadline for nomination packs to be hand delivered to Shropshire Council is 4pm on 2<sup>nd</sup> April 2025 with the election being 1<sup>st</sup> May 2025 if applicable. She then explained the process for completing the nomination packs and answered any questions. Councillors were informed that the Clerk is more than happy to hand deliver the nomination packs on their behalf and asked for any Councillors to reach out with dates for delivery. All councillors were happy with the timelines.

#### 24147 Agree new rates for Ground Maintenance Contract for 2025/26

The Clerk informed councillors that she has reached out to Tony Seabridge for an updated price for his grounds maintenance services for 2025/26. The price has increased to £100 from £95 for the hedge cutting and £170 from £160 for the parish grass cutting, for each cut.

The Clerk added that this is 2 grass cuts per month between April and November. The Chair added that this increase is within the parish's budget for the year and that the work completed is always of great quality.

It was unanimously **resolved** to approve the price increase.

#### 24148 Planning:

a) Applications: to adopt comments submitted in response to the following applications and as approved by Councillors prior to the meeting;

- i) Reference: 25/00381/FUL (Validated 07/02/2025)  
Address: Weston House, Audlem Road, Woore, Shropshire  
Proposal: Retrospective application for the construction of domestic tennis court and greenhouse along with the change of use of land to residential amenity land and associated works.

The Chair noted that the Parish Council has submitted comments on this planning application in line with Shropshire Councils deadlines as below –

*“Woore Parish Council submit the following comments regarding the above Planning Application and wish these to be taken into consideration regarding any decision.*

*The applicant in the majority of the long history of Planning Applications has referred to the curtilage of the land as Residential and the Parish Council see no justified reason why this status should be changed.*

*With the Refusal of 24/03531/VAR Removal of Condition 7 (Removal of Permitted Development Schedule 2 Part 1 class E and F) attached to planning permission 18/00504/FUL and the reason for Refusal “In the interest of the sites rural character, setting and the wider countryside landscape, to prevent additional significant visual harm being caused condition 7 attached to planning permission reference: 18/00504/FUL, is deemed to be relevant and necessary and its removal is not supported by adopted planning policies CS05, CS06, CS17 of the Shropshire Core Strategy, MD2, MD7A, MD12, of the adopted SAMDev Plan, the Woore Neighbourhood Plan, along with the overall aims of the National Planning Policy Framework, as such this application is recommended for refusal”. Therefore, careful consideration is still applicable for both of these retrospective applications.*

*The Tennis Court alone takes a large proportion of the existing land and is clearly visible from the A525 Audlem Road with the application supporting document noting that the design of the tennis court is in keeping with general local design. Woore Parish Council feel that stone filled gabions are more in keeping with an urban or industrial development, not a visible rural garden.*

#### *Woore Neighbourhood Plan*

*· Policy HOU2- a) -do not adversely affect local landscape character and visual amenity.*

*In the “trees and hedges” section of the planning application it notes that no trees or hedges are on the site, but the supporting document and drawings makes reference to the presence of both trees (mature and new) and hedges.*

*Woore Parish Council would request a full Landscape Plan to be provided and taken into consideration due to the long history of previous applications with various Landscape Plans.*

*Woore Parish Council note the Consultee Comments from Drainage and SUDS and with no drainage information provided and a large area now taken up by tarmac replacing the garden for the tennis court, then this will affect the drainage of the land. The A525 is already notable for flooding and every effort should be taken to not exacerbate this issue.*

*Woore Parish Council OBJECTS to this request for retrospective approval.”*

- ii) Reference: 25/00752/FUL  
Address: Sandyford Farm, Audlem Road, Woore, Crewe, Shropshire  
Proposal: Erection of an agricultural roundhouse livestock building.

The Chair noted that due to Shropshire Council only notifying the Parish Council 7<sup>th</sup> March, the deadline for this is tight and he would be bringing this up with Shropshire. In the meantime, Cllr M. Austin will submit comments for councillors to review.

b) Decisions: to acknowledge all planning decisions made between 10<sup>th</sup> February and 10<sup>th</sup> March 2025  
N/A

c) Shropshire Council Street Naming and Number Consultation for -  
Address: Land at Station Yard, Pipe Gate, Market Drayton, Shropshire  
Proposal: the developer would like to put forward the following street name suggestions:  
· Old Station Place  
· Bluebell Gardens

A brief discussion took place and it was unanimously **resolved** to approve of the development name 'Old Station Place'. Comments will be submitted via the Clerk.

#### **24149 Cooper Arms Intended Sale to be Discussed**

The Chair informed Councillors that there had been no major updates on the Parish Councils plan to have Shropshire Council purchase the Cooper Arms site for affordable housing while maintaining the car park for the parish. Representatives from Shropshire Council and Woore Parish Council will be viewing the site on Monday the 17<sup>th</sup> March.

The Chair still hopes this plan gets approval and that residents still support the proposal. A more thorough update will be provided in April.

#### **24150 Summer Planting 2025/26 to be Discussed and Expenditure Agreed**

Due to Cllr J. Higgin being absent, this item was deferred until April's meeting.

**24151 Committee and Representatives Reports:** for Councillors/representatives to provide reports/updates on any relevant matters.

Cllr C. Hamilton informed Councillors that the Community Speed Watch team has been out three times in the last month thanks to more favourable weather. These outings included the two new volunteers.

The Chair added that the three new MVAS's will be installed in the approved locations shortly after the 14<sup>th</sup> March.

The Chair asked Cllr M. Carter about the SALC meeting being held on the 24<sup>th</sup> March. It is hoped either Cllr J. Higgin or Cllr M. Carter can attend but we are awaiting further updates from Shropshire Council as it has been delayed.

The Chair updated Councillors on the footpath meeting held on 10<sup>th</sup> March. Woore Parish Council and Buerton Council are going to be working together to ensure the maps and footpaths along the boundaries are updated and correct.

The Chair has not received any new reports of hedges being overgrown and is happy that with bird nesting season approaching, no immediate action seems to be required.

The Chair has no Chairman's report to share.

The Chair wished to update councillors on the plans to update the Woore Neighbourhood Plan. He has been working closely with the existing steering group in the hopes they will all be happy to partake in the upcoming work on the plan for the four year extension.

**24152: Finance**

**a) Invoices/payments & receipts: to resolve to approve the below detailed expenditure:**

Date:	Recipient	Reason for Payment	Cheque Number	Net Amount	Vat Amount	Power of Expenditure
10.03.2025	Chelsea Burnard	Clerk Salary (Feb month): Gross Pay - Income Tax deduction -  Expenses - Milk Biscuits Total -	PAID 002013	£543.84 -£108.80  £1.20 £1.32 <u>£437.89</u>	- - - £0.00 £0.33	LGA 1972 s. 112 (2) LGA 1972 s. 112 (2)  LG(FP)A 1963 s.5 LG(FP)A 1963 s.5
10.03.2025	John Sparkes	Work on Woore Chapel Heaters (CIL FUND)	PAID 002006	£12.31	£2.46	LGA 1972 s. 137
10.03.2025	John Sparkes	Work on Chapel Heaters (CIL FUND)	PAID 002011	£334.51	£0.00	LGA 1972 s. 137
10.03.2025	Woore Bowling Club	CIL Funding for New Shelter	PAID 002012	£3000.00	£63.00	LGA 1972 s. 137
10.03.2025	Woore Victory Hall	Room hire Q1 2025	PAID 002014	£179.00	£0.00	LGA 1972 s. 134
<b>DATE</b>	<b>PAYER</b>	<b>REASON FOR PAYMENT</b>	<b>REFERENCE</b>	<b>NET AMOUNT</b>	<b>VAT AMOUNT</b>	<b>POWER OF EXPENDITURE</b>
13.02.2025	HMRC	VAT Reclaim April 2024 to Dec 2024	A503-A87N-1LEY	£5,323.31	£0.00	N/A

It was unanimously **resolved** to approve the payments for March 2025.

The Clerk noted that the CIL funding request for the upgraded heating system for the Chapel has come in at £9.91 higher than the original request was submitted. She asked if any councillors had any concerns paying the extra £9.91. No councillors objected.

The Chair added that this redecoration and heating upgrade has been really well done and is a great asset to the community.

**a) Bank Reconciliation:**

For the Council to receive end of month bank reconciliation for February 2025.

<b>Closing Bank Balance at 28th February 2025</b>			
Current Account	100.00		
Business Reserve Account	192,282.08	192,382.08	
Less unrepresented Cheques			
<b>Cheque 001959</b>		(200.00)	
<b>Cheque 002008</b>		(120.00)	
<b>Cheque 002012</b>		(3,000.00)	
			<b>189,062.08</b>
<b>Split as follows</b>			
<b>Closing Balances</b>			
Recreational fund		-	
CIL Neighbourhood Fund	108,807.35		
General Fund	80,254.73	<b>189,062.08</b>	-

**24153 Clerk's Report and Correspondence:**

To receive a summary of Reports and Correspondence for the period from 11th February to 10th March 2025.

The Clerk informed Councillors that she had received a report from a resident about the litter in the layby on Badger Avenue. The Clerk will submit a report on the fix my street portal but will also see if the volunteer litter pickers have any available to pay the location a visit.


The Chair closed the meeting by informing councillors that after the election, a meeting must be held in May 2025. At this meeting all the new councillors' positions and heads of committees are agreed. It was provisionally agreed that the meeting would be held on 19<sup>th</sup> May 2025.

---

The meeting closed at 10.30pm.

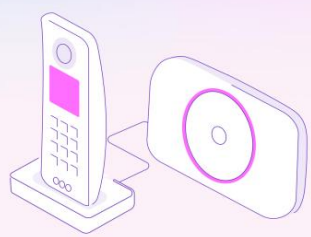
DATE OF NEXT PARISH COUNCIL MEETING  
Parish Council Meeting 14<sup>th</sup> April 2025, 7.30PM

Signed.....(Chair)



## Digital Voice

The digital home phone switch over



### The UK's landlines are going digital


Digital Voice is the name of our new home phone service.

Digital calls are made over our broadband network, rather than the old analogue network, which has been around for more than 40 years.


We have until the end of **January 2027** to move all of our customers to a digital service

### The analogue network is fast becoming obsolete


It's increasingly unreliable, energy hungry and can't give our customers the world-class service we want to provide. Switching to Digital Voice will give them clearer call quality, and help prevent the vast majority of scam calls.




Step 1



Step 2






Step 3






### The good news is, the landline isn't going away.

It's just being upgraded. For most customers, the upgrade will be as simple as connecting your home phone handset to a router rather than the phone socket on the wall.


### We've listened to what's important to keep the same.....

-  Keep the same number, minimising impact on the customer
-  Move to Digital Voice for the same price
-  99% of phones will work on the Digital Voice platform so you can keep the same phones you're used to


### .....but that doesn't mean we can't offer an enhanced service


-  Enhanced scam protect features, protecting customers from fraud
-  Crystal clear call quality, when talking to others on Digital Voice
-  3-way calling, connecting people with multiple family members or friends

### We give you more options with your home phone than any other network

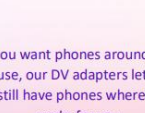


If it's time for a new phone we've got you covered with our Digital Home Phone





Corded or cordless...BT or any other brand, your phone will do all it does today...and more



If you want phones around the house, our DV adapters let you still have phones where it works for you

### Enhanced scam protection powered by AI

Enhanced Call Protect is provided at no cost to Digital Voice customers

It uses AI to help with detecting and blocking spam and fraud calls, without blocking your important calls

You'll be warned if a call has been reported as a scam or potential fraud before picking up the phone

We're blocking over 20,000 scam calls & identifying 160,000 spam calls every day



### What happens if there's a power cut?

Digital Voice won't work without power.

We've got a number of options to ensure that if there's a blackout or a customer's broadband fails, they will still be able to make calls, including 999 in an emergency

**Here's how we're tackling this issue...**



A hybrid home phone using the UK's best mobile network with 87% geographical & 99% population coverage



Hybrid phones with built-in batteries, which switch to mobile network connection when necessary.

or

For those in areas with no signal, a battery back up to keep the broadband service running at home



Battery back-up units (BBUs). Keep your hub/router on so you can still make Digital voice calls

Both free for those with additional needs

## Expanding our mobile & broadband coverage



We've built more than 500 brand new 4G sites in rural areas in the last 12 months, and we'll build hundreds more in the next 12 months

Openreach plan to deliver Ultrafast Full Fibre Broadband to 25 million homes and businesses by 2026.

As of January 2025, 50% of all UK homes & businesses now have access to fibre to the home



## The landline is a lifeline for some customers

Around two million of our customers are more dependent on their home phone line and may feel more anxious about making the switch. No one will be left disconnected



No mobile phone signal

Vulnerable customers with additional needs

Customers with Healthcare pendants or alarms

Elderly customers

Landline-only customers

We're providing additional support to these customers as part of their move to Digital Voice

## Landline only customers

Customers who don't have or want broadband will be moved to our new 'dedicated landline service', allowing customers to continue using their landline in the same way as they do today.

This service will be available from 2025 until 2030 and will keep customers connected to their existing service until they're able to move over to Digital Voice or an alternative.

Works in a similar way to the analogue technology but still allows BT to switch off the PSTN

New equipment installed at the local telephone exchange means no engineering visit is required and no change at the customer premises

Keep customers without broadband connected until they're able to switch to Digital Voice

## Cross industry & Government engagement & support



### Telecare Charter of Commitments

Specific guidance created by Government on how all providers should support those with telecare



### Telecare Action Board (TAB)

Attended by Central Gov, Local Gov, Telecare & Telecoms industries, working together to ensure a consistent response to the Charter



### Readiness Checklist

Set of conditions that all Communications Providers must meet before they're allowed to migrate customers "non-voluntarily"

How is the switchover happening?



Ensuring our customers are supported through this change is paramount.

We've set up the **Digital Voice Advisory Group (DVAG)** who guide us on how best to support customers through the transition.

## Supporting those with Telecare



Openreach engineers will support customers through the switch from an analogue to a digital landline and will make sure that the telecare device is working before leaving the property, completely free of charge (including free power backups)



If the telecare device isn't working, then the engineer will switch the customer back to an analogue landline.



We're relying on local authorities and telecare providers to share their telecare data, to ensure the most vulnerable customers are safeguarded through this change.



Data Sharing West Midlands- 90% signed

## When are we moving customers to digital voice?

<p><b>Throughout 2024</b></p> <p><b>Zero usage customers</b></p> <p>Customers who have not used their landlines (outgoing) for 12 months</p> 	<p><b>From January 2025</b></p> <p><b>Voice engaged, non-vulnerable Customers</b></p> <p>These customers will be moved nationally</p> 	<p><b>From Spring 2025</b></p> <p><b>Vulnerable Customers</b></p> <p>We will start to move all other customer groups including those with additional needs regionally</p> 
--	---	---

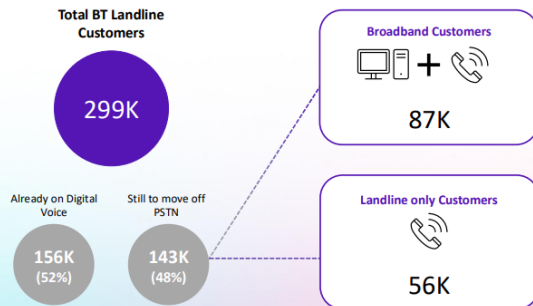
Approved by UK Government

## Vulnerable customers will be moved regionally

Moving all customers with additional needs regionally, allows for greater focus and engagement from us, local authorities, charities and community groups in the area

 <p><b>From Spring 2025</b></p> <p>East of England Northern Ireland Wales Yorkshire &amp; Humber</p>	 <p><b>From Summer 2025</b></p> <p>East Midlands London Northeast England Scotland</p>	 <p><b>From Autumn 2025</b></p> <p>Northwest England Southeast England Southwest England ★ <b>West Midlands</b></p>
---	---	--

## Region: West Midlands



\*All stats correct at time of briefing

## The customer's journey when we select them to move

Customers will receive at least 4 weeks' notice before being moved and all communication is physical (letters/postcards)



## We visited every area of the UK in 2024

- 600 events
- Over 35,000 face to face conversations
- Radio & Press adverts in every region

### ...and we're not stopping

- We are revisiting every area of the UK again, running an additional 800 events focusing on more rural areas
- Ensuring more presence on Social Media to reach the supporting family members of vulnerable people
- **West Midlands BT Regional Engagement** – Sept 25
- Nationwide awareness raising campaigns working with a well-known face to increase engagement
- Working in partnerships with charities & local organisations



We're raising awareness regionally - as personally as possible



## Reaching our customers via trusted voices

We know our vulnerable customer base will gain greater reassurance if they hear more about Digital Voice from more trusted sources

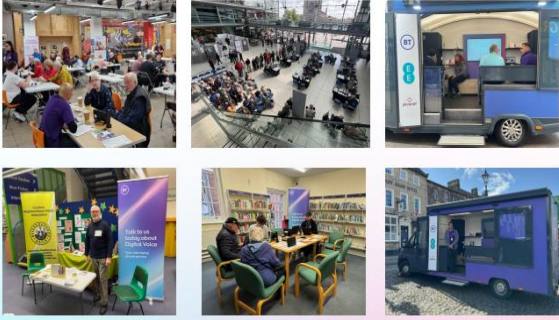
Partnerships	Media and publications
<p>Hearing: RNID</p> <p>Visual: RNIB</p> <p>Cognitive: NHS</p> <p>Support network: Carers UK</p> <p>England Wales: 3</p> <p>Disability: Scope</p> <p>Scotland: 4</p> <p>N.I: 10</p>	

## Engaging with the support network of vulnerable customers

We're going to trial targeting the adult children & grandchildren of our vulnerable customers, with information on how they can support their loved ones through the switch using trusted Influencers to help us amplify and engage new audiences

 <p>The Green family</p>	 <p>Beau The Beard</p>	
---	--	--

## Customers have loved our face-to-face events



## How you can help us

### ✓ Raising awareness

Recommend venues and locations for us to connect with local authorities, community partners, charities and faith groups. Help us to raise awareness of Digital Voice by posting on your social media channels.

### ✓ Identifying customers with additional needs

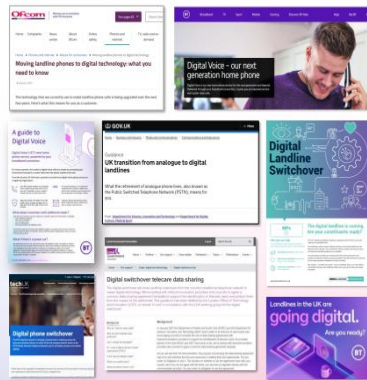
Encourage your constituents who need additional help to contact our customer services team. They can do this by phone (0800 800 150) or online (<https://www.bt.com/help/here-for-you>).

### ✓ Telecare data-sharing

Engage with local authorities in your area and encourage them to complete and return our data-sharing agreement for telecare customers

## Where you can find more information

- [UK Government website](#)
- [Ofcom website](#)
- [Charter of commitments](#)
- [Tech UK](#)
- [Local Government Association \(LGA\) Hub](#)
- [BT Digital Voice website](#)



## What about our other brands?



### EE Digital Home Phone

EE will offer the same services, products & support that BT offers with the added benefits of our new EE Hubs offering Full Fibre speeds up to 1GB+

New & regrading broadband customers will be offered New EE over BT

### PlusNet Broadband only

At PlusNet, we're making things straightforward by providing simple, reliable broadband and will no longer offer a landline service

If you want to keep your phone, you'll be offered a deal with EE/BT or will be free to move to another supplier

DRAFT