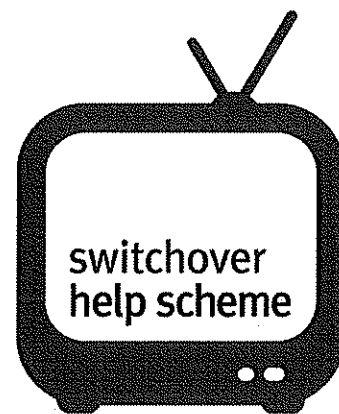


Clerk of the Select Committee on Communications
Committee Office
House of Lords
London
SW1A 0PW



11th February 2010

Switchover Help Scheme
Room 5218
White City Building
201 Wood Lane
London W12 7TS

Dear Lord Fowler

During my appearance before the House of Lords Select Committee in Communications on 20 January you asked whether the estimate of Help Scheme take up was based on advice from the Department for Work and Pensions and I undertook to write to you with the answer.

As we have now recorded in our subsequent written evidence to the Committee, the forecast of take up for the Scheme was set by the Department for Culture, Media and Sport in consultation with the BBC and in the light of detailed independent research in January 2006 by Taylor Nelson Sofres as to the propensity of people to take up help under the Scheme. We understand that their estimate was also informed by information about the take up of benefits from the Department for Work and Pensions and input from the Central Office of Information, and local authorities as to their experience of analogous schemes in other areas.

I hope that the Committee will find this reply helpful.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Peter White', written over a light blue horizontal line.

Peter White
Chief Executive – Switchover Help Scheme

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