

Scotland and Digital Switchover: Ready for the Revolution?

Policy, inclusion, services and governance



David Cairns MP

Parliamentary
Under-Secretary of State
Scotland Office

KEYNOTE SPEAKER

A ONE DAY CONFERENCE

FRIDAY 27TH OCTOBER, 2006
HILTON GROSVENOR HOTEL, HAYMARKET, EDINBURGH

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AGENDA

09:00-09:50	Registration
09:50-10:00	Michael Moore MP, Berwickshire, Roxburgh & Selkirk Chair's Opening Remarks
10:00-10:10	David Cairns MP, Parliamentary Under-Secretary of State, Scotland Office <i>'Keynote Address'</i>
10:10-10:20	Q & A
10:20-10:40	Ford Ennals, Chief Executive, Digital UK <i>'Planning into Action'</i>
10:40-11:00	Q & A
11:00-11:20	Refreshments Switching Over the Scottish Borders TV Region – Where Are We Now? Fiona Ballantyne, Ofcom Consumer Panel <i>'Chair'</i>
11:20-11:40	Finlay Carson, Director, CMS Broadband Ltd and David Byers, Senior Executive ICT, Competitive Place Team, Scottish Enterprise Dumfries & Galloway <i>'Addressing the Rural Dimension'</i>
11:40-11:50	Q & A
11:50-12:05	What are the issues for : Consumers: Trisha McAuley, Scottish Consumer Council <i>'The Consumer Agenda'</i>
12:05-12:20	The Public: Robert Beveridge, Napier University and Board Member, Voice of the Listener and Viewer <i>'The Public Interest'</i>
12:20-12:35	Vulnerable groups: Ann Stephenson, Age Concern Scotland, Senior Community Worker in Dumfries & Galloway <i>'Reaching the Hard-to-Reach'</i>
12:35-12:50	Service providers: Jon Atkin, Senior Research Executive, Ipsos Mori <i>'Getting the Services Right'</i>
12:50-13:05	Manufacturers: Adrian Northover Smith, Head of Products and Services Development, Sony UK <i>'Digital Switchover from a Manufacturers and Consumers Perspective'</i>
13:05-13:20	Q & A
13:20-14:10	Lunch The Digital Opportunity
14:10-14:15	Chair's opening remarks for the afternoon session: Fiona Ballantyne, Ofcom Consumer Panel
14:15-14:30	Ken MacQuarrie, Controller, BBC Scotland <i>'The Cultural Dividend'</i>
14:30-14:45	Fred Perkins, Chief Executive Officer, Information TV <i>'Government – Citizen Communications in a Digital Age'</i>
14:45-15:00	Melvyn Ingleson, Chief Executive, MJI Solutions <i>'The opportunity for shared service delivery'</i>
15:00-15:20	Q & A
15:20-15:40	Refreshments
15:40-15:55	Steve Langrick, Project Director, INtouch Kirklees, Kirklees Council <i>'Case Study: iDTV / E-Government'</i>
15:55-16:10	Dave Rushton, Director, Institute of Local Television & Public Interest Fellow of the University of Strathclyde <i>'Local Channels Under Local Control'</i>
16:10-16:20	Q & A
16:20-16:25	Chair's Closing Remarks

Scotland and Digital Switchover: Ready for the Revolution?

Policy, inclusion, services and governance

Switchover to digital television represents the biggest civil project ever undertaken in the UK with preparations well underway in the Borders and Dumfries and Galloway. But wider awareness of its implications is low. It is a technical revolution with huge consequences for the social and economic life of Scotland. It presents challenges and opportunities for policy makers, service providers, businesses, consumers and citizens.

Switchover goes to the heart of Scotland's policy agenda – affecting social exclusion, economic growth, efficient government, rural policy and cultural development. It has major resource implications for the public estate and for local government who will be enforcing trading standards.

Switchover should transform public services and it opens up new opportunities for community TV services, interactive TV, e-service delivery in areas like health and education, tele-democracy and achieving a digitally inclusive Scotland. Soon, having a digital TV will be the only way to access Gaelic broadcasting.

There are clear implications for those who are currently at the wrong end of the digital divide in relation to income and wealth. There are also particular challenges in ensuring our rural, remote and island communities are not disadvantaged.

This conference examines the switchover process within a Scottish context, looks ahead to the opportunities and challenges presented by the digital age and examines the lessons already being learned in the first roll out areas.

TOPICS TO BE COVERED:

Scotland and UK switchover – the opportunities and the challenges

Moving from planning and preparation into action

Getting the services right

Reaching the hard to reach

Manufacturers and the Consumer Agenda

Tackling the rural dimension

Reaping a cultural dividend

Opportunities for shared service delivery

Switchover lessons in the Borders TV region

Bridging the digital divide

Opportunities for e-Government

WHO SHOULD ATTEND

Academics
Aerial installers
Broadcasters
Care Homes
CBI
Citizens Advice Scotland
Community Councils
Consumer Organisations
Councillors
Digital TV Group
Digital TV Supply Chain Group
DTI
Elderly Organisations
Enable
Emergency Planners
Equality Organisations
FSB
Health Boards
Hospitals
Housing Providers
Local Authority Officials
Postmasters
Electronics retailers
MPs, MEPs, MSPs
Ofcom
Organisations such as RNIB and RNID
Schools & Local Education Authorities
Scottish Enterprise and LECs
Scottish Executive & Scotland Office Officials
Scottish Retail Consortium
SCVO
Television Production Companies
Trading standards/SCOTTS
Visit Scotland
Voluntary Sector

Scotland and Digital Switchover: - Friday 27th October 2006

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