

Mobile Library Driver Toolkit: Digital Switchover Campaign



Your 5-minute guide to the
Get ready...Go digital, Stay connected
campaign and how you can help Cambridgeshire residents get ready for the Digital Switchover

What's happening? What is the Digital Switchover?

By 31 January 2027*, the UK's traditional landline system* will be upgraded to digital technology. This is known as the **Digital Switchover**.

The change is sometimes known as the "Copper Switch off" because these older landlines use copper cables. You may also hear the change referred to as the move to Digital Voice or VoIP services. The new system will mainly rely on broadband connections, making services more future-proof, reliable, and ready to support modern digital communications.

**Date confirmed by Openreach as of 28 May 2025.*

Key message: Traditional phone lines are being replaced by digital technology.

How is this campaign helping Cambridgeshire residents?

The ***Get ready...Go digital, Stay connected*** campaign has been designed to:

- Help **inform** Cambridgeshire residents about the Digital Switchover
- Provide **reassurance** and practical **support** on the steps they need to take in order to stay connected
- **Motivate** those who need to **take action** in order to avoid losing what could potentially be a lifeline service for more vulnerable people.

Key message: This campaign is about raising awareness and signposting residents to relevant information that will help them prepare for the change.

Who is affected by the Digital Switchover?

The good news is that landlines aren't going anywhere and for most people, this change will be straightforward. However some people will be affected:

- People **without an internet connection** at home.
- Those who **rely on a traditional landline** not already upgraded to a digital phone service.
- Users of **telecare and personal alarm systems**, e.g fall monitors or lifelines.

They will need to understand what the change means for them and what action they need to take in order to stay connected.

Key message: Anyone who is unsure whether the Digital Switchover affects them is advised to call their phone provider and ask.

Why does your support matter?

Many of our mobile library visitors are more likely to be affected by the change and will need to take action, particular those who:

- Live in **rural locations** with less access to support.
- Are **older** or **more vulnerable**, and may not be confident with digital technology.
- Might not realise the switchover is happening or understand what it means.

Key message: By telling those more likely to be affected by the Digital Switchover face to face, we can ensure no one is left behind.

Your role is simple: Hand out the postcards to all library users

Please give a **Digital Switchover postcard** to every mobile library user. We've designed it to double-up as a bookmark, so pop it inside one of their books as you check them out!

If they have questions, here are 3 things to say:

1. **"You should call your phone provider to check if you need to do anything."**

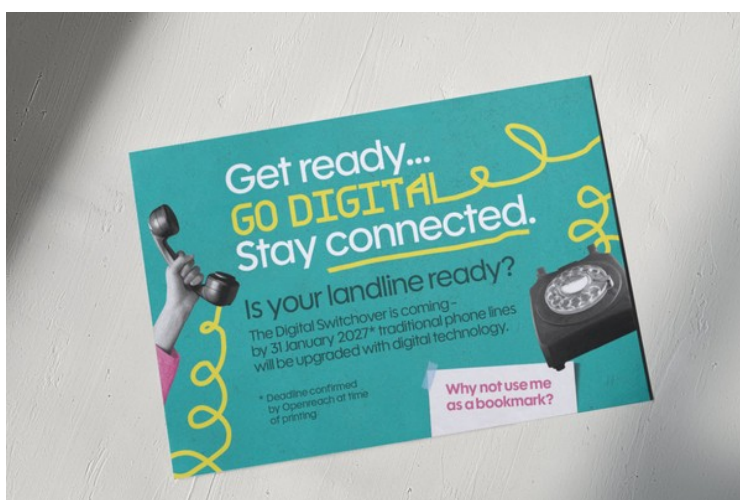
Some people may already be switched. Others might need to take some additional steps.

2. **"There's more information online or you can ask a family member to help."**

Tell them to visit **connectingcambridgeshire.co.uk/digitalswitchover** or scan the postcard's QR code. The website includes FAQs, myth busters and some tips on what to ask your phone provider when you call them.

3. **"The switchover is already happening in some areas"**

While January 2027 is the date when the older copper landlines will be switched off, we're advising everyone to check their own situation now as the switchover is already underway in some places.



Key message: The easiest way for someone to find out how and if the Digital Switchover affects them is to call their phone provider using the phone number printed on a recent bill.

Some people will need extra support

Look out for...

Users of personal alarms or care devices (e.g. fall monitors, lifelines).

➤ Their device provider is responsible for switching them over, but it is worth checking what has been arranged to make sure the device will still work.

Those worried about or more vulnerable to scams.

➤ Remind them: *the switchover doesn't cost anything, and phone companies will never ask for payment upfront.* See the FAQs on the website for more information about staying safe and secure.

People who struggle with technology.

➤ Encourage them to ask a friend, family member or neighbour to help them make the call.

Key message: If you meet someone who can't get online to access the information available on the website, encourage them to ask for support from a trusted friend, family neighbour or friend.

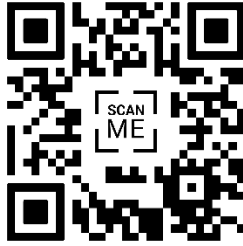
Your message matters

Thank you for being part of the campaign and helping reach and inform those most likely to be affected by the Digital Switchover.

Key message This campaign is about building confidence and keeping people connected. Your friendly reminder and a simple postcard could make all the difference.

Need more materials or have a question?

Scan the QR code below to go straight to the online support.



Contact the campaign team

✉ contact@connectingcambridgeshire.co.uk
☎ 01223 703293