



DIY SOS: The Big Build is the BBC's flagship home renovation programme; it has been running for 18 years, and attracts up to 5 million viewers per episode in its prime time slot on BBC One. The award winning show, presented by **Nick Knowles** and his team of **Billy, Mark, Chris and Jules**, takes on extremely Big Builds across the country in just nine days. We completely rely on the support and generosity of the local community of tradespeople and suppliers to carry out the work, to help transform the lives of truly deserving families. We are extremely grateful to work with some fantastic companies on our BAFTA nominated and Royal Television Society winning show, including; Travis Perkins, Howdens, Kohler Mira, Kingspan, Siniat, Knauf, SIG, Velux, Johnstones, Dulux, Moduleo, Neobo, Stannah & Oak Furniture Land and more.

In this Big Build episode DIY SOS is coming to:
Bromsgrove, Worcestershire Tuesday 3rd to Thursday 12th July 2018
to help a local family rebuild their home and lives.



Hairdresser Johanna (34) and support worker partner William (27) live in a small terraced home in Bromsgrove on the outskirts of Birmingham. Johanna is best friends with her younger sister Karis (27), who lives in Stourbridge with their mum, but Karis has Cerebral Palsy, uses a wheelchair and is in need of constant care.

Mum Karen is currently Karis's carer, but her own health has reached a crisis point. The threat of her daughter needing to move into residential care is very real and Karis is terrified of this happening too.

Johanna dreams of being able to care for Karis at her home - she's saved a small amount of money so far by running her hairdressing business from home, and also managed to get planning permission to extend. But the urgency has now dramatically changed, and there just isn't the money to stop the inevitable from happening, which has left her and Will heartbroken.

Back in Stourbridge, mum Karen is now falling on a regular basis. She's at risk of further accidents whilst caring for her daughter, and social services are recommending that Karis be put into residential care.

Johanna and William are desperate to bring Karis to Bromsgrove permanently, but they're stuck without the funds to make it happen.

Karis is an incredibly motivated young woman who desperately wants to achieve independence. She blogs about how local music and social venues can encourage wheelchair users, and is a disability campaigner for young people in her area. She adores her mum and it's breaking her heart seeing Karen struggle with the care that she needs.

It would be life-changing for the entire family if they could bring Karis to live with Jo and Will, which is why we need your help!

The DIY SOS build:

They need a two-storey side extension to allow space for Karis's wet-room and bedroom, as well as a through-floor lift. The new downstairs will have an open-plan living space and kitchen that Karis can access and use to gain some independence.

We invite and need you to make this amazing Bromsgrove Big Build one of DIY SOS's best, whether that's as a skilled trade or local supplier. Thank you.

Publicity:

We invite all our tradespeople and suppliers to the Big Reveal, when Johanna and her family return and we film the reaction, as well as the introduction and end to the programme. There will also be an opportunity on this day to take photographs with Nick and the team against one of the DIY SOS vans. You will be able to use these photos for internal communications and on social media, and are able to write about your involvement in the project on your website and social media pages, as per our editorial policy below. Going forward we will be providing a list of the key products used in each episode on the DIY SOS website for viewers to refer to, but unfortunately we will not be able to provide links to external company websites, or information about where these items can be purchased.

BBC Editorial Policy:

The BBC is taxpayer funded, and as such is subject to strict guidelines. Its name and that of the programme DIY SOS: The Big Build, cannot be used to endorse any products or services used on the show, for any commercial purpose including promotions or publicity. As we cannot give undue prominence to any commercial products or services, on screen or online, we are unable to guarantee which footage will be included in the final programme, or promise that we will verbally refer to or visually feature any products, services, trade or brand names in the programme. We are also unable to list any trades or suppliers in the end credits of the programme.

You must not refer to the BBC's use of your products or services in any advertising or promotion, or give the impression that your products or services are in any way endorsed by the BBC. This means that you cannot use the BBC or the DIY SOS logos on your website or social media, or link to any clips/excerpts of the programme on websites such as YouTube. We also request that you do not post or publish any photographs of the house, either before or after the build, until after the programme has aired, or use photographs of the DIY SOS team on your website.

You are however, able to write about your involvement on your website and social media. This should be in the context of donating products and services to help a deserving family who featured on the programme, and not about your products or services appearing on television. For example you can use the following:

"X donated (X product) to a deserving family from X, featured on the BBC One series 'DIY SOS: The Big Build'. (X product) was used as part of a life changing transformation to their home."

If you provided labour or a service, this sentence can be adapted to:

"X donated X (for example the services of 5 electricians who provided 9 days free labour) to a deserving family from X, featured on the BBC One series 'DIY SOS: The Big Build' to help transform their home."

You are free to write a longer blog piece, but this should not appear on the homepage of your website, as this could be seen as an endorsement by the BBC.

I apologise for all the restrictions however there are certain things your company can do within the guidelines, and if your contribution is deemed by the programme makers to be an integral part of the build and the story, it is highly likely to be included in the programme. Ultimately, I really hope that you will consider helping the family out of a desperate situation as reward enough.

Please do not hesitate to contact me if you require any further information or clarification.

Kind Regards,

Jack Moody – DIY SOS Researcher

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