

# Big Energy Saving Week 2020

## Campaign briefing

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20th - 26th January 2020

# Let's SAVE YOUR ENERGY

The Big Energy Saving Week campaign is an annual opportunity to help consumers understand their energy use, cut their bills and get the financial support they are entitled to. This year, Big Energy Saving Week focuses on giving people the power to save time, money and energy.

The Citizens Advice Network in Scotland delivers free, confidential and independent advice to help millions of people to find a way forward. Citizens Advice Scotland is also the official consumer body for energy in Scotland. We use research and evidence from the people who contact our advice service every day to understand the problems facing energy consumers in Scotland. We help solve these problems by engaging with industry, changing policy and supporting consumers to navigate the market.

# Big Energy Saving Week 2020: Let's save your energy

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## Big Energy Saving Week 2020 campaign aims to:

- > Educate consumers on how to check their energy costs and to promote the importance of seeking advice;
- > Spread awareness of advice and support available for consumers from programmes such as Energy Best Deal and Priority Services Register, along with benefits and grants they might be entitled to;
- > Ensure that consumers are able to save money and energy by accessing discounts and implementing energy efficiency measures.

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## BESW co-design in Scotland

For a number of years, we have received feedback from a number of bureaux who have taken part in the BESW campaign that the national messaging didn't reflect local need. Across Scotland, local communities have a varying range of energy needs and the national campaign message can often confuse and complicate consumer understanding.

Citizens Advice Scotland have undertaken a co-design project with four Citizens Advice Bureaux across the country, to ensure the call to action and messaging reflects local issues. We worked alongside four bureaux who delivered a focus group in their local community, focusing on a distinct energy consumer profile, developing a hyper-local model for campaign delivery.

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## Energy consumer profiles

- > You are in fuel debt
- > Your home is hard to heat
- > You are digitally excluded
- > You have electric-only heating

Engaging with consumers in local communities across Scotland, the co-design project allowed us to gain insight into the issues people were faced with when accessing the energy market.

This allowed us to develop specific calls to action and messaging for our campaign outputs.

# The campaign

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With a focus on energy and cost savings, this year's Big Energy Saving Week campaign in Scotland aims to target people who are disadvantaged by the energy market.

Too many people in Scotland are living in fuel poverty and vulnerable people, who can often find the energy market confusing, continue to pay over the odds for their energy. The campaign aims to tackle fuel poverty by raising awareness of ways that consumers can keep their energy bills down and help them to find better deals, discounts, grants and help.

Many consumers are unaware of how they could save money on their fuel bills by switching or changing their habits. Whilst switching isn't a viable option for all, some consumers could be saving hundreds of pounds, particularly if they haven't switched before.

Over **25%\*** of heat is lost through the roof of an uninsulated home. Consumers can save hundreds of pounds and reduce carbon emissions by insulating their home.

There are a number of schemes to help people make their home more efficient. Home Energy Scotland is the Scottish Government's free and impartial service providing advice on energy efficiency schemes.

Citizens Advice Scotland and Home Energy Scotland are working in partnership to help consumers save money and stay warmer at home.

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\*Energy Saving Trust 2019.

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An important way to reach consumers is to provide local, face-to-face advice on reducing bills. **20 Citizens Advice Bureaux** across Scotland will be actively campaigning in their local communities.

> **£1.3 million** in savings to people who came to the network with an energy-related issues in 2018/19.

> **£232** average saving per case across the Citizens Advice Bureaux network and the Extra Help Unit.

> **26%** of private rented homes in Scotland are in fuel poverty with **25%** of all Scottish households are in fuel poverty (Ofgem State of Energy Market 2019).

> **Nearly 300,000 homes** use electricity as their primary source of heat with many consumers using this fuel type living in fuel poverty (Scottish Household Survey 2018).

**Over 37,000** pieces of advice provided on energy issues in 2018/19



## How to get involved

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There are a range of resources available to support your campaign. If you are a Citizens Advice Bureau, you can download merchandise and printed materials from BrandBase.

For partners, you can access printable campaign materials online:  
[www.cas.org.uk/BESW2020](http://www.cas.org.uk/BESW2020)

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## Tell us about your involvement

Whatever you do for your BESW 2020 campaign, please let us know. This is so we can make sure you get the resources you need as well as recognising all the great work you do.

## Campaign activities

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> **Raise awareness within your bureau or office:** put posters and postcards in public spaces, hold a morning briefing for staff and volunteers to promote the campaign.

> **Put on BESW events to engage the public:** set up a stall with BESW campaign content at public venues and consider how you can target people who are hard to reach.

> **Engage local media:** send a press release to local media and/or local authority news channels using our template.

> **Raise awareness online:** run a social media campaign using BESW social media toolkit, share client success stories and use **#BESW20**

> **Support local partners to get involved:** contact local MPs, MSPs and councillors using our template letter, sent out advance notice of the week and opportunities to get involved to your networks and distribute resources to partners.

For information on  
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