

Big Energy Saving Winter campaign Impact evaluation



The campaign

Big Energy Saving Week was a national campaign focused on encouraging people to seek help from the CAB network when struggling with rising energy costs. The campaign ran from 26th of November 2022 to the 6th of February 2023.

In addition to raising awareness of the advice offer from the CAB network, the campaign also sought to drive people towards a URL and then on to a variety of different advice channels such as

- > moneymap.scot
- > checkmycounciltax.scot,
- > the Citizens Advice public advice site
- > the find a CAB search tool on cas.org.uk
- > the moneytalkteam.org.uk website
- > the Help to Claim service which helps people apply for Universal Credit

A large yellow outline of a house shape on a blue background. Inside the house, the text 'Big Energy Saving Winter' is written in a bold, sans-serif font. 'Big' and 'Winter' are yellow, while 'Energy Saving' is white.

**Big
Energy
Saving
Winter**

Key Outcomes

From December 2022 through to February 2023 gas and electricity advice overtook Universal Credit to be the single largest type of advice given out by the CAB network.

During the 10-week BESW period **7,988 clients received 25,624 pieces of energy-related advice**. This is an increase in client numbers of 35% (5,913) and an increase in advice provided of 58% (16,231) from the previous 10-week period.

In comparing the 10-week BESW period during 2022/23 to the same period during 2021/22, **an increase of 69% in client numbers (4,730) and 87% in pieces of advice provided (13,390) in relation to energy can be seen.**

Within the BESW period, bureaux achieved £1,167,509.10 energy-related financial gain for 2,748 clients: an average gain of £424.86. Compared to the pre-BESW period, this is a 98% increase in clients achieving energy-related financial gain (1,391); a 166% increase in financial gain itself (£438,838.87); and a 35% increase in the average energy-related financial gain for each client making a gain (£315.48).

Comparing the 10-week BESW period during 2022/23 to the same period during 2021/22, **an increase of 72% in client numbers (1,599); of 292% in financial gain (£297,573.71);** and an increase in average gain per client of 128% (£186.10) can be seen.

Our total number of clients over the campaign period was **48,078** with **9,646 clients** receiving CFG. In total, **£25,563,655.40** was secured as CFG.



Digital engagement during the campaign

Social Media

During the campaign: We reached over **31k people** through our combined Facebook and Twitter impressions from our campaign activity, taking us well over our target of 20k reach.

Visits to the public-facing campaigns page

During the campaign, the public-facing campaigns page received **14,990** page views, with most of the traffic coming from direct links (which we can take as people seeing the URL on campaign materials), Google search, Facebook posts, Twitter, and Bauer digital links. Of this amount, **12,041** were unique views.



Impact evaluation

Radio advertising

We advertised with Bauer radio using a winter promotional partnership, which focused on giving us increased coverage over a two-month period, rather than Bauer Loves ads (which are more effective for shorter campaigns) which were then promoted on a range of radio stations across Scotland including Clyde 1, Forth 1, Northsound 1, Tay FM, Radio Borders, West FM/West Sound/ West Sound FM And MFR:

- > Estimated combined reach of **1.7 million**.
- > Impacts of over **1.5 million** (average number of people listening to one radio slot)

Digital radio advertising

We also advertised digitally through Bauer which included a solus email to each radio stations' audience list, a hosted features page about the campaign on each radio station's website and promoted social media posts on their channels.

Features page:

- > **Unique views: 380**
- > **Page views: 735**
- > **Time spent on page: on average 14secs**

Social Media:

Post One:

- > **Impressions: 27,130**
- > **Reach: 21,217**
- > **Clicks: 110**

Post Two:

- > **Impressions: 20,905**
- > **Reach: 19,529**
- > **Clicks: 135**

Direct Mail:

- > **Sent: 57,044**
- > **Opened: 9,285**
- > **Links clicked: 369**

YouTube advertising from Bauer

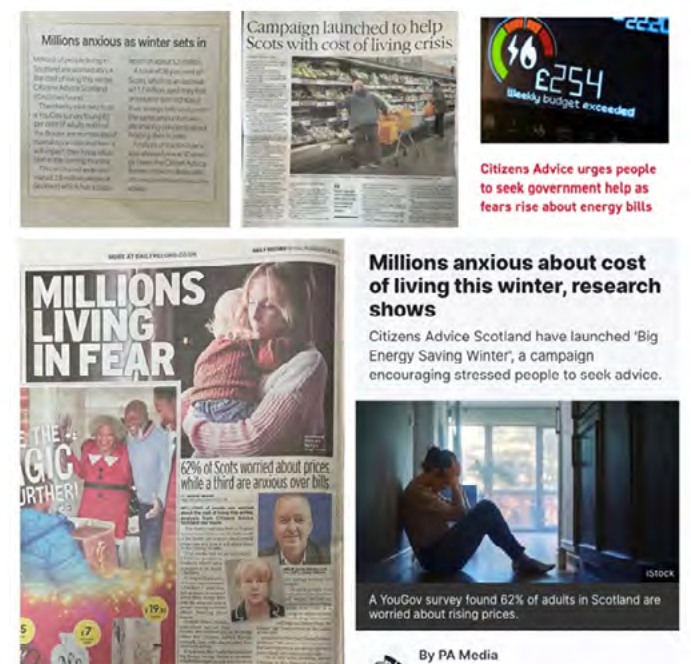
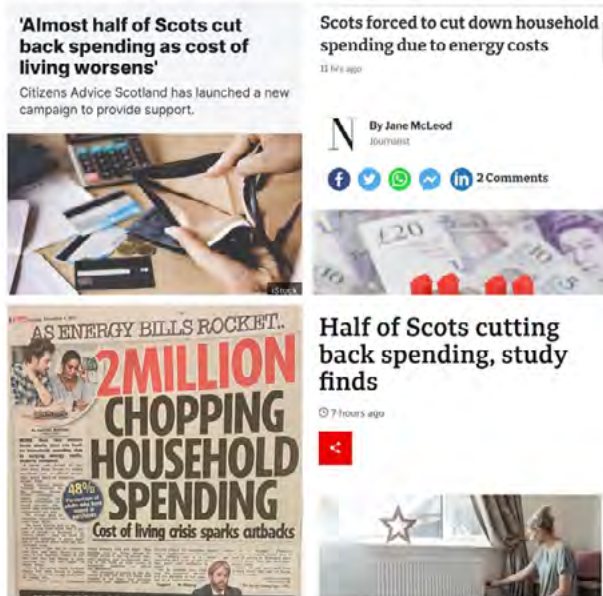
We promoted a 30-second campaigns video via YouTube advertising which was scheduled to run the length of the campaign. This achieved over **159,519 views** and **291,712 impressions**.

Media engagement

Over the campaign period analysis through the Kantar media monitoring platform found **324 articles** tagged with Citizens Advice Scotland and energy, with a total value of **£9.28 million**.

We generated significant levels of media coverage during the campaign across broadcast, print and online. Examples of our media coverage can be seen in the clippings below:





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THE SCOTSMAN

Rising costs spark cut in child hobbies

By EMMA LAWSON

Almost half of Scots have had to reduce household spending to try to cope with rising energy bills, research has revealed, with almost one in ten having made the "heart-breaking" decision to cut back on children's activities.

Research looking at the impact of rising energy bills found 48 per cent of adults in Scotland have had to cut back on household spending due to energy costs.

This included 9 per cent – equivalent to 198,854 people – who have done so by reducing spending on hobbies and leisure activities for their children, such as after-school clubs, parties and school trips.

Meanwhile, 7 per cent are cutting back on clothing and accessories, with Citizens Advice Scotland (CAS) warning as a result, "tens of thousands" of children are missing out due to the cost-of-living crisis.

The consumer body analysed polling data from YouGov, in which 1,000 adults were questioned – with 484 of them saying they had had to cut back on household spending due to rising energy costs.

The advice network has now launched its Big Energy Saving Winter campaign in a bid to help those worried about energy bills, urging people to seek advice from their local Citizens Advice Bureau.

Last year, they managed to unlock £32 million of cash for people through social security and employment entitlements.

CAS chief executive Derek Mitchell said: "In the run-up to Christmas, parents will want to treat their kids while balancing the demands of the cost-of-living crisis.

"This analysis suggests many are having to make the heart-breaking decision to cut back on things for their kids to deal with rising energy bills.

"That is a horrible situation for any parent to be in, and we would encourage anyone worried about energy bills and the cost of living to seek advice from the CAB network.

"We are for everyone, whether they are working or not. We don't judge, we just help. Our advisers get real results. Last year, we unlocked £32 million for people, and people who saw a financial benefit from seeking advice on average were over £4,200 better off."

It comes as Midlothian Council earlier this week confirmed free hot drinks and soup would be available at two local libraries as they opened their doors.

nnewsdesk@scotsman.com



Parents are being forced to cut back on children's activities

Sun
ON SUNDAY
SAYS 04/12/22

WITH Christmas now just weeks away households across the country will be feeling the pinch more than usual – and this year in particular.

With costs soaring and energy bills set to rise again, it is no surprise that many are looking to cut back where they can. But stark new figures have shown just how difficult this cost of living crisis is becoming.

More than two million Scots have had to slash their everyday spending.

More than half a million of those have cut their costs by a "great deal" in recent weeks, while a further 1.7 million have to a "fair amount".

Citizens Advice Scotland is urging people to seek support – and charities are stepping up to assist those who need help most.

But what we now need to see is how the Scottish Government plans to help the millions of citizens who are worried about how they will pay their bills.



Millions needing help as bills soar

Energy costs crisis

Almost half of adults in Scotland have cut back on spending



One in 10 Scottish adults questioned said they have cut back 'a great deal'

ALMOST half of adults in Scotland are estimated to have cut back on household spending

Our network provides free, impartial and confidential advice for everyone, regardless

Millions reveal fears over rising cost of living

By Kathleen Nutt
Political Correspondent

MILLIONS of people living in Scotland are worried about the cost of living this winter, analysis from Citizens Advice Scotland has found.

The organisation said data from a YouGov survey found 62 per cent of adults north of the Border are worried about overall price rises and how it will impact their lives in the coming months.

This works out in an estimated 2.8 million people in Scotland, which has a population of about 5.5 million.

A total of 38 per cent of people in Scotland – an estimated 1.7 million – said they feel anxious or worried about their energy bills costs with the same amount of people sharing concerns about heating their homes.

Analysis of the data, published earlier this month, also showed one in 10 energy cases the Citizens Advice Bureau network deals with also required food insecurity advice.

In response, the advisory organisation has

Campaign urges the 'millions anxious about energy bills' to seek advice

28 NOV 2022 | Reading time: 4 minutes

ARTICLE TAGS:

Millions of Scots worried about winter cost of living



Benefits

Millions of Scots anxious about cost of living this winter

One in 10 energy cases the Citizen Advice Bureau dealt with also required food insecurity advice

0035001

Working with partner organisations

In addition to Home Energy Scotland, we also had campaign support from Age Scotland, Disability Inclusion Scotland, Young Scot and The Poverty Alliance, all of whom supported the campaign on their digital channels, sharing and posting content from our social media toolkit.

Bureaux supporting this campaign

We aimed to receive support from 30 bureaux for this campaign and in the end, 29 bureaux signed up, as part of our call to the network to apply for campaign funding for the year ahead in August 2022.

Local coverage and highlights

Analysis of the Kantar media monitoring platform found **98 articles** in local media for a value of around **£131,000**.

Campaign success (data from the post-campaign survey to bureaux)

- > 80% found the social media toolkit very useful or useful
- > 55% took part in outreach/campaigning in local areas
- > 78% formed local partnerships with local organisations
- > 88% rated their experience with the campaign as excellent or good

Quotes:

‘We ran a social media campaign which helped raise awareness of support available for clients experiencing energy issues. This also helped drive traffic to our EBD (Energy Best Deal) project. We contacted local community councils, housing associations and the council and distributed materials to all groups. The social media campaign was well received’.

‘Regular sharing of social media worked well. Also sharing on electronic screen (was a) useful way to reach wider group of people’.

‘We hosted a focus group and heard some very powerful and moving stories from clients impacted by the energy crisis. The approach this year helped give the campaign more depth’.

‘Running the BESW campaign along with energy projects such as SSEN, EBD1, EBD2 and BESN was helpful - think (it) was right not to target a specific group as stats nationwide show all client groups affected by the energy crisis’.

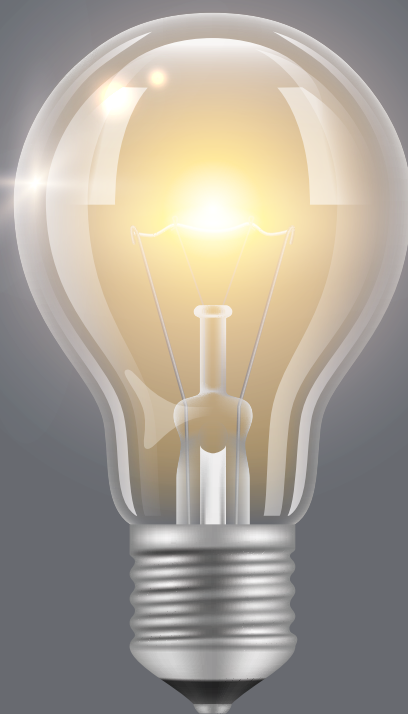
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Local highlights:

Skye and Lochalsh bureau met with elderly members of the community at the Tigh Na Drochaid Resource Centre in Portree and gave away 'goodie bags' of campaign materials.



Lessons going forward

Further local outreach is an area where the campaign could improve, however this has to be seen within the context of CABs having serious demands on their capacity in the first-place due to the energy crisis.

There could be further improvement in terms of networking with national stakeholders in the third sector as outside promotion of BESW remains low.

Summary

Big Energy Savings Winter remains a staple of the CAS campaigns calendar and its success in terms of advice and CFG has been made clear during this campaign.

In terms of outreach, we have managed to make great strides in attracting attention to our public-facing campaigns page with 14,990 page views. Likewise, our coordination with Bauer and Arms and Legs has continued to reap dividends as demonstrated through our radio and YouTube advertisements.

In conclusion, BESW has improved upon its performance from last year by all metrics. Although this is in no small part due to the end of COVID-19 restrictions, it is also worth noting that the enthusiastic contributions by bureaux across Scotland have enabled us to run a smooth, successful campaign.



cas.org.uk/BESW

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Scotland**

