

Big Energy Week

A summary report on the campaign in Scotland

BIG

**ENERGY
WEEK**

JAN 16 - 21 2012

bigenergyweek.org.uk

Contents

ORIGIN OF THE CAMPAIGN	2
LOCAL PROMOTION BY THE SCOTTISH CAB	4
COMMUNITY OUTREACH EVENTS	6
The national flagship event	10
CAS & THE NATIONAL CAMPAIGN IN SCOTLAND	11
Partnerships	11
Working with Local Authorities.....	13
Working with Parliament.....	13
MEDIA	15
SAVINGS.....	18
CONCLUSION	19

The Citizens Advice Service in Scotland

Citizens Advice Scotland and its member bureaux form Scotland's largest independent advice network. CAB advice services are delivered using service points throughout Scotland, from the islands to city centres.

The CAB Service aims:

to ensure that individuals do not suffer through lack of knowledge of their rights and responsibilities, or of the services available to them, or through an inability to express their need effectively

and equally

to exercise a responsible influence on the development of social policies and services, both locally and nationally.

The CAB Service is independent and provides free, confidential and impartial advice to everybody regardless of age, disability, gender, race, religion and belief and sexual orientation.

Origin of the campaign

On the 17 October 2011 Citizens Advice Scotland joined energy suppliers, representatives from consumer groups and the Department of Energy and Climate Change to discuss what can be done to help consumers cope with rising fuel bills.

One of the outcomes of the meeting was that Citizens Advice in England, Wales and Scotland would coordinate a "Big Energy Week" during which consumer organisations, energy suppliers, switching sites and Government agencies would work together to let consumers know about the free help and advice that is available and the steps they can take to save money on their energy bill and maximise their income.

CAS took on the campaign to help mitigate the effect of rising energy bills on Scottish consumers and to work towards reducing the high levels of fuel poverty in Scotland. A secondary objective was to raise the profile of the Scottish Citizens Advice service and identify it as the lead organisation to ask for advice on energy and fuel poverty issues. This message is increasingly important due to the ongoing consumer landscape changes in Scotland in which CAS is taking on consumer responsibilities through the consumer transfer and change project. It is important Scottish bureaux embrace this change and look to see how they can develop this role in the future consumer landscape.



Michael Moore MP chats with Susan McPhee, Head of External Affairs at CAS, at the flagship event in Edinburgh.

The Scottish, English and Welsh elements of the campaign were separately coordinated by Citizens Advice England and Wales, and Citizens Advice Scotland. CAS employed a short term Big Energy Week Campaign Co-ordinator to ensure capacity to deliver the campaign through the bureau network and achieve the desired outcomes.

Campaign aims

The Scottish Big Energy Week campaign was intended to reach 50,000 people with the message to check, switch and insulate to save. This message was to be promoted through:

- encouraging and assisting the public to check their tariff and method of payment are the cheapest available.
- encouraging and assisting the public in changing their tariff, fuel supplier or payment method if there was a cheaper or more suitable alternative.
- encouraging and assisting the public to check their entitlement grants and benefits and to free or discounted insulation.

The campaign was divided into three parts:

- Local promotion by all Scottish bureaux
- Community outreach events (local and national)
- National promotion by CAS.

Local promotion by the Scottish CAB

All Scottish CAB were asked to support the campaign by highlighting the campaign to clients and by encouraging them to visit the main website for Big Energy Week www.bigenergyweek.org.uk. The website held information and advice on all aspects of saving money on fuel bills and provided a central point from which the public could access all the information they required. The site provided a measure of the reach of the Big Energy Week campaign, 10,000 visits were recorded from 16th to 21st January. The CAS Information Team liaised with Citizen Advice England and Wales to ensure Scottish information, signposting and branding contained on the website was accurately presented.

To promote the campaign, all Scottish CAB were sent the following resources:

- Printed Big Energy Week posters for the waiting room or bureau window
- A PDF of the poster which could be sent to partner organisations, used as a screen saver on waiting room/interview room computers and could be linked to on bureaux websites
- Printed and electronic versions of the Energy Best Deal booklet to display and distribute, or send to partners and to link to on bureaux websites
- A low resolution and a high resolution logo for use on a bureau website or social media
- A template press release for the week
- Quotes from partners to be used in press releases
- 'Key messages' agreed with our partner organisations
- An 'advice column' article on fuel bills for local media
- Scripted text regarding Big Energy Week for bureau websites
- A daily script for facebook and twitter sites.

Bureaux with computer facilities in their waiting room were asked to make their homepage www.bigenergyweek.org.uk, alongside their Adviceguide tab.

CAS provided regular updates to CAB on the organisation and progress of Big Energy Week through caslink.org.uk, cas.org.uk, the social policy e-mail update and the Scottish CAB Service Facebook page and Twitter feed.

In order to reach the wider public Scottish CAB were asked to volunteer to coordinate a community outreach event during Big Energy Week. CAS requested that such events be held in high footfall areas for whatever period of time the bureau could comfortably resource. This provided an opportunity to reach a

large number of consumers who were unaware of the free support, advice and information available from CAB and other organisations to help them save money on their energy bills. These events also allowed the Energy Best Deal project bureaux to advertise their workshops to the public and provided good overall publicity for the Scottish CAB Service.



Roxburgh CAB shows John Lamont MSP how to find cheaper tariffs at their Big Energy Week outreach event in Hawick.

Community outreach events

CAS aimed for 6 outreach events to take place across in Scotland; ultimately eleven bureaux volunteered to run outreach events and a twelfth 'flagship' event took place in Edinburgh with the assistance of Citizens Advice Edinburgh. Ten of the 12 CAB involved were part of the Energy Best Deal project and used the opportunity to promote their workshops.

At each event the public could receive the following assistance:

- A guide to what information could be accessed at www.bigenergyweek.org.uk
- How to check their energy bills were being paid by the cheapest method
- Their eligibility for benefits or tax credits or discounts that could cut bills
- The support available from energy suppliers including the Warm Homes Discount and free insulation
- How to use switching sites to find the cheapest available tariff
- Whether they were eligible for free or discounted insulation
- What to do if they were in debt to their energy supplier
- Signposting to advice agencies where appropriate
- Where internet access and power sockets were available the bureaux used laptops to demonstrate the bigenergyweek.org.uk website and to check the availability of cheaper tariffs on the spot.



Skye and Lochalsh CAB enjoying their Big Energy Week outreach event in Portree.

The outreach events were staffed by CAB staff and volunteer advisers. They were supported by staff members from the following partner organisations; Consumer Focus Scotland, Energy Advice Service, Energy Savings Trust, G-Heat, Home Heat Helpline, Scotia Gas Networks, Scottish and Southern Energy, Scottish Gas, Scottish Power, SOLAS and Which?

To ensure no private companies were given preferable treatment all the Big Energy Week partner switching sites and energy companies were invited to attend the event locations in Scotland, the above organisations and companies are those which responded.

All bureaux organising events received the following resources:

- additional Big Energy Week posters
- a doubled sided branded banner for Big Energy Week and CAB
- 100 "help yourself to get more money" leaflets
- 100 Consumer Focus "Switching" leaflets
- 100 Age UK " Save energy, Pay less" leaflets
- 100 USwitch "send us your Bill" leaflets
- 80 Home Heat Helpline booklets
- 60 Energy Best Deal
- 50 Scotia Gas Network "Assisted connections" leaflets
- CAS branded pens
- CAB branded key rings

Some of the bureaux holding events also received copies of:

- EON's "100 tips to save energy" leaflet
- The Energy Assistance Programme leaflet
- Energy Savings Trust "insulation advice" leaflet

CAB Outreach events:

Airdrie CAB held a community outreach event in New Wellynd Church with five further exhibitors and support from a member Scottish Power staff. The bureau received good feedback from the day and a fair amount of attendees. A number of referrals resulted from the exercise and two mental health groups booked Energy Best Deal training sessions with the bureau.

Glasgow Central CAB held an outreach event in Glasgow Royal Infirmary's Alexandra Parade. The bureau manager felt the event could have been a little busier but the hospital have since expressed their appreciation for the visit and have received feedback that it the presence of the bureau and their free advice was a welcome display for patients and staff alike. A member of G-Heat staff (Glasgow Home Energy Advice Team) helped to advise the public.

Eyemouth CAB held an outreach event in the Co-operative Supermarket in Eyemouth. Michael Moore, their local MP, and Secretary of State for Scotland, attended and brought along his energy bill to see if the CAB could help him find a cheaper tariff. Around 30 members of the public received information and pre-made information packs the bureau had prepared. A staff member from Scottish and Southern Energy attended to help advise the public.

Inverness CAB held a two day outreach event in the Eastgate Mall in Inverness with support from Scottish Power and Scottish and Southern Energy Staff.

Motherwell and Wishaw CAB held a large community outreach event in the local Maranatha Centre which was attended by John Pentland MSP and the press. The bureau organised the attendance of stalls on energy efficiency and savings, fuel poverty and financial education, energy services and suppliers, credit unions, healthy living stands the fire service and the police. 4,000 tenants of five local housing associations received information of the event through their newsletters and a free community bus collected people from these housing associations. A raffle took place with 21 prizes from local businesses.

Key partners shared information on their services and exhibitors appeared to enjoy the event and found it useful. The outreach served as a productive networking event for a number of the partner organisations. The Fire Service made a connection with fuel suppliers which carry out home visits; they now plan to arrange joint visits where the fire service will offer a fire safety survey to the customers. Scottish Gas is now working with the Armed Services Advice Project on a national level to reach vulnerable customers who could benefit from the Energy Assistance Package and to look for possible solutions to help those who do not.

The bureaux also organised five referrals for the SSE free appliances scheme and took nine visitors through an Energy Best Deal briefing.

Nairn CAB held an outreach event in their local Sainsbury's which was attended by David Stewart MSP. Scottish Power and Scottish and Southern Energy staff helped to advise the public. The stall saw a steady stream of consumers who took plenty of information away with them. The CAB has since received requests for EBD workshops from a number of groups. The staff were pleased with the publicity the event received and the contacts the day produced. It was agreed that the event was worth the effort and a real success.

North Ayrshire Citizens Advice Service held an outreach event in the Rivergate Centre in Irvine which was attended by Margaret Burgess MSP. The CAB staff were supported by staff from the Energy Savings Trust, Scottish Power and SOLAS. The event was well attended without being inundated and the public were happy to take further advice on switching. A useful connection was made between the bureau service and SOLAS, a charity which runs a switching scheme called "Good Egg" which will visit a client's home to assist them with the switching process. SOLAS are now also the local gateway to the provision of free white goods for those on benefits so they will visit NACAS volunteers and talk to them about the services they can provide for clients.

Orkney CAB held their outreach event at Kirkwall Community Centre. The bureau manager had hoped for a better turn out, but the feedback from the members of public who did attend was very positive. As a result of the event Orkney CAB has been asked to become part of a local energy efficiency co-operative, and the local authority and local housing association have both requested Energy Best Deal sessions for their tenants. These sessions will take place in March.

Roxburgh CAB held an outreach in Sainsbury's in Hawick attended by John Lamont MSP. As at the Eyemouth CAB event approximately 30 members of the public received pre-made information packs and on the spot advice. A staff member from Scottish and Southern Energy also attended to help advise the public.

Skye and Lochalsh CAB held an in-bureau event in Portree, the event and the Big Energy Week campaign message was well publicised in the local area and the day was enjoyed by the staff, volunteers and public.

Stirling CAB held an outreach event in the Thistles Shopping Centre in Stirling. This event was also very well publicised, including a spot on the radio station Central FM to promote the campaign. Despite the size of the shopping centre the footfall was quite low so the event was not as busy as expected although it still attracted a significant portion of shoppers. The bureau signed members of the public up for Energy Best Deal sessions and gave away a free energy monitor from Scottish Power.

The national flagship event

A Flagship event, organised by CAS, was held as a focus for media attention for the launch of the campaign and to ensure an outreach took place in the capital. The St. James Centre event which was attended by the Secretary of State for Scotland Michael Moore MP, Janette Carrison an adviser from the Home Heat Helpline, Ben Jun Tai from Energy UK, two British Gas Energy Assistance Programme experts, the CEO of Scottish Hydro Electric Alastair Wilson, CAS Director of External Services Susan McPhee, CAS Change Team Project Manager Lesley Munro, CAS Social Policy Officer Matt Lancashire, CAS Big Energy Week Coordinator Lyndsay Russell and John and Glenys, volunteers from Citizens Advice Edinburgh.

The stand was designed to represent a small 'living room' with armchairs, a radiator 'prop' bearing the Big Energy Week web address, and other homely items to create an interesting photo opportunity.

The event gathered media attention from Press Association photographers, Radio Stations, BBC Scotland and STV news. The media were in attendance for well over an hour and recorded interviews with Michael Moore MP, CAS representatives, Home Heat Helpline, Scottish Hydro Electric and members of the public. Smarts PR coordinated the press attention on the day.



CAS & the national campaign in Scotland

Partnerships

A major strength of this campaign was the large number of partner organisations and companies who were involved, both from the inception of the campaign and as it developed. A significant portion of campaign resources were funded by partner organisations, reducing the burden on Citizens Advice England and Wales and Citizens Advice Scotland budgets. The official partners of Big Energy Week were as follows:

- AGE UK
- Beat that Quote
- British Gas
- Centrica
- Citizens Advice England and Wales
- Citizens Advice Scotland
- Confused.com
- Consumer Focus
- DECC
- EDF
- Energy Helpline
- Energy Saving Trust
- Energy UK
- Energylinx
- Eon
- Friends of the Earth
- Local Government Association
- Money Supermarket
- National Landlords Association
- Ofgem
- RWE Npower
- Scottish Power
- SEAG
- SSE
- UK Power
- Unravelit
- Uswitch
- Which?

All of the partners participated in promotion of the campaign on their websites and to their customers and clients, making the message and resources Scotland specific where necessary. Many issued press releases voicing their support for the campaign and used their partner organisations and clients to spread the message further.

Citizens Advice Scotland worked to promote the campaign by developing further partnerships with Scotland specific organisations and Scottish branches of UK organisations. All of our partners were sent copies of our press release, the Big Energy Week logo, PDFs of the posters and leaflets, daily Twitter and Facebook scripts and the key messages of the campaign.

Campaign partners across Scotland included:

Energy Savings Trust Scotland (Energy Saving Scotland) attended a number of Scottish CAB outreach events to assist in advising the public. They promoted the campaign on the Scottish pages of their website and provided leaflets for all Scottish events.

Jobcentre Plus backed Big Energy Week by highlighting the event to all their advisers and by asking that they raise the issue with customers where relevant and appropriate. They also published a piece on their Scotland intranet page for their staff with links to the Big Energy Week webpage.

Keep Scotland Beautiful circulated the campaign materials and message to their members via their online social networks and to the local authority network in Scotland for Energy Officers.

Lothian Buses promoted the campaign to their 2,000 staff via their intranet, placed posters in all their offices and tweeted the Big Energy Week messages daily. The Lothian Buses marketing team advised that had the campaign had a lead time of at least three months they would have happily provided a bus side or back advert and/or branded ticket stubs for free.

NHS Greater Glasgow and NHS Lanarkshire sent all their staff, a combined total of 51,000 people, the campaign leaflet. They put posters up in every wing of every hospital, showed an 'Energy Best Deal' DVD on all their waiting room screens with sound, a slideshow of the main money saving tips on the screens without sound and featured the campaign on their intranet and social media for the duration of the week. GRI hosted a Big Energy Week event staffed by Glasgow Central CAB and G-Heat staff (Glasgow Home Energy Advice Team).

Save the Children communicated the campaign message to the families they work with in Scotland. Save the Children UK featured the campaign on their website.

Scotia Gas Networks provided leaflets for all Scottish CAB outreach events on their Assisted Connection scheme. They also supported the campaign on their website which linked to the Assisted Connection leaflets.

The Sustainable Glasgow Communications Network promoted the campaign throughout the network. Strathclyde University, Glasgow Housing Association, BT, Scottish Enterprise, Siemens and IBM were asked to promote the campaign internally to their staff in and around Glasgow.

The Wise Group/Energy Savings Centre attended a number of Scottish CAB outreach events to assist in advising the public energy costs. They also promoted the campaign on the Scottish pages of their website and provided leaflets for some Scottish events.

Working with Local Authorities

All Scottish Local Authority offices received PDFs of the leaflets and posters and were asked to publicise the campaign on their websites, in public spaces and on their staff intranet. CAS received written confirmation from Glasgow City Council, East Dumbarton Council, North Ayrshire Council, South Ayrshire Council, Stirling Council and Argyll and Bute Council that they featured Big Energy Week on their public websites, intranet, facebook pages and twitter streams and put up posters in public location locations such as local offices, libraries, schools, community centre's and doctors surgeries.

Working with Parliament

CAS invited all MSPs, Scottish MPs, and MEPs for Scotland to support the campaign by visiting their local bureau outreach event and raising awareness of the campaign message and website. CAS also invited Michael Moore MP, Secretary of State for Scotland, to launch the campaign at the Edinburgh event and to attend the bureau outreach event in his constituency.

CAS received confirmation of support from the following politicians:

- Claire Baker MSP
- Claudia Beamish MSP
- David Stewart MSP
- Fergus Ewing MSP
- Jackie Baillie MSP
- John Lamont MSP
- John Pentland MSP
- John Swinney MSP
- Malcolm Chisholm MSP
- Margaret Burgess MSP
- Margaret McCulloch MSP
- Mike Mackenzie MSP
- Rod Campbell MSP
- Frank Roy MP
- Gemma Doyle MP
- Ian McKenzie MP
- Mark Lazarowicz MP
- Michael Moore MP
- Michael Weir MP
- Robert Smith MP

However many more MSPs and MPs were seen to promote the campaign message to their constituents on their websites and release articles to the press to publicise their support. A number of the CAB outreach events also received a visit from their politician which aided press coverage locally. The Secretary of State for Scotland, Michael Moore MP, visited two events in the week and was very vocal in his support for the campaign.

John Pentland MSP lodged the following motion in the Scottish Parliament supporting the Big Energy Week campaign:

BIG ENERGY WEEK That the Parliament supports Big Energy Week, which runs from 16 to 21 January 2012 and is designed to help consumers to save money on their energy bills; believes that recent rises in energy prices are a serious worry for constituents who are looking for ways to cut their household bills; congratulates Citizens Advice Scotland on coordinating the week; recognises the contribution of the many other consumer organisations, energy suppliers, switching sites and government agencies who are working together to organise events around the country and to make information, advice and assistance available to energy consumers on all aspects of saving money on fuel bills; trusts that all Members will want to get involved in locally planned activities, thereby directly helping their struggling constituents and, in what it considers these difficult times, calls on the Scottish Government and other bodies to do all they can to help people save money on their energy bills.

The motion attracted cross-party support receiving 33 signatories in all.

CAS took an early lead on media coverage by distributing a 'diary date' memo to all press contacts in mid December. CAS media contacts were kept aware of the upcoming event by tying the campaign name to similar issues which CAS had been asked to comment on. This technique garnered early press coverage from 11 supplementary articles in the run up to Big Energy Week.

Energy UK offered to pay for the CAS use of a public relations company called Smarts PR. We accepted the offer in order to assist with local press work for bureau holding outreach events. Citizens Advice England and Wales commissioned a UK wide Omnibus survey with dedicated results for Scotland. CAS was able to use these survey results as the 'hook' for a national press release. The press release was distributed to all Scottish media, many of which were then contacted individually by CAS to ensure take up on the story. Smarts PR distributed the same press release to the main Scottish newspapers and news desks.

CAS also successfully approached The Scotsman to publish an opinion piece on the campaign and Third Force News to feature the campaign as their "Campaign of The Week". The Dundee Courier requested an opinion piece for the end of the campaign and Big Energy Week was also featured in an article for January's Holyrood magazine regarding the "tokenistic cuts to domestic tariffs".



CAB's energy roadshow

A nationwide roadshow that is part of Citizens Advice support for Big Energy Week in Scotland visited Nairn on Saturday to offer local residents help and advice on how to save money on fuel bills. Fergus Ewing MSP, David Stewart MSP, and local Liberal Democrats councillor and ex-Citizens Advice adviser Graham Marsden joined Citizens Advice advisers at the outreach stand, which was based in Sainsbury's supermarket, to offer householders free advice, information leaflets and calculations on whether they could save money on fuel bills. The aim of Big Energy Week was to let people know exactly how they can save money by checking their current tariff, switching suppliers and insulating their home.

New figures from Citizens Advice reveal 35% of people in Scotland are worried they can't afford their next fuel bill and one in 10 hope this campaign will help lots of...

Warm response fuels belief CAB can help cut the cost of energy bills

OVER 21,000 homes in North Lanarkshire could receive £150 of help towards their fuel bills - but residents are unaware the money is available to them.

That was the statistic revealed by Wishaw and Motherwell Citizens Advice Bureau last week following a campaign to help cut householders' energy costs.

The Big Energy Week event was held in the Maratha Centre, Motherwell, and there was a big turnout from people keen to check their fuel bills.

Wishaw and Motherwell CAB, Audrey Cuthbertson, said: "We were delighted with the response we received from local companies and organisations when we asked them to take part in the event and many donated a range of useful prizes for our free draw."

"The event featured information stands from organisations like Citizens Advice, the Home Heat Helpline, Scottish Gas, Money Advice, North Lanarkshire Council, Motherwell College, Energy Savings Scotland and housing associations.

"Visitors were able to receive free advice, information leaflets and calculations on whether they could save money on their fuel bills. The aim of Big Energy Week was to let people know exactly how they can save money by checking their current tariff, switching suppliers and insulating their home."

Current economic circumstances mean many people are struggling to pay their fuel bills and the CAB helped over 20,000 consumers who came to them with energy issues last year. That's why events like this one in Motherwell are so important. CAB has 21,000 homes in North Lanarkshire, are entitled to some form of assistance with fuel bills, and that help is worth an average of £250. Contact Wishaw and Motherwell CAB for more saving advice on 01899 851851 or go online to www.bigenergyweek.org.uk for more information.

All CAB holding outreach events gained fantastic press coverage for the campaign. Nairn CAB and Motherwell CAB are pictured here.

The Big Energy Week Campaign received coverage from the following newspapers, with a total circulation of 5.53 million people:

- Sunday Post
- The Scotsman
- The Metro
- The Herald
- Holyrood Magazine
- Daily Record
- Scottish Sun
- Daily Record
- Third Force News
- The Scotsman
- Arbroath Herald Series
- Irvine Times
- Brechin Advertiser
- Irvine Herald
- Wishaw Press
- Motherwell Times
- West Highland Free Press
- Arran Banner
- Evening Times
- Courier & Advertiser
- The Press & Journal
- Dundee Evening Telegraph
- Edinburgh Evening News
- Stirling Observer
- Airdrie & Coatbridge Advertiser
- Wishaw Press
- The Press & Journal
- Paisley Daily Express
- The Berwickshire News
- Hamilton Advertiser News
- Inverness Courier
- Deeside Piper News
- Hawick News
- Evening Express
- Mearns Leader Series
- The Dundee Courier & Ad
- Nairnshire Telegraph
- Dumbarton & Vale of Leven Reporter
- Inverurie Herald
- Clydebank Post
- East Fife Mail
- Motherwell Times
- Greenock Telegraph
- The Lennox

The vast majority of these newspapers duplicated the articles on their websites.

The campaign was also featured on the following radio and television programs:

- BBC Radio Scotland News
- BBC Radio Scotland Call Kaye
- BBC Radio Scotland Newsdrive
- BBC Radio Scotland John Beattie
- BBC Radio Alba
- STV News
- STV website
- BBC Reporting Scotland
- BBC Scotland Website
- BBC Radio Orkney
- Radio Forth
- Real Radio
- Central FM
- Bauer Network Radio

Smarts PR worked with the local CAB holding outreach events to ensure their press releases were suitably tailored for their event and bureau. The public relations organisation contacted local newspapers and radio stations and gained a significant amount of press attention for the local events. Local coverage was aided by press releases from local politicians and bureaux which had contacted the media themselves to ensure coverage of their event. Big Energy Week featured on many local radio stations, information regarding the extent of this coverage is still being collated.

CAS and CAB also used social media to publicise the campaign through CAS and CAB Facebook pages and the CAS twitter feed.

Savings

The cost of the campaign was much reduced for CAS because significant financial savings were made through the provision of resources by partner organisations. These savings were as follows:

- The official leaflets for Big Energy Week were adapted for Scotland by Ofgem and printing costs were footed by Citizens Advice England and Wales. All other booklets and leaflets were provided for free by our partner organisations. (Saving CAS £1,800 +)
- All the banners for events were paid for by Citizens Advice England and Wales. (Saving CAS £1,888)
- All venue hire was negotiated for and given to the CAB service for free, apart from two bureau events, one in a church, one in a shopping centre. (Saving CAS £1,000 +)
- When NHS Glasgow and NHS Lanarkshire requested copies of the EBD videos to play in their waiting rooms it was discovered that the production company were charging £300 per DVD. Citizens Advice England and Wales and CAS asked Ofgem for assistance, with the result that they paid for all the DVDs required across the UK. (Saving CAS £4,200)
- Energy UK paid for the publication relation company Smart PR to assist CAS with media work. (Saving CAS £1,000 +)
- Bureau volunteers were involved in the organisation and staffing of outreach events. There were 64 hours of events with a minimum of 1 volunteer at each; this does not include time spent organising the event. (Saving CAB service £400+ using minimum wage calculation)
- Partner organisations provided additional staff for the events to help advise the public.

A number of these resources would not have been purchased if partners had not offer to pay for them. However, using the estimated figures above, The Scottish CAB service saved over £10,290 on the actual cost of the campaign. The most significant resource was the time committed by bureau staff and volunteers.

Conclusion

During Big Energy Week over 130 advice events took place across Scotland, England and Wales, including three flagship events in Edinburgh, London and Cardiff. The Scottish campaign was well publicised and the target figure of 50,000 people in Scotland was exceeded through newspaper coverage alone. It was further surpassed by TV and Radio coverage, and the visual presence of bureau stands in high profile public locations.

An early signifier of the success of the campaign has been a 50% rise in fuel enquiries over the two weeks following Big Energy Week in selected bureaux. This figure has been extracted from the eight bureaux which held outreach events and employ the CASTLE reporting system. However a longer sample period is required before any solid conclusions can be drawn from these figures.

Partnership working with organisations and companies alike proved to be very worthwhile. Time, effort, money and resources were saved by using partner networks, websites, communication groups and intranets to cascade the campaign messages, links to the website and e- materials. CAB involved in multi organisation outreach events reported that the subsequent networking between organisations was incredibly valuable. Long term partnerships and mutually beneficial relationships have been forged.

However, a longer lead time for the campaign would have been beneficial for building further partnerships with institutions and organisations such as Universities, transport networks and Housing Associations.

Many more organisations would have publicised their support more widely if resources could have been distributed an earlier date. This would have made supporting the campaign easier for those with externally managed websites or Scottish web pages managed in England. The short lead time also affected public support from a number of Local Authorities because it took too long for the request to filter to the correct contact.

An unexpected success of the campaign was in the savings made by simply asking for preferential treatment for a charitable public campaign. As previously mentioned, this was due in part to the obligation of partners to support the campaign; however venue events, such as prime locations in shopping centers, were generously leased with no charge at all by ten of the 12 venues used.

Overall, Scottish CAB, CAS, Citizens Advice England and Wales and all our partners worked very hard to create a nationally publicised and successful campaign over a very short period of time. Thank you to everyone involved in the preparation and delivery of this worthwhile campaign.

Citizens Advice Scotland and its member bureaux form Scotland's largest independent advice network. CAB advice services are delivered using service points throughout Scotland, from the islands to city centres.

The CAB Service aims:

to ensure that individuals do not suffer through lack of knowledge of their rights and responsibilities, or of the services available to them, or through an inability to express their need effectively

and equally

to exercise a responsible influence on the development of social policies and services, both locally and nationally.

The CAB Service is independent and provides free, confidential and impartial advice to everybody regardless of age, disability, gender, race, religion and belief and sexual orientation.

info@cas.org.uk

www.cas.org.uk

www.facebook.com/scottishcabservice

www.twitter.com/scotCABservice

Produced by The Scottish Association of Citizens Advice Bureaux -
Citizens Advice Scotland (Scottish charity number SC016637)
Spectrum House, 2 Powderhall Road, Edinburgh EH7 4GB
Tel: 0131 550 1000

Copyright © Citizens Advice Scotland 2012

No part of this publication may be reproduced without prior permission except for purposes of review or referral.

Large print copies available on request