

# Big Energy Saving Winter campaign Impact evaluation



## The campaign

Big Energy Saving Winter was an eight-week national campaign focusing on encouraging people to seek help from their local CAB when struggling with rising energy costs. The campaign ran from Monday 6 December 2021 - Monday 31 January 2022.

Over winter in 2021-2022, many of us have been worried about our energy bills. Prices have gone up, but for lots of us our incomes have stayed the same or even fallen. As well as prices soaring, towards the end of 2021, an unprecedented number of energy suppliers exited the market, and many people were allocated a new supplier. This meant our traditional advice to contact bureaux about switching supplier and saving wasn't possible.

The campaign instead focused on encouraging people not to 'feel powerless' and know that the Citizens Advice network in Scotland was here to help, whether that was advising on income maximisation, energy efficiency or how to manage the rising costs.

**FEELING**  
**POWERLESS?**



## The co-design

In planning the campaign, we undertook a co-design project with four Citizens Advice Bureaux across the country (Inverness Badenoch and Strathspey, East and Central Sutherland, Clackmannanshire and Argyll and Bute) to ensure that the call to action and messaging reflected local needs. We focused on four key energy profiles in the co-design including:

- > Could greener heating save you money?
- > Are you using a prepayment meter?
- > Do you need support with your energy bills?
- > Are you shocked by the cost of electric heating?

In addition to this, we included profiles from last year:

- > Those who are digitally excluded
- > Those who are turning off the heat to save money

Once again, we worked with creative agency LEWIS, to build on the creative from the previous year. Due to the sudden changes in the energy market, we re-worked the creative and messaging to be more in tune with the developing situation.

In line with this, we moved from 'Let's Save Your Energy' to 'Feeling powerless? We'll help you manage rising energy costs.' We kept the creative colours and style similar to the previous year's to maintain a sense of consistency and keep the campaign recognisable.

## Aims and outcomes

- > Work with partner organisations to reach key groups, including at a local level with CABs
- > Work with CABs on co-design and create localised materials relevant to communities
- > Increase uptake in energy advice in bureaux



Shocked by the cost of  
**ELECTRIC  
HEATING?**

## Measuring Impact

### Our key campaign measures:

- > **80,000** reach on social media during the campaign
- > **30** CABs supporting campaign
- > **15%** increase in energy advice given in CAB to a comparable period
- > To drive steady traffic to the public-facing advice page

The campaign succeeded in all of these measures. We reached over **450,000 people** from our Facebook activity alone, plus achieved over **57,000 impressions** through our Twitter activity. **38 bureaux** signed up to support the campaign and we saw fantastic efforts from the network through promotions, partnership working and outreach during the campaign.

In terms of advice, compared to the same period last year, the increase in advice in relation to fuel debts was **42% higher** and that for general energy advice was **17% higher**. As the campaign page was a newly created page, it was not possible to set an increase target in traffic, but we saw **over 3,000 page views** during the live period, which was very positive.



Could  
**GREENER  
HEAT  NG**  
save you money?

## Digital engagement during the campaign

### Energy profiles

During the campaign: We reached over 450k people through our own Facebook activity and saw over 57k Twitter impressions from our campaign activity, taking us well over our target of 80k reach.

#### Facebook

##### Paid advertising

- > 400k people reached
- > 900k impressions
- > 900 link clicks

##### Organic posts

- > 54k people reached
- > 1600 post clicks
- > 680 likes, comments or shares

#### Twitter

- > 57.2K Twitter impressions
- > 315 likes
- > 260 retweets
- > 231 link clicks

### Visits to the public-facing campaigns page

During the campaign, the public-facing campaigns page received 3,000 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. We also saw over 2,000 visits to the Money Map tool, largely driven by social media promotion and organic search.



**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). We worked with co-design CABs to create these ads, 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)

Bauer also promoted the campaign digitally on each station's website, social media channels and by sending a promotional solus email from each station

**Features page:**

- > **Unique views: 352**
- > **Page views: 369**
- > **Time spent on page: on average 1 min 15 seconds**

**Social Media:**

- > **Twitter impressions: 39,122**
- > **Facebook impressions: 84,965**
- > **Facebook reach: 46,286**
- > **Facebook link click: 152**

**Direct Mail:**

- > **Sent: 76,699**
- > **Opened: 14,711**
- > **Links clicked: 43**

**YouTube advertising from Bauer**

For the second time, we promoted a 30-second campaigns video via YouTube advertising as managed by Bauer. This was scheduled to run from December until end of January. This achieved over **318,000 views** and **627,226 impressions**.

## Media engagement

We planned a series of media releases over the live campaign period, including:

- > 'Over a third of people find energy bills unaffordable. CAS launches Big Energy Saving Winter campaign' – Monday 6 December
- > 'Almost half a million people cut back on food to afford energy bills' – Monday 20 December
- > '70 per cent worry about higher energy bills in 2022' – Sunday 2 January
- > 'Almost 640,000 people find energy unaffordable due to low incomes' – Monday 10 January
- > 'Over 380,000 people blame hard to heat homes for unaffordable energy bills' – Monday 24 January

### Highlights:

The Herald, BBC, i, The Scotsman

Combined value:  
**£640,000**



**Energy costs** One in three struggle to pay bills

A "PERFECT storm" of circumstances has left more than one-third of people in Scotland struggling to pay their energy bills as temperatures drop.

This winter, a survey has found. Citizens Advice Scotland says 36 per cent of people cannot afford rising fuel costs, with increasing inflation and sky-high living costs putting pressure on household budgets. The organisation is now launching a campaign, titled Energy Saving Week, to help people unable to help them cope.

Full story: Pa

A third of Scots find energy unaffordable, poll finds



**Horrible choice to eat or to heat**

NOBODY in 21st-century Scotland should be worried about whether they can afford to heat their home. But the reality is that hundreds of thousands of Scots are facing the horrible choice of eating or heating. Spiralling gas prices and an increase in the energy price cap have resulted in families spending more of their money to keep themselves warm. The uncertainty in the global markets which has caused firms to go bust is also adding to the problem. New polline commissioned by Citizens

**CONSUMER**  
Rising energy prices mean Scots face 'perfect storm'

Energy bills crisis for more than one third of Scots

More than one in three people in Scotland find their energy bills unaffordable, according to a new

**Leccy bill struggles**

MORE than one in three people in Scotland find energy bills unaffordable. A poll revealed 36 per cent were struggling to pay for their power – with eight in ten citing rising costs as the issue.



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FOUR-PAGE PUZZLES PULLOUT INSIDE

**Daily Record**

SCOTLAND'S CHAMPION

FOUR WEEKS FREE MEMBERSHIP

DIN

Up to 50% off your restaurant bill

**GIORGOS**

Alloa were dangerous & over the limit

KEITH JACKSON

Old Firm clash must go ahead no matter what

PLUS 16-PAGE WINNER INSIDE

**1 IN 3 SCOTS CAN'T AFFORD TO PAY ENERGY BILLS**

**POWER STRUGGLE**

36 per cent already worry about heating homes and there is a massive hike in prices on the way

Postecoglou

Fare have been brilliant but I can only win them over by winning league

**Daily Record**

SCOTLAND'S CHAMPION

IT'S NOT ENOUGH CHANCELLOR

**HALF A MILLION SCOTS TO GO HUNGRY**

Sunak's paltry £200 discount on rising energy costs will see desperate families cut back on food to pay bills

Save up to 20% with a Scotsman print subscription - Details on page 49

**THE SCOTSMAN**

SCOTLAND'S NATIONAL NEWSPAPER SINCE 1877

SCOTSMAN.COM REQUESTS TODAY FOR NEWS

Djokovic saga highlights need for more positive role models

Sport: Celtic close in on Australian midfielder McGree

**Pupils face months of uncertainty over exams**

Somerville says decision on structure of tests by end of March

Platinum celebrations begin

Energy crisis sees 640k Scots struggling to pay bills

At least 19 killed in fire at New York flats

MoneyMail

Thousands of Scots admit to fears over ever-rising bills

By Dan Barker

**Fuel costs turn heat on family finances**

More than one-third of Scots now say household bills are 'unaffordable'

Research conducted by YouGov for Citizens Advice Scotland found 380,000 Scots are struggling with bills.

RECORD VIEW

The heat is on to tackle bill crisis

HOIST Scots still in rising struggle

The cost of living is rising sharply

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The cost of living is rising sharply

**DAILY EXPRESS**

Cost-of-living crisis looms in 2022 with seven out of 10 Scots troubled by energy bills

Consumers braced for rough year with heating

More than one-third of Scots now say household bills are 'unaffordable'

**Fuel price rise fears**

Seven out of 10 Scots are worried about rising energy costs, researchers found.

Polling carried out by YouGov for Citizens Advice Scotland (CAS) found 48% were fairly worried about bills for their gas and

**One in seven in energy poverty**

By Paula Murray

AROUND one in seven Scots find energy bills unaffordable because of low incomes, a consumer rights charity has estimated.

polling for Citizens Advice Scotland (CAS) found 36 per cent of adults north of the Border fear changes for electricity and gas are too costly and of those, 40 per cent cite low income as a reason.

Based on the nation's population estimates of people over 18, the numbers equate to 639,227 people or one in seven adults.

Another 34 per cent also said inconsistent household income made the bills seem unaffordable.

The findings came amid soaring energy bills combined with reductions to Universal Credit, with CAS warning the number of people who struggled to pay for their utilities is almost certain to rise.

The energy price cap is due to increase in April, with the industry warning bills could rise by as much as 50 per cent.

The information has been raising the Energy Saving Winter campaign encouraging people to get advice on how to manage the hike in invoices from utility companies.

CAS has already policy officer, Michael O'Brien, said: "While energy bills have soared in recent months, it is important to understand households on low incomes were struggling with their energy costs before."

"A quarter of Scottish households are living in fuel poverty and that's before the impact of the pandemic and the crisis in energy markets is accounted for."

**Scots struggling to pay energy bills 'due to hard-to-heat homes'**

Research conducted by YouGov for Citizens Advice Scotland found 380,000 Scots are struggling with bills.

One in three households in Scotland faces fuel poverty

By Dan Barker

Scots are struggling to pay their energy bills, with one in three households in Scotland facing fuel poverty, a new survey has found.

The survey, conducted by YouGov for Citizens Advice Scotland (CAS), found that 380,000 Scots are struggling to pay their energy bills.

The survey also found that 36 per cent of Scots find their energy bills unaffordable, with 40 per cent of those citing low income as the main reason.

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**Daily Record**

NEWS POLITICS FOOTBALL SPORT TV & CELEBS LF

**Seven out of 10 Scots worry about energy price hikes,**

**Families fear more energy bill increases**

By Katrina Bussey

SEVEN out of ten people are anxious about rising energy

**Nearly 400k Scots admit their home is too difficult to heat**

**ENERGY CRISIS FOR 1 IN 3 - AND A PRICE HIKE IS ON THE WAY**

One in three in Scotland already find bills unaffordable as energy prices set to soar

By Gregor Young

**Income boost call for workers on UC**

Citizens Advice calls for change to cut poverty

LOW-PAID workers on Universal Credit should be given a boost their income, campaigners say.

Citizens Advice Scotland (CAS) has called for a change to the way the system works to help low-income workers on Universal Credit.

The charity says that the current system is flawed and that a change is needed to help low-income workers on Universal Credit.

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**Daily Record**

NEWS POLITICS FOOTBALL SPORT TV & CELEBS LF

**Cost fear on power**

MORE than eight in ten Scots worry about the soaring cost of energy hitting household budgets, hitting household budgets.

That is despite measures designed to take the sting out of the crisis.

Some 84 per cent told YouGov they are concerned over April's rise in electricity and gas prices. And almost half told the Citizens Advice Scotland survey they were

**Fears over energy bill hike**

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**Power bills eat into spending on food**

**Fuel cost food KO hits 480k**

CAS: Almost half a million people cut back on food to afford energy bills

By Katrina Bussey

ALMOST half a million people have cut back on food to pay for their energy bills, a new survey has found.

The survey, conducted by YouGov for Citizens Advice Scotland (CAS), found that 480,000 Scots are struggling to pay their energy bills.

The survey also found that 36 per cent of Scots find their energy bills unaffordable, with 40 per cent of those citing low income as the main reason.

## Impact evaluation

### Sky AdSmart advertising

For the first time, Citizens Advice Scotland took out television advertising with Sky as part of their AdSmart package. This allowed us to use a 30 second advert to promote to targeted households on lower incomes in the Highlands, Moray, Aberdeen City or Aberdeenshire over December and January (with a planned pause when CABs were closed over Christmas).

The advertising achieved:

- > **159,807 impressions (113.6% achieved of 140,635 target impressions)**
- > **13,062 reach (87.7% achieved of 14,888 total segment)**
- > **12.2 frequency (average number of impressions per unique household)**

Overall, this advertising seemed an effective way to reach targeted households in certain postcodes and would be worth exploring again for future campaigns.



Need help with managing your

# HOME ENERGY?



## Out of home advertising

We took out advertising with Global Media to include promotions on 90 bus rears in Aberdeen and Glasgow, and 85 phone kiosk adverts in a selection of locations all over Scotland.

Although we were only booked for two weeks for each, we ended up getting 30 overshow days (unpaid extension of the ads when they stay live for longer) for bus rears and 34 overshow days for kiosks, which felt like we got a lot more for our budget.

Global Media estimate that during our campaign:

- > **841,261 adults were reached**
- > **6,057,079 impacts were received**
- > **On average people viewed the campaign 6.9 times**

## Working with partner organisations

### Home Energy Scotland

Once again, we partnered with Home Energy Scotland as our main partner organisation during Big Energy Saving Winter. Home Energy Scotland worked with us and the co-design CABs to feedback on messaging and creative materials, as well as attending focus groups whenever possible.

As part of the campaign support, they worked with participating bureaux to help plan support and advice; created a series of news articles for their website on energy profiles; and produced a suite of energy saving advice leaflets which were distributed to bureaux.

### Additional supporting partners

In addition to Home Energy Scotland, we also had campaign support from Age 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.

**Impact evaluation****Bureaux supporting this campaign**

We aimed to receive support from 30 bureaux for this campaign and in the end, 38 bureaux signed up, as part of our call to the network to apply for campaign funding for the year ahead in June 2021.

**Increasing energy advice sought in bureaux**

Our aim was to encourage people to seek advice from their local CAB and to achieve a 15% increase in 'energy-related' advice given through bureaux during the campaign period (and two weeks after). Compared to the same period last year (2020/2021), the increase in advice given in bureaux in relation to fuel debts was 42% higher and that for general energy advice was 17% higher, taking us over our target. It is worth highlighting that this cannot be attributed to the campaign alone – with energy prices soaring and suppliers going bust, our network were inundated with people needing support in general, but it is very positive in that it shows increasing numbers of people turn to the Citizens Advice network in Scotland for support.

**Local coverage and highlights**

The Ross-shire Journal, Alloa and Hillfoots Advertiser, Campbeltown Courier & Argyllshire Advertiser, Shetland News

Combined reach:  
**Over 685,000**

Combined value:  
**£30,000**

**SWITCHING**  
 **OFF**

the **heat** to save money?

## Campaign success

**95%**

found the social media toolkit  
very useful or useful

**90%**

found the suite of posters  
very useful or useful

**90%**

rated their experience  
with the campaign as  
excellent or good

**70%**

of CABs would like to continue with the co-design approach  
for Big Energy and

**50%**

were interested in being involved in further co-designs

**45%**

took part in outreach/campaigning in local areas (which is very  
encouraging as we move out of the pandemic)

Data from this section is from our post-campaign survey to bureaux and takes into account feedback provided by CABs through this survey

### Quotes:

“Co-design has been hugely successful and again we gained way more than we expected including by again having the wider team energised for the campaign. Not being passive but active and being also spurred on by our clients has been fantastic.” – Inverness Badenoch and Strathspey CAB

“Really useful and informative, albeit tight timescales...but would definitely get involved again in the future.” – Argyll and Bute CAB

“The resources pack is really helpful and gives campaign coordinators all the tools they need to run a successful campaign.” – North and West Sutherland CAB

### Impact evaluation

#### Local highlights:

**Airdrie CAB** engaged with local organisations including Diamonds in the Community, a local addiction recovery centre, Women's Aid and the Simon Community – all to help promote the campaign to wider audiences.

**Coatbridge CAB** spoke to all our clients over December/January to alert them to the campaign, and contacted local councillors, MP and MSP to highlight the advice available.

**East Kilbride CAB** provided leaflets to local foodbanks who ensured they were in every food parcel that was distributed.

**West Lothian CAB** distributed a local press release, posters and leaflets in their local community and worked with local partnerships to raise awareness of the campaign.

**Angus CAB** worked with partner agencies to promote the support available and promoted the campaign using materials in the local community.

**North and West Sutherland CAB** created campaign displays at local outreach clinics and in our bureau. They contacted local councillors and MPs and ran a social media campaign which had good engagement.

**Skye & Lochalsh CAB** went on local radio to promote CAB activity in their local area and support available, including offering checks that Warm Home Discount is in place and the uptake of energy efficiency programmes.

**East Renfrewshire CAB** used all campaign materials in the bureau and at local outreach, and posted some of the materials to clients who were housebound.

**Moray CAB** distributed press release to Northern Scot and letters to local MP/MSP. They also ran a successful social media campaign, created a display in their bureau reception area, and worked with local partner organisations. They also ran two afternoon sessions in their local library supporting the campaign in conjunction with both REAP (local energy charity) and Home Energy Scotland.

**South West Aberdeenshire CAB** shared social media posts from CAS and also created also created their own across all platforms. They also held a public engagement event at a local shopping centre, handed out branded items and spoke with members of the public

**Argyll and Bute CAB** worked closely with Home Energy Scotland throughout the campaign, which they felt greatly enhanced their understanding of regional energy issues. They also saw successful local press coverage, and distributed a combined flyer/Christmas card to local postcodes. Additionally, they engaged with local food banks and housing organisations to raise awareness of support.



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**East Ayrshire CAB** delivered a partnership-based social media campaign which included cross posting with Home Energy Scotland. They also co-hosted two online webinars where they discussed a variety of topics including the market crisis, to switch or not to switch and support mechanisms for vulnerable households. They also worked with local politicians and organisations to increase campaign reach.

**Dundee CAB** ran a stall at their local Christmas market to promote the campaign. Additionally, they reached out to local politicians for support, promoted campaign materials in our local library and in the bureau. They also ran a successful social media campaign.

## Big Energy Saving Month in action



Nairn CAB  
window display



Nairn CAB Xmas  
window display

## Big Energy Saving Winter Campaign Impact evaluation

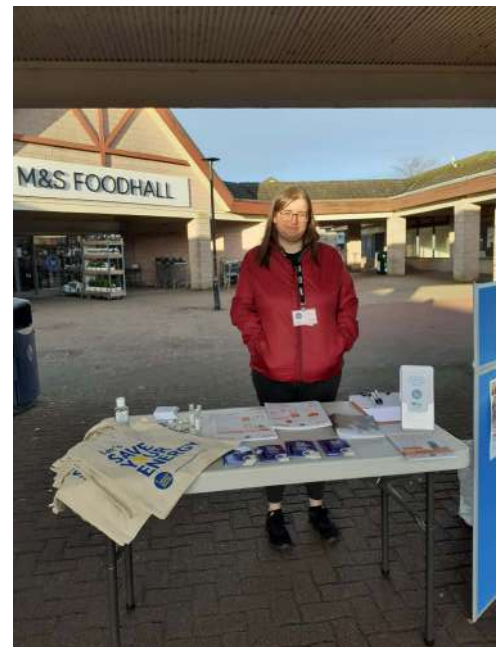
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Dundee CAB



Westhill CAB





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Inverness CAB



## Big Energy Saving Winter Campaign Impact evaluation

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Parkhead CAB



## Lessons going forward

### Clarity between energy projects

Several CABs mentioned that having Big Energy Saving Winter running at a similar time to Energy Best Deal and Energy Saving Network projects was confusing internally, especially when it came to evaluations, as it's difficult to remember which artwork was for which project. It might be useful to think about if these projects should have any consistency in design (especially thinking from a public perspective since they are all live in the same period), or if they should remain distinctive, but more clarity on their differences should be made apparent for everyone involved.

### Timing/timescales

Several bureaux also mentioned that timescales were tight for involvement in the Big Energy co-design, especially as the campaign started earlier this year in December. This year, applications for campaign grants opened in July, then the Big Energy co-design applications opened in August, with focus groups running in September/October to allow design work in November. Several bureaux also mentioned the timing in December wasn't ideal as it involved promoting just before a period when CABs were closed Christmas. It might be worth looking at starting the campaign earlier (November) or push back until January and run over the new year winter period.

### Balance of promotions and resources

Bureaux have been extremely busy during the pandemic, and a valid concern raised, was balancing limited staff resources with promotion of services. If the campaign promotions are successful, under-resourced bureaux feel additional pressure to address issues raised by new numbers of clients. This falls under the need for additional resource funding for bureaux to help manage expectations.

## Summary

Overall, the Big Energy Saving Winter campaign performed very well. We met all campaign measures and saw very strong media coverage throughout the two months of promotions. There were obvious challenges in the energy network before the campaign launched, including the unprecedented number of suppliers folding, which meant we needed to quickly adapt our campaign messaging and worked with CABs to ensure this hit the right tone.

There was also the emergence of a new Covid-19 variant just when the campaign was launching, which slightly impacted bureaux plans for campaigning in public, but many still managed some forms of outreach and CAS joined Parkhead CAB for their local launch. The scale of the increase in advice given in bureau compared to last year, shows what a difficult time this was for many people and hopefully the campaign helped many people feel less powerless and know where to get support.



**FEELING  
POWERLESS?**