

# **Big Energy Saving Network (BESN) and Big Energy Saving Week (BESW) funding October 2019 - March 2020**

## **Specification and guidance for completion of application form**



## Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Background</b>	<b>3</b>
<b>What does being a member of the BESN and BESW project involve?</b>	<b>7</b>
BESN Training	7
BESN Project Requirements	7
<b>Single and multiple BESN Champions</b>	<b>8</b>
<b>How can you successfully deliver BESN?</b>	<b>9</b>
Who are vulnerable consumers?	9
What do we mean by delivering 'outreach' and 'reaching' vulnerable consumers and frontline workers?	9
What kind of consumer events work well?	10
<b>Why are volunteers important?</b>	<b>11</b>
<b>Reporting requirements</b>	<b>11</b>
<b>Funding available and applicant eligibility</b>	<b>12</b>
<b>About the application form</b>	<b>13</b>
Section 1- Delivery organisation details	14
Section 2- BESN funding questions	14
2.1 - Region	14
2.2 - Tell us about your organisation	14
2.3 - How will you deliver BESN?	14
2.4 - What contingency plans do you have in place?	15
Section 3- Details of Champion	15
<b>Data protection</b>	<b>16</b>

## Document control

Document name	BESN application guidance 2019-20
Authors	Jack Hope, Clare Bull
Contributors	Helen Paris
Reviewers	
Version number and date	version 1.0 [issue] – release: 15/08/2019
Update history	none

# Introduction

Citizens Advice is pleased to announce the launch of the 2019/20 Big Energy Saving Network (BESN) and Big Energy Saving Week (BESW) projects. For this year applications for BESN and BESW will be combined. This will ensure consistency of delivery across England and Wales and ensure that both the BESN project and BESW campaign work together in the best interests of consumers.

The Big Energy Saving Week campaign is a week long consumer awareness/education campaign designed to encourage consumers to switch energy providers and take energy saving measures. In order to deliver the campaign Citizens Advice will provide promotional materials and giveaways as well as a social media pack and template press releases.

Please note that all applicants that are successful will need to deliver both BESN and BESW.

The projects are made up of local community groups and charities across the United Kingdom that can advise on energy saving in the home, switching energy suppliers, different energy tariffs and available support to help vulnerable households stay warm and lower energy bills.

We invite organisations to submit applications to:

1. Nominate Champion(s) who will coordinate and deliver support to consumers
2. Administer and oversee a programme of outreach.
3. Deliver a week long campaign encouraging vulnerable consumers to take energy saving measures and switch energy providers.
4. Collect and provide prescribed evaluation and monitoring information
5. Where possible, complement delivery through the use of additional staff/volunteers.

# Background

There is considerable evidence that vulnerable consumers are often among those most disengaged from the energy market and lack the confidence necessary to save money by taking action on tariffs, switching and improving energy efficiency. Consumers who don't regularly switch are highly likely to be on the most expensive tariffs and the Network's primary aim is to support vulnerable consumers to switch and save.

Historically BESN and BESW have been run as separate programmes but this year we are combining the two. We hope this will allow us to deliver energy advice to a wider audience as well as allowing us to give a more comprehensive support to people who we engage in the campaign.

The Big Energy Saving Network complements campaigns such as Big Energy Saving Week and Energy Best Deal extra to bring together trusted third sector and community bodies to provide targeted, personalised advice that can help bring down the energy costs of some of England and Wales' most vulnerable consumers.

Big Energy Saving Week is a partnership between Citizens Advice, the Department of Business Innovation and Skills and the Energy Saving Trust. We have run the campaign in this way for the last 8 years and each year deliver around 500 events secure over 600 pieces of press media coverage and see almost 30,000 visits to the Citizens Advice Energy Price Comparison Tool.

## Guidance notes

Completed applications should be sent by email, to [besn@citizensadvice.org.uk](mailto:besn@citizensadvice.org.uk) by 06 September 2019

Questions and clarifications can be accepted until 17:00 on Friday 30 August. Please send to: [besn@citizensadvice.org.uk](mailto:besn@citizensadvice.org.uk). Replies will be sent via email within three working days.

Each organisation must complete the entire form and provide evidence of qualified staff and/or volunteers that can fulfil the Champion role. If applying for more than one Champion, you only need to submit one application form. However, you must complete Section 3 separately for each individual. Space for submitting up to four applications for Champions is provided in this section.

Where multiple Champions from the same organisation plan to work together to deliver a project, it is acceptable for individual Champions to divide the work.

Applicants are required to complete all sections of the application form.

Successful applicants will be required to provide further information to us including:

- Manager name and contact details
- Addresses
- Charity registration number
- Company registration number
- Bank details

- Champion contact details

Successful applicants will also be required to enter into a grant agreement.

Citizens Advice will be hosting a number of training days, for BESN, in October, at numerous venues across England and Wales. All Champions that are funded must attend one of those dates.

Key dates:

<b>Applications open</b>	16 August 2019
<b>Questions and Clarifications</b>	16 August - 30 August 2019
<b>Deadline for submission</b>	17:00 6 September 2019
<b>Evaluations</b>	9 September - 19 September 2019
<b>Provisional awards</b>	20 September 2019
<b>Appeals accepted</b>	23 September - 25 September 2019
<b>Appeals heard</b>	26 September - 27 September 2019
<b>Final awards</b>	30 September 2019
<b>Grant agreement issues</b>	1 October 2019
<b>Service commences</b>	1 October 2019
<b>Training</b>	1 October - 30 October
<b>Big Energy Saving Week</b>	20 January - 26 January 2020
<b>Project completed</b>	31 March 2020

# Summary of requirements

## Performance indicators for BESN



- For each BESN Champion an organisation is allocated they will be required to deliver advice to 100 consumers.
- Delivery will commence on 01 October 2019 and funded activity must end on or before 31 March 2020.
- Champions will report on a monthly basis to Citizens Advice (reporting templates will be shared at a later date).
- Champions will attend a networking day in October 2019.
- Champions must engage with Regional Energy Leads in their area

## Performance indicators for BESW



- Deliver a minimum of 5 outreach events for local people and registering these with the campaigns team at Citizens Advice
- Encourage other partners to get involved with public-facing work, including through the dissemination of local resources and partnership working
- Consider targeted education messaging for underserved groups in your community (rural, digitally excluded, people in vulnerable situations etc)
- Run a sustained social media campaign during the week using resources provided and locally generated content
- Plan and carry out a local media campaign engaging with local print, radio and/or television.
- Engage local MPs and councillors in awareness raising activities such as hosting an event in their constituency surgery

Below are the key points for organisations to consider before making an application

1. Applications for grants can be made by eligible third sector and legally constituted organisations located anywhere in England and Wales.
2. Each grant is for a sum of £3,500 per Champion for work related to BESN and an additional £2,000 per organisation to support the delivery of BESW.
3. Each organisation can apply for a maximum of four Champions, although we will consider the geographic spread of grants to be awarded as part of our

assessment of bids to ensure that we have Champions across all regions of England and Wales.

4. Eligible organisations can either apply to deliver a single Champion-led project or they can bid for funding for up to four Champions; each leading and delivering their own programme of outreach, or working together to deliver a collective programme.
5. Each Champion is required to deliver proactive advice to 100 vulnerable consumers on energy issues via an 'assisted action' approach (completed by 31 March 2020).
  - a. The primary aim is to help vulnerable consumers switch to a cheaper tariff and/or supplier, but additional support provided can include:
    - i. Help with debt to their supplier
    - ii. Help to access assistance such as Warm Home Discount
    - iii. Help to access energy efficiency schemes.
6. Reporting requirements for BESN:
  - a. Monthly performance data to Citizens Advice.
  - b. Champions are also required to maintain and keep records, including:
    - i. Sign in sheets for consumers
    - ii. Records of one-to-one advice appointments
    - iii. Group session feedback forms
7. Reporting requirements for BESW
  - a. Registration of all 5 events by December 16th 2019
  - b. Collecting client consent forms where possible to enable the completion of 3 client survey forms
  - c. Completion of an online evaluation form by 28.02.2020

## **What does being a member of the BESN and BESW project involve?**

### **BESN Training**

Every BESN grant funded project will be coordinated by a Network Champion. Each named Champion will receive specialised training which will be developed and delivered in a format that is beneficial for both new members of the Network and returning Champions. The training will include information on tariffs, switching, and assistance for vulnerable consumers and incorporate practical guidance on how to deliver your BESN project and meet the specified reporting requirements.

This training will be hosted by Citizens Advice and will take place at a number of locations across England and Wales, in October. Attendance at one of these events will be compulsory for all BESN Champions.

## BESN Project Requirements

Each funded Champion must attend a training day, hosted by Citizens Advice at numerous venues around the country. Further details about those events will be released in due course.

Once trained, each BESN Champion is responsible for coordinating the delivery of their project, including:

1. Delivery of proactive advice to 100 vulnerable consumers on energy issues via an 'assisted action' approach (completed by 31 March 2020).
  - a. "Assisted action' means helping consumers take action to reduce their energy bills or access assistance they otherwise would not have done without BESN
  - b. The primary aim is to help vulnerable consumers switch to a cheaper tariff and/or supplier, but additional support provided can include:
    - i. Help with debt to their supplier
    - ii. Help to access assistance such as Warm Home Discount
    - iii. Help to access energy efficiency schemes.
2. Reporting on activity including:
  - a. Complete sign-in sheets for all group sessions
  - b. Complete a case-study
  - c. Encourage as many consumers and frontline workers as possible to complete a feedback form at the group session they attend
  - d. Complete feedback forms to capture outcomes from one-to-one advice
  - e. Provide the above to Citizens Advice if your organisation is selected to be audited

In addition, it is suggested that Champions recruit and train additional volunteers, including cascading training amongst colleagues, to help deliver the objectives of the project, in particular to assist at outreach events and in providing one to one advice.

Champions will be the point of contact for their project's volunteers and responsible for overseeing the activities of any volunteer(s) and for ensuring that the advice both they and their volunteers give remains accurate and up to date.

Successful Champions will be provided with a range of supporting material, access to further sources of help and advice and contact details for further support from the project delivery team.

# Single and multiple BESN Champions

Each organisation can apply for a maximum of **four** Champions. Please note that we will consider the geographic spread of grants to be awarded as part of our assessment of bids to ensure that we have Champions across all regions of England and Wales.

Eligible organisations can either apply to deliver a single Champion-led project or they can bid for funding for multiple Champions; each leading and delivering their own programme of outreach, or working together to deliver a collective programme.

For clarification:

Each Champion applied for must be a different member of staff or volunteer. This section of the application form will be assessed on an individual by individual basis.

Multiple Champions from the same organisation must deliver the aggregate outputs for their total number of Champions: for example, an organisation with three Champions must deliver to at least 300 consumers.

## How can you successfully deliver BESN?

The primary objective for Champions delivering the Big Energy Saving Network programme is:

- To provide assisted action for the maximum number of vulnerable consumers possible with the funding available, helping them save money on their energy costs through attendance at BESN Champion and/or volunteer led outreach sessions.

## Who are vulnerable consumers?

For the BESN programme this includes but is not limited to fuel poor households, people on low incomes and/or on benefits, people with disabilities or long term health conditions, those who use prepayment meters, those without internet access and those who have not switched before.

## What do we mean by delivering 'outreach' and 'reaching' vulnerable consumers and frontline workers?

The objectives of the BESN will only be met if outreach events offer opportunities to vulnerable consumers to reduce their energy costs.

In practice, this means that consumers need to receive help and advice from the Champion or volunteer, with the opportunity to receive one to one advice as required, for it to be counted towards the outreach target of 100 consumers. Ways in which you might do this include:

- One-to-one personalised advice
- Delivery of a Network consumer event (see below for the type of events which work well), where advice is then provided face-to-face, or followed up afterwards with a one to one session.

Advice given via the telephone or information leaflets passed out at large scale public events where there are insufficient resources and/or volunteers to provide personalised advice, will **not** count towards a Champion's targets.

## What kind of consumer events work well?

The key to successful delivery of your project is to be flexible with your approach and ensure that:

- Events are held in a suitable location – for example the venue should be accessible to all potential attendees.
- Consumer events need to be suitably advertised – a Network outreach event should be publicised through existing contacts and also via press and social media. This will help to encourage consumers to bring along any relevant information such as a copy of their most recent energy bill.

- Make full use of your organisation's contacts, links with community groups and established partnerships with frontline organisations in your area. Champions and volunteers should also be proactive in developing further links to help publicise the Network and ensure that the right consumers are being reached.
- Schedule your BESN consumer sessions as part of existing events where vulnerable consumers already meet.

Events need to be of an appropriate duration to convey the key messages of the programme. This will enable time for the one to one assisted action that follows and ensure that frontline workers are confident to deliver advice to their clients.

Examples of successful events include:

- Attending health clinics such as asthma, flu or diabetes clinics to provide advice
- Attending food bank drop in sessions
- Parent and toddler groups
- Debt advice clinics
- Library events
- Having a stall at a local market to provide advice
- Housing Association community events
- Attending community group events
- Advice to different faith groups in the community
- Advice offered at Job Centre Plus
- Local Authority referrals for assistance

## Why are volunteers important?

The Network model encourages Champions and volunteers to work together to deliver the aims and objectives of the programme. Successful Champions are encouraged to recruit and train two volunteers per Network project. Additional volunteers could be of particular benefit to organisations where only one Champion and/ or member of staff is leading delivery.

Volunteers can help Champions to organise and deliver outreach events as well as generating a positive legacy for the key messages of the programme to continue after delivery ends.

It will be important that Champions are open and accessible and can provide encouragement and guidance to volunteers as they go about delivering consumer advice sessions.

# Reporting requirements

## BESN

As part of the programme, organisations are required to collect and submit:

- A summary of activities, including details of planned events
- Reports on BESN events delivered. Including: number of attendees, total savings, contact information for further evaluation.
- Details of the actions consumers have taken to reduce their energy bills or make other savings
- Feedback forms from consumers and frontline workers who attended a BESN
- An interim report - overview of progress to date, potential risks to delivery and proposed steps to mitigate risks
- Final report – feedback on how the project was delivered, including suggestions as to how BESN could be improved for future delivery
- A case study from each Champion by 31 March 2019
- Champions are also required to maintain and keep records, including:
  - Sign in sheets for consumer and frontline worker events
  - Records of one to one advice sessions

Each Champion will be required to submit one case study setting out how they have been able to help a vulnerable consumer take action as a result of their Network activity either through one to one advice to a consumer, or from feedback of a frontline worker that received BESN training (in the capacity of their job or volunteering role).

We recognise that collecting information, particularly from consumers, can be a challenge, but this information is very important because it provides evidence of delivery for audit purposes and helps Citizens Advice demonstrate the impact of the project. It also helps us to understand better what your organisation and Champions have achieved and the impact of this on individual consumers and frontline workers.

# Funding available and applicant eligibility

Each successful grant is for a sum of £3,500 per Champion, which is made up of an initial payment of £2,500 and a further £1,000 if the agreed objectives of the grant are met in full within the grant period. In addition to this each delivery organisation will receive a further grant of £2,000 to deliver Big Energy Saving Week.

Citizens Advice may seek to recover all or part of the initial payment if there is insufficient evidence that the objectives of the grant have been met. Citizens Advice will refer to the reporting requirements, together with sample checks of sign-in sheets and feedback forms to assess whether the terms of the grant have been met.

The grant can be used to cover such expenses as staff costs, travel to training events, venue hire (if required), publicity, printing, IT, translation costs, travel and other associated expenses incurred to run events and/or make home visits.

By applying for the grant the applicant organisation agrees to ensure the Champion's attendance at organised Citizens Advice training opportunities.

Applications for grants can be made by the following eligible organisations located anywhere in England and Wales:

1. Charities
2. Parish Councils
3. Community Interest Companies
4. Community Co-operatives and Community Benefit Societies (Industrial and Provident Societies)
5. Voluntary Associations
6. Development Trusts
7. Faith Groups
8. Registered Social Landlords
9. Local Authorities

Funding will not be available for commercial activity and applicant organisations should check with Citizens Advice if they are in any doubt as to their eligibility to apply for grant funding.

# About the application form

Applicants should answer all of the application questions, clearly setting out how they meet the following criteria.

The table below shows the weighting of each question:

Section	Weighting
1	This section will not be scored, however it must be completed or your application will not be accepted.
2.1	This section will not be scored, though it may be used to ensure that we have a geographic spread of grants awarded.
2.2	15%
2.3	15%
2.4	15%
2.5	15%
3.1, 3.2, 3.3, 3.4*	40%

\*If you apply for more than one champion each will be scored separately and will be added to your section 2 score (i.e.) if you apply for 4 champions your application will end up with four scores which will then be ranked.

For example, if you applied for three Champions A, B & C, this would work as follows:

You will submit one application; this will include answers for section 2 and answers in section 3.1, 3.2, and 3.3 (as you have applied for three Champions). You will leave section 3.4 blank as you are not applying for four Champions.

When we score this application, we will score section 2 once. We will then score section 3.1 for Champion A, section 3.2 for Champion B, and section 3.3 for Champion C. These scores will be added to section 2, as below:

Section 2 + Section 3.1 = score for Champion A

Section 2 + Section 3.2 = score for Champion B

Section 2 + Section 3.3 = score for Champion C

The scores for each Champion will then be ranked, alongside applications from other organisations, and the highest scoring Champions will be most likely to receive funding.

## Section 1- Delivery organisation details

This is the basic information we require to process your application. The Centre Manager/CEO will be the primary contact we use should we require additional information and to update you regarding the outcome of your application.

## Section 2- BESN funding questions

### 2.1 - Region

Please indicate which region or regions you will be delivering in. This information will not be scored, however we may use it to ensure that we have a geographic spread of grants awarded across England and Wales.

### 2.2 - Tell us about your organisation

When assessing this question our evaluators will be looking for evidence of why your organisation is well placed to deliver BESN. We will look for examples of your organisation's experience engaging vulnerable consumers and delivering training to frontline workers who work with them. We will also look for local links and partnerships you may have. Any statistics you can provide or examples of engaging consumers with similar projects, in the past, will also be valuable.

### 2.3 - How will you deliver BESN?

You should identify which type of events you intend to deliver and outline how your organisation will reach 100 consumers per Champion. Your response should clearly lay out who will deliver the work, where you expect the events to take place and when you expect the work to take place. We also want to know what links you will use to promote your events and how you will ensure that you reach your target.

The answer should also outline how you will provide one-to-one energy advice and who will deliver this, as well as the outcome you expect those appointments to lead to.

If you intend to apply for multiple Champions and they are going to work together please ensure you clearly explain how you will approach this. Will they work together, or will they work towards their targets independently?

Finally, there should be key milestones in your project plan, such as when you plan to start delivery, key events your delivery will focus around and when you expect to achieve 50% of your targets.

## 2.4: How will you deliver Big Energy Saving Week?

You should set out your ideas to deliver the campaign, the sort of events you would like to run, where you would host them and which specific audiences you would like to reach, for example young families or older people. In previous years events have been held in hospital foyers, supermarkets, children's centres. It would be helpful to know how many people you would hope to reach through the events.

You should also set out your plans to publicise the campaign messages through social and traditional print media. You should also explain how you will engage local stakeholders such as your local MP and councillors or any local organisations or businesses who might be able to support the campaign.

You should also set out how you will link the events and campaigning activity to the work of the energy champion/s. How will you make sure anyone who you meet during events who needs more support with energy can an advice session.

You will also need to confirm that you are prepared to follow up with clients after the campaign so that we can evaluate the campaigns success.

## 2.5: What contingency plans do you have in place?

You should explain how your organisation is going to mitigate against the risks we have identified in the application form. We will be looking for specific plans and actions that are achievable and realistic. We also want to know who will be responsible for ensuring those plans are carried out.

## Section 3- Details of Champion

You will need to complete this section for each Champion that you are applying for and indicate this number at the beginning of the section.

Each Champion should be named and the region they will carry out their work in should be clarified (please use the list from section 2.1). When assessing applications we will be looking for prospective Champions to have verifiable experience and skills in the delivery of advice to vulnerable consumers and the training of frontline workers.

We would also like you to outline previous experience that each Champion has delivering energy advice, whether that is via BESN or a different energy project. Please let us know how successful they were when delivering any previous projects. We will look for relevant experience and/or qualifications, particularly in relation to giving energy advice.

If you are applying for more than one Champion then please complete the additional questions boxes provided.

## Assessment process

Citizens Advice will acknowledge receipt of your application within two working days. If you do not hear from us in this period then please assume that we have not received it and contact us again.

Applications will be evaluated by a panel, comprised of trained national Citizens Advice staff, for two weeks following the end of the application window. All applicants will then be notified regarding the outcome of their application.

If you are successful we will provide a form for you to complete in the notification email. Successful applicants will be required to provide additional details prior to us issuing them a Grant Agreement.

The project requires that we provide coverage of service across England and Wales. To ensure this happens, we reserve the right to amend the level of funding we award to individual applicants.

If you do not receive any funding, there will be an appeals process. Further details of the appeals process will be provided in the email giving you the result of your application. Appeals will only be available to those who receive no funding.

Successful applicants will be offered a grant agreement, via email, prior to the project's start date. Further participation in the delivery of the projects, including grant of funds, will be conditional on applicants agreeing to the terms and conditions applicable to the grant.

## Data protection

To inform assisted action on tariffs and switching, successful organisations are required to collect information on consumers' income and energy use, which will include personal data. Each grant funded organisation will also be required to provide Citizens Advice with evaluation data, which will be shared with the Department for Business, Energy and Industrial Strategy (BEIS) to inform the success of the Network's activities.

Each grant funded organisation will be responsible for complying with all requirements of the General Data Protection Regulations (GDPR) and Data Protection Act (2018).

Applicant organisations need to have appropriate policies and procedures in place for the processing of personal data, and understand their obligations under data protection legislation. Successful organisations will act in accordance with the data protection provisions set out in our grant agreement.

**END**