



Energy Best Deal Pilot Evaluation

Final report to Ofgem

Helen Richardson and Joshua Thumim

2 July, 2008

Centre for Sustainable Energy
3 St Peter's Court
Bedminster Parade
Bristol BS3 4AQ

Tel: 0117 9341 400
Fax: 0117 9341 410
Email: info@cse.org.uk
Web: www.cse.org.uk
Registered charity no.298740

1	EXECUTIVE SUMMARY	3
2	INTRODUCTION.....	6
2.1	Description of EBD pilot	6
2.2	CSE Evaluation	6
3	METHODOLOGY.....	8
3.1	Inputs.....	8
3.2	Process	8
3.3	Results	9
3.3.1	<i>Telephone interviews</i>	9
3.3.2	<i>Evaluation of results</i>	9
4	EVALUATION OF MATERIALS	10
4.1	Introduction.....	10
4.2	Customer Handout	10
4.2.1	<i>Design</i>	10
4.2.2	<i>Content</i>	12
4.2.3	<i>Language</i>	13
4.3	Facilitator background notes	14
4.3.1	<i>Design</i>	14
4.3.2	<i>Content</i>	14
4.3.3	<i>Language</i>	15
4.4	Session presentation	16
4.4.1	<i>Design</i>	16
4.4.2	<i>Content</i>	18
4.4.3	<i>Language</i>	19
5	EVALUATION OF A SESSION	21
5.1	Approach	21
5.2	Delivery	21
5.3	Outcomes	22
6	RESULTS.....	24
6.1	Introduction.....	24
6.2	Target audience	27
6.3	Resulting actions	29
6.3.1	<i>Summary</i>	29
6.3.2	<i>Payment methods</i>	30
6.3.3	<i>Seeking further advice</i>	31
6.4	Project materials.....	33
6.5	Frontline specific information.....	35
6.6	Facilitator results	35
7	CONCLUSIONS.....	38
8	RECOMMENDATIONS.....	40
8.1	Approach	40
8.2	Targeting	40
8.3	Delivery	41
8.4	Materials.....	41
8.5	Evaluation process	42
	APPENDIX 1 – TELEPHONE INTERVIEWS	43

1 Executive Summary

Introduction

Ofgem funded the Citizen's Advice Bureau (CAB) to carry out a series of pilot sessions called 'Energy Best Deal' (EBD) offering advice regarding citizen's rights in the household energy supply market. Ofgem commissioned Centre for Sustainable Energy (CSE) to evaluate the quality and impact of the Energy Best Deal pilot.

Methodology

The evaluation has been undertaken using CSE's Energy Efficiency Advice Centre expertise to evaluate the quality of approach, delivery of sessions and design of materials. Feedback forms completed by session attendees together with a limited sample of telephone interviews were analysed to assess impact and effectiveness. In total 332 feedback forms were received from customers, frontline workers and facilitators who had attended an EBD session. Out of these attendees 20 customers and 20 frontline workers were interviewed over the telephone. These results were then compared to answers given in their feedback forms and correlations identified using SPSS software.

Evaluation of materials

An evaluation was made of:

- Customer handout
- Facilitator background notes
- Session presentation

The results showed that the handout for customers was well put together, providing clear details of the benefits of switching supplier and changing tariff in an easy to follow step-by-step format. There were a few areas of the layout which could be improved such as making the pictures relevant to the adjacent text. Overall the handouts were clear and suitable for their purpose.

The facilitator background notes were clear and concise including additional information as may be required by the facilitator. There was good provision of frequently asked questions which would benefit from being expanded. Recommendations to improve the notes included extending the materials for facilitators to form a training pack and the provision of the Energy Saving Trust Advice Centre free phone number to provide information on local energy saving grants.

The session presentation included many useful facts but used too much text in the slides. There was a lack of pictures, diagrams and graphs to illustrate the information which could potentially lead to a monotonous delivery.

Evaluation of a session

An EBD session in Huddersfield was attended by CSE to evaluate the structure, content and delivery. The session consisted of a group of young mums who were receiving the session as a part of a range of talks and

discussions. The evaluation showed that attendees were receptive to the advice given and were positive about the aims of the project. The evaluation also highlighted the need for alternative presentation materials as PowerPoint was not viable for this venue which meant the notes were read by the facilitator. This undoubtedly ensured the session was not as engaging as it might have been.

Evaluation of session impact and effectiveness

Information from the feedback forms completed by customers, frontline workers and facilitators were analysed to show key findings and opinions on a range of aspects of the EBD sessions including:

- Usefulness of the sessions
- Improvement of knowledge
- Desire to act on the information provided
- Quality of materials
- Age, gender and family circumstance

The information from these forms was augmented by the telephone interviews carried out with customers, frontline workers and facilitators. These interviews aimed to establish outcomes of the sessions a few weeks after they had taken place.

The two sets of results were analysed and common themes identified to show the correlation between attendees and characteristics between results.

The key findings were:

- Knowledge of switching was high amongst the attendees but this did not directly link to high numbers of people switching previously
- The majority of attendees (86%) felt their knowledge of switching, changing supplier and where to get other advice had improved as a result of the session
- A high proportion of attendees were female, over the age of 50. Although this is a valuable audience to reach the sessions could benefit from actively targeting a wider demograph to reach other vulnerable clients.
- A good proportion (15%) of attendees sought advice from a fuel supplier after the session. 10% of attendees also sought advice from Warm Front and Energywatch, showing that the sessions are effectively disseminating information.
- The sessions were not particularly relevant to the needs of attendees on pre-payment tariffs. A significant proportion of attendees paid for their fuel by this method but the session offered little alternative advice for people already in debt.
- A high proportion of attendees went on to tell friends and family about the information provided at the sessions.
- Over 90% of customers and frontline workers rated the handout materials as good or excellent.

- A significant proportion of attendees interviewed had sought further advice after the session. Unfortunately evidence taken from the telephone interviews showed that no one had switched supplier since the session. This result may not be representative of all attendees as only a small proportion was interviewed.
- No attendees currently using prepayment or token meters had sought further advice after the session
- The vast majority of facilitators rated the planning notes and background materials as good or excellent.

Conclusions and recommendations

The evaluation concluded that the EBD pilot had been very well received with overall positive feedback on the different aspects of the project. The materials were commended and the value of the sessions illustrated by the positive feedback and reported improvement in knowledge and intention to take action. While the telephone interviews failed to find attendees who had taken action (beyond telling others about the session), this may have been a product of the small sample size for telephone interviews rather than a representative picture of all attendees. There may therefore be some merit in undertaking further follow-up evaluation.

Recommendations for the EBD programme include:

- Providing a training pack for facilitators with interactive materials, including a simple tool to illustrate the process of switching and using price comparison websites and the provision of activities to offer a more versatile set of materials
- Ensuring that a range of vulnerable clients are reached in the roll out
- Consider how to meet information needs of those on prepayment tariffs as a result of previous arrears
- Ensure adequate energy knowledge amongst EBD session facilitators
- The provision of 'freebies' in addition to the customer handout provided in the pilot. The 'freebie' would illustrate key features of the customer handout such as key contacts and 'step by step guide to switching'
- The use of two separate training sessions for customers and frontline workers
- The use of a larger sample size for follow-up evaluation of future sessions

2 Introduction

2.1 Description of EBD pilot

Ofgem funded the Citizen's Advice Bureau (CAB) to carry out a series of pilot sessions offering advice regarding citizen's rights in the household energy supply market. Known as the 'Energy Best Deal' (EBD) pilot, the objectives were to test whether face-to-face advice delivery from a trusted provider leads to an increase in consumers:

- (1) Switching to a lower cost supplier
- (2) Switching to a lower cost tariff with their existing supplier

62 separate CAB sessions were carried out in 3 different regions (the South West, Wales, and Yorkshire and Humberside). The attendees consisted of 426 frontline workers and 384 consumers. The advice was delivered by CAB staff and other representatives, as part of CAB's existing financial capability work stream.

Sessions were attended by both customers and frontline workers. The term 'frontline workers' represents people who are key figures within their community who have volunteered to disseminate the session information back to residents. The EBD pilot project engaged directly with customers to highlight the ease of switching supplier and changing tariff to get the best deal and the subsequent financial savings.

A range of materials were used to inform facilitators, frontline workers and customers of the benefits of switching and changing tariff.

Ofgem commissioned Centre for Sustainable Energy (CSE) to evaluate the quality and impact of the Energy Best Deal pilot. This document outlines the approach CSE took to evaluate the project and the subsequent findings.

2.2 CSE Evaluation

The evaluation of the EBD pilot was designed to test the approach, content and outcomes of the EBD sessions carried out by CAB and give any appropriate recommendations.

The aim of the evaluation was to assess whether the approach taken by the EBD project can effectively inform customers of citizens rights within the domestic energy market and encourage customers to switch supplier and/or change tariffs with their existing supplier.

The evaluation assesses the effectiveness of the overall project approach by achieving the following objectives:

- To evaluate the presentation materials to assess their appropriateness for Facilitators, Frontline workers and Customers.

- To analyse data from feedback questionnaires to assess the content and delivery of the EBD sessions
- To analyse data from telephone interviews to receive feedback on the sessions from:
 - a. Facilitators
 - b. Frontline workers
 - c. Customers
- Obtain results showing the number of customers who switched supplier or change tariff with an existing supplier since attending a session.

3 Methodology

CSE used the following methodology to evaluate the pilot. The approach used assesses the three stages of the Energy Best Deal pilot:

3.1 Inputs

Presentation material developed by Ofgem and provided to the CAB for use during their sessions was evaluated to test their appropriateness.

Objectives:

- To use professional Energy Efficiency Advice Centre expertise to assess the quality of the materials used to explain to customers that they may get a better deal by switching supplier or changing tariff and to advise them of what other help may be available for them.
- This includes an evaluation of the customer handout, facilitator background notes and session presentation. A critique of these materials also provides any recommendations that CSE has found through previous experience to most effectively engage with the public on energy issues. This evaluation is essential, since it informs our approach to stages 2 and 3, our subsequent evaluation of the impacts of the pilot, and any recommendations for future work/large scale roll-out.

3.2 Process

The Energy Advice Centre Manager attended and evaluated one of the CAB sessions. This evaluated the approach, delivery and outcomes of the sessions first hand and witnessed the presentation materials being used in context. Telephone interviews were carried out with ten CAB facilitators to gain feedback from the sessions. A meeting on the 4th April at Ofgem was also attended to receive feedback from CAB facilitators.

The objectives are:

- To ensure that CSE Energy Efficiency Advice Centre staff has first-hand experience of the way in which the presentation materials are deployed, the context of the CAB sessions, and the extent to which session attendees engage with the information provided.
- To gain insights into the level of engagement facilitators have received from customers and the appropriateness of the presentation materials provided.

3.3 Results

3.3.1 Telephone interviews

The final number of feedback forms received for the evaluation was 332. Of which 10 facilitators, 20 frontline workers and 20 customers were interviewed and the results recorded.

Objectives:

- To gain feedback from session attendees regarding the style, content and accessibility of the energy market advice given, and
- To develop a (necessarily) qualitative understanding of the extent to which the Energy Best Deal pilot advice sessions led attendees to take steps toward changing their energy tariff and/or supplier.

The results therefore provide a qualitative idea of whether the Energy Best Deal pilot sessions have proved effective, as well as generating useful feedback for refining the approach prior to any future roll-out.

3.3.2 Evaluation of results

Completed feedback questionnaires, from both attendees and conveners were used to analyse the effective delivery of the EBD pilot. Results from the feedback questionnaires were firstly inputted into a specifically designed spreadsheet, and the distributions of different responses using SPSS software analysed.

Objectives:

- To get feedback from a wider range of session attendees on a number of specific questions, as set out in the draft questionnaires produced by Ofgem. These questionnaires have allowed us to gain an understanding of the distributions of attendees by energy payment type and previous supplier switching behaviour.
- To get feedback from a wider range of session conveners, including information regarding the session context, quality of materials, and likely impacts on attendees.

4 Evaluation of materials

4.1 Introduction

This section evaluates the content of the presentation materials used to deliver the sessions. This includes a critique of the design, content and style of the different types of materials. The evaluation is based on the long experience of CSE and its Energy Efficiency Advice Centre in delivering energy advice through presentations and training to members of the public.

The EBD pilot uses 3 different types of materials to deliver the sessions and meet the objective of effectively engaging with the public and frontline workers to make savings by switching supplier and/or moving to a more beneficial tariff. These are:

- Customer Handout
- Facilitator Background Notes
- Session Presentation

The following sections discuss in more detail the individual presentation elements.

4.2 Customer Handout

4.2.1 Design

The handout design allows the reader to follow the simple steps to switch supplier and change tariff well. It is easy to follow and guides you through the relevant steps. The handout is separated into different sections, successfully introducing reasons to switch supplier and tariff, followed with a how to section and finally additional information. This works well and allows the reader to follow the information stage by stage. This layout is used regularly within the advice centre at CSE as it effectively simplifies information for the reader. This design is also useful for reference purposes.

The fold out design of the handout is especially appealing allowing the reader to view the information in clear stages. This design also makes the information easy to follow which emphasises the ease in switching or changing tariff.

The size of the handout is quite large and is therefore less likely to be kept once taken home. It would be useful to have an alternative or additional smaller material to support the handout to remind customers of the key points.

Some ideas to consider would be:

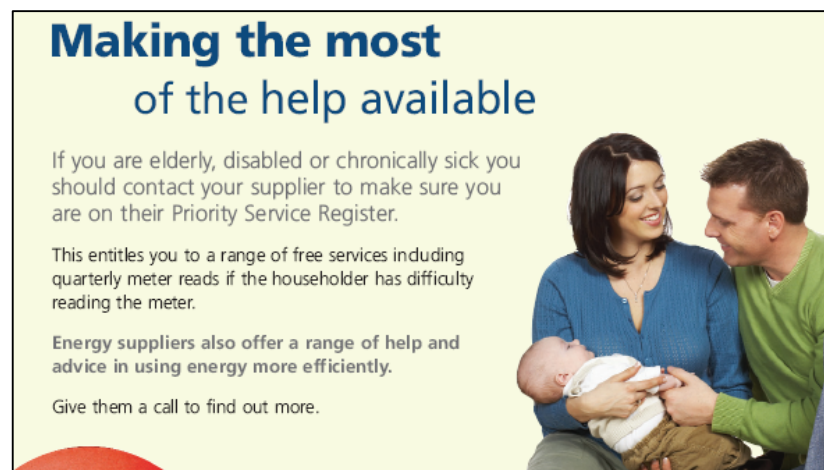
- A pocket fold out information booklet
- Business card – with key contacts on and some useful tips
- Thermometer cards – with the logo and other relevant information

- Postcards – with the key messages on to send to friends and family
- Top tips for switching on a flier or postcard.
- Stickers – to put on boilers giving the numbers to call if you have high fuel bills
- Pens with logo and key contact
- Key ring with logo and key contact
- Fridge Magnet with logo and key contact

The layout is not cluttered which also allows the reader to follow the information easily, this is aided by the use of tables and lists of key information such as the 'next steps' and key contact numbers.

Incorporating pictures into the handout breaks up the text and engages the reader more. Some of the pictures are inappropriate for the text that surrounds them however. Figure 1 shows a couple with a baby next a paragraph of text about the elderly, disabled or chronically sick. This is not in context and is not appropriate for this section

Figure 1 - Customer Handout, page 4



A similar problem arises with the picture showing a person sat down holding cup of tea on page 5 of the handout, which does not fit well with the content below outlining additional help and contacts.

Changing the font size and colour highlights the key points in the text. This is done well in most cases and indicates the key messages in the handout. Figure 2 below shows where key figures on financial savings have not been highlighted. Ideally these figures would either be shown in larger font or even put in a separate table. Through experience the advice centre has found that financial saving is the most influential way of encouraging customers to switch or change tariffs and therefore should be very prominent within the document.

Figure 2 - Customer Handout, page 2

If you have not yet thought about changing your supplier you could be paying more than you need to for your gas and electricity.

If you pay by a card, key or token meter you could be as much as £189 out of pocket.

If you pay by cash, card or cheque then you could be paying out £173 over the odds.

And if you pay by direct debit you could be paying up to £133 too much for your energy.

Recommended changes:

- 1 Ensure picture is appropriate for adjacent text
- 2 Highlight financial savings using graphs and bold/large text
- 3 Additional/smaller handout material for attendees – ‘freebies’ for attendees

4.2.2 Content

The level of content in the handout is good; not too much to overwhelm the reader and not so little as to provide inadequate information.

The reference to potential financial savings from switching supplier and/or tariff is important and will be one of primary triggers to influence people to change. Including information on additional help available is excellent and acts as an important signpost for people needing more information.

There are a few areas that could be improved. The table shown in figure 3 does not use terminology, which would be easy for many customers to understand. Research carried out by the Energy Saving Trust has shown that consumers generally relate fuel consumption into money rather than KWh. It would be advisable to add figures to showing consumption in monetary terms. This would make the message clearer to the reader and link money and energy consumption more closely.

Figure 3 – Customer handout, page 3

Number of bedrooms in your property	Average Gas consumption (kWh)	Average Electricity consumption (kWh)
1	10,000	2,500
2	15,000	4,000
3	25,000	5,500
4	29,000	6,000

Throughout the materials, Energywatch is used as a source of information and as a key contact for the customer in the future. As Energywatch is disbanding in August it would be advisable to notify the reader of this change.

In the top section of page 4 of the handout it would be worth stating that the customer does not need to call their old supplier to notify them of any changes as the new supplier will do this for them. This will highlight once again the ease of switching.

In the same section it would also be useful to advise customers that they should look at checking they are on the best deal like buying car insurance (or a similar example) and should check they are on the getting the best deal and on the correct tariff once a year. At the advice centre we have found that publicising switching suppliers and tariffs as another annual check gives the public a clear idea of how often to consider switching.

On page 5 there is a good selection of contacts with the numbers clearly visible. The contacts list would benefit from adding the Energy Saving Trust Advice Centres number here to allow customers to access local grants that may be available through their local authority that fuel suppliers are unaware of. This will increase the information and help available to consumers and help reduce their fuel bills in a variety of ways.

Recommended changes:

- | | |
|---|--|
| 1 | Use of more graphs to illustrate information such as fuel savings and energy consumption |
| 2 | Advise people to check they are on the best tariff and with the most competitive supplier once a year |
| 3 | Advise customers that Energywatch is disbanding |
| 4 | Include Energy Saving Trust Advice Centre number in 'Where to find help' section |
| 5 | Place contacts list in more prominent position – this is the most important information for customers to take away |

4.2.3 Language

The language used is simple and easy to understand. It is important to simplify the style and language of a handout to make it accessible to a wide audience. The sentences are kept short and precise making it easy for the reader to follow.

The first sentence on the second page 'shopping to get the best deal' is a good phrase that catches the reader's attention. This uses simple language that everyone can relate to whilst concisely describing what the customer can find out from this handout.

Recommended Changes:

- 1 Use simple, short sentences to engage the reader
- 2 Use 'catchy' titles to sections which clearly describe the information

4.3 Facilitator background notes

This document is given to facilitators delivering an EBD session to customers and frontline workers. The aim is to provide comprehensive background notes on switching suppliers, finding the best tariff and comparing prices. This document needs to ensure that the conveners feel confident about the information they are going to deliver. An evaluation of whether this document meets these needs is given in this section.

4.3.1 Design

The background notes are well laid out with far fewer images and much more text than the customer handout, which works well as the focus needs to be on the content rather than the visual context. This document works well overall due to:

- Clear text which follows the outline of the presentation
- Good mixture of text and tables to illustrate the main points
- Appropriate length to ensure that facilitators have adequate information
- A good level of detail – not too much to over whelm the facilitator but enough to inform.

It can be concluded that the background notes are well designed and provide adequate information but may benefit from becoming part of a wider training pack.

Trainers would benefit from receiving a more comprehensive training pack that included further frequently asked questions, suggestions for activities to do alongside the presentation and different delivery options. Activity sheets explaining how to run a particular interactive session could be provided with any necessary supporting material.

Recommended Changes:

- 1 Inclusion of a training pack with more FAQ's, activity options and delivery options

4.3.2 Content

The handout reads very well and provides concise information for the trainers. The notes go through each stage of the material provided in the customer handout and presentation adding some additional information. The material effectively follows the stages covered in the presentation adding more detail

to allow the facilitator to respond to additional questions around the subject matter.

The frequently asked section is very good and could be expanded on more. Questions that could also be included could be:

- How often should I shop around for the best deal?
- What are the benefits of choosing a green tariff?

The explanation on page 6 of the different services available to help with your energy bills is excellent and will enable the facilitator to explain the different services available to the customer in differing circumstances. This section should include the Energy Saving Trust Advice Centre free-phone number as this will provide local information and grants which the fuel suppliers and other agencies are not aware of.

The detail provided on grant schemes is excellent and will allow the facilitator to answer most questions that arise during the session and can give the customer the correct agencies contact details for all other enquiries.

The overall content is good but as stated above, would benefit from more supporting material to provide the facilitator with different delivery options and activities to include.

Recommended Changes:

- | | |
|---|--|
| 1 | Inclusion of more FAQ's |
| 2 | Inclusion of the Energy Saving Trust Advice Centre free phone number |

4.3.3 Language

The language used in the notes is concise and clear. This makes it easy for the facilitator to pick up the process of switching and changing tariff. The facilitators that attended the meeting in London on the 4th April all commented on how 'user friendly, straightforward and easy to understand' the facilitator notes were.

The only recommendation would be to break up the text a little with some graphs and diagrams. Far more information could be included in a table or graph and would not take up too much space within the document or overwhelm the facilitator.

Recommended changes:

- | | |
|---|--|
| 1 | Provide greater depth of information using graphs and diagrams |
|---|--|

4.4 Session presentation

4.4.1 Design

The layout and design of the slides is well constructed with the logo clearly and repeatedly shown in the top right hand corner. The design is not too 'busy' to detract from the text and looks professional in its standardisation.

The layout of information within the presentation could be improved however. There is too much text within each slide which can make the presentation look untidy and not very succinct (see figure 4).

Figure 4 – Session presentation



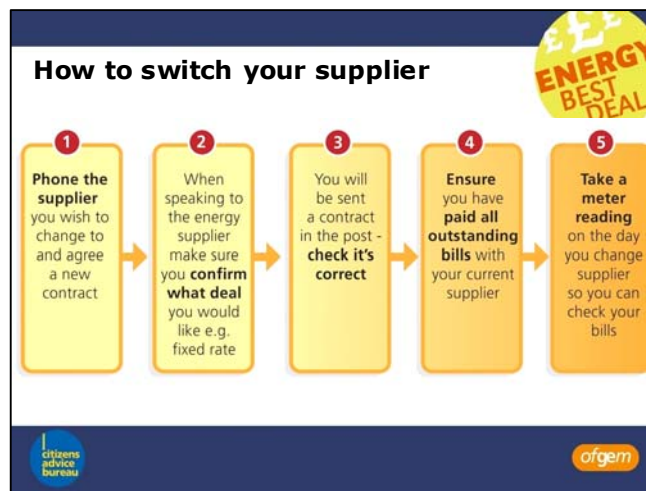
The slides above have far too much text within them. The detail found in the slides is given in the handouts and is consequently unnecessary to provide again. The text should merely prompt the facilitator to talk around the subject.

The presentation does not include any pictures or graphs, which would greatly improve the presentation and make it more suitable for a wider range of audience. Pictures and graphs can be used as a great tool to present the information in an interesting and clear way without having to provide extensive text to deliver the information. This presentation would be particularly difficult to follow for someone with low literacy. At the facilitators meeting some of the trainers had identified this problem with some of the groups they had been working with and agreed that it would be an area to improve on.

If the project was developed the presentation could be tailored to individual audiences more, providing pictorial information to groups of lower literacy. A flexible approach can mean that more customers will be reached and able to understand the information. The use of cartoons and picture stories are often used for groups with low levels of literacy.

The one diagram in the presentation (see figure 5) breaks up the slides of text well and shows the process of switching supplier. This could be done with similar effect on other slides. The use of graphs would also break up areas of text and depict information in a more effective way.

Figure 5 – Session Presentation, slide 11



Similar diagrams could be used to show the different tariffs available to customers.

A shorter presentation of around 15 minutes could be added to the training materials to allow for more flexibility, which could cater for groups with less time available. Equally a longer training session with more activities could benefit some groups. By creating additional presentations with varying lengths in the training pack with additional activity options allows the session to become more flexible and adapt to the group attending.

The provision of two presentations; one for frontline workers and one for customers should also be considered. The two different audiences need to get different information from the session. Frontline workers need to learn how to most effectively disseminate information on switching supplier and tariff back to their community whilst customers need to know the details of how to switch. There should be two very different messages for each audience which at the moment is not catered for.

Recommended Changes:

- 1 Reduce the amount of text on each slide
- 2 Include picture, graphs and more diagrams to illustrate key points

- 3 Tailor to different audiences e.g. groups with lower literacy
- 4 Provide alternative presentation of varying lengths e.g. 15 minute presentation and a 1 hr training session with optional activities
- 5 Provide two different sessions to be delivered to frontline workers and customers

4.4.2 Content

The content of the session presentation is comprehensive and covers;

- The reasons for switching and changing tariff
- Concerns a customer may have
- How to make these changes and
- Other help available in a lot of detail

This makes it very clear to the customer what they need to do and the simplicity of doing it.

However the amount of text on each slide detracts from the content and could lose the interest of the audience. As well as adding more pictorial information and graphs as described above it would benefit the facilitator materials to include an activity option as part of the training which would break up the session and allow attendees to engage further with switching and changing tariffs.

A number of the sessions included additional activity depending on the facilitator delivering the session and the type of audience. However this would benefit from being extended as additional activities for all sessions forming part of a standardised training package.

Activities could range from a fun quiz or a game, to an exercise on how to understand your energy bills. These could be tailored to the type of audience and their requirements.

An exercise using an example electricity bill could be used to familiarise customers with how their bill is calculated by looking at the KWh and units used. Additional information on standing charges and VAT could also be included.

Activities such as these are incorporated into all presentations and training sessions at the advice centre within CSE that are 30 minutes or more. This is to maintain the interest of the audience and although may not be suitable in all cases would allow the sessions to become more tailored to the audience. This would also give the trainers more options for delivery.

Another option for engaging with the audience would be to (where internet access is possible) visiting a switching site to show the process you would need to follow online. This was included in a number of sessions and formed part of the facilitator's induction but again could be used as part of all

appropriate sessions. If internet access was not available a frame of the website page could be shown as part of the session presentation. This would highlight the ease of switching and give them the confidence to try it at home.

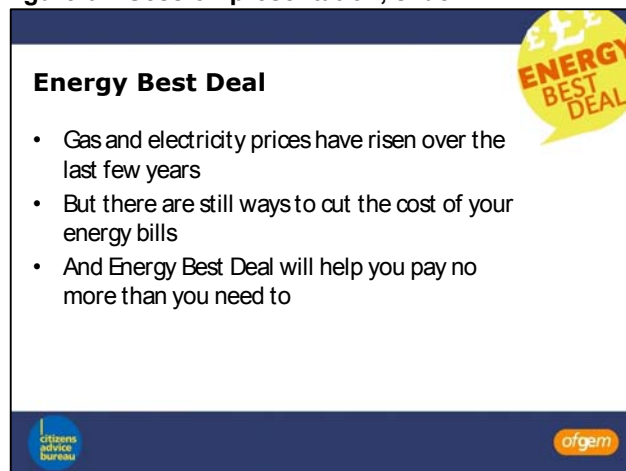
Recommended Changes:

- | | |
|---|---|
| 1 | Inclusion of activities to run in conjunction with the session – games, quizzes, calculating your fuel bill |
| 2 | Accessing a switching site on the internet during a session |

4.4.3 Language

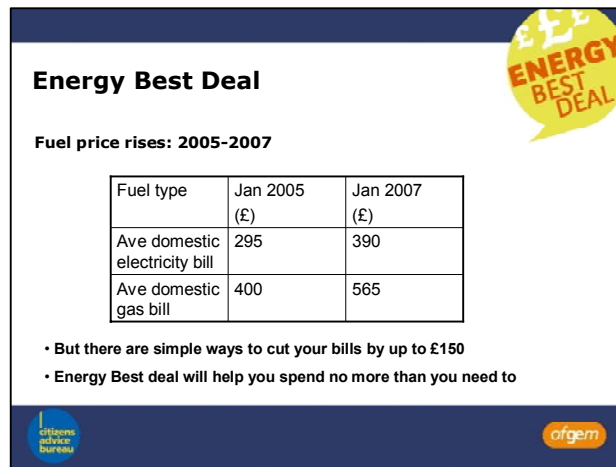
The language used in the presentation is very similar to that used in the handout. Although this style is clear and concise a different approach should be taken from the handouts. The sentences are long providing too much information on each slide. For example figure 6 shown below provides a lot of content with little fact for the audience to relate to. The information could show more concise figures to interest the audience immediately. Please see figure 7 for an example.

Figure 6 – Session presentation, slide 2



The audience are likely to be more engaged if facts and figures showing gas and electricity price rises in recent years and the amount that could be saved through using advice provided by Energy Best Deal are shown.

Figure 7 - Session presentation, recommendations for slide 2 of presentation





Energy Best Deal

Fuel price rises: 2005-2007

Fuel type	Jan 2005 (£)	Jan 2007 (£)
Ave domestic electricity bill	295	390
Ave domestic gas bill	400	565

- But there are simple ways to cut your bills by up to £150
- Energy Best deal will help you spend no more than you need to

This style could be applied to a number of other slides increasing the impact of the presentation and engaging the audience more.

Recommended Changes

- 1 Use simple language in short sentences
- 2 Include facts and figures to emphasise potential savings

5 Evaluation of a session

CSE attended an EBD on the 17th April, 2008 in Huddersfield, held by the North Kirklees CAB. The EBD presentation was delivered as part of a wider range of other topics, which primarily focussed on debt and other financial issues. The audience comprised of 12 frontline workers, who were part of a mother's group.

5.1 Approach

The approach taken for the Huddersfield session to provide the EBD training as part of an existing session in the local community has many benefits:-

- The familiarity of meeting in a local community centre
- An easily accessible location
- Familiarity of the other group members
- A relaxed atmosphere
- Trusted group dynamics
- Meeting with a specific target audience relevant to the project
- Complimenting other issues raised as part of the session

Including EBD as part of this established local mother's group enabled the key message of EBD to encourage people to switch supplier and change tariff to be imparted in a relaxed and familiar space. It is likely that the audience will be more receptive to the advice given in this familiar and trusted group. It is also likely that more questions will be asked and discussion created in this environment adding to the value of the project.

There are however a few areas of this approach which could lead to problems. These include:

- A lack of control over how the session is delivered e.g. the style and content
- The open and relaxed environment may raise issues and questions that the facilitator is not qualified or trained to answer or discuss
- A lack of consistency between how sessions are delivered nationally

It can be considered however that the benefits of using this approach outweigh the possible negative outcomes. A more comprehensive training scheme with structured session plans would help to ensure an appropriate level of quality and consistency is achieved. The approach used to access local groups is commendable and ensures that people who are best placed to pass on information about switching and changing tariffs are targeted.

5.2 Delivery

The Huddersfield session lasted around 25 minutes and consisted of the facilitator speaking to the group in an informal circle. This allowed the session to be relaxed, enabling questions to be raised as the session progressed. The length of the session was sufficient for this group as they had already received

a series of other talks that morning. This flexibility around the length and style of delivery is important as it can be tailored to the group. This is where a range of materials which can be used for different types and lengths of session could be useful.

The facilitator did not use PowerPoint to deliver the session due to the nature and size of the space available. This shows that the PowerPoint presentation is not suitable for all of the sessions and the provision of a range of materials would be preferable.

The use of some interactive and visual materials would have engaged more effectively with the audience and had a greater impact.

The handouts were given out after the session for attendees to take home with them. It may have been more appropriate to give the attendees the handouts during the session to use as reference and familiarise themselves with their content. As two attendees commented at the end:

'Unfortunately things like this will get shoved in a drawer along with everything else'

'There is so much information and junk mail these days that you don't even look at leaflets'

'Information in a leaflet can often look daunting'

Attendees also identified that the provision of a magnet or something similar with the names and addresses of useful contacts would likely to be looked at and used more.

The attendees responded well to the session and seemed receptive to the advice given. This was helped by keeping the session short and concise.

5.3 Outcomes

The session stimulated a lot of questions and discussion around switching, tariffs and wider energy-related topics. This was a good indication that attendees were interested in the topic and keen to learn more. Some examples of questions and comments made are:

'I have a lot of debt with my supplier, can I still switch?'

'I tried switching last year and the two suppliers involved thought the other was my supplier which resulted in me not getting a bill for 2 years. This was very difficult to resolve when I finally got my first bill'

'The key to saving money on your bills is to save energy and make sure you turn things off'

A number of attendees - mainly prepayment customers - would be unable to switch due to high levels of debt with their supplier. Given this situation it would have been beneficial for further advice to be given on ways to reduce fuel costs including more information on energy efficiency and energy trusts.

6 Results

6.1 Introduction

In total 332 feedback forms were received from customers, frontline workers and facilitators.

This is broken down as follows:

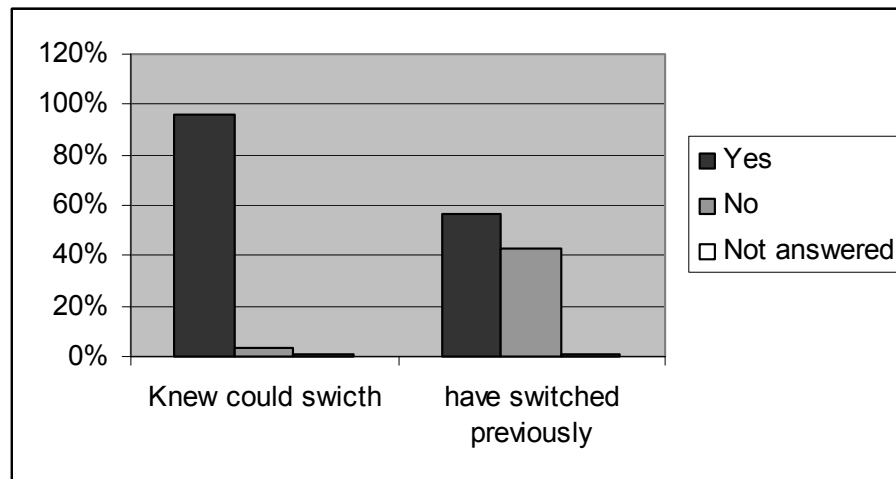
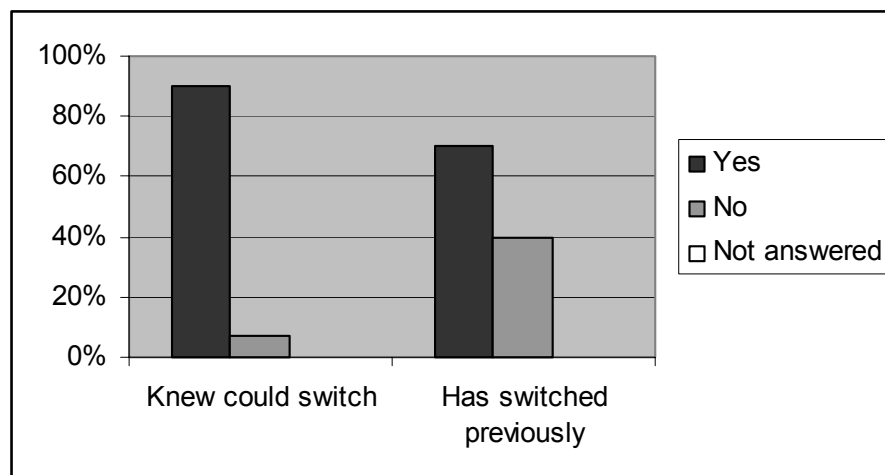
	Total number of feedback forms received	Number of telephone interviews completed
Customers	141	20
Frontline workers	166	20
Facilitators	25	10

Different feedback forms were given to attendees depending on whether they were customers, frontline workers or facilitators. The results include results common to both the customer and frontline advisor feedback forms where possible. Where this has not been possible individual results will be analysed, looking for relationships between the answers to different questions, and themes between attendee types.

This section looks at some of the results taken from common questions asked of each type of attendee. Unfortunately, the gender, age and family status was only included in the customer feedback forms, therefore it is not possible to study any socio demographic trends across all attendees. The results from customer feedback forms though relating to age, gender and family situation will be discussed in section 6.2. The common questions in the feedback forms for customers and frontline workers were:

- Have you ever changed your gas or electricity supplier?
- Before this session did you know that you could change energy supplier?
- How useful did you find the session?
- How easy was it to understand?
- Do you know more now about how to get a better deal on your energy?
- Do you know where to find out more about the help that might be available if you are struggling to pay for your energy bills?
- Will you do anything as a result of the session today?
If yes, will you...
 - Contact your supplier to see if you can get a better deal?
 - Tell other people how to get a better deal on their energy?

One of the key findings from the results was the existing high level of awareness around switching supplier. Although awareness was high around the ability to switch there was no evidence from the interview results of attendees switching supplier or changing supplier in the time between attending the session and the interview. This is shown clearly in figures 8 and 9 where data was taken from the feedback forms from customers and frontline workers.

Figure 8 - Customers relationship between knowledge of switching and taking action**Figure 9 - Frontline workers relationship between knowledge of switching and taking action**

Of the customers, 96% of attendees knew that it was possible to switch supplier prior to the session and 57% had actually switched in the past. Similar results were shown from frontline workers where 92% were aware of switching and 60% had switched previously.

This shows that significant proportions of attendees are aware of switching, but has not necessarily taken action before, indicating that it is not a problem of awareness but a hesitation by the attendees to switch.

This highlights the need for consideration to be taken in any future roll out of mechanisms to encourage attendees to take action after a session. This also shows the need for a project such as EBD where further information is provided to clients who know about switching but have not yet been persuaded of it's benefits to actually take action themselves.

Figures 10 and 11 show that the majority of customers' and frontline workers' knowledge about switching and changing tariffs had improved since attending the session which is an encouraging result. However it cannot automatically be assumed that this leads to taking action. Results showing the number of attendees who were interviewed after the session and who have taken action since will be discussed in section 6.3.

Figure 10 - Rate of knowledge of customers before and after the session

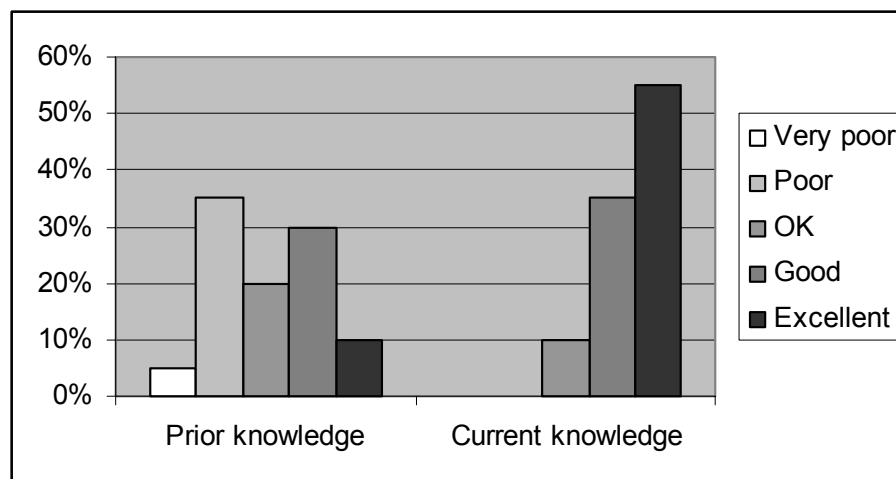
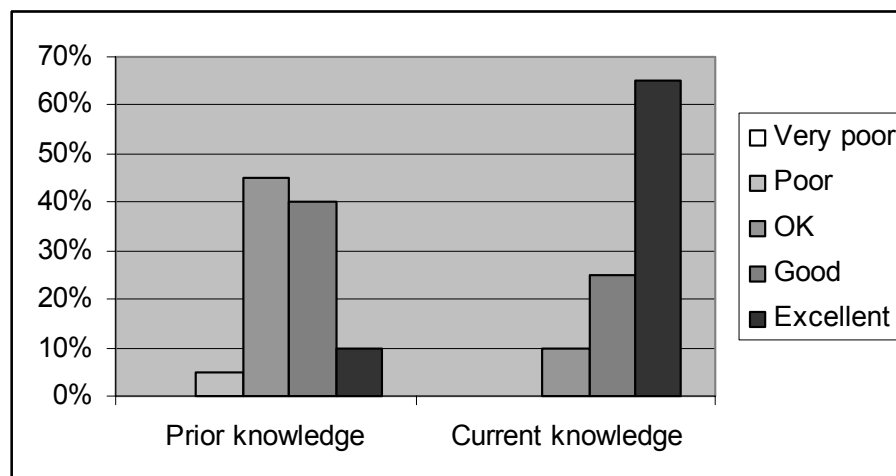


Figure 11 – Frontline workers' knowledge before and after the session



Additional comments attendees made regarding the sessions were:

- 'Very useful'
- 'Very interesting'
- 'Helpful'
- 'Excellent session'
- 'Straightforward and easy to understand'
- 'I feel reassured – a lot less hassle than I thought'
- 'Some useful new information'

This shows that the sessions have been pitched at the right level for the audience and are being delivered clearly. 86% of attendees also said that they knew more after the session than before. This is an encouraging result to get from the feedback forms for all of the customer and frontline advisor attendees.

6.2 Target audience

141 completed customer feedback forms were passed to CSE and the results collated. The customer feedback forms showed the age, gender and family status of the attendee. These variables can give valuable information on the audience to target who will most likely take action from the session delivered. It can also indicate how the session needs to be adapted to reach others. It is envisaged that frontline workers will disseminate this information to a far wider audience however this has not been measured within this pilot. Figures 12, 13, 14 and 15 show the results from these questions.

Figure 12 – Age of attendees

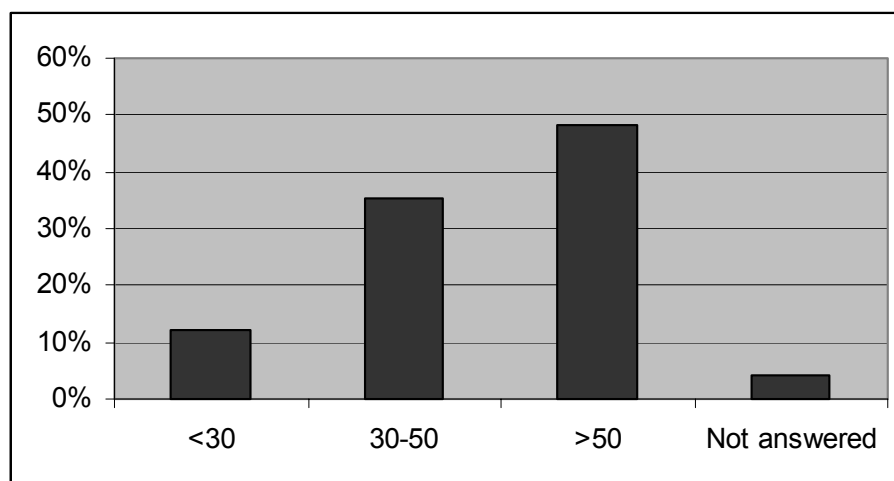


Figure 13– Gender of attendees

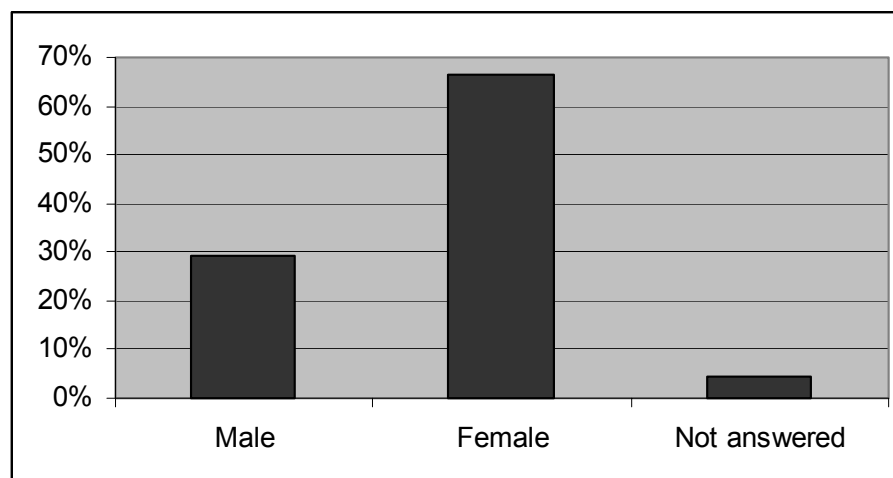
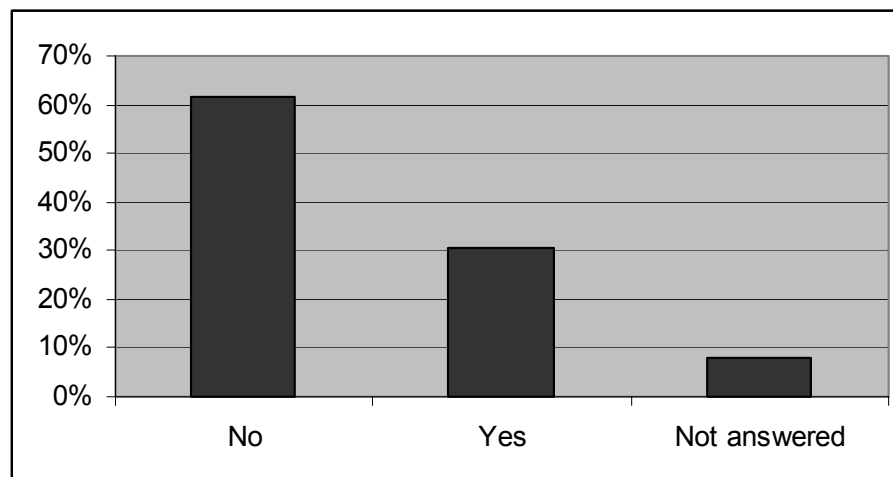
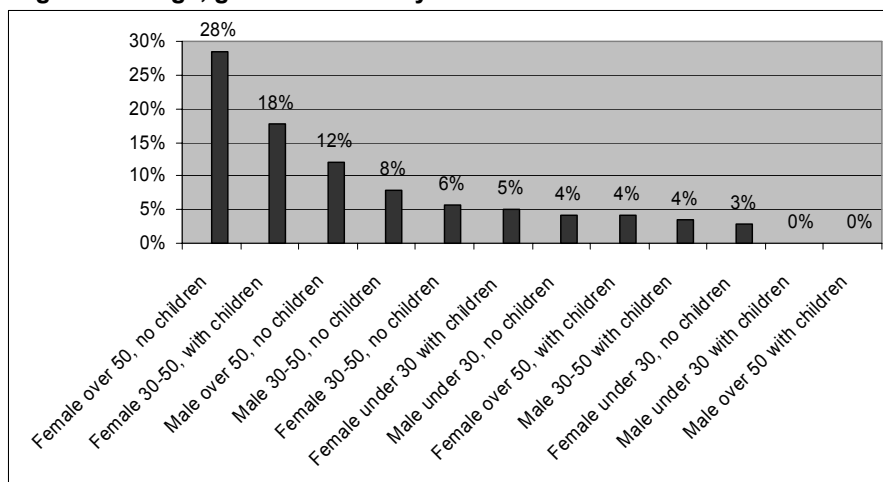


Figure 14 – Attendees with children under the age of 16**Figure 15 – Age, gender and family situation of attendees**

The results show that 28% of people reached through the pilot have been females who are over 50 and do not have children under the age of 16. Reasons for this could be due to:

- More free time to attend courses
- Less likely to be working (possibly retired)
- More interest in saving money
- More involved with their local community and groups

This is a beneficial group to target as part of the project as additional help is available for this age group and they are likely to have involvement in the payment of household bills.

If rolled out it would be important to keep the target audience quite wide as other evidence taken from the pilot showed that there would be benefit in continuing to target a wider audience. An example of this was seen at the

Huddersfield session where attendees were all young mums who took responsibility for the budgeting and bills within their household.

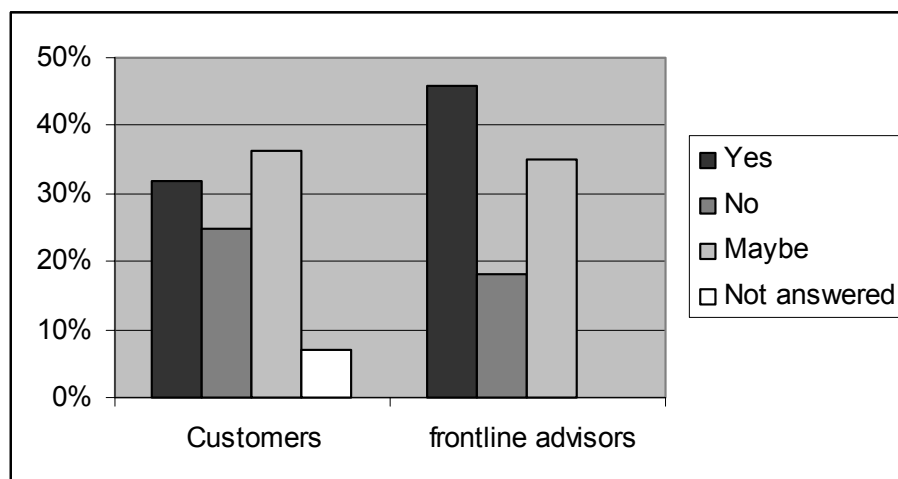
Targeting males over 50 and females between 30-50 years old could also reach a suitable audience who are responsible for paying bills and can benefit from additional support. Males over 50 year's old and young mothers spending time looking after the home will quite often look after paying the bills.

6.3 Resulting actions

6.3.1 Summary

Figure 16 shows the percentage of customers and frontline workers who said they would take action after the session and figure 17 and 18 shows the number of people who actually did take action after the session.

Figure 16 – Percentage of attendees who said they would take action after the session



The results showed that 46% of frontline workers and 32% of customers said that they would take action after the session. 35% and 36% respectively said that they may take action and 18% and 25% said they would not take action.

The results given above can be compared to answers given by attendees during their telephone interview taken a few weeks after. These results show whether attendees who at the time of the session said they would take action have done so. These results can be seen in figures 17 and 18.

Figure 17 - Customers

		No	Yes	Phoned supplier	Checked prices of other suppliers	Switched supplier
Will take action after the session	No	3	2	0	2	0
	Yes	7	5	2	3	0
	Maybe	2	1	0	1	0

Figure 18 - Frontline workers

		No	Yes
Will take action after the session	No	0	0
	Yes	9	9
	Maybe	2	0

The results given in Figure 17 show that out of the customers who said they would not take action after the session three have indeed not acted and two have. The two that have taken action have checked prices with other suppliers. It is encouraging that some attendees who had not planned to seek further help did actually follow up on the session.

Out of the customers that said they would act on the advice given at the session, five had done as they had said but seven had not. This is a disappointing result and indicates that over half of the attendees who said they would act have not done. This may be due to inadequate time allowed between the session and the interview; however people tend to take action immediately after the session while it is fresh in their mind.

Similar results taken from frontline workers are more encouraging. These are shown in figure 18. All nine advisors who said they would take action have done. This could indicate that frontline workers are more receptive to the information being given, and are likely to be more proactive by the nature of their position as volunteers within their community.

The results do show that a reasonable percentage of both customers and frontline workers are taking action unfortunately among those interviewed, none of this action has led to switching suppliers.

As well as switching, customers were asked if they have changed the way they pay for their fuel since the session. From the data gathered it shows that no one had changed the way that they paid for their fuel.

6.3.2 Payment methods

Customers were asked by which method they paid for their electricity and gas and the results recorded. The customers were also asked if they intended to take action after the session and contact any of the advised agencies to help them switch, change tariff or get other energy advice. Figure 19 shows the

correlation between attendees who plan to take action and the method by which they pay for their bills.

Figure 19 - Payment methods by customers

Electricity payment method				
		Direct Debit	Cash Cheque or card when bill arrives	Prepayment or token meter
Will take action after the session	No	3	0	8
	Yes	6	2	8

Gas payment method				
		Direct Debit	Cash Cheque or card when bill arrives	Prepayment or token meter
Will take action after the session	No	1	3	4
	Yes	2	1	0

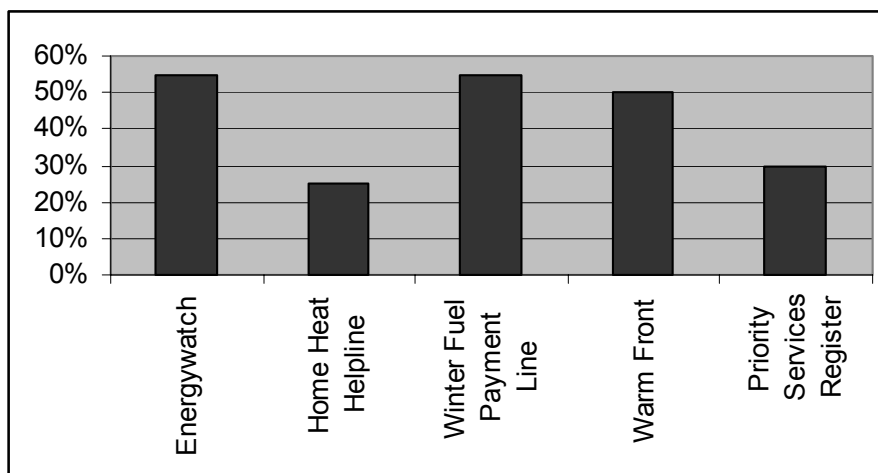
The results given in figure 19 above show that 67% of people who pay by direct debit for their bills plan to take action after the session. This payment method represents the greatest number of people taking action after the session. The most interesting result is from customers who pay by prepayment or token meter. No customers who paid by this method said they would take action after the session.

This may show that customers paying using prepayment and token meters do not feel switching is an option for them as they are tied to their contract with their existing supplier.

This illustrates some of the difficulties customers can face by paying by prepayment or token meter.

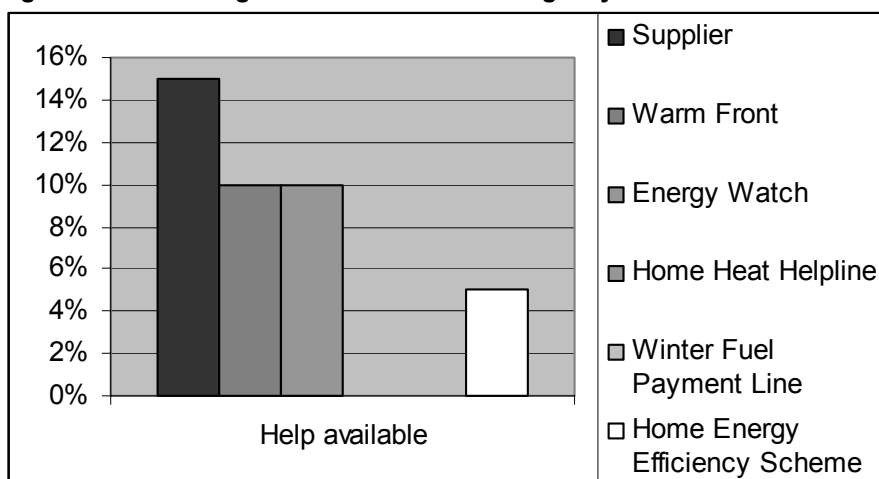
6.3.3 Seeking further advice

As part of the telephone interview, customers were asked a range of questions about other places to get help. Figure 20 shows the percentage of customers that remembered each source of help available from the range of other services described during the session.

Figure 20 – Awareness of other sources of help

55% remembered the services of Energywatch, Winter Fuel Payment Line and Warmfront but fewer remembered the Home Heat Helpline and Priority Services Register. This is a credible response from customers who are likely to have received the session between 2-4 weeks previously. This also shows that attendees valued the inclusion of additional information on other services available.

The most valuable evidence showing whether attendees are not only still aware of these services but have actually used them is shown in figure 21.

Figure 21 – Has sought advice from another agency

Suppliers were most frequently contacted, where 15% of attendees had sought advice with them after the session. Warmfront and Energywatch were also contacted by 10% of the customers interviewed. These are reasonable take up rates given the time frame between attending the session and being interviewed. These results are evidence of the need for supporting information on other services available in the energy market. It also shows that the majority of people would still prefer to go to their fuel supplier to get further

advice regarding their bills and energy consumption as opposed to an outside agency.

6.4 Project materials

Overall the feedback from attendees regarding the session materials was very positive. Customers and frontline workers rated the handout material by content, layout and readability with over 90% of advisors rating them good or excellent. This is shown in figures 22 and 23.

Figure 22 – Quality of handout materials (customers)

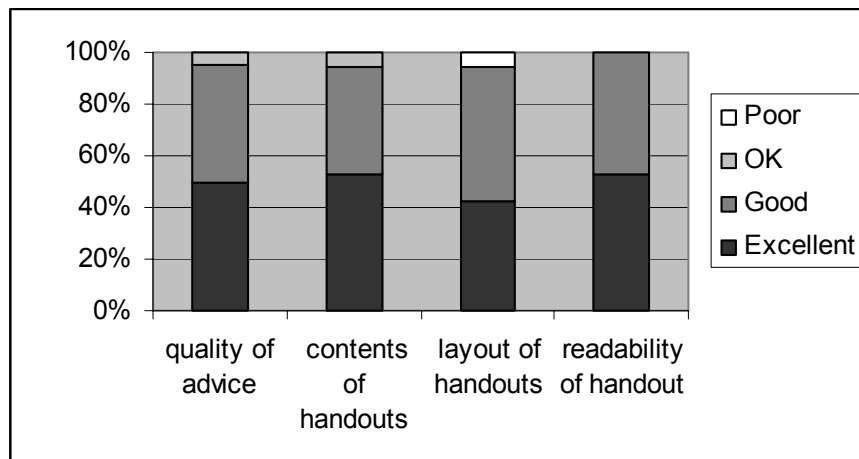
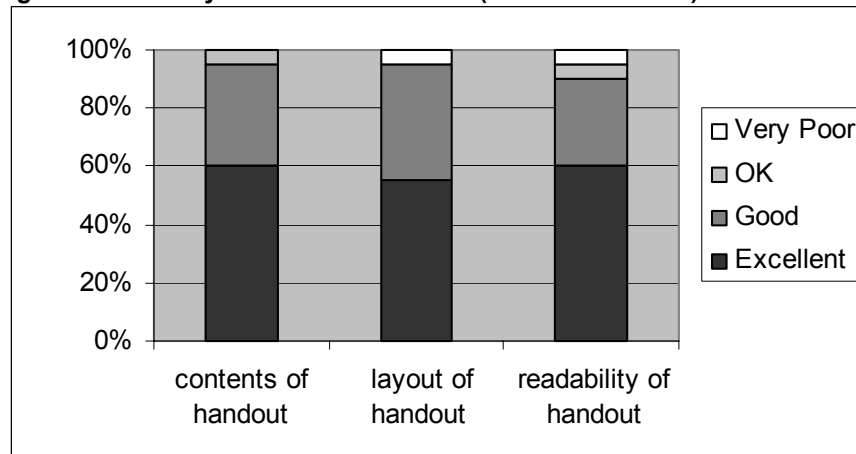
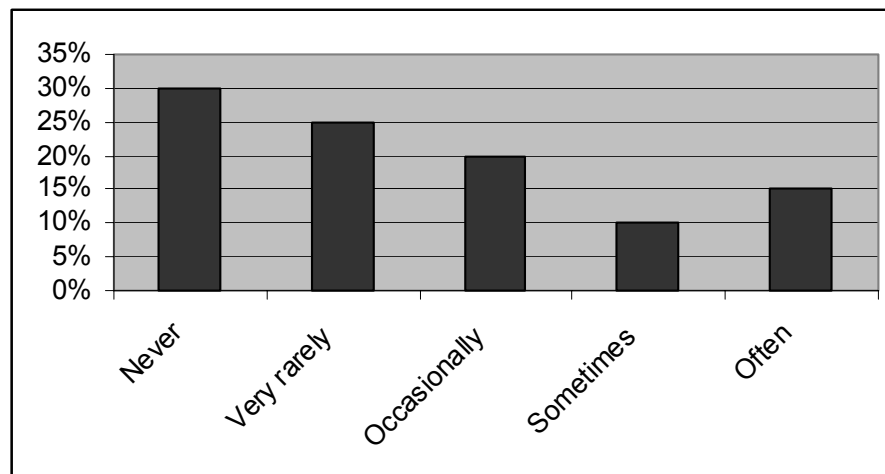
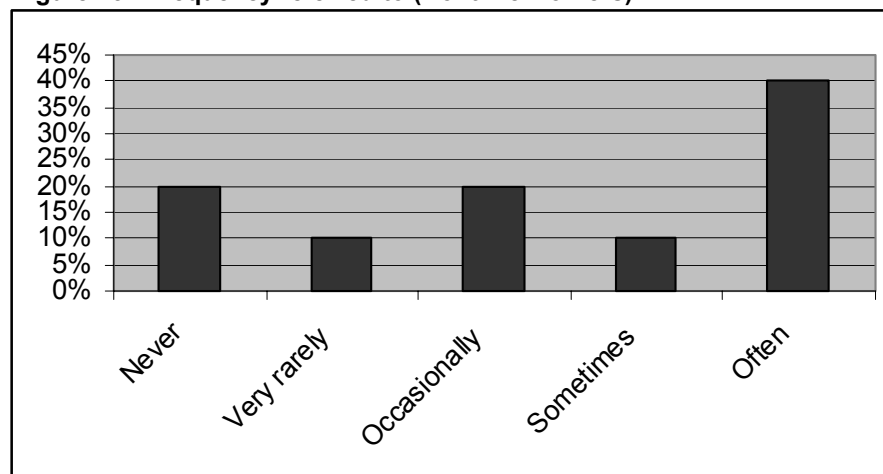


Figure 23 – Quality of handout materials (frontline workers)



There were very few negative responses regarding the handouts. These show the materials were clear, concise and visually interesting for the reader. These are excellent results and indicate that there are few areas to be improved.

The use of the handouts as a reference material once taken away was assessed by asking both customers and frontline workers how often they used the materials after the session. The results are shown in figures 24 and 25.

Figure 24 – Frequency handout materials are used (customers)**Figure 25 - Frequency referred to (frontline workers)**

The graphs show that customers were less likely to use the handouts for reference purposes after the session. Only 15% said they used the materials often, with 55% saying they very rarely or never used them as a reference.

In comparison the frontline workers used the handouts more frequently with 40% using them often. This highlights the different needs of customers and frontline workers and the information they require in addition to the presentation. This result is unsurprising as customers are merely attending sessions to help them find a better deal on their energy, opposed to frontline workers who hope to impart this information back into their communities.

This highlights the need for varying approaches in the materials to be taken between customers and frontline workers. The use of a 'freebie' such as a magnet, thermometer card or business card with key contacts on it may be more suitable for customers who are less likely to refer to the handout material.

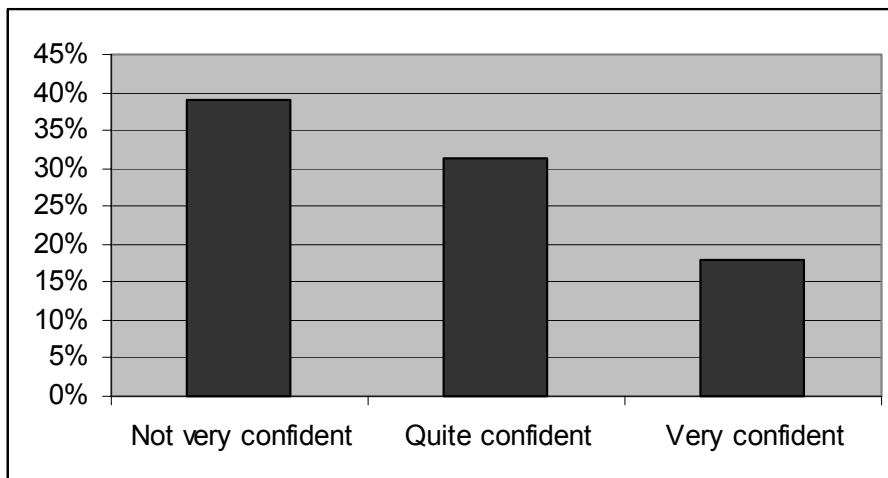
One of the most encouraging results was that 100% of both customers and frontline workers said they would recommend the session to friends and family.

This is an excellent result showing the attendees enjoyed the session and felt it was worth while but does not show that they actually benefited from the session.

6.5 Frontline specific information

When asked only 18% of frontline workers said they would feel confident delivering a similar session in their community. 39% said they would not feel very confident at delivering a similar session (see figure 26 for full results).

Figure 26 - Confidence in delivering a session



The current design of the EBD session to frontline workers is unlikely to be adequate in equipping them to relay information effectively back to householders in their community. The results show that the session currently used, effectively delivers information to the advisors but is unlikely to provide them with enough information and materials for the advice to be taken too much further.

Using CAB advisors to deliver sessions to key community members has many advantages and is an important way to access communities. However there is a danger that by training CAB staff who is not fully trained energy advisors, who in turn train frontline workers to take this information into the wider community that inaccurate advice, could be provided at the end point. The project would therefore benefit from further training being provided for facilitators or stricter guidelines given on the limitations to the advice they can provide.

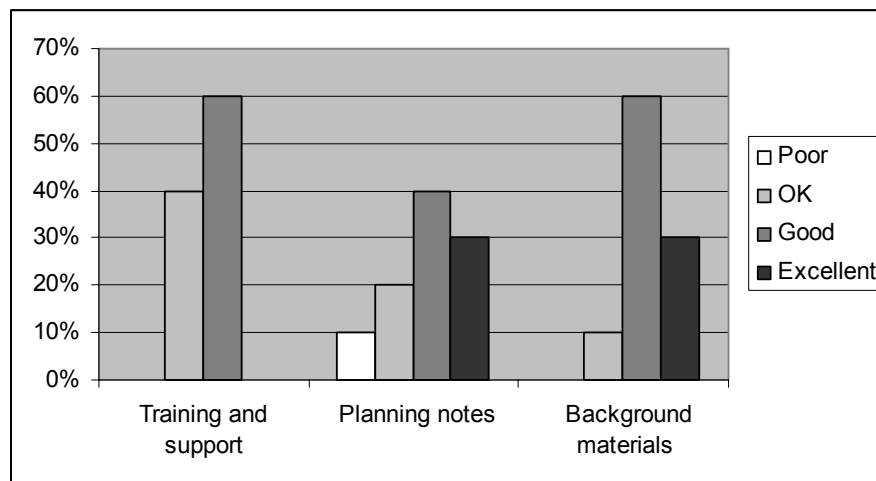
6.6 Facilitator results

The facilitator results were overall encouraging and did not highlight any specific problems with the current delivery. 100% of facilitators rated the session as excellent or very good and 100% also said they felt confident about the advice they gave. This is very encouraging and shows that the facilitators

felt they had received enough training and information to equip them for the sessions.

Figure 27 shows the results taken from the facilitator telephone interviews regarding the training and support, planning notes and background materials provided prior to the session.

Figure 27 – Facilitator feedback on training materials



The results are very positive specifically where an 'excellent' or 'good' rating was given for the planning notes and background materials. The results for training and support remain positive but are less encouraging giving 'OK' and 'good' ratings. This suggests that although facilitators think the training and support is adequate there may be areas it could be improved. The facilitators' results are very positive in most areas and therefore the omission of excellent rates in this category should be noted.

Improvements to the current training and support have been discussed previously in section 3 but the results above indicate that the facilitator notes and supporting materials could be improved, possibly by creating a more detailed training package.

Facilitators also commented on how effective the session had been at making attendees more aware of energy saving, more comfortable about switching, realising it is worth contacting their supplier and know where to go for more help. The results are shown in figure 28.

Figure 28 - Facilitator's confidence in the sessions to deliver key messages to attendees

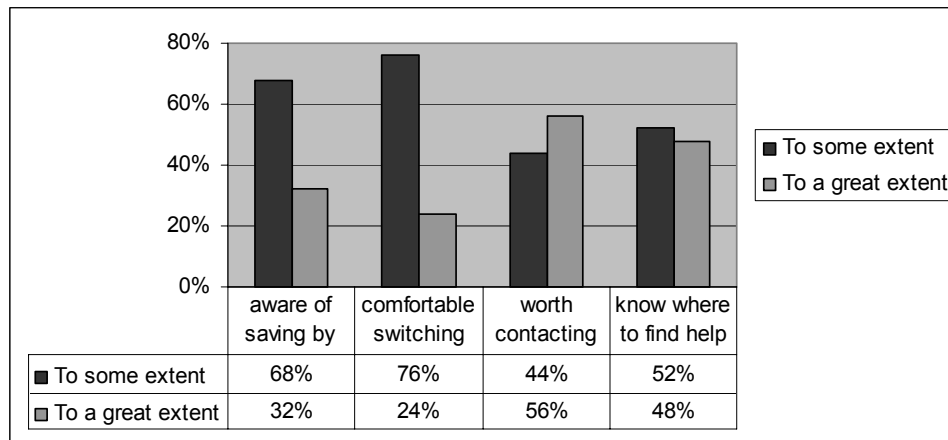


Figure 28 shows that facilitators thought that to some extent attendees would feel comfortable switching supplier and were more aware of the financial savings. They felt that attendees would be more aware that it was worth contacting their supplier and would know where to go for help.

This indicates that the facilitators still feel that the attendees are least likely to feel confident in actually switching supplier compared to contacting their supplier or finding other sources of help. Illustrating the apprehension of attendees to switch after attending a session; the key purpose of the project. A reason for this may be that attendees are still apprehensive of the process of switching and concerned about dealing with their fuel supplier.

The results also showed that 80% of facilitators had not shown or demonstrated a switching website to attendees. This could be a very useful tool to alleviate attendees concerns over switching and the perceived complications they envisage.

As part of the session looking at switching suppliers and looking at alternative tariffs either by using the internet if connection is possible or using a replica computer program to demonstrate the processes could overcome some of the resistance to act on the advice given at sessions.

7 Conclusions

The evaluation has revealed positive results on the majority of aspects of the EBD project. The feedback forms and telephone interviews from customers, frontline workers and facilitators have commended the approach, purpose and effectiveness of the project.

However, notwithstanding the small sample size, the lack of evidence of any householders switching either tariff or supplier suggests a need for further consideration and refinement of the approach to influencing and informing household energy users of their rights in the energy market.

It may also reflect the current complexity of the market, particularly with respect to switching suppliers – taking advantage of the numerous free-of-charge switching services requires internet access, and computer literacy, neither of which is likely to be prevalent among the most vulnerable energy users.

On a more positive note, some key conclusions that can be drawn from the EBD pilot are that:

- There is demand for further information on switching suppliers and changing tariffs
- There is demand for wider energy advice for customers
- The sessions were found to be useful by both customers and frontline workers
- Facilitators found the materials useful, and were confident in their delivery
- Many participants gave very positive feedback on the style, content and layout of materials used for the sessions
- EBD sessions were found to initiate discussion of wider debt-related issues, suggesting that the project has further value as a tool to address other CAB priorities, such as financial literacy and debt management advice

The points above reflect the positive results from feedback forms and telephone interviews with the respective participants. However there are of course areas where the project could and should be refined prior to a larger scale roll out. These include:

- Better tailored resources for facilitators to deliver sessions to a range of audiences in different settings
- More diverse and flexible session resources
- More effective illustration of the switching processes
- Provision of more in depth training to facilitators by, or use of, existing energy advice experts
- Different materials and session styles for frontline workers and 'mainstream' customers
- Sessions tailored to provide specific advice and assistance to customers paying using prepayment or token meters

- Ensure a range of socio-demographics are reached through the roll out

Our conclusions from the pilot project are that the scheme was well received. We believe that there would be value in rolling out the EBD project on a wider scale, providing that the improvements identified above are implemented. This would enable more carefully tailored messages to be delivered to a better targeted audience, and hopefully increase the potential for the advice to lead to action in the form of energy customers switching tariffs and/or suppliers to get a better deal.

8 Recommendations

This section details a series of recommendations to address some of the areas of improvements outlined in the conclusion. These cover five different aspects of the EBD project with a view to improving its future use.

In addition to the recommendations set out below, and notwithstanding the small evaluation sample size, we believe that the lack of householders switching either tariff or supplier in response to the EBD pilot at least partially results from the relative complexity of the energy market, particularly with respect to switching suppliers.

As we have noted, taking advantage of the numerous free-of-charge switching services requires internet access and computer literacy, neither of which is likely to be prevalent among the most vulnerable energy users. We would therefore recommend that serious consideration be given to developing a simplified switching advice service which can be accessed via the telephone.

8.1 Approach

The use of the CAB has proven to be an effective way of reaching community groups in a local and trusted setting leading to a relaxed environment for learning. However there have been some drawbacks to this approach which include a lack of quality assurance on the advice given. Either the use of qualified energy advisors working alongside the CAB should be considered for a future roll out or CAB staff should be trained more extensively by professional energy advisors.

The project would benefit from clear guidelines on the groups at which the project is targeted, whether these are customers or frontline workers.

8.2 Targeting

The pilot evaluation of the current EBD approach has shown that the highest percentages of attendees are females over the age of 50. Although this group is valuable in targeting, the benefits of delivering the project in a variety of settings to reach higher numbers of other age's and gender should be considered in a future roll out.

The majority of attendees for the pilot were aware of switching before attending the session and more than half had switched previously. It is likely that there are other target groups where higher proportions would have been less aware of the benefits of switching or which had not previously looked into switching or changing tariff.

Altering the targeted group could be done by targeting young mums groups and groups with older members such as the rotary clubs. CAB are more likely to attend young mums groups than older persons groups such as the rotary but

the benefits of targeting and delivering sessions to these groups is essential in maximising the number of people looking to find the best deal on their energy.

8.3 Delivery

The pilot has identified the need for greater versatility in the style of delivery of an EBD session depending on the size and type of the group. Suggested improvements include:

- Providing a comprehensive training pack for facilitators, which offer session plans for a range of audiences and a range of available facilities (e.g. no PowerPoint).
- Creating presentations for audiences with lower literacy's and sessions of varying lengths. This would also allow materials to be more interactive with activity plans included.
- Comprehensive training of facilitators to provide wider knowledge of energy issues that may arise. Or if preferred greater detail on the limitations of the project and the advice that can be given
- The use of energy experts to train the facilitators or the actual use of energy experts to deliver the sessions alongside the CAB to address wider issues.
- The provision of different sessions for frontline workers and customers. These groups have very different training needs and consequently need alternative training materials to provide different messages.
- The Provision of advice for attendees paying using prepayment or token meters.
- The provision of a simplified switching advice service which can be accessed via the telephone.

8.4 Materials

The materials were widely well accepted by customers, frontline workers and facilitators but improvements to the materials would maximise the effectiveness of the project and influence people to act. Recommendations for improvements to the materials include:

- Providing a wider range of materials targeted to the audience whether it is for customers or frontline workers. This includes the provision of a training pack for facilitators but may also include guidance notes for frontline workers about how best to transfer knowledge into the wider community

- Alter the design of the PowerPoint presentation to include greater use of pictures, cartoons, graphs and tables to illustrate the key points of the session.
- Provide a 'freebie' for customers and frontline workers to take away with the most useful contacts on. The provision of a 'freebie' to customers is more likely to be used for future reference than a handout. The provision of a 'freebie' for frontline workers as well as a handout to use as reference would be preferable.
- The provision of 'freebies' and a leaflet for frontline workers to take into their community would ensure that they are better equipped to transfer this knowledge.
- The ability to demonstrate the use of a switching site during the session would greatly benefit the interactivity of the session, engaging with the audience and providing practical solutions to some of the barriers people face to switching. This would also highlight the ease of switching encouraging people to look for the best deal.

8.5 Evaluation process

There were identified limitations to the evaluation process which should be considered if a wider programme is rolled out. The key points are:

- Involve the evaluators in the creation of feedback material, including feedback forms etc.
- Ensure that age, gender, and family status are included on all feedback forms to allow socio-demographic distributions to be analysed.
- Analyse larger samples of attendees to give more representative results.
- Alter the question requesting personal details at the end of the feedback form to encourage people to leave their contact information. Explaining clearly those details will only be used for the purposes of giving feedback and will not be passed to third parties such as fuel suppliers.

Appendix 1 – Telephone Interviews

Customers

Name:

What date did you attend an EBD session?

.....

Where was it held?

.....

How would you rate your knowledge of switching suppliers and changing tariffs before and after the session?

Before: 1 2 3 4 5 (1 = very poor, 5 = excellent)

After: 1 2 3 4 5

Have you looked into switching your supplier since attending the session?

Yes No

Did the training help you to decide whether to switch?

If yes:

How would you rate the switching process?

1= very hard 5 = very easy

If no:

Why not?

Have you recommended switching to any friends or family since attending the session?

Yes no

If no, why not?

Have you changed how you pay for your gas and electricity since attending the session?

Yes no

If yes, how do you pay for your gas and electricity now?

	Gas	Electricity
--	-----	-------------

By direct debit		
By cash, cheque or card when the bill arrives		
With a pre-payment or token meter		

Which of the following additional services were you aware of prior to the session?

- Energywatch
- The Home Heat Helpline
- Winter Fuel Payment Helpline
- Warmfront
- Priority Service Register

Have you sought advice from any of the following organisations since the training?

- Fuel supplier
- Warmfront
- Energy Watch
- Home heat helpline
- Winter fuel payment hotline
- The Home energy efficiency scheme

Have you recommended any of the following services to friends or family since attending the session?

- Fuel supplier
- Warmfront
- Energy Watch
- Home heat helpline
- Winter fuel payment hotline
- The Home energy efficiency scheme

How would you rate the content of the presentation?

1=very Poor

5 = excellent

Was there anything that you wanted to know that wasn't covered in the presentation?

Yes

No

If so, what?

Would you recommend that the sessions be:

- Shorter

- Longer
- The same length

Could the presenter answer all of the questions that were brought up during and after the session?

Yes no

How would you rate the quality of advice and delivery of the trainer?

1 = very poor 5 = excellent

How would you rate the handouts:
(1 very poor, 5 excellent)

Content	1	2	3	4	5
Layout	1	2	3	4	5
Readability	1	2	3	4	5

How often do you use the handout?

Never rarely occasionally Sometimes Often

Would you recommend attending the session to friends or family?

Yes No

It is recommended that people regularly check that their supplier is good value for money, probably about once a year. Do you think that you will do this in a year's time?

Yes no maybe

Are you willing to be contacted by OFGEM in the future as part of their own evaluation process?

No yes

Have you any additional comments about the session you attended?

.....

Frontline workers

Name:

What date did you attend an EBD session?

.....

Where was it held?

.....

How would you rate your knowledge of switching suppliers and changing tariffs before and after the session?

Before: 1 2 3 4 5 (1 = very poor, 5 = excellent)

After: 1 2 3 4 5

Have you looked into switching your supplier since attending the session?

Yes No

Have you told anyone in your community, social group or work place about the advice you received during the EBD session?

Yes no

If yes go to Qu 4

If no, why have you not?

How many people do you think you have spoken to about the information given at the EBD presentation since the session?

1-10 10-20 20-30 30-40 40+

How receptive have people been to the advice you have given them?

1 = not receptive 5 = very receptive

Out of the people you have told about the information provided by EBD what percentage do you think will take action on your advice?

0-20 20-40 40-60 60-80 80-100

How would you rate the presentation overall?

Content 1 = very poor 5 = excellent

Advice given 1 = very poor 5 = excellent

Delivery of the trainer 1 = very poor 5 = excellent

Was there anything that you wanted to know that wasn't covered in the presentation?

Yes No

If so, what?

Would you recommend that the sessions be:

- Shorter
- Longer
- The same length

Could the presenter answer all of the questions that were brought up during and after the session?

Yes no

If no, what questions could they not answer?

How would you rate the handouts:
(1 very poor, 5 excellent)

Content	1	2	3	4	5
Layout	1	2	3	4	5
Readability	1	2	3	4	5

How often do you use the handout?

Never rarely occasionally Sometimes Often

Would you recommend attending the session to others?

Yes No

Are you willing to be contacted by OFGEM in the future as part of their own evaluation process?

No yes

Have you any additional comments about the session you attended?

Facilitator Questionnaire

Name:

What date did you deliver an EBD session?

.....
Where was it held?
.....

What types of groups have you delivered the session to?

How would you rate the session overall?

1= very poor 5 = excellent

Comments:.....

Did you feel confident about the advice you gave?

1 = very unconfident 5 = very confident

If no why?

Will you/have you delivered the presentation again?

Yes No Maybe

If no or maybe, why?

How would you rate the amount of training/support given prior to delivering the session?

1 = very poor 5= excellent

Comments:

How would you rate the session planning notes you received?

1 = very poor 5 = excellent

Comments:

How would you rate the background materials you were given for the session?

1= very poor 5 = excellent

Comments:

Did you have to carry out additional research prior to the session?

Yes no

If yes, what research did you have to do?

How would you rate the power-point presentation you used to deliver the session?

Visually 1 = very poor 5 = excellent
Content 1 = very poor 5 = excellent

Would you recommend any changes to the power point presentation?

Yes no

If yes, what changes would you make?

How would you rate the handouts given to attendees:
(1 very poor, 5 excellent)

Content	1	2	3	4	5
Layout	1	2	3	4	5
Readability	1	2	3	4	5

Are there any additional materials you think the attendees should have been given?

Yes No

If yes, what materials?

Were the materials you had appropriate for the audience?

Yes no

If no, why not?

What if anything would you change about the materials provided for the sessions?

Were you asked many questions?

Yes no

If yes...

Could you answer the questions?

Yes No

Can you give an example of some of the types of questions you were asked?

How would you rate the length of the sessions?

1 = too long

5 = too short

How confident do you feel about frontline volunteers successfully disseminating this information to members of their community?

1 = very unconfident

5 = very confident

Are you willing to be contacted by OFGEM in the future as part of their own evaluation process?

No

yes

Have you any additional comments about the session you delivered?

.....