A report on Smart Energy GB’s delivery through partnership marketing in 2017

May 2018
# contents

1. key ...................................................... 3

2. evaluation methodology ................................... 6

3. overview of the 2017 partnership marketing programme ........................................... 10

4. how many people did the 2017 programme reach? .................................................. 14

5. what has the impact with consumers in 2017? ....................................................... 19

6. how else did the 2017 programme support third parties in engaging consumers about smart meters? .................................................. 29

7. conclusion ............................................... 38
1. key
Partnership marketing programme consists of:

- National partners: Major national organisation, either commercial, charitable, NGO or a representative body for a major sector of interest who were contracted with Smart Energy GB and provided a consumer engagement programme across multiple areas of the country.
- Smart Energy GB in Communities (grantees): Regional, community or hyper-local, often from the charity, voluntary and not-for-profit sectors who received grants typically for local activity.
key

Metrics:

- **Seek**: definitely or probably would contact their energy company in the next six months to request a smart meter installation
- **Accept**: definitely or probably would accept a smart meter installation from their energy supplier within the next six months
- **Ease of use**: agree ‘smart meters will be easy for me to use’
- **Confidence**: agree ‘I feel confident about using a smart meter’
- **B2B**: those reached via partner’s B2B networks
- **B2C**: consumers reached via partners
2. evaluation methodology
The evaluation was designed to assess the effectiveness of the 2017 partnership marketing programme, focusing on who it has reached, in what quantity, with what impact and value for money.

To achieve this, data was captured in the following ways:

- programme management – Partnership Marketing Activity Log (PAL)
- consumer surveys
- B2B surveys
- training surveys
- resource centre surveys
- audits
- adhoc research to supplement the above

We wanted to understand:

- reach within the target audience
- agreement with statements demonstrating education and reassurance has been achieved:
  - ‘smart meters will be easy for me to use’ (ease of use)
  - ‘I feel confident about using a smart meter’ (confidence)
- impact on people seeking or accepting a smart meter
## Data Sources: Methodology

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Format</th>
<th>Respondents</th>
<th>Distributed by</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer survey</td>
<td>Pen and paper</td>
<td>Consumers who have been exposed to partner activity</td>
<td>National partners, national partner networks, grantees and unfunded partners</td>
<td>2,847</td>
</tr>
<tr>
<td>B2B survey</td>
<td>Online</td>
<td>National partner networks</td>
<td>National partners</td>
<td>133</td>
</tr>
<tr>
<td>In training survey</td>
<td>Pen and paper</td>
<td>Champions</td>
<td>NEA Champion trainers</td>
<td>144</td>
</tr>
<tr>
<td>Resource centre survey</td>
<td>Online</td>
<td>Resource centre users</td>
<td>Website at point of download/order</td>
<td>69</td>
</tr>
<tr>
<td>Resource centre adhoc project</td>
<td>Qualitative interviews</td>
<td>Resource centre users</td>
<td>Interviews conducted by PwC</td>
<td>14</td>
</tr>
<tr>
<td>RHS Wisley adhoc project</td>
<td>Face to face quantitative interviews</td>
<td>Consumers 60+ who stopped at the event</td>
<td>Interviews conducted by PwC</td>
<td>149</td>
</tr>
<tr>
<td>Partnership Marketing Activity Log</td>
<td>Programme management tool (Smart Energy GB in Communities information exported from CRM)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control group data</td>
<td>Face to face omnibus</td>
<td>General consumers, 65+ without internet access\do not use the internet</td>
<td>Omnibus conducted by Kantar TNS</td>
<td>227</td>
</tr>
<tr>
<td>Smart Energy GB additional barriers</td>
<td>Face to face quantitative</td>
<td>General consumers, 65+ without internet access\do not use the internet</td>
<td>Research conducted by PwC</td>
<td>675</td>
</tr>
</tbody>
</table>

NB: Due to format of pen and paper methodology, base sizes may vary for consumer and training surveys. Consumer surveys from unfunded partners have been included in chapter 5. As only 3 responses were from those exposed to unfunded activity, we refer to in Smart Energy GB in Communities results as “grantee” results for the purposes of this report.
independence of evaluation was assured

- Management and interpretation of core research (consumer surveys, B2B surveys, Resource centre surveys, training surveys) was conducted in-house

- Independence was assured through various methods:
  - data is collected via pen and paper surveys distributed by partners or via online surveys, and data entry and data processing are conducted by an independent agency (Digitab)
  - adhoc research was conducted by an independent agency (PwC Research)
  - interpretation of the data analysis was audited by an independent agency (PwC Research)
3. overview of the 2017 partnership marketing programme
The objective of the partnership marketing programme in 2017 was to supplement Smart Energy GB reach to over 65s with no personal internet access*, and in doing so provide education and reassurance to build confidence in new technology by demonstrating that smart meters are easy to use.

Smart Energy GB worked with organisations known and trusted by the target audience group to provide tailored activity.

*Referred to as “65+ offline” or “target audience” throughout this deck
the partnership marketing programme achieved strong geographic coverage via five national partnerships and 111 regional/local partnerships

National partners
- Age UK/Cymru/Scotland – GB wide
- NHF – England wide
- CHC – Wales wide
- SFHA – Scotland wide
- RHS – GB wide
(with South East activation)

Smart Energy GB in Communities partners
- 66 grantees
- 45 unfunded

NB: Resource centre take up was spread across Great Britain
# Overview of the 2017 Programme

## The Year in Numbers

<table>
<thead>
<tr>
<th>National Partnerships</th>
<th>Smart Energy GB in Communities</th>
<th>Resource Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5 National Partners</strong></td>
<td><strong>66 Grantees</strong></td>
<td><strong>45 Unfunded</strong></td>
</tr>
</tbody>
</table>
| • RHS | Grants of up to £5,000 were awarded to 66 regional and local partners across GB.  
• Round 1: 54 grants  
• Round 2: 12 grants  
Average grant: £3,925 | A further 45 regional/local organisations were signed up as unfunded partners with agreed activity plans.  
Unfunded partners were engaged via 8 community briefings and smart meter Champion training. | 179 smart meter Champions were trained up via 22 smart meter Champion training sessions. |
| • Age UK | Value: £237,729 | Value: £259,019 | Value: £50,365 |
| • NHF | | | |
| • CHC | | | |
| • SFHA | | | |

Including a combined network of over 1,000* local organisations across England, Scotland and Wales.

<table>
<thead>
<tr>
<th><strong>531 Users</strong></th>
</tr>
</thead>
</table>
| 531 users registered on the Resource centre in 2017  
• 481 Resource centre users downloaded 1,908 assets  
• 199 Resource centre users ordered 248,305 assets |

Provision of assets: £61,091  
Technical development: £33,446

---

*1,051 organisations within Age UK, NHF, CHC and SFHA’s networks (combined)

Source: Partnerships Activity Log, Google Analytics, Clerkswell, Pixel8
4. how many people did the 2017 partnership marketing programme reach?
how many people did the 2017 partnership marketing programme reach within the target audience?

- The 2017 partnership marketing programme reached over 430,000 consumers 65+ offline, in excess of planned targets and indicating that the partners selected were appropriate for reaching target audience
  - reach reported by national partners: 217,872 (target: 200,000)
  - reach reported by Smart Energy GB in Communities: 219,118 (target: 100,000)

- Consumer reach to the target audience was also enabled by the provision of training and resources:
  - reach in 2017 planned by Champions at point of training: 27,676
  - reach in 2017 planned by Resource centre users surveyed at point of download/order: 66,527

- In addition to the above B2C reach, a B2B reach of over 220,000 colleagues/peers* was reported primarily via national partner networks. It is not possible to accurately estimate the onward consumer reach achieved by the B2B networks.

---

*National partners were requested to report with maximum de-duplication of numbers; however it is not possible to guarantee complete de-duplication within this 220,000 number
two thirds of consumer activities delivered by partners involved direct contact with consumers

Number of consumer activities reported across programme

- Give advice about smart meters (e.g. a face to face or telephone conversation): 117
- Events (e.g. community meetings): 116
- Distribute marketing materials (e.g. leaflets, emails): 50
- Training others so they can communicate the benefits of smart meters: 30
- Publish information online (e.g. websites or social media): 28
- Display information in public (e.g. shop, library, community centre): 27
- Public relations (e.g. generate coverage in newspapers or magazines): 21
- Advertising or sponsorship (e.g. advertising on local radio): 6

Source: Partnership Marketing Activity Log
NB: These reach figures include national partners and grantees. They do not include reach figures from the smart meter Champion training survey, Resource centre survey or B2B survey. Direct includes Events, Advice and Training others (consumer workshops).
as would be expected, indirect activity significantly magnified reach

Reported B2C reach within target audience by activity category

- Distribute marketing materials (e.g. leaflets, emails): 234,334
- Public relations (e.g. generate coverage in newspapers or magazines): 68,856
- Display information in public (e.g. shop, library, community centre): 41,498
- Events (e.g. community meetings): 22,872
- Give advice about smart meters (e.g. a face to face or telephone conversation): 19,213
- Advertising or sponsorship (e.g. advertising on local radio): 10,042
- Publish information online (e.g. websites or social media): 8,615
- Training others so they can communicate the benefits of smart meters: 1,853

Source: Partnership Marketing Activity Log

NB: These reach figures include national partners and grantees. They do not include reach figures from the smart meter Champion training survey, Resource centre survey or B2B survey. Direct includes Events, Advice and Training others (consumer workshops).
as expected, national partners delivered the vast majority of B2B reach across the programme, enabling further consumer reach

B2B reach

![Diagram showing B2B reach calculation]

- Reported B2B reach: 224,921
- Grantee B2B reach: 385
- Unfunded partner B2B reach: 818

Total reported B2B reach: 226,124

Source: Partnership Marketing Activity Log, Data collected from 383 community partnership activities and 12 national partner activities. B2B2C data taken from B2B survey – all who have heard something about smart meters (112) Q17a. Since you have received the information from X, how many people, if any, have you shared information about smart meters with? If you are unsure, please enter your best estimate.
5. what was the impact with consumers in 2017?
what was the impact with consumers in 2017?

- The partnership marketing programme outcomes compare strongly to comparative control group data. (Control group: Ease of use 33%, Confidence 30%)
  - those who recall grantee activity: Ease of use 74%, Confidence 59%
  - those who recall Age UK activity: Ease of use 56%, Confidence 48%
  - those who visited the smart meter houses at RHS (60+): Ease of use 78%, Confidence 69%

- In addition, NET seek/accept levels among the target audience were strong at 57% (NET grantees and Age UK). Specifically:
  - those exposed to grantee activity: NET seek/accept 59%
  - those exposed to Age UK activity: NET seek/accept 47%
  - those who visited the smart meter houses at RHS Wisley (60+): NET seek/accept 57%

- And positively, following partnership marketing activity, at least around half of those who recalled the activity stated they were more likely to get a smart meter. This rose to over 7 in 10 for grantee activity with the target audience.

- Building confidence in smart meters and communicating ease of use has had a positive relationship with seek/accept:
  - those who agree smart meters are easy to use: NET seek/accept 73%
  - those who agree they would feel confident using a smart meter: NET seek/accept 80%

- Partnership marketing activity also had the halo effect of increasing intended usage among smart meter owners
  - smart meter owners who recall activity: more likely to use smart meter 61%
grantee and RHS activity were particularly strong at increasing ease of use and confidence using a smart meter

Agreement with statements (recall partnership marketing activity)

<table>
<thead>
<tr>
<th></th>
<th>Smart meters will be easy to use</th>
<th>I feel confident using a smart meter</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+ offline (NET: Grantees, Age UK)</td>
<td>6% 23% 70%</td>
<td>11% 32% 57%</td>
</tr>
<tr>
<td>Grantees - 65+ offline</td>
<td>4% 22% 74%</td>
<td>8% 33% 59%</td>
</tr>
<tr>
<td>Age UK - 65+ offline</td>
<td>13% 30% 56%</td>
<td>22% 30% 48%</td>
</tr>
<tr>
<td>RHS Wisley - 60+</td>
<td>3% 19% 78%</td>
<td>12% 19% 69%</td>
</tr>
<tr>
<td>Control group - 65+ offline</td>
<td>22% 45% 33%</td>
<td>33% 36% 30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+ offline (NET: Grantees, Age UK)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grantees - 65+ offline</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age UK - 65+ offline</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHS Wisley - 60+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control group - 65+ offline</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Those that recalled direct activities, such as information shared at an event and giving advice on smart meters, were significantly more likely to agree with the statements above

Source: Core survey: Consumer survey – those who recall: 65+ offline (718/676), Grantees 65+ offline (577/502), Age UK 65+ offline (141/134)
Q9. Having received the information about smart meters, do you agree or disagree with the following?
Adhoc study (PwC Research): RHS survey (149) S7. Thinking about what you’ve seen today, do you agree or disagree that…?
Control group data (Kantar TNS omnibus): (227). Q5A/ Q5B. Do you agree or disagree that…?
positively, nearly 3 in 5 of those exposed to grantee or RHS activity would request or accept a smart meter

Seek/accept (non owners)

For context NET seek/accept:
65+ offline: 20% (Smart Energy GB Additional Barriers quantitative study)

Source: Core survey: Consumer survey – non owners: grantees 65+ offline (591), Age UK 65+ offline (133)
Q3. How likely or unlikely will you be to contact your energy company within the next six months to request a smart meter installation? Q4. If you were offered a smart meter installation by the energy company within the next six months, how likely or unlikely are you to accept it?
Adhoc study (PwC Research): RHS survey – respondents without a smart meter (112), those who spoke to BA (72)
S5. Within the next six months, how likely or unlikely will you be to accept or request a smart meter from your energy provider?
belief in ease of use and confidence is also linked to increased interest in smart meters

Seek/accept (65+ offline) by metric statements (non owners)

- **Unlikely to take up**
  - 20% of 65+ offline
  - 8% of those who agree smart meters will be easy to use
  - 3% of those who feel confident using a smart meter

- **Indifferent**
  - 23%
  - 19%
  - 17%

- **Accept**
  - 16%
  - 18%
  - 18%

- **Seek**
  - 41%
  - 55%
  - 62%

NET seek/accept: 57% for 65+ offline, 73% for those who agree smart meters will be easy to use, and 80% for those who feel confident using a smart meter.

Source: Core survey: Consumer survey – 65+ offline non owners: total (724), agree easy to use (409), agree confident (286), have understanding (319)
Q3. How likely or unlikely will you be to contact your energy company within the next six months to request a smart meter installation?
Q4. If you were offered a smart meter installation by the energy company within the next six months, how likely or unlikely are you to accept it?
N.B. Significance testing conducted at 95% CL

NET seek/accept: = Significant difference vs 65+ offline (NET: Grantees, Age UK)
in addition, 2 in 3 of those within target audience who recalled grantee or Age UK partnership marketing activity were more likely to take up a smart meter - grantee activity was particularly effective at driving this

More/less likely to seek/accept following activity (non owners who recall activity)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less likely</th>
<th>Neither/nor</th>
<th>More likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+ offline</td>
<td>7%</td>
<td>27%</td>
<td>66%</td>
</tr>
<tr>
<td>Grantees - 65+ offline</td>
<td>5%</td>
<td>25%</td>
<td>70%</td>
</tr>
<tr>
<td>Age UK - 65+ offline</td>
<td>14%</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>RHS Wisley - 60+</td>
<td>11%</td>
<td>38%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Source: Core survey: Consumer survey – non owners who recall activity: grantees total (1323), grantees 65+offline (485), Age UK total (231), Age UK 65+ offline (97)
Q10. Having received the information about smart meters from X are you more or less likely to get a smart meter from your energy supplier? Significance testing conducted at 95% CL, Adhoc study (PwC research): RHS survey – respondents without a smart meter (112), those who spoke to a BA (72)
S6. After today, would you say that you are more or less likely to get a smart meter from your energy supplier within the next 6 months?
the positive impact extends beyond non-owners to those who have a smart meter already, as 3 in 5 are more likely to use it to monitor energy usage having seen the activity.

More/less likely to use smart meter following activity (smart meter owners recall activity)

<table>
<thead>
<tr>
<th>65+ offline</th>
<th>Less likely</th>
<th>Neither/nor</th>
<th>More likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>30%</td>
<td>61%</td>
<td></td>
</tr>
</tbody>
</table>

Core survey: Consumer survey – owners who recall activity: 65+ offline (81)
Q11. Having received the information about smart meters from X are you more or less likely to use your smart meter to monitor your energy usage?
NB: Smart meter owners are defined as those who claim to have a smart meter and have attribute knowledge (pounds and pence, end to estimated bills)
how was the impact achieved?

• Consumers saw the partner organisations and their communications as a good fit and relevant to them as the target audience. In addition, partners were suitably selected from a targeting perspective as demonstrated by their reach figures.

• Evidence of partner fit can be demonstrated by:
  • Housing Associations being seen as a trusted source of advice to tenants (qualitative finding)
  • RHS Wisley Glow partnership considered appropriate by the majority who were spoken to. Spontaneously, 2 in 5 (42%) said the smart meter houses fitted with the event; when prompted, this rose to over 3 in 4

• Furthermore, impact was achieved by partners delivering communications that were helpful, easy to understand and relevant to consumers within the target audience:
  • Helpful: 86%
  • Easy to understand: 85%
  • Relevant to me: 78%
when prompted, over 3 in 4 visitors said they felt the smart meter houses at RHS Wisley fitted well with the event, and most thought it was relevant to them.

**Spontaneous reaction to fit with RHS Christmas Glow Event**

42% Spontaneously said that the smart meter houses ‘fitted in’ with the Wisley Christmas Glow event

**Prompted reactions to fit with RHS Wisley Christmas Glow Event**

- Smart meter houses fitted in with the event: 5% Disagree, 18% Neither, 77% Agree
- Relevant to you: 25% Disagree, 22% Neither, 53% Agree

Source: Adhoc study (PwC Research) RHS survey - All who saw one or both smart meter house excluding not answered (142)

S10. Finally, please can you tell me briefly, in your own words, what you think about having the smart meter houses at the Wisley Christmas Glow event?

S8. Do you agree or disagree that the smart meter house(s)...?
4 in 5 of the target audience felt Age UK and grantee activity told them something new, and that the information was helpful, relevant and easy to understand.

Comms diagnostics (NET agree: recall activity)

Direct activities, such as information shared at an event and giving advice on smart meters tended to have most impact across the comms diagnostics measures, with those that recall direct activity significantly more likely to agree with the comms diagnostics above.

Source: Core survey: Consumer survey – those who recall activity, total (1733), 65+ offline (610 – 680), 65+ (1197 – 1321), 75+ (592 – 675)

Q8. Here are some things that some other people have said about the information about smart meters from X. Do you agree or disagree with these statements?
6. how else did the 2017 programme support third parties in engaging consumers about smart meters?
how did the B2B cascade model add value?

- National partnerships with Age UK and the Housing Federations unlocked a substantial network of over 1,000 local organisations within their memberships. The B2B model engaged 220,000 colleagues/peers*.  
- Among those working within the networks who recall national partner activity, the majority felt the comms were of high enough quality to enable ongoing activity with their own beneficiaries:
  - 90% agreed the information was easy to understand
  - 88% agreed it was informative
  - 76% agreed it would help beneficiaries know more about smart meters
- The most commonly planned or completed activities were giving advice, distributing marketing materials and giving information at events, supporting the programme’s focus on direct activity

*National partners were requested to report with maximum de-duplication of numbers; however it is not possible to guarantee complete de-duplication within this 220,000 number
encouragingly, information cascaded to national partner networks was easily understandable and informative

Comms diagnostic (NET agree: those who recall B2B activity)

80% rate the quality of information received as good or very good

Source: Core survey: B2B survey - all who have heard something from partner about smart meters (112)
Q12. Here are some things that some other people have said about the advertising/information about smart meters from X. Do you agree or disagree with these statements?
Q13. Which of the following best describes the overall quality of the information provided to you by X about smart meters?
national partner networks activity with the target audience tends to be in line with the wider programme focus of giving advice about smart meters, supported by wider distribution of marketing materials.

Planned/completed activity with 65+ offline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completed</th>
<th>Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give advice about smart meters</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>Distribute marketing materials</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Give information at an event</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>Display information in a public place</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>Train others</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Publish information online</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Place advertising or sponsorship</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Generate coverage in the media</td>
<td>0%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Core survey: B2B survey - all who have heard something from partner about smart meters (112)

Q16. Now thinking specifically about those over 65 with no personal internet access: After seeing/hearing the information from X which of the following have you done or are you planning to do to tell people/consumers about smart meters?
how have Champion training and the Resource centre built capability and capacity among third parties?

- Smart meter Champion training upskilled frontline workers to deliver effective education and reassurance to the target audience at a local level.
- The quality of training in 2017 received very positive feedback and has empowered Champions to deliver ongoing smart meter activity to their beneficiaries and peers:
  - 99% rate the overall quality of the training as good or very good
  - 98% agreed that the training had enabled them to pass on information to their beneficiaries
  - 97% agreed that the training had enabled them to pass on information to their colleagues/peers
- The partner Resource centre also supported programme activity by making high quality resources with consistent, tailored messaging available for users
  - 90% of users agreed the materials and content provided were well designed
  - 86% of users agreed that materials were what they needed
  - 92% of users agreed the materials were easy to understand
- Resource centre users fed back that the comprehensive, ‘ready to go’ support made available on the Resource centre exceeded their expectations and as a result, amplified their confidence and efforts.
- The most commonly planned activities by users were advice sessions and events, aligning with wider programme strategy
champion training empowers the dissemination of smart meter information

Quality of training session

The materials and content provided me with what I needed

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Not sure</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>47%</td>
<td></td>
<td>49%</td>
<td></td>
</tr>
</tbody>
</table>

96% NET: agree

The training will enable me to pass the information onto colleagues/peers so they can communicate messages about smart meters

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Not sure</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>37%</td>
<td></td>
<td>60%</td>
<td></td>
</tr>
</tbody>
</table>

97% NET: agree

The training will enable me to help our beneficiaries/community members/tenants understand more about smart meters

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Not sure</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>38%</td>
<td></td>
<td>60%</td>
<td></td>
</tr>
</tbody>
</table>

98% NET: agree

Study: Core survey: Training (in-training) survey – All respondents (144)
Q1. Having participated in the training session, to what extent do you agree or disagree with the following statements?
Q3. Please rate the materials and content presented during the training session
The quality of training provided was consistently high, preparing Champions for their ongoing role in cascading information to consumers.

Quality of the training session and materials:

1. The overall quality of delivery of the training session:
   - Very poor: 17%
   - Poor: 82%
   - NET: Good 99%

2. The materials and content were easy to understand:
   - Strongly disagree: 1%
   - Disagree: 1%
   - Not sure: 50%
   - Agree: 56%
   - Strongly agree: 99%
   - NET: Agree 99%

3. The materials and content were well designed:
   - Strongly disagree: 1%
   - Disagree: 1%
   - Not sure: 50%
   - Agree: 49%
   - Strongly agree: 99%
   - NET: Agree 99%

Source: Core survey: Training (in-training) survey – All respondents (144)
Q2. Considering the trainer, please evaluate the following
Q3. Please rate the materials and content presented during the training session
resource centre assets were well placed to support ongoing activity due to quality of design and being easy to understand

**Quality of materials**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Not sure</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The materials and content were well designed</td>
<td>9%</td>
<td>58%</td>
<td>32%</td>
<td></td>
<td>90% (NET: agree)</td>
</tr>
<tr>
<td>The materials and content were easy to understand</td>
<td>8%</td>
<td>63%</td>
<td>29%</td>
<td></td>
<td>92% (NET: agree)</td>
</tr>
<tr>
<td>The materials and content were what I needed</td>
<td>2%</td>
<td>12%</td>
<td>58%</td>
<td>28%</td>
<td>86% (NET: agree)</td>
</tr>
<tr>
<td>It was easy to navigate the website to find what I needed</td>
<td>2%</td>
<td>15%</td>
<td>49%</td>
<td>34%</td>
<td>83% (NET: agree)</td>
</tr>
</tbody>
</table>

Source: Adhoc study (PwC research), Core survey: Resource centre survey – All respondents (69)

Q4. Please rate the materials and content you have viewed on this website.
The materials on offer made users feel more confident and able to raise awareness about smart meters, thereby amplifying existing planned activity.

- The materials exceeded expectations, and were seen to be comprehensive which made users feel more confident about sharing them as a source of information about smart meters, particularly amongst the 65+ offline target audience.
- The level of choice made users feel able to conduct more of the activities they were intending to do than they first anticipated.
- The ready to go nature of the materials made them feel that they could carry out activity more effortlessly, and therefore more immediately that they had previously imagined.
- The flexibility to customise allowed them to feel able to tailor the materials to their individual needs.

Source: Qualitative research with Resource centre users, conducted by PwC
7. conclusion
2017 partnership marketing programme evaluation conclusions

- The 2017 partnership marketing programme reached more than 430,000 consumers within the target audience (65+ offline) vs. its target of 300,000, demonstrating that partners selected were appropriate for reaching this audience beyond expectations.
- Evaluated partner activity has successfully communicated to older offline audiences that smart meters are easy to use, and built confidence in using them; grantee and RHS activity, which focused on direct engagement, were particularly effective at achieving this.
- Evaluated consumer interest in smart meters was positive:
  - 57% of those within the target audience exposed to the activity intend to seek or accept a smart meter in the next six months.
  - Encouragingly, those that agreed with the metric statements above were more likely to state they intend to seek or accept a smart meter in the next six months.
  - 70% of those within the target audience who recall activity stated they were more likely to get a smart meter.
- Further consumer engagement was enabled by national partners, who reached over 220,000 people within their B2B networks with effective communications enabling ongoing activity with their own beneficiaries.
- The high quality of the smart meter Champion training continued to build capacity and capability among those trained, enabling further ongoing, active engagement with consumers and peers.
- The Resource centre also supported programme activity, with assets exceeding users’ expectations, amplifying their planned activity to reach consumers.
- The evaluation shows that indirect activity helps our programme build reach, however direct activity is where we see the highest impact. We should therefore continue to prioritise partnerships that have direct activity as a large part of their delivery.
thank you