



# Campaign and communications survey evaluation.

## 2024-25

### Overview

Our annual campaign survey was sent to bureaux at the end of March 2024. **48 bureaux** responded to the survey and gave their thoughts on a range of topics to help shape our campaigns and communications over the coming months. This includes topics they would like to see given campaign focus, areas they would like support with and feedback on our current internal communications. This report will highlight key questions and responses from the survey, and any next steps for CAS.



# Campaigns

## Campaign focus for 2024-2025

We asked bureaux what they would like to see from our campaign programme over the coming months and gave two options:

| Option  | % CAB chose this |
|---|------------------|
| <b>Option 1:</b><br>Retaining two national campaigns one on energy and one on money and debt, both with a co-design process.  | 45%              |
| <b>Option 2:</b><br>Retaining and extending the energy national campaign with a co-design process and introducing a “Local Campaign Kit”. <ul style="list-style-type: none"><li>&gt; This kit would allow CABs to campaign on one of three separate issues locally, at a time that suits them at any point throughout the year. CABs could select from the following issues as a local campaign issue:</li><li>&gt; Raising awareness of Council Tax reduction</li><li>&gt; Raising awareness of social tariffs in the broadband and mobile market</li><li>&gt; Raising awareness of renter’s rights following the expiry of Covid protections.</li></ul> | 55%              |

With **55%** of CABs choosing the second option, we will plan our campaign approach based on this. This will involve a co-design for our winter energy campaign, and creating campaign toolkits over the summer for CABs to utilise in their own time over the coming months. We will provide any additional support for the local campaigns as and when needed, but there will be no national campaign approach for these. **Given the relatively narrow gap between the options, CAS will produce a local toolkit focused on debt so that CABs have the option to campaign on that issue.**

## Co-design

We asked if bureaux would be interested in being contacted to take part in our energy co-design:

- > **64%** said yes
- > **36%** said no

## Campaign support

We asked bureaux if there was anything they would like more support with, to help with promoting campaigns locally, and gave several examples and an option for more ideas.

| Type of support   | % of CABs interested |
|---|----------------------|
| Local outreach toolkit (what's typically involved and materials required) | 76%                  |
| Social media training   | 64%                  |
| Training using platforms like Canva for design work                       | 61%                  |
| Training for video content creation                                       | 58%                  |
| Support with a local press strategy                                       | 67%                  |

Other types of support/improvements included:

- > A national fundraising campaign
- > Leaflets and flyers for clients for specific campaigns
- > Training on video editing software
- > More giveaways for clients when doing outreach or sessions

The Communications team will look at these support options and aim to put some of these in place before future campaigns, such as toolkits and training opportunities. Now that Brandbase is live again, we can work over summer to have it stocked with giveaway options for CABs to order for outreach opportunities.

## Email communications

We asked bureaux, how useful do you find Cas news and the manager update as weekly email communications?

| Email comms     | % of CABs who found it very useful or useful |
|-----------------|--|
| CAS News        | 97%  |
| Managers update | 97%  |

### Some more stats on CAS news:

- > **87%** of CABs forward onto staff.
- > The small percentage of CABs who do not forward it on (**13%**) listed their reason as simply not getting around to it, rather than not finding it useful.
- > **78%** knew they could sign up to CAS news on the website.
- > **72%** visited the news section of our site frequently or often.

### We also asked if any other ways CABs would like communications from CAS?

Overall it was felt that CAS communicated very well with bureaux and staff were very helpful, but a few other suggestions were:

- > Teams meeting if something big or specific that involves the network
- > Printed copies of Voice so clients can read them in bureaux as CABs do not have capacity to print these.
- > Manager updates to include project management information (this tends to be in the CAS news articles instead).
- > It would be good if CAS News content was written to be more generally accessible to volunteers/generalist advisers, with information on national projects and social policy explained in a more accessible way.

### We also asked bureaux, how often do you log into website and update it?

| Frequency                                   | % of CABs response |
|---|--------------------|
| Daily                                       | 0                  |
| Weekly                                      | 30%                |
| Monthly                                     | 16%                |
| Every couple of months                      | 27%                |
| Less frequently than every couple of months | 27%                |

## CABs websites

With plans for a new website underway, we asked bureaux what changes and updates would they like the new CAB template website to have?

| Common themes  | What CABs said   |
|--|--|
| Better editorial options/ability to personalise the site | <p>‘Currently very difficult to update opening hours, can’t even put whole words because of text limitation.’</p> <p>‘Ability to call bureau from webpage, ability for bureau to send an automatic response email when a webform is submitted, ability to edit all pages at a local level.’</p> <p>‘The ability to mix it up a bit, colour, images, layout etc.’</p> <p>‘Easier to edit for local content and less corporate.’</p>             |
| More control over CAB websites                           | <p>‘Total control of the edit of the website to allow us to make the content user-friendly and appropriate for the general public in our local authority’</p>  |
| Better multi-media options                               | <p>Video’s – e.g. how to apply for ‘Council Tax Reduction’ Video’s – e.g. ‘Check to see if you can get a social tariff.’ Local video ‘About our bureau’.</p>   |
| Better template  | <p>‘We have our own website. Found that CAS template didn’t do what needed it to do.’</p> <p>‘Scrolling banner on the home page allowing a rolling series of campaigns and information.’</p> <p>‘Make it more intuitive and easy-to-use - it is very problematic at present and too clunky for managers with no resources in bureau to update website quickly.’</p> <p>‘Social media feed.’</p> <p>‘Ability to archive.’</p> <p>‘Chatbot.’</p> |
| Option to communicate directly with developer            | <p>‘It would be more efficient to have direct contact with the developer to raise any issues/ glitches as the current process takes longer than it should. It would be great to use a programme like Jira to raise tickets.’</p>   |

## Summary

This survey had a really positive response rate from bureaux and has given us a very helpful insight into views on campaign topics for the coming months and support ideally required. We now have a great starting point for planning our timeline for the national winter energy campaign and working over summer on local campaign toolkits and planning potential training opportunities.

It has been really useful to get feedback on our internal communications through CAS News and the manager update, and other ways bureaux would like to receive information. It is noteworthy that reverting to printing copies of Voice may be useful.

We also have some very insightful feedback on points CABs would like taken on board for a new website build, which will be taken on board as part of the new project.

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