

# Community Impact in Action: British Gas Energy Trust Outreach Programme

September–November 2025





Ask me  
for support  
with your  
energy bills

“It was good to feel useful and get stuck in. People really appreciated having someone to speak to face to face.”  
Event volunteer



# Introduction

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Since 2022, British Gas Energy Trust and British Gas have successfully partnered with local charities and the Post Office to deliver in-person money and energy advice events across Britain.

Now in its fourth year, the outreach programme has already directly supported tens of thousands of individuals, improving and evolving with each iteration. Responding to rising need, the programme has scaled in size, with funding increasing from £250k in 2024-25 to £1m in 2025-26. This year, the Trust is working with 20 charity partners over a 12-month period, carrying out 120 events






across England, Scotland and Wales. This report reflects activity delivered by five partners between **September and November 2025** and captures both the scale of delivery and the qualitative value of community-based outreach. It demonstrates how meeting people where they are, in familiar and trusted settings, can make a tangible difference.



# Community partners

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The programme was delivered by five organisations:

-  Burmantofts Community Projects (Leeds)
-  Citizens Advice SORT Group (Stockport)
-  Money Matters Money Advice Centre (Glasgow)
-  Zinthiya Trust (Leicester)
-  Citizens Advice Edinburgh (Edinburgh)



**Each partner delivered six in-person events in community venues.** Alongside delivery, organisations promoted the events locally, engaged community networks and reported on outcomes.



**The events were welcoming and informal events,** removing common barriers to advice such as stigma, digital exclusion, uncertainty about support and English as an additional language.



**Advice was available from trained money and energy advisors** to all attendees, regardless of energy supplier. British Gas volunteers also provided a point of contact and helped strengthen engagement with attendees. The events enabled partners to reach people who are often underserved, and many attendees were people who would not otherwise have sought help themselves.



**I stopped at the stall to see if I could get a free cup and left with lots of real support, this was the happiest I have felt in a very long time"**

**Event attendee**



## Easterhouse, Glasgow

The first event delivered in partnership with Money Matters Money Advice Centre was hosted by a second partner organisation, FARE Scotland, in their community space on the Easterhouse Estate. This event generated some of the most meaningful client connections through:

- ▶ FARE activating their local networks in advance, including a men's allotment group, a local walking group, and parents with children.
- ▶ Everyone who came in already knew why the event was happening and what support was available.
- ▶ Everyone who attended was someone the programme is designed to support, and all felt comfortable engaging in conversation.

It led to the highest number of referrals to Money Matters and British Gas advisors from a single event.



# Reach and impact

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During the early phase of delivery, the events achieved significant reach across all five locations.



**Over 3,500 people attended**, with many receiving on-the-spot resolutions such as fuel vouchers, help understanding bills or scheme applications.



**Majority of people were working age parents or carers**, with a smaller proportion near or over state pension age.



**Many people were already receiving benefits or living in social housing, yet they needed emergency energy-related help.** This highlights the importance of accessible support alongside existing systems.



**Two thirds of people were seeking support with energy costs**, alongside debt and benefits issues, indicating multiple overlapping pressures.



**Over 30,000 information packs, warm items and energy saving devices were distributed**, giving people practical tools to help reduce costs and stay warm.



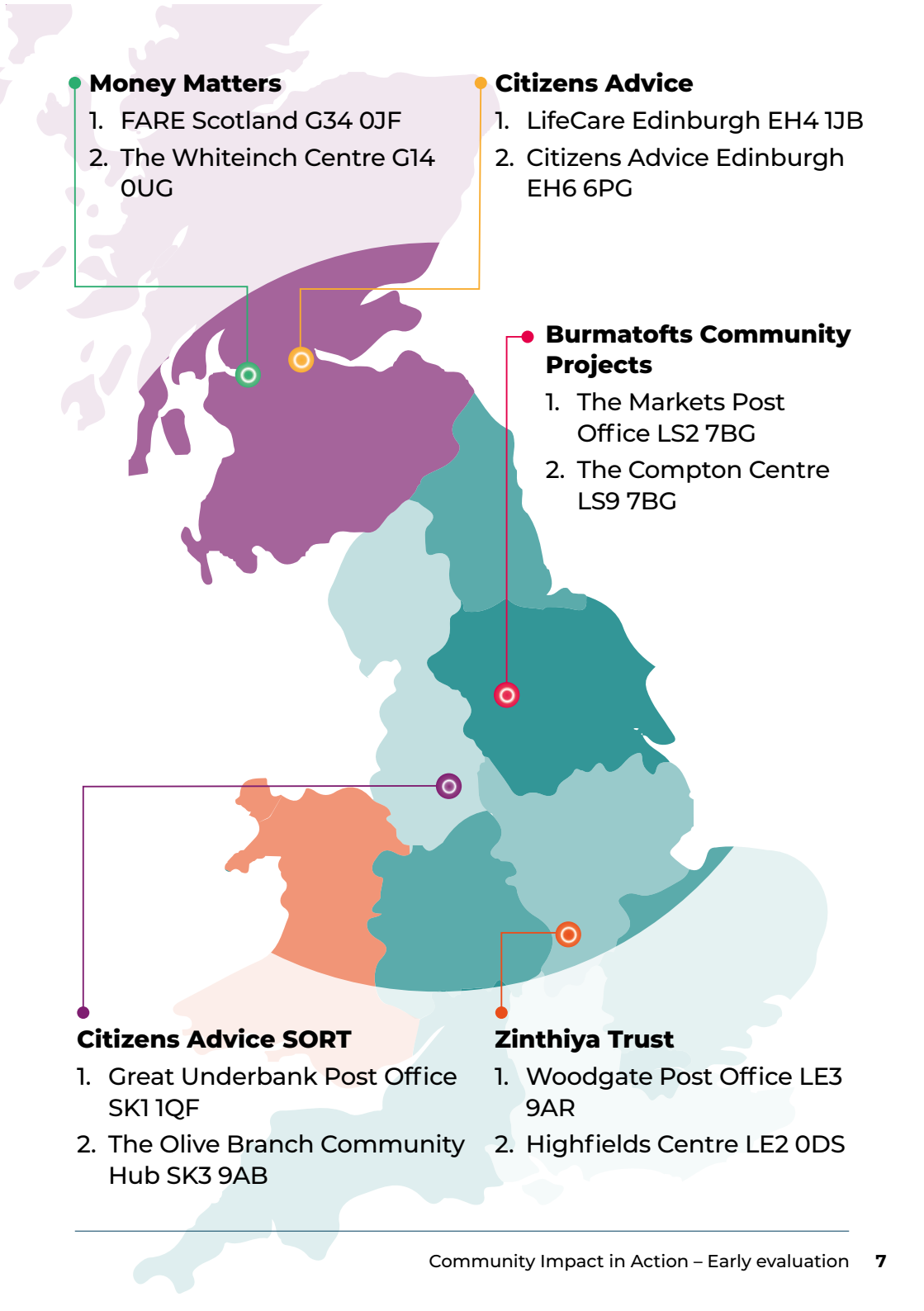
**Thousands more people now understand** who the Trust is, what it funds and **how to access support, regardless of their energy supplier.**



**Hundreds received tailored advice**, follow-up appointments or hands-on support.



Information about the **events featured in seven publications.**



**Money Matters**

1. FARE Scotland G34 0JF
2. The Whiteinch Centre G14 OUG

**Citizens Advice**

1. LifeCare Edinburgh EH4 1JB
2. Citizens Advice Edinburgh EH6 6PG

**Burmatofts Community Projects**

1. The Markets Post Office LS2 7BG
2. The Compton Centre LS9 7BG

**Citizens Advice SORT**

1. Great Underbank Post Office SK1 1QF
2. The Olive Branch Community Hub SK3 9AB

**Zinthyia Trust**

1. Woodgate Post Office LE3 9AR
2. Highfields Centre LE2 0DS

# Lessons learnt

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Several factors can affect the success of outreach activities.



**Event turnout, for example, varies depending on how well local networks are included.** The timing and location of pop-ups are also critical. Community venues hold events on different dates and times, and footfall is significantly higher when we align with existing community activities.



**The type of venue also influences engagement;** trusted community spaces tend to encourage more meaningful conversations, whereas busy locations like Post Offices may see people passing through quickly.



**Face-to-face delivery enables quicker and more meaningful outcomes.** Many people were able to access immediate help, such as benefits checks, support understanding energy bills or fuel vouchers, within a single interaction. This highlights the value of in-person outreach, particularly for those facing digital or language barriers.





**To address these challenges, we are placing a strong emphasis on pre-event awareness** raising through community connectors. Partner organisations are encouraged to activate their local networks to ensure better turnout.



**We are also providing clear communications and scheduling support to British Gas teams** well in advance, alongside practical templates and one-to-one support for partners completing reports. When selecting venues, we prioritise spaces that are trusted, accessible, and familiar to vulnerable groups, seeking partner input on what works best locally.



**Leaflets have been updated to be more targeted to the local area** and specific events, rather than generic programme-wide messaging.



# Conclusion

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The early phase of the programme has supported over 3,500 people.



**The outreach model has proven to be** effective, consistent, and scalable.



**Strong management from the Trust's Outreach team enables meaningful impact** through hands-on support to partners, coordinated volunteer involvement, and robust data collection.



**Events were well-attended, welcomed by communities, and addressed genuine need,** with turnout being higher when combined with other community activities.



**Delivering support face-to-face in spaces such as Post Offices and community centres helped reduce barriers to access,** reaching many people who were previously unknown to services or unaware of available help.



**The most successful events were those where partners had existing community networks** and were able to activate these in advance, taking steps to 'warm up' venues and local groups.

Evidence shows face-to-face delivery in trusted community settings enables quicker engagement and removes barriers to support, so people leave with practical next steps. It ensures support is timely, targeted and rooted in what people need at that moment. It's effective and scalable, particularly when partners are supported through hands-on management, strong local relationships, and coordinated promotion.

In April, a policy fair will bring together partners and stakeholders to share learning, reflect on impact, and help influence wider practice and policy. These insights will inform future delivery and be explored in further reports as the programme continues.



**John\* attended an event in Leicester after seeing a flyer at his local library.**



A single parent on a prepayment meter, he was struggling with high energy costs. At the event, he spoke to a British Gas volunteer and was then referred to the Zinthyia Trust for support.

Within a week he'd received emergency fuel vouchers and help applying to the Trust's energy grant scheme. He later told the team: "I didn't expect to be helped, but I was treated with respect and kindness. It really made a difference."



**Sarah\* attended an event in Edinburgh.**



A social housing tenant, she had been struggling to afford gas and electricity after a Universal Credit sanction, relying on food banks and family support to get by.

An advisor issued emergency fuel vouchers for both her gas and electricity, and applied for an £100 Safe and Warm grant to be paid directly to her gas account.

They also found Sarah did not have a fridge/freezer, and got her one through the Trust's White Goods Fund. Additionally, she was re-referred to the food bank to support her whilst she sought out stable employment.

\* Names have been changed



**The community welcome was brilliant. We had real conversations and helped people take steps they didn't think were open to them."**

**Event volunteer**

[www.britishgasenergytrust.org.uk](http://www.britishgasenergytrust.org.uk)

