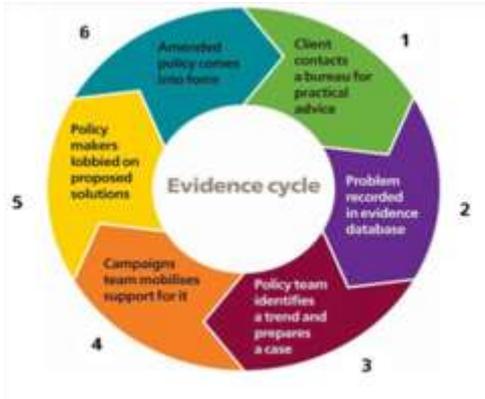


Research & Campaigns



What is Research & Campaigns?
Research & Campaigns (R&C) is the integral part of deliver the twin aim of Citizens Advice. Providing advice isn't where it stops.

Our aim is to speak up and improve the **policies and practices which affect people's lives, creating a fairer society.**

Paul Davies was appointed as Research and Campaigns Lead on 6th June, 2020. As well as Research and Campaigns, Paul's remit also involved communications and social media. Accordingly, and due to lockdown restrictions, the team's campaign work throughout Q2, Q3 and Q4 focussed on live streamed social media events and raising awareness through social media.

Awareness campaigns 2020-21:

- **Scam Awareness Fortnight, 15-28 June, 2020**

As part of the annual national campaign, we raised awareness through different channels. This included radio interviews and emails to local MPs to help identify and stop scammers. Individuals had become targets of COVID-19 test kit scams

- **Big Energy Saving Winter, October 2020 – March 2021**

As part of the national movement the Big Energy Saving Network (BESN), we supported vulnerable consumers to take action to reduce their energy bills and improve their homes' energy efficiency. We delivered several online events to groups of vulnerable energy consumers and front-line workers to promote our specialist energy advice service (launched Jan 2021) and refer clients on to them. We also published a series of videos on Youtube about home insulation and energy saving tips

- **Debt Awareness Week, 22-28 March 2021**

In conjunction with the charity Step Change Debt Charity, we participated in the annual campaign to open up the conversation around debt and encourage people who need help or advice to engage with debt-advice organisations like ourselves

- **Brexit and EUSS awareness campaign**

We raised awareness about how to apply for the EU Settlement Scheme and the deadline on 30th June, 2021

Research & Campaigns

The R&C Team also carried out research into:

- **Council Tax Reduction issues surrounding Legacy Benefits and Universal Credit**

We researched the potential impact on clients when they move from a Legacy Benefit to Universal Credit. We issued a call for evidence on Casebook.

- **[COVID-19 Report](#)**

Throughout Q3 and Q4, the team researched the impact of covid-19 in the local community in preparation to release the COVID-19 Report. They investigated the trends in our data and used them to make predictions about the kind of support we will need to give in the near future.

Live-streamed events about money and benefits

To support clients throughout lockdown in the pandemic, the R&C team supported two live-streamed events focused on helping those facing financial hardship during the winter. The events were performed in partnership with Citizens Advice West Sussex and streamed simultaneously across multiple social media channels.



2021-22

The R&C Team continues to research and monitor the impact of Brexit and Covid-19 on our community.

Alex Bailey was appointed Research and Campaigns Lead in August 2021. The communications aspect of the role was separated out and Guy Crossley is now Communications Lead. Alex and Guy continue to work closely together.