



Money Saving Boiler Challenge

Campaign evaluation

The problem

Many condensing combi boilers in the UK aren't operating to their maximum efficiency. They're burning more gas, generating more emissions and costing households more than they need to.

These boilers should be set to a flow temperature. However, only **one in ten households report having changed their boiler flow temperature in the last year** (ONS, 2022).

Many householders were not aware they can change their boilers settings and others are worried they would make a mistake.



The solution



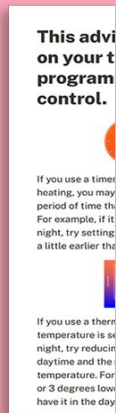
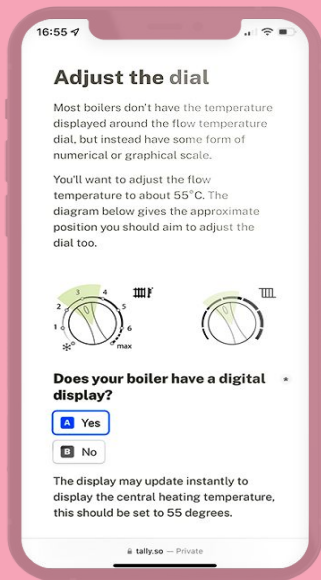
Turning down boiler flow temperature

We produced [a report summarising the evidence](#) underpinning the campaign.

- ~15 million condensing combi boilers in the UK could be optimised for a gas saving of 6-8% if reduced to a lower flow temperature
- In the context of the current cost of living crisis, **households could save around £112 per year by changing their boiler settings.**
- Optimised boilers produce less carbon than those set to a higher flow temperature. Our research showed that for the average household turning down from 80 to 60 degrees the carbon saving is around 173kg per year*.

*[based on Cambridge Architectural Review](#)

The campaign



Nesta launched the Money Saving #BoilerChallenge on 10 October 2022 to encourage UK households to turn down their boiler flow temperature, saving the average household around £112 a year.

Our goal

To drive consumers to a new and easy-to-use online tool hosted on a campaign microsite that took them through the steps needed to safely turn their boiler flow temperature down to 60 degrees or below.

Our communications approach:

- To create a network of partner organisations with routes to target markets, leveraging their channels and trusted relationships to reach consumer audiences and encourage them to take action
- To use media, social media and paid marketing activity to reach consumers audiences directly and to encourage them to take action

What we did

We developed a **campaign brand and tested different creative and messaging approaches**

Our **evidence and briefings secured 8 high profile partnerships** with consumer-facing organisations including energy companies and advice-givers

We secured support from **high profile advocates** including Martin Lewis, and our campaign was selected to feature on ITV's Martin Lewis Money Show.

We advised on the **UK Government Help for Households campaign** - and in turn they featured our boiler flow temperature tool as their top tip for households

Smart Energy GB included turning down boiler flow temperature in their **national energy saving campaign**, including TV adverts

What we did

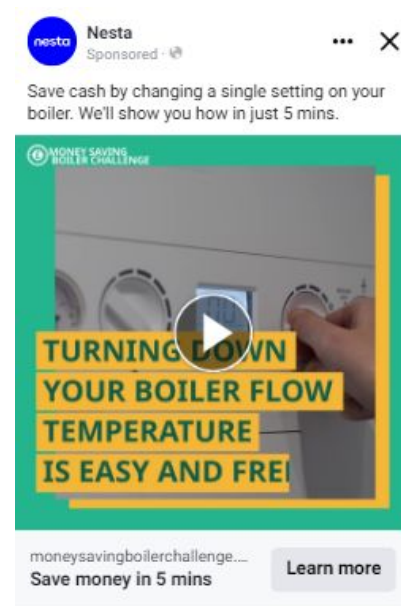
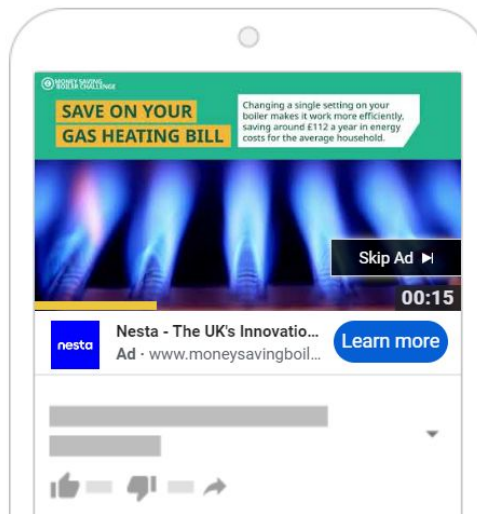
We secured **198 pieces of media coverage** throughout the campaign in outlets including *PA Media, BBC.co.uk, the Guardian and the Observer, the Daily Telegraph, the Metro, the Mail on Sunday, Energy Live News*, and several mentions on ITV's *The Martin Lewis Money Show*.

We utilised Nesta's **owned channels to engage sector peers and local interest groups**, generating more than 407k impressions and 36k engagements. We reached out to energy saving groups and associations who helped to seed the campaign through their highly engaged channels like Facebook groups and local newsletters.

Our **partners and stakeholders** amplified the campaign on their own channels: Smart Energy GB included the message in a national TV advert, housing associations shared the tip with tenants and energy companies like EDF used email and social media to direct customers to the website.

We utilised **paid media** including Meta and Google adverts to reach target audiences with instructional creative. During autumn 2022, this was the most effective direct driver of conversions alongside media. By January 2023, the media focus on the energy crisis had passed and partner campaign activity had more or less ended. We then budgeted a further £550,000 in paid media (social media, paid search, print advertising and radio) to act as the main route to driving consumer audiences to turn down their boilers.

Campaign creative



Partnerships



IN PARTNERSHIP WITH...

MoneySavingExpert

Cutting your costs, fighting your corner

Founder, Martin Lewis - Editor-in-Chief, Marcus Herbert

Weekly email ▾

News

Forum

Cost of living help

More ▾

Search 🔍

Cards & Loans

Household Bills

Complain & Reclaim

Banking & Savings

Mortgages & Homes

Travel

Insurance

Deals & Shopping

Income & Budgeting

Students

[MoneySavingExpert's Money Tips](#) » [2022](#) » [October](#)

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Oct

12

2022

MoneySavingExpert's Money Tips Email

THIS WEEK: Over 50 ways to save, incl... Free wills, free Greggs, STOOZE, 2.75% easy-access savings, energy update, 2for1 Pizza Express , Martin's unpleasant, free £200 for Christmas, Amazon Prime sale analysis, cheapest ever iPhone 13

MSE email ⌚ 12 October 2022

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7. **Take the combi boiler challenge - reduce your flow temperature to save £100+.** If you have a combi boiler (the most common type), one way to save is to reduce the flow temperature - basically the water that circulates around the system and heats your radiators. It's usually set higher than needed by default. Charity Nesta has just launched a [MoneySaving boiler challenge](#) with a nifty tool on how to do it, that it says could cut gas bills by an average 9%. See our [boiler energy saving tips](#) for more ways to save (including what to do if you don't have a combi).

Media



Nesta has had strong media coverage of the Money Saving Boiler Challenge since launch, including launch broadcast coverage on [Channel 4 news](#), [BBC Radio 4's Today programme](#), [BBC Scotland](#), [BBC Radio 5 Live](#), and [LBC](#); as well as in coverage in the [Daily Mail](#) (print), [The Sun](#), [Express](#), [Mirror](#), [City AM](#), [MSN.COM](#), [Wales247](#), [Business Green](#), [HVN Plus](#), and Newsquest syndication in local outlets. Subsequent coverage has included the Today programme a second time, PA Media, BBC.co.uk, the Guardian and the Observer, the Daily Telegraph, the Metro, the Mail on Sunday, Energy Live News, and several mentions on ITV's The Martin Lewis Money Show. Between October 2022 and March 2023, the MSBC has had **198 media hits**.

Looking to cut your energy bills further this winter? One simple change to your boiler's flow temperature setting could save you £112 a year

- Charity Nesta has launched a money-saving boiler campaign
- It is urging Britons to lower their boiler temperature to keep their bills down
- They could save up to £112 a year if they change the temperature of their boiler
- Separately, energy supplier Octopus is giving away free electric blankets

By ANGHARAD CARRICK FOR THIS IS MONEY
PUBLISHED: 12:01, 10 October 2022 | UPDATED: 09:05, 11 October 2022



Households looking to cut their energy bills are being urged to make a simple change to their boiler settings that could save them more than £100 a year.

Charity Nesta has launched a money saving boiler campaign in partnership with Which?, Energy UK, EDF, E.ON and Octopus Energy.

Energy crisis lifeline as a simple 'low-cost' change in boiler to help Britons save £200

With annual household energy bills reaching £200 since October, millions have been struggling to cope with the costs.

Some of the most effective things you can do to save energy don't cost anything, says energy charity



Jackie Long
Social Affairs Editor and Presenter

The government's intervention on energy bills has been held up by Liz Truss as one of her key policies, but so far she's been reluctant to follow the lead of other European countries and ask members of the public themselves to cut back on usage.

Today, the energy charity Nesta did just that – launching their own information campaign

CASH IN Millions of households missing out on £112 a year – but you can fix it with simple energy bill trick

es Flanders
. 10 Oct 2022 | Updated: 11:58, 10 Oct 2022



LIONS of households could save £112 a year with a simple boiler trick.

£1billion in total could be wiped from millions of energy bills if people ned down their [boiler's flow temperature](#).

Stakeholder outreach

350 stakeholder organisations including MPs, Local Authorities, Housing Associations, Green Groups and Energy Cooperatives.

We had an incredible response from these groups, many of which offered to share the campaign on their website, owned channels (social media, email newsletters), in online community groups and workshops.



Siobhian Brown MSP @Siobhianayr · 1h

The average household could save around £112 per year by making one single change to their boiler settings. Save money and energy with this free online tool from @nesta_uk and @nesta_scotland #BoilerChallenge moneysavingboilerchallenge.com



You Retweeted



Dr James Davies MP @JamesDavies · Oct 12

The average household could save around £112 per year by making one single change to their boiler settings.

Save money and energy with this free online tool from @nesta_uk #BoilerChallenge

moneysavingboilerchallenge.com



PECAN

3d ·

We are all collectively looking at ways to reduce our energy bills. Have you checked your boiler settings lately? This simple tip could make a big difference!

#climatechange #energybills #reduceyourcarbonfootprint #reduceyourenergybills #savetheplanet



Planet Cheltenham @PlanetChelt · Oct 11

Can you complete the Money Saving Boiler Challenge? Saving cash and energy this winter!



Nesta @nesta_uk · Oct 10

We've launched the Money Saving Boiler Challenge, supported by @WhichUK @OctopusEnergy @EDFenergy @eon_next @EnergyUK, to help 1m people with combi boilers save cash this winter.

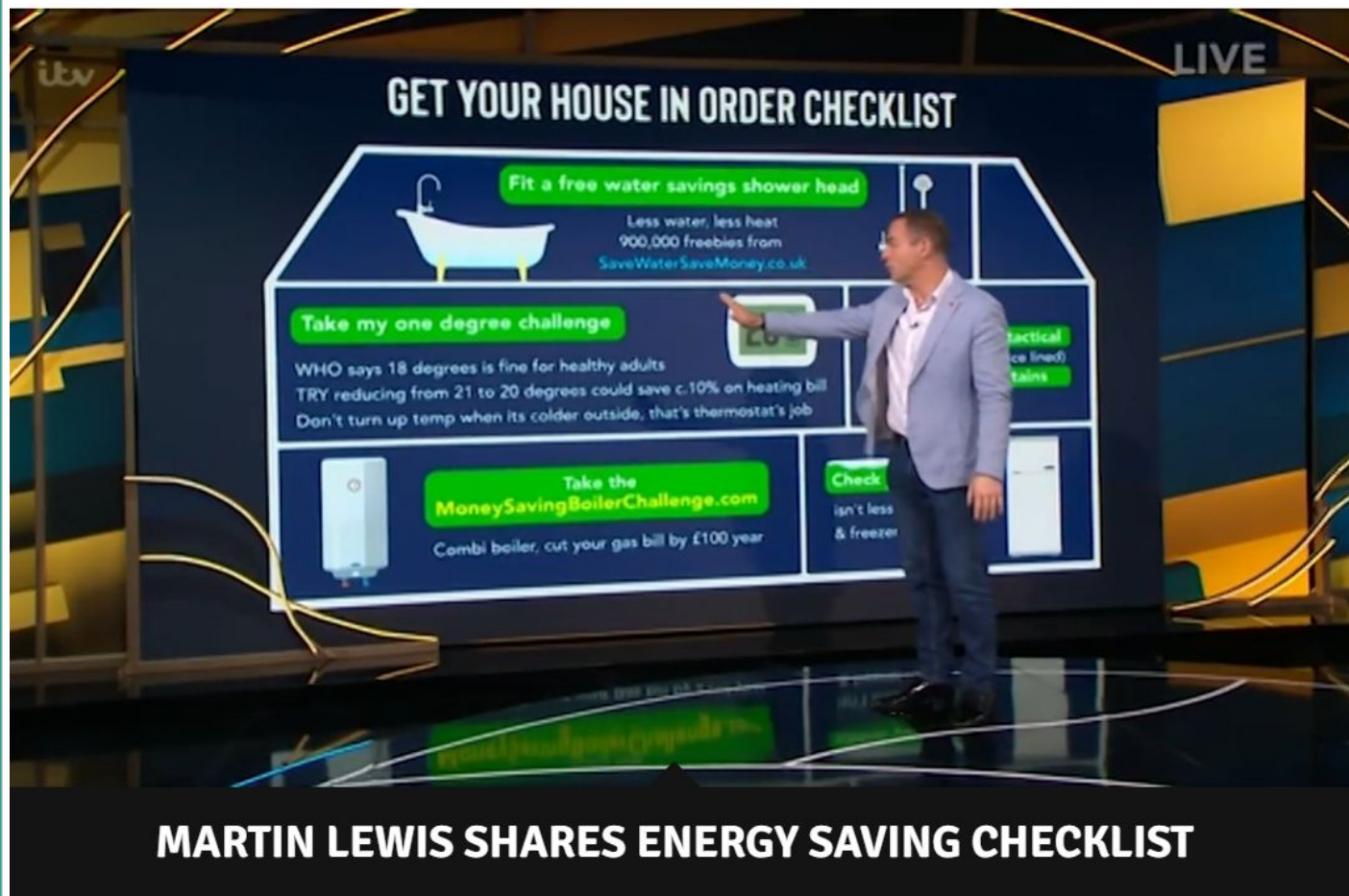
It's quick and easy to do, saving a typical household £112 off their bill: moneysavingboilerchallenge.com

[Show this thread](#)

'It's a no-brainer'

itv **LIVE**

GET YOUR HOUSE IN ORDER CHECKLIST



- Fit a free water savings shower head**
Less water, less heat
900,000 freebies from SaveWaterSaveMoney.co.uk
- Take my one degree challenge**
WHO says 18 degrees is fine for healthy adults
TRY reducing from 21 to 20 degrees could save c.10% on heating bill
Don't turn up temp when its colder outside, that's thermostat's job
- Take the MoneySavingBoilerChallenge.com**
Combi boiler, cut your gas bill by £100 year
- Check**
isn't less & freezer
- tactical**
(ice lined) trains

MARTIN LEWIS SHARES ENERGY SAVING CHECKLIST



Industry




**WHY INSTALLERS SHOULD LOWER
BOILER FLOW TEMPERATURES**
Wednesday 12 October 3pm




Andy Marsden Katy King Richard Burrows

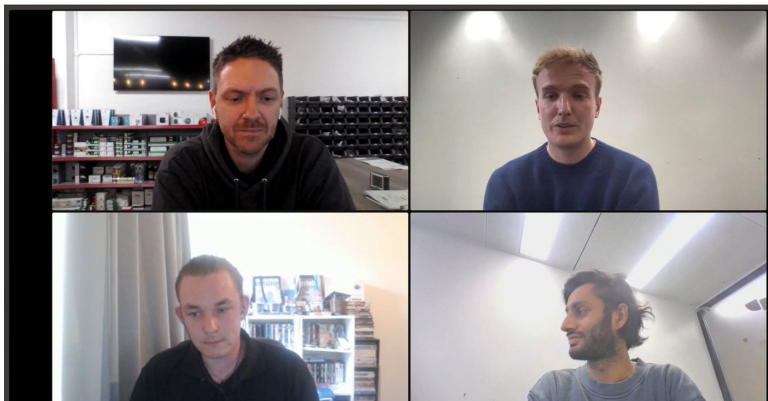
Installer **nesta**
Reaching installers across the UK

A circular inset image showing a person's hands adjusting a control panel on a boiler. A speech bubble icon is overlaid on the bottom left of the circle.

Installers are a key audience for the campaign, given their ability to give trusted advice to consumers. We ran a webinar about the campaign with Installer Magazine: 108 installers joined and asked questions

Why installers should lower boiler flow temp...   

Installer   

A screenshot of a webinar interface. It features a grid of four video feeds showing participants. The top-left feed shows a man in a black hoodie. The top-right feed shows a man in a blue shirt. The bottom-left feed shows a man in a black shirt. The bottom-right feed shows a man in a grey shirt. To the right of the grid is a chat window with messages from participants and the host.

Hi! I'm Myrini - Armacan Limited, Renewable Energy Consultancy

Installer - host
Hi all. If you have any questions or comments please pop them here or the ASK A QUESTION BUTTON to the left and we'll get those answered for you

Jon Kelly
Are there any measures for System - Heat Only boilers or is this just about combi's?

Installer - host
Cheers Jon, we'll put that to the panel after the presentation 🙌


Shaan
Campaign and tool link:
<https://moneysavingboilerchallenge.com>

Events -
parliamentary
engagement




Government endorsement

UK Government flagship cost of living campaign

 | [Help for Households](#)

[Energy saving tips](#) [Energy bills](#) [Household costs](#) [Childcare costs](#) [Income support](#) [Travel costs](#)

Help for Households



Turning your combi boiler flow temperature down to 60°C could save you up to £100 a year

Flow temperature is the temperature of the water that your boiler sends to radiators. Reducing flow temperature isn't the same as lowering your thermostat and won't noticeably reduce the temperature of your home but may increase the time it takes to reach the target temperature on your thermostat.

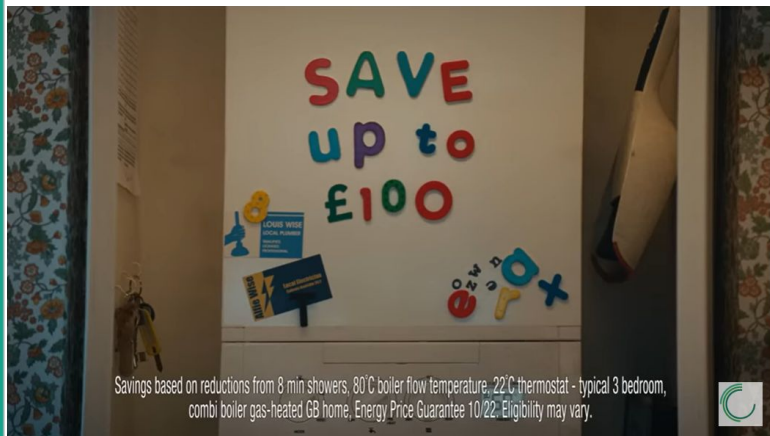
If you are over 65, or have pre-existing health conditions, you may want to set a slightly higher flow temperature of 65°C to ensure your home warms more quickly.

Nesta have more information on lowering your combi boiler flow temperature setting – [take their Money Saving Boiler Challenge](#).

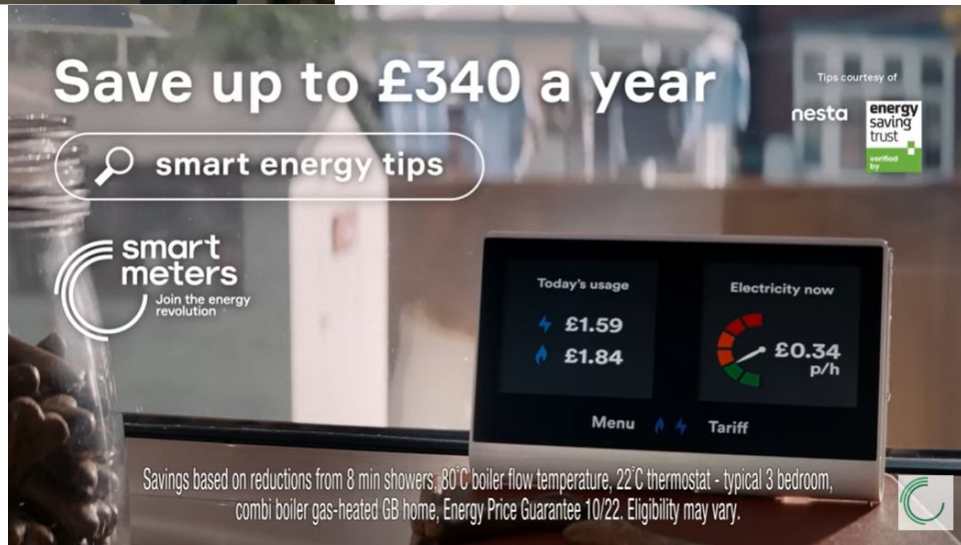
Close consultation with UK Government on the development of the Help for Households campaign led to the Money Saving Boiler Challenge featuring as the top tip for households to save money.

National TV advertising

Smart Energy GB national advertising



nesta

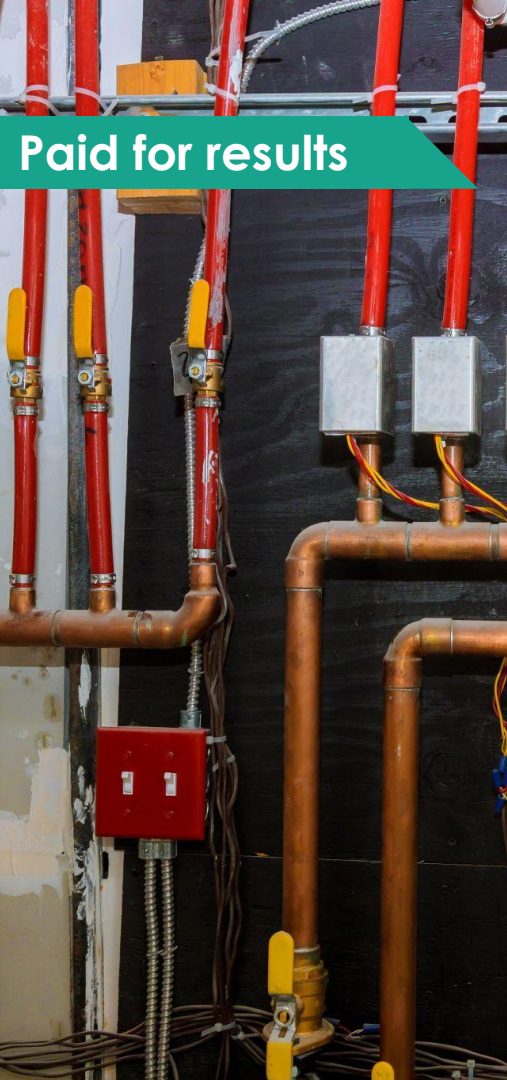


Channel effectiveness

During autumn 2022, there was huge period of media interest on the cost of living crisis and energy bills dominating the media. Many outlets looking for new angles and tips and consumers were highly motivated to take action to reduce their energy bills. The money saving boiler challenge represented a new approach to cost saving. **During this period, partner and stakeholder support and PR activity, supported by a fairly low level of spend on search and social led to 184,087 boiler turn downs.**

From January 2023, the external environment had changed. The media had largely moved on from the energy crisis, and it was much harder to gain reach through earned channels. Partners had already covered the campaign in their channels over the autumn and thus tended not to highlight it again.

This meant that the only channel delivering boiler turndowns was paid media. We targeted audiences across a broader range of mediums, including YouTube and Spotify advertising and digital display. We also invested in some print ads and some regional PR. **Our advertising spend was far higher than in the autumn, and this delivered a further 33,404 boiler turndowns.**



Paid for results

Social media

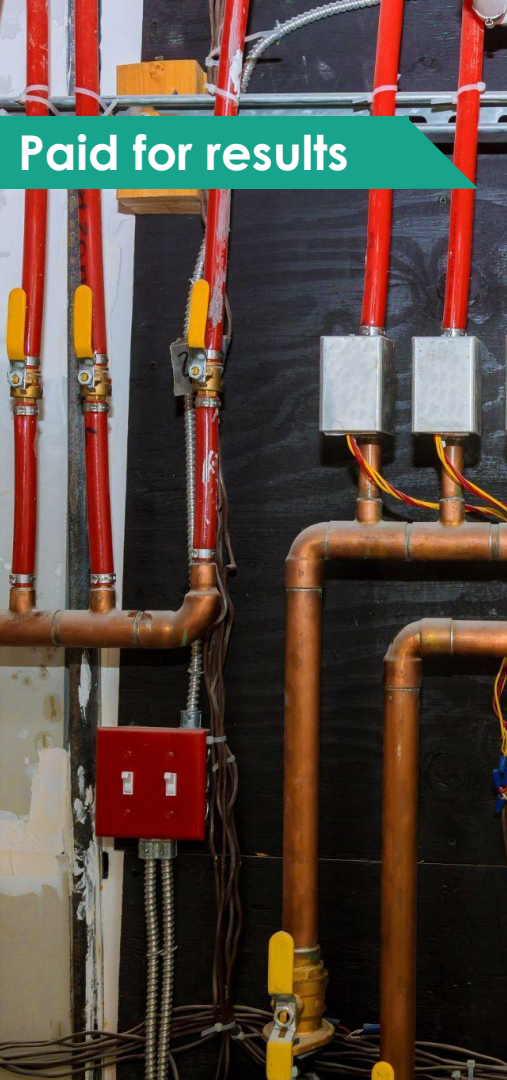
The ads delivered 41m impressions and generated over 296,000 clicks to the campaign website.

Search

97.3k impressions were delivered on Google, generating 20,8k clicks to the website.

You Tube

delivered 43m impressions with a reach of 12.6m. The video ads performed well with 30.9m views watching the video all the way through.



Paid for results

Radio and digital audio

Our audio ads had the opportunity to be heard an average of 9 times by 1 in 4 of the target audience. Digital audio channels delivered 7.8m impressions and delivered 7.1k clicks, higher than Spotify average click through rate.

Adverts on websites

Display advertising generated 1.7m impressions and 2,000 clicks to the campaign website.

Press

One 25x4 tactical ad insertion in the Daily Mail 'Money Mail' section, reaching more than 2m adults.

A close-up photograph of a person's hand turning a white circular knob on a white boiler. The boiler is mounted on a wall, and various pipes and a power cord are visible below it. A teal banner with the word 'Tracking' is overlaid on the top left of the image.

Tracking

Campaign tracking

We commissioned pre, mid and post-campaign tracking through an external campaign tracking agency who surveyed a representative sample of more than 2,000 GB adults in each survey.

- Significantly more people are now aware you can change the flow temperature on your boiler - 66% up from 46%
- Significant increase in proportion of people who lowered their boiler flow temp. Pre campaign, 19% told us they had turned their flow temperature down, rising to 29% after the campaign.
- Nearly 2 in 5 people saw or heard the campaign message
- Nearly 1 in 5 people recognise the campaign images when prompted
- After seeing the ads, a quarter have, or plan to, lower the temperature on their boiler

This was made possible due to the substantial increase in awareness that occurred during and after the campaign.

Impact

Since the campaign launch, more than **214,000** people have used our online tool and told us that they've turned down their boiler flow temperature*, saving around **£20m** off energy bills and 37,000 tonnes of CO2 per year (average saving £96 and 173kg CO2 emissions per household)



214,286

PEOPLE SAY THEY HAVE TURNED DOWN THEIR BOILER FLOW TEMPERATURE

If 10 million households turned down the flow temperature on their combi boilers to 60°C or below this could wipe £1 billion off UK energy bills and save 1.7 million tonnes of carbon emissions – the equivalent of nearly six million people taking transatlantic flights.

*Counts unique users who have gone through to step 8 of the online tool and ticked a box to say 'I've adjusted my boiler flow temperature'.



Outputs

The paid for campaign reached 9.7 million (68%) of our target audience and 31m across the GB adult population.

Paid for campaign activity generated 358,000 clicks on the adverts – this was 194% higher than planned.

No cost outputs– our organic social media posts generated 407,000 impressions and more than 36,000 engagements

Outcomes

54% of those who recognised the adverts took or intend to take an action

Our campaign website registered an impressive conversion rate: approximately 18%* of tracked web visitors told us they turned down their boiler flow temperature

In July '23 ONS [reported that 11%](#) of people had turned their boiler flow down to save energy. In January '23 [it reported 27%](#) of people report making this change.

This campaign generated a potential ROI of 1:33^ For every £1 spent on marketing it created £33 of savings

* Data tracked in GA only - % completed conversions by users that accepted cookie tracking.

^ (Number of boilers turned down [214,286] x lower end of annual savings from CAR report [£96]= savings off energy bills for customers and g/ment (through energy bills support scheme) [£20,571,456]. Campaign marketing spend £613,948)



Results

9.7m

UK Adults
reached

214,286

Boilers turned down

37,000tn

Reduced carbon
emissions

£20m

Saved off
energy bills

£613,948

Campaign spend

£33 saved off
energy bills for
every £1 spent