



Regional Partnerships Evaluation

Monitoring and evaluation of our partnerships is crucial to us. We need to understand and evaluate the impact of the smart meter activities delivered so we can work with our partners to continuously learn, and improve how we support people with the rollout of smart meters.

To do this effectively, we have listed some of the most common activities carried out by regional partners and explanations of how to record the performance of these activities.

Impressions and Reach

We use **reach** and **impressions** figures to help us evaluate activity performance.

Reach: is the total number of **unique** people who have seen your advert or content.

Impressions: is the number of times your ad or content has been seen.

The key difference is that reach refers to the individual users, whereas impressions can be the same users seeing your content multiple times.

Examples of how to measure common activity

Direct Activity

Direct Activity is to be measured using Reach.

We measure **Total Reach** and **Target Audience Reach** for each activity type. The table below shows how to work out the **Total Reach**.

Direct Activity	Example activity	How to measure and Example Total Reach figure
Events/Face to face advice	Tea dance, community groups, meetings, information sessions, stand at an event	<p>Example: 100 people attend an event you host or exhibit at.</p> <p>Total Reach Measure: The number of people who attended the event = 100.</p>
Telephone/ Online Advice	<i>Call centre calls, proactive calls, online zoom sessions</i>	<p>Example: 20 people in total join 2 zoom calls you host or speak at. 15 join the first zoom call 5 join the second zoom call.</p> <p>Total Reach Measure: The number of people who joined the zoom calls = 15+ 5= 20.</p>

The calculation for the **Target Audience Reach** is:

Example: 100 people attend an event you host or exhibit at. Of these 100 people, 70 are aged 65 or over.

Total Target audience reach measure = 70

Indirect Activity

Indirect activity is to be measured using **Impressions**. As described above, impressions is the number of times your ad or content has been seen or heard. We use this form of measurement for indirect activity only.

We measure **Total Impressions** and **Target Audience Impressions**. The table below shows how to work out the **Total Impressions**.

Indirect Activity	Example activity	Example Impressions figure and how to measure
Advertising or Sponsorship	Paid advertising on a local radio station or magazine	<p>Example: 1 radio advert played 10 times. Over 2 weeks. The radio station has informed you they receive an average listener base of 1,000 people per day.</p> <p>Total Impressions Measure: 1 advert impressions figure (1,000) x number of times played (10) = 10,000 impressions.</p>
Public Relations	Generating coverage in the media through a news article or on a news site – including a press release	<p>Example: 1 article displayed on a news website for 8 weeks. The page on the website receives on average 100 views per day.</p> <p>Total Impressions Measure: Daily page views (100) x time live (8 weeks) = 5,600 impressions</p>
Information displayed in public	Putting up a poster in a community centre library, shop or building accessed by the public	<p>Example: 1 poster in a community centre for 6 months. The average footfall (of people going past the information) is 300</p> <p>Total Impressions Measure: average number of people going past per month (300) x number of months information is displayed (6) = 1,800 impressions.</p>

<p>Information distributed to people</p>	<p>Sending out a newsletter, letter, leaflets or emails about smart meters</p>	<p>Example: 10 individual emails are sent out to a distribution list. The number of people on the distribution list is 100</p> <p>Total Impressions Measure: Number of people on the distribution list (100) x by the number of individual emails sent (10) = 1,000 impressions.</p>
<p>Website or Social Media</p>	<p>Your website, Twitter/ Facebook posts, online/ digital banner ads or search ads, online videos- YouTube etc.).</p>	<p>Example: You share 1 post 3 times across Facebook, LinkedIn, Twitter and Instagram.</p> <p>Facebook: You have 5,000 followers on Facebook. $3 \times 5,000 = 15,000$</p> <p>Instagram: You have 500 followers on Instagram. $3 \times 500 = 1,500$</p> <p>LinkedIn: You have 250 followers on LinkedIn. $3 \times 250 = 750$</p> <p>Twitter: You have 2,000 followers on Twitter. $3 \times 2,000 = 6,000$</p> <p>Total Impressions Measure: $15,000 + 1,500 + 750 + 6,000 = 23,250$</p>

The calculation for the **Target Audience Impressions** is:

You receive 10,000 impressions from your radio advert (see example above). The radio station informs you that 60% of their listeners are aged 65+.

Target audience impressions = 60% of 10,000 = 6,000