GAME ENERGY

SGN

End of Programme Report

Delivered by SPFL Trust in partnership
with SGN (Scotland Gas Networks)

SPFL TRUST

Project Overview

Game Energy was a community energy and safety programme delivered by the SPFL Trust in partnership with Scottish Gas Networks (SGN). The programme was developed in response to sustained cost-of-living pressures, rising energy insecurity and ongoing household safety concerns across Scotland, particularly among people less likely to access traditional advice services.

The core purpose of the programme was to harness the trusted reach of professional football clubs to engage communities and provide clear, practical advice:

Energy efficiency and affordability	Gas and carbon monoxide (CO) safety	Priority Services Register (PSR) awareness and registration	Wider wellbeing and cost of living support

From scoping through to delivery, the programme ran from October 2024 to March 2026 across two twelve-week cohorts, combining awareness activity with place-based delivery and practical support through football club-led community hubs, with the first phase of hubs opening in March 2025.

Game Energy was designed as a three-strand approach to ensure both breadth and depth of engagement:

Strand One

focused on raising awareness and distributing accessible information on energy efficiency, fuel poverty and CO safety

Strand Two

provided direct conversations offering advice on energy savings, PSR sign ups and CO awareness

Strand Three

delivered in depth community based support through welcoming hub settings, combining practical energy advice, PSR support and CO safety with friendly, informal help.

This structure enabled the programme to achieve wide reach with consistent safety messaging, while also providing sustained, relationship-based support to households facing more complex challenges.

As part of programme delivery, two dedicated training days were held to build capacity and confidence among staff from associated clubs and trusts. Sessions took place at Hampden Park and Hibernian Community Foundation, delivered in partnership with SGN and supported by SFRS, Home Energy Scotland and Age Scotland. The training focused on PSR awareness, energy safeguarding, CO safety and referral pathways, ensuring staff were confident identifying risk, supporting conversations and signposting effectively.

Programme Summary

Game Energy delivered meaningful outcomes for communities across Scotland through trusted, local engagement.

The programme demonstrated that football clubs are highly effective settings for engagement on issues such as fuel poverty, household safety and financial pressure. Their trusted position within communities helped reduce barriers, stigma and encourage openness and support participation from people less likely to access traditional advice services.

Game Energy highlighted the value of a blended model of awareness, conversation and in-depth support, enabling both wide reach and meaningful impact. Relationship-based, consistent and community-based delivery proved particularly effective in supporting households facing the greatest challenges.

Strong results were achieved in raising awareness at scale and delivering person-centred, practical support through community hubs. While lighter-touch activity was more challenging to deliver at volume, this provided valuable learning to inform future programme design.

Game Energy showed how trusted, community-led work can turn energy and safety issues into action that matters locally. By sharing clear information, encouraging small changes in behaviour and offering practical support through trusted relationships, the programme helped people feel safer, better informed and more confident during a time of ongoing financial pressure. It also showed that steady, consistent engagement, can make a real difference to everyday life.

Outsome and Learnings

Across the full programme period:

11 hubs delivered across Scotland, beginning with five locations and expanding during late 2025 and early 2026.

5,818

total households benefitted through the programme

5,250

people accessed basic energy efficiency, CO safety and PSR information

Over

160k

reached across social and web content

50

ATC Advisors trained to deliver PSR and Energy Safeguarding Training

Cohort 1

Cohort 2

Partner Organisations

Game Energy was delivered in partnership with Scotland Gas Networks (SGN), whose Safe and Warm Team provided essential support, expertise and programme visibility throughout delivery.

The programme was further strengthened through collaboration with a range of national and local partners, including:

- Gas Safe Charity
- Scottish Fire and Rescue Service (SFRS)
- Home Energy Scotland
- Age Scotland
- Alzheimer Scotland
- Routes to Work
- Citizens Advice Bureau
- Scottish Power
- The Wise Group
- Women's Aid
- Local community partners

This partnership model ensured participants could access trusted information and clear pathways into further support, often through a single conversation.

Strand One
Awareness and information

Strand One focused on raising awareness and distributing clear, accessible information on energy efficiency, fuel poverty, CO safety and available support. Activity included digital campaigns, websites, matchday promotion and integration with existing SPFL Trust programmes.

169,872
digital and matchday reach generated

Key successes

- Raised awareness of energy efficiency, CO safety and available support at scale
- Used trusted football led channels to reach audiences less likely to access advice services

Key learnings

- Awareness activity is strongest when clearly linked to visible support and follow on action
- Repeated, consistent messaging helps reinforce understanding and prompt engagement

Strand Two
Advice conversations

Strand Two centred on direct conversations, providing light-touch advice on energy saving, PSR sign-ups and CO awareness, and helping to identify needs early.

Key successes

- Direct conversations increased awareness of energy saving actions, PSR eligibility and CO safety
- Engagement helped identify households who would benefit from signposting to organisations for more in depth, ongoing support

Key learnings

- One off, lighter touch conversations are less effective without repeat or relational contact
- Strand Two works best as a pathway into deeper support, rather than a standalone offer. As a result funding was redirected to create an extra hub, taking the total number from 10 to 11.

Strand Two targeted outcomes*	Target	Total
Households reached	5,000	3,994
CO safety conversations delivered	5,000	3,994
Energy advice behavioural	3,000	3,340

*Strand Two was diverted to hubs therefore targets were only partially gathered

Strand Three

Community hubs and in-depth support

Strand Three delivered in-depth, community-based support through weekly hubs at football club venues. These hubs were welcoming, stigma-free spaces run by trusted local clubs and foundations, with familiar settings, a friendly atmosphere and open access helping people feel comfortable coming along, often for social connection first.

Participants could access energy advice, PSR support, CO safety information and alarms, as well as wellbeing conversations, hot food and drinks. Partner organisations were also on hand to offer support with wellbeing and cost of living challenges. This approach built trust, encouraged repeat visits and made it easier to provide meaningful support over time.

Recognising demand and impact, the SPFL Trust committed additional organisational funding to expand delivery from five hubs initially to ten, and following further learning, to a final total of 11 hubs.

1,010
wellbeing conversations

1,256
CO awareness conversations

4,143
CO alarms gifted

1,137
in-depth energy advice interactions

515
households supported to reduce energy costs

Key successes

- Engagement driven by trust, consistency and community delivery by trained staff
- Community hubs enabled people to access a range of support through weekly attendance
- Participants returned regularly and shared peer recommendations, strengthening reach, engagement and tackling isolation by making connections
- Hubs provided a warm, safe environment and hot food, supporting those facing financial pressure while enabling meaningful conversations

Key learnings

- Relationship led support delivers the strongest and most sustainable outcomes for households with complex needs
- Community hubs require adequate resourcing, but generate disproportionate impact when delivery is consistent and trusted
- The hub model is scalable and adaptable, responding effectively to local community needs.
- Staff involved in delivery developed transferable skills and knowledge, strengthening wider organisational capacity.

Strand Three targeted outcomes	Target	Total
Households reached	150	1,606
Energy advice behavioural	150	1,137
PSR conversations	150	1,080
Water PSR registrations	75	352
Energy PSR registrations	45	540
CO awareness conversation	150	1,256
Reduction in energy costs	150	515
Wellbeing chat	150	1,010
Income max / benefits checks	150	274
Utility tariff service	150	139
Warm homes discount	150	139
Home safety visit	150	85

SGN additional funding

Alongside core activity, SGN funding allowed Game Energy to respond flexibly to emerging needs. Support included help with energy bills and meters, resolving supplier issues, debt advice and write-offs, and emergency aid such as fuel vouchers and top-ups. It also covered energy efficiency advice and grants, food and essentials, mental health support and referrals, smart meter guidance, and safety measures like locking cooker valves. This strengthened the programme's ability to offer joined-up, person-centred support for the range of pressures households face.

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Case Study
Real Lives, Real Impact

Ann's Story

Ann, a 68-year-old living alone, first attended the Get Together sessions delivered through Game Energy, looking for a welcoming space to socialise over a cup of tea at Rugby Park. Although confident managing her day-to-day finances, Ann found energy tariffs and technical language difficult to navigate without support.

Through regular attendance, Ann built trust with staff and partner organisations, including Home Energy Scotland and Utility Warehouse. During a routine conversation, Ann agreed to share her energy bills, which revealed she was unknowingly paying two separate companies for boiler insurance.

With Ann's consent, the Utility Warehouse team contacted the providers, cancelled the duplicate policy and secured a full refund. As Ann explained, "I wouldn't have known I was paying twice if I hadn't come along. Everything was explained clearly and kindly."

Ann continues to attend the sessions, valuing the company, food and sense of community, while feeling more confident acting on energy-saving advice and exploring further support such as home insulation. Ann's story demonstrates the added value of Game Energy's community hubs: creating trusted, stigma-free spaces where people feel comfortable seeking help, uncover hidden issues and improve their financial resilience and wellbeing.

Kenny and Isobel

Kenny and Isobel live on a combination of state and private pension and described themselves as "comfortable but not well off." They attended a Game Energy Hub out of curiosity, drawn by the informal drop in setting and opportunity to meet others in their community.

During their visit, they engaged with the Scottish Fire and Rescue Service, who identified that they did not have a CO alarm installed. Within days, an alarm was fitted in their home, providing immediate reassurance. Kenny and Isobel also learned about the Priority Services Register and spoke with a Heat Mentor from The Wise Group, who followed up with a phone call and supported them to find a more affordable gas and electricity tariff.

Kenny, who lives with emphysema, plans to return to the hub to explore potential benefit entitlements linked to his condition. Reflecting on the experience, he shared, "I didn't realise there were people out there willing to help others," and highlighted the value of the hub as both a source of practical support and social connection, particularly enjoying the shared meals and conversations.

Their experience illustrates how Game Energy hubs enabled people to feel supported, informed and connected; often starting with a simple visit and leading to improved safety, reduced costs and increased confidence.

Legacy and Thanks

Game Energy has built a strong foundation for future community energy and safety work, showing the value of trusted local settings, partnership working and person-centred support. It demonstrated that combining awareness raising with deeper, relationship-based engagement can improve understanding, behaviour, safety and wellbeing, particularly for households facing multiple challenges.

A key legacy is the upskilling of ATC staff through two multi-partner training days and ongoing collaboration with national and local organisations. Staff gained greater confidence and practical skills in energy safeguarding, PSR awareness and referral pathways, while strengthening relationships across a wide partner network. This has left clubs and trusts better placed to identify need, shape local activity and secure future funding.

Learning from the programme will continue to inform SPFL Trust activity, reinforcing the role of football clubs as community anchors and ensuring future work is rooted in local need.

The SPFL Trust extends sincere thanks to Scotland Gas Networks for their support and collaboration, with special thanks to Margaret Hamilton for her contribution. Thanks are also due to all partners, delivery staff, volunteers and community venues, and most importantly to the participants whose trust and engagement made the programme's impact possible.

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