



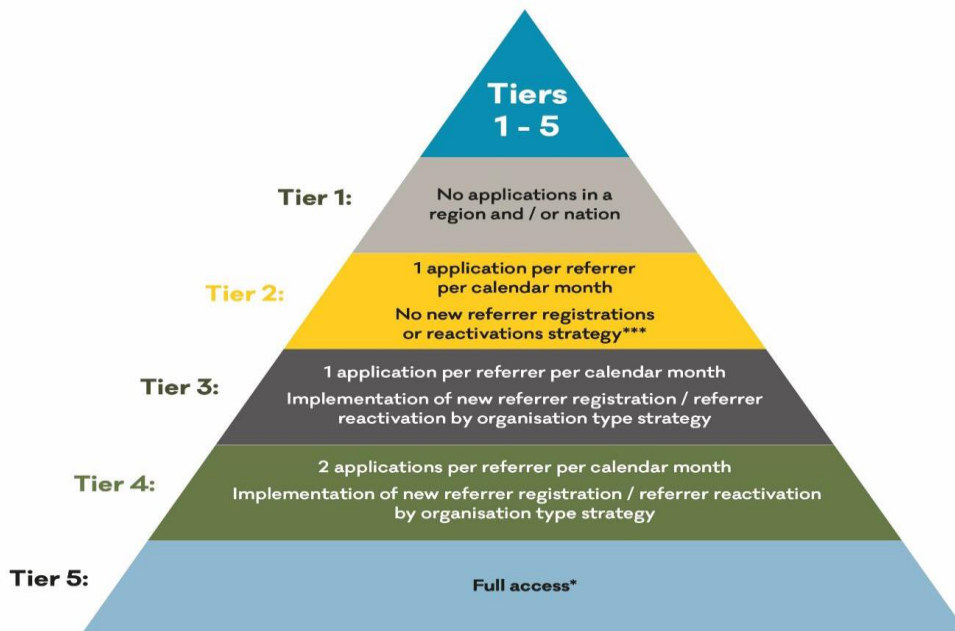
BBC Children in Need Emergency Essentials Programme

Tiered strategy - guidance for referrers

Tiered strategy

Before you register for the programme, or make an application, please be aware there is now a **tiered strategy** in place to ensure we can achieve programme longevity and reach underrepresented areas again this year.

The pyramid below provides an overview of what each tier will mean for potential application activity and new registrations/account access:



Each region or nation has been allocated a tier, based on a number of factors including, referrer distribution, demand and being overrepresented across programme spend allocation.

What does this mean for me as a new, or existing, referrer?

Region or nation	Allocated tier	Can I register or re-access a de-activated account?	I have an active account - can I make an application?	Number of maximum applications per month
North	3	Yes*	Yes	1 successful application
Central	3	Yes*	Yes	1 successful application
London and South East	4	Yes*	Yes	2 successful applications
South West	4	Yes*	Yes	2 successful applications
Northern Ireland	5	Yes	Yes	No individual limit
Scotland	5	Yes	Yes	No individual limit
Wales	4	Yes*	Yes	2 successful applications

*We will, at times, need to pause registrations in some areas, for example, if any one organisation type holds over 40% of the referrer network distribution.

Are you currently paused to new registrations from specific organisations?

Region or nation	Status - paused to new registrations or re-activations
North	Statutory organisation – children’s services departments
Central	Statutory organisation – children’s services departments
London and South East	Statutory organisation – children’s services departments
South West	Statutory organisation – children’s services departments
Wales	Statutory organisation – children’s services departments

Please re-visit our website and guidance at regular intervals across the funding year, as this position could change, depending on referrer distribution at any given time.