



BBC Children in Need Emergency Essentials Programme

Tiered strategy - guidance for referrers

Date effective 1st June 2024

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

Tiers 1 - 5	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
Tier 1	No	No	0
Tier 2	No	No	1
Tier 3	Yes*	Yes*	1
Tier 4	Yes*	Yes*	2 to 4 applications**
Tier 5	Yes*	Yes*	10 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.

**The number of monthly application will depend on available funding and demand levels. Please see the table below for current application levels for tier 4.

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 application
Central	3	Yes*	Yes*	1 application
Northern Ireland	4	Yes*	Yes*	4 applications
London and South East	4	Yes*	Yes*	2 applications
South West	4	Yes*	Yes*	2 applications
Scotland	4	Yes*	Yes*	4 applications
Wales	4	Yes*	Yes*	4 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?

Yes, the programme is currently paused to registrations and re-activations from all Statutory Organisation types in the North and Central Regions.

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.