BBC CHILDREN IN NEED
EMERGENCY ESSENTIALS



BBC Children in Need Emergency Essentials Programme

Tiered strategy - guidance for referrers

Date effective 17 November 2026

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 applications will depend on available funding and demand levels. Please see the table below for current application levels for tier 4.

Where 2 or more applications per calendar month are possible, the MAXIMUM amount of applications allowed for Love2shop vouchers for clothing will be 2. Other applications during the same month will need to be for physical items.

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
England - Central	5	Yes*	Yes*	10 applications
England - North	5	Yes*	Yes*	10 applications
England - London	5	Yes*	Yes*	10 applications
England - South East	5	Yes*	Yes*	10 applications
England - South West	5	Yes*	Yes*	10 applications
Northern Ireland	5	Yes*	Yes*	10 applications
Scotland	5	Yes*	Yes*	10 applications
Wales	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.

Are you currently paused to new registrations from specific organisations?

No, the programme is **open to new registrations** from all organisation types, including statutory 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.