

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

Digital Media Recording

Kate Ravenscroft – Safeguarding Specialist

December 2025



Gas Network Vulnerability & Carbon Monoxide Allowance (VCMA) Governance Document - Project Eligibility Criteria

Section 1 - Eligibility criteria for company-specific projects (other than condemned essential gas appliance repair and replacement)	
In order to qualify as a VCMA project, a project must:	
VCMA Eligibility Criteria	Criteria Satisfied (Yes/No)
a) Have a positive, or a forecasted positive, Social Return on Investment (SROI) and Net Present Value (NPV) including for the gas consumers funding the VCMA Project (GDNs should use a common SROI model.	Yes
b) Either: <ul style="list-style-type: none"> i. Provide support to consumers in vulnerable situations, and relate to energy safeguarding, or ii. Provide awareness on the dangers of CO, or iii. Reduce the risk of harm caused by CO; 	Yes
c) Have defined outcomes and the associated actions to achieve these;	Yes
d) Go beyond activities that are funded through other price control mechanism(s) or required through license obligations; and	Yes
e) Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.	Yes
Section 2 - Eligibility criteria for company-specific essential gas appliance servicing	
To qualify as a VCMA Project, essential gas appliance servicing must meet the following criteria:	
a) Either: <ul style="list-style-type: none"> i. A GDN has had to isolate and condemn an essential gas appliance following a supply interruption or as part of its emergency service role; or ii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in the owner-occupied home of a customer in a Vulnerable Situation where an occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes; or iii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in a tenant-occupied home of a customer in a Vulnerable Situation where it is the tenant's responsibility to maintain the essential gas appliance, where an occupier of the property suffers from a permanent or temporary health condition that 	NA

makes them more vulnerable to health risks associated with cold homes.	
b) The household cannot afford to service the essential gas appliance, which is assessed against criteria consistent with the Energy Company Obligation (ECO4) Guidance: Delivery document1 (see Appendix 1).	NA
c) Sufficient funding is not available from other sources (including a social or private landlord, national, devolved, local government funding) to fund the essential gas appliance service.	NA

Section 3 - Eligibility criteria for Collaborative VCMA Projects

To qualify as a Collaborative VCMA project, a project must:

a) Meet the above company-specific and boiler repair and replace (if applicable) project eligibility criteria;	NA
b) Have the potential to benefit consumers on the participating networks; and	NA
c) Involve two, or more, gas distribution companies.	NA

Gas Network Vulnerability and Carbon Monoxide Allowance (VCMA) Governance Document - Project Registration Table 2

Information Required	Description
Project Title	Digital Media Recordings
Funding GDN(s)	Cadent company specific project
New / Updated (indicate as appropriate)	New
Role of GDN(s) *For Collaborative VCMA Projects only	Not applicable
Date of PEA Submission	December 2025
VCMA Project Contact Name, email and Number	Name: Phil Burrows Title: Head of Customer Vulnerability Social Programme Delivery Email: Phil.m.burrows@cadentgas.com Number: 07773 545451
Total Cost (£k)	Partner costs: £26,000.00 Project management costs: £1,040.00
Total VCMA Funding Required (£k)	£27,040.00

Problem(s)	<p>Leicester is a city of rich cultural diversity, but it also amongst one of the most deprived areas in the country, being ranked 18th in the country for income deprivation.</p> <p>The diversity in Leicester has created language barriers. According to the 2021 Census, 43% of Leicester's population identified their ethnic group as Asian, with 30% of residents not speaking English as their main language.</p> <p>Therefore, there is a clear need to be able to provide social and welfare related communications to the residents of Leicester and nationally that do not speak English in languages that they understand.</p> <p>Although Cadent has tools available for customers for whom English is not their first language, e.g. Language Line these wouldn't suit as it's about trust and the community i.e. getting information from those you know.</p>
Scope and Objectives	<p>Project Scope</p> <p>Cadent will invest £27,040.00 of VCMA funding to deliver a one-year project in partnership with NAC, enabling them to build on their existing services, across targeted areas within Cadent's network.</p> <p>NAC will create a digital recording studio enabling them to create digital content to promote a variety of health, wellbeing and social welfare subjects. NAC will engage with young individuals of ethnic minorities to support on the recording and translations of existing Cadent content on both CO and PSR awareness into three Asian languages: Hindu, Punjabi and Gujarati.</p> <p>Once the content is developed the Nirankari Advice Centre and Youth Social Club (NAC) will use their trusted relationships within the community to host events at both the centre and additional venues to promote and deliver the content. To amplify the reach NAC will utilise their online communications (social media, You Tube) sharing Cadent's resources and safety materials.</p> <p>Project Objectives</p> <p>Cadent will measure the success of the project against the achievement of the following objectives:</p> <ul style="list-style-type: none"> • 6,000 individuals will receive advice about the PSR, with the aim to sign up 600 individuals to the register. • 6,000 individuals will receive CO education to improve CO safety awareness and overall wellbeing. <p>Updated December 2025</p> <ul style="list-style-type: none"> • To generate a positive social return on investment – see the below relevant section for more details. • 3,000 individuals will receive advice about the PSR, with the aim to sign up 300 individuals to the register. • 3,000 individuals will receive CO education to improve CO safety awareness and overall wellbeing. <p>Note – the number of individuals to be reached was reduced due to the time taken to get the videos made which was unforeseen. The reduced number still gives a positive SROI.</p>
Why the Project is Being Funded Through the VCMA	<p>We believe that the project meets all of the Vulnerability and Carbon Monoxide Allowance eligibility criteria:</p>

	<p>a. Have a positive, or a forecasted positive, Social Return on Investment (SROI) including for the gas consumers funding the VCMA Project:</p> <p><i>The project delivers a positive forecasted social return on investment. This is based on achieving the target reach for, registrations to the PSR and education on CO. More information can be found in the relevant section below.</i></p> <p>b. Either:</p> <ul style="list-style-type: none"> i. Provide support to consumers in Vulnerable Situations and relate to energy safeguarding, or, ii. Provide awareness of the dangers of CO, or, iii. Reduce the risk of harm caused by CO; <p><i>The project delivers both awareness of the dangers of CO and the PSR, ultimately promoting PSR registration.</i></p> <p>c. Have defined outcomes and the associated actions to achieve these:</p> <p><i>Cadent and NAC have entered into a service agreement that will contain the project objective and actions. Further detail can also be found below.</i></p> <p>d. Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations, and,</p> <p><i>This method of delivering support to individuals in vulnerable situations falls outside of Cadent's BAU activities and other licence conditions.</i></p> <p>e. Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding,</p> <p><i>This project will be solely delivered through Cadent's VCMA funding.</i></p>
Evidence of Stakeholder/Customer Support	Through engagement and research with various stakeholders, Cadent gains a better understanding of stakeholder needs and expectations, what is important, what services are needed and how to deliver them most effectively.
Information Required	Description
Outcomes, Associated Actions and Success Criteria	<p><u>Project Outcomes</u></p> <p>The project aims to achieve the following outcomes:</p> <ul style="list-style-type: none"> • Individuals' will report an increased awareness of the dangers of CO and have a reduced risk of harm caused by CO. • Individuals will report reduced levels of anxiety in fearing a utility outage and increased awareness off the PSR. • Individuals will report an increase in their overall wellbeing as a direct impact of both CO and PSR education. • Cadent will provide CO and PSR training to NAC members. This will provide them with the knowledge to support individuals further if required in line with the project's key deliverables. <p><u>Associated Actions</u></p> <p>NAC will implement the following associated actions to deliver the project's outcomes:</p>

	<ul style="list-style-type: none"> • NAC will create a digital recording studio that can produce professional content, enabling young people in ethnic minorities the opportunity to explore digital platforms and enhance their employability. • NAC will utilise Cadent's existing PSR information video, translating it into three Asian languages (Hindi, Punjabi & Gujarati) using their digital equipment. • NAC will utilise Cadent's existing CO information video, translating it into three Asian languages (Hindi, Punjabi & Gujarati) using their digital equipment. • NAC members will use established trusted relationships in disadvantaged communities to target individuals. Adding this support alongside their existing services will help improve receptiveness and remove stigma. • NAC will organise and host events at both the centre and additional venues to share the CO and PSR messaging in the Asian language specific to that community. <p><u>Success Criteria</u></p> <p>The success of the project will be measured against meeting the below criteria:</p> <ul style="list-style-type: none"> • NAC will create a recording studio fit to translate the content provided by Cadent, into Asian languages. • 3,000 individuals will receive vital information about the PSR, with the aim to sign up 300 individuals to the register. • 3,000 individuals will receive CO education to improve their CO safety awareness and overall wellbeing.
Project Partners and Third Parties Involved	The Nirankari Advice Centre and Youth Social Club (NAC)
Potential for New Learning	<p>Community centres have become a lifeline for people living in surrounding communities and have been under increased pressure to meet a growing demand to support individuals and provide a variety of services outside of their day-to-day remit.</p> <p>Therefore, this provides Cadent an opportunity to understand the needs of different communities and how to support them to overcome such challenges as well as support cross network learning.</p>
Scale of VCMA Project and SROI Calculations, including NPV	<p><u>Scale of VCMA Project</u></p> <p>In partnership with NAC, Cadent will invest £27,040.00 of VCMA funding to support individuals in the West Midlands. From April 2025 to March 2026, the project is forecasted to reach up to 6,000 individuals face to face, delivering vital messaging and support on CO safety and PSR awareness to the most vulnerable.</p> <p><u>SROI Calculations</u></p> <p>SROI has been calculated using the following information in the GDN rulebook:</p> <ul style="list-style-type: none"> • 3,000 individuals will receive CO safety advice • 300 individuals will sign up to the PSR <p>We also calculated the wellbeing SROI of feeling safe from receiving advice on the signs and symptoms of CO poisoning through the non-standard calculator tool for 1% of the total 30 individuals will feel safer having received this advice. We used a cost of £4,500.00 for the advice which was subtracted from the total investment = £22,540.00.</p>

	<p>SROI Ratio = £1: 8.83</p> <p>GDN Rulebook Latest Version Date: 27-09-2024</p> <p> SGN Your gas. Our network.</p> <p> Northern Gas Networks</p> <p> WALES & WEST UTILITIES</p> <p> Cadent Your Gas Network</p>																					
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VCMA Project Start and End Date	Start Date: 1st April 2025 End Date: March 31 st 2026																					
Geographical Area	This project will be delivered in Leicester, within East Midlands network.																					

Gas Network Vulnerability and Carbon Monoxide Allowance (VCMA) Governance Document - PEA Control Table

In order to ensure that a VCMA project is registered in accordance with the Ofgem VCMA governance document (incl. project eligibility assessment), the below table should be completed as part of the project registration process.	
Stage 1: Sustainability and Social Purpose Team PEA Peer Review	
Date Immediate Team Peer Review Completed:04/12/25	Review Completed By: Anita Clegg
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed:18/12/25	Review Completed By: Gemma Norton
Step 3: Director of Sustainability & Social Purpose Sign-Off: Phil Burrows	
Director of Sustainability and Social Purpose Sign-Off Date: 05/01/2026	
Step 4: Upload PEA Document to the Website & Notification Email Sent to Ofgem (vcma@ofgem.gov.uk)	
Date that PEA Document Uploaded to the Website: January 2026	
Date that Notification Email Sent to Ofgem: January 2026	