Cadent
Your Gas Network

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

Royal Voluntary Service (RVS)
Stay Safe, Warm & Well (SWW)

Anita Clegg
September 2023

Updated September 2024
Nicola Campbell

Updated November 2025
Kerry Doyle

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 forecasted positive Social Return on Investment (SROI), including for the gas consumers funding the VCMA project.	**Yes**
b) Either: **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 licence obligations; and	**Yes**
e) Not be delivered through other external funding sources directly accessed by a GDN (Gas Distribution Networks), including through other government (national, devolved or local) funding.	**Yes**
Section 2 - Eligibility criteria for company specific essential gas appliance servicing, repair and replacement projects In order to qualify as a VCMA project, unsafe pipework and essential gas appliance servicing, repair or replacement must meet the following criteria:	
a) A GDN has to isolate and condemn unsafe pipework or an essential gas appliance following a supply interruption or as part of its emergency service role.	**N/A**
b) The household cannot afford to service, repair or replace the unsafe pipework or essential gas appliance; and.	**N/A**
c) Sufficient funding is not available from other sources (including national, devolved or local government funding) to fund the unsafe pipework or essential gas appliance servicing, repair or replacement.	**N/A**

Section 3 - Eligibility criteria for collaborative VCMA projects In order 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.	**N/A**
b) Have the potential to benefit consumers on the participating networks; and	**N/A**
c) Involve two, or more, gas distribution companies.	**N/A**

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

<table>
<tr><th>Information Required</th><th>Description</th></tr>
<tr><td>Project Title</td><td>Royal Voluntary Service Stay Safe, Warm and Well Winter Campaign</td></tr>
<tr><td>Funding GDN(s)</td><td>Cadent</td></tr>
<tr><td>Role of GDN(s)
*For Collaborative VCMA Projects only</td><td>N/A</td></tr>
<tr><td>Date of PEA Submission</td><td>1st October 2023</td></tr>
<tr><td>VCMA Project Contact Name, email and Number</td><td>Anita Clegg
anita.clegg@cadentgas.com
07881 511673

Nicola Campbell – updated September 2024

Kerry Doyle – updated November 2025</td></tr>
<tr><td>Total Cost (£k)</td><td>Partner Costs = £140,000.00
Cost to Cadent = £62,400.00
Total Cost = £142,400.00

<u>Updated September 2024</u>
Cost to Cadent = £200,400.00
Project Management Cost = £8,016.00
Total Cost = £208,416.00

*Partner cost increased by £138,000.00 for Winter 2024 Campaign

<u>Updated November 2025</u>
Cost to Cadent = £275,400.00
Project Management Cost = £11,016.00
Total Cost = £286,416.00

*Partner cost increased by £75,000.00 for Winter 2025 Campaign</td></tr>
<tr><td>Total VCMA Funding Required (£k)</td><td>£62,400 funded by Cadent. Remaining balance covered by Yakult who are also sponsoring RVS.

Budget breakdown:

<table>
<tr><td>Booklet: Print x 40,000 + deliver to one address</td><td>£ 15,000</td></tr>
<tr><td>Stay Safe Warm and Well campaign sponsorship</td><td>£ 15,000</td></tr>
<tr><td>Virtual Village Hall (3 x pre-record slots) + boosts</td><td>£ 10,000</td></tr>
<tr><td>Social media: Posting, content and short film edit</td><td>£ 10,000</td></tr>
<tr><td>20% Management fee/service contribution</td><td>£ 10,000</td></tr>
<tr><td>Cadent Management cost</td><td>£ 2,400</td></tr>
<tr><td>Total (not including VAT)</td><td>£ 62,400</td></tr>
</table>

Total VCMA funding Required
£208,416.00</td></tr>
</table>

	Updated November 2025 Total VCMA funding required: £286,416.00
Problem(s)	Energy bills in the UK have risen to unprecedented levels and have pushed millions of people into fuel poverty. An estimated 13.4% of households (3.26 million) are living in fuel poverty in England. It is projected that fuel poverty will increase further to 14.4% (3.53 million) this year (2023). Being unable to afford your household energy bills could lead to living in a cold home which can cause or worsen a range of serious health conditions such as heart attacks, especially in the colder months at Winter. These serious health conditions can lead to repeat GP visits or hospital admissions adding further strain to the NHS and impacting individuals' wellbeing and overall health. By raising awareness of ways to stay safe, warm, and well over Winter this can lead to actions to minimise the above impacts.
Scope and Objectives	Project scope The "Stay Safe, Warm and Well" (SWW) Winter Campaign will be delivered in partnership with Royal Voluntary Service to focus on raising awareness and supporting behaviour change in the following areas: 1) the importance of gas appliance and pipe insulation checks, 2) promotion of the emergency gas number should there be a gas or CO leak – making it clear when to call and not to call this number 3) what the Priority Services Register (PSR) is, it's benefits and details/support in registering 4) Energy efficiency advice With the aim to engage the public in a conversation on saving money and reducing energy usage while staying safe, warm, and well. It is estimated to reach at least 16.2 million based on last year's campaign reach in 2022 which was sponsored by Yakult. The project will run through the winter months (Nov '23 – March '24) when people increasingly rely on heating and will be at home more and using energy to cook warming winter meals. The campaign will use a variety of channels to reach the public including but not limited to: • Information packs – print and soft copies • Media channels including a virtual village hall • Radio / news advertising (local and regional • Social media • Digital engagement • Distributor partners Project Objectives The project has several objectives, the achievement of which will determine the success of the programme: • Engagement through multiple channels to 16.2 million people living in the UK. • Use a multichannel marketing-based approach to showcase how to stay safe, warm, and well throughout winter.

	• Promote the importance of gas appliance and pipe insulation checks, raise awareness of the gas emergency contact number, promote, and increase registrations to the PSR and promote energy efficiency to support households to use their household energy more effectively. <u>Updated September 2024</u> Based on the success of the campaign last year the extension will include the following project objectives that will determine the continued success of the programme: • Using multiple channels to access an additional 16million people across Cadent's network. • The promotion of social isolation by targeted community groups with key messaging around staying safe, warm and well throughout the winter months. • Promotion of CO awareness, energy efficiency and increase registrations to the PSR. <u>Updated November 2025</u> Following the success of the campaign over the past two years, the extension will focus on the following objectives that will determine the continued success of the programme: • Using multiple channels to access an additional 19,850,098 million people across Cadent's network. • Engage communities in fundraising, awareness, and volunteer action. • Promotion of CO awareness, energy efficiency and increase registrations to the PSR. • Organise community gatherings in RVS Community Clubs, bringing people together for friendship and celebration. • Reach national audiences through an integrated marketing campaign including ITV, Daily Mail Group, and Global Radio partnerships. • Combat loneliness and isolation during the festive season by connecting vulnerable people within their communities. • Create moments of joy and belonging for people who may otherwise spend the holidays alone. • Inspire nationwide generosity by engaging the public in a matched-funding drive, doubling the value of every donation.
Why the Project is Being Funded Through the VCMA	We believe that this campaign meets all the necessary VCMA project eligibility criteria as evidenced below. As such, Cadent considers this project to be an effective spend of its regulatory allowances. **a. Have a positive, or a forecasted positive, Social Return on Investment (SROI) including for the gas consumers funding the VCMA Project.** **We have forecasted a positive social return on investment for this project based on the below rationale:** • The deliverables necessary to create a positive social return on investment - see the below section for more details. **b. Either:** **i. Provide support to customers 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. • This project meets all three criteria on this point, as customers will receive support with energy/financial advice and carbon monoxide safety. **c. Have defined outcomes and the associated actions to achieve these.** • This project has clearly defined actions and associated outcomes, the meeting of which will quantify success. Further information on the project's outcomes and associated actions can be found in the relevant section below. **d. Go beyond activities that are funded through other price control mechanisms or required through other licence obligations.** • This project innovatively delivers support to customers in a method that goes beyond other price control activities and licence obligations. **e. Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.** • This project is delivered solely with VCMA funding and a clear structure will be in place to ensure that all aspects of the project is allocated against the VCMA funding.
Evidence of Stakeholder/Customer Support	RVS commissioned research last year (2022) to explore the impact of the cost-of-living crisis at the start of winter. It found that not having enough money to live on was the greatest fear facing more than half (52%) of the 2,598 respondents surveyed. Most fearful of these financial pressures were respondents living with long-term health conditions (58%) and those of working age (56%). ***39% said they had no-one to turn for advice about their health and wellbeing over the winter, rising to 43% for those for those living alone or aged 60 and over.*** Keeping warm was another major cause for concern. The NHS state that keeping warm over the winter months can help to prevent colds, flu, and more serious problems such as heart attacks, strokes, pneumonia, and depression. More than half of respondents (54%) were worried about not being able to heat their home, with 48% cutting back on home heating and electricity to save money. A third (34%) were worried about not being able to buy food and almost one in five (19%) were reducing the number of hot meals they cook, rising to more than a quarter (26%) of those with long-term health conditions or living alone (29%). 85% of respondents thought that the cost-of-living crisis would have a negative impact on the life expectancy of older people. **Evidence from previous Campaign Impacts and Reach: 2022 stats** Overall Reach: 16.2m Booklet: 80,000 print copies 140,000 soft copies - Sent directly to clients

	- RVS Service Managers distributed the booklets in their local communities including GP surgeries, supermarket notice boards, local community organisations, and local councils - Via partners including Specsavers, Sky engineers, City Harvest and Cotteswold Dairies Virtual Village Hall Facebook page 57,000 followers SWW activity on VVH 2022: - 173.2k views - 48.6k engagements - 311.6k reach Social Media Reach (not including VVH) - 40,990 reach - 2,420 video views Media Reach: 87 pieces reaching estimated 15.75m - Daily Express - 20 local BBC radio stations - Extensive local and regional news - CTA (call to action) – download leaflet via link to RVS website and telephone helpline saw big uplift in website visits and calls. - Feedback on the SWW campaign highlights how useful the content included was and how the visuals helped make the information accessible to all. *"Really useful guide. I've kept it handy so I can refer back to it." Male client, 75* *"I've read it and found it very interesting. My granddaughter has put it somewhere for me." Female Client, 86* We believe that the SWW has direct impact supporting health and wellbeing which will help reduce hospital admissions and keep vulnerable people safe, warm, and well at home.
Information Required	**Description**
Outcomes, Associated Actions and Success Criteria	Cadent: - Sponsor and contribute advice/content to SWW Stay Warm element of the SWW campaign – booklet, communications, and social media content. - Share soft copy of SWW leaflet link on WhatsApp messaging to PSR customers up to 4.6m - Share soft copy of SWW leaflet link via Cadent social media channels. - Share 40,000 printed copies with Mains Replacement across networks to be shared as part of pre/post CARE for all impacted customers from Nov '23 – March '24 RVS: - Print and distribute to one address 40,000 SWW Booklets to be utilised by Mains Replacements Teams to cover works conducted over the Winter months. - Credit Cadent as Stay Warm partner of SWW23 campaign.

- SWW booklets x 90,000 to be distributed across RVS networks including:
    - RVS volunteer, donor, and beneficiary networks
    - NHS hospital cafes and ward services
    - Partner organisations include Yakult (sponsor), Sky Engineers, Specsavers, Waitrose, General Medical Council
    - Doctor's surgeries and health centres
    - Local authorities, care homes and domiciliary care teams
- Soft copies of SWW booklets to be included on Cadent's website/s and shared further via email / media channels.
- Cadent to host and attend a Stay Warm + Gas Safety segment on Virtual Village Hall to include:
    - have gas boilers serviced at start of winter
    - check pipe insulation
    - install/test carbon monoxide alarms
    - sign up to the Cadent PSR to include survey on intent to register
    - Energy efficiency advice
- RVS to promote via local and reginal radio and news advertising and through range of partnerships including Sky, Specsavers, Waitrose, Anchor Housing, and local authorities across the UK

Success Criteria

- Reach up to 16.2m people across the UK via SWW media and social campaign to highlight Cadent Gas and its commitments to gas and CO2 safety and PSR.

- Reach 360,000 via SWW booklet across RVS network

- Extend reach of the SWW booklet by 5m via Cadent

- Reach 57k VVH Facebook followers and share across Cadent Facebook to boost engagement and reach.

    - 173.2k views boost to: 200k
    - 48.6k engagements boost to: 55k
    - 311.6k reach boost to: 350k

- VVH Stay Warm Cadent sponsored segment x 3 over Campaign period Nov-March - include interactive element to engage viewers via messenger e.g. A Cadent specific survey/poll - How likely are you to sign up to PSR after watching this? Yes/No/Not Sure

- Regional print/online media

- Additional sign-ups to PSR = 10,000+

<u>Updated September 2024</u>
<u>Success Criteria</u>

- Reach an additional 20.4m people across the UK over the extension of another winter campaign via SWW media and social campaign to highlight Cadent and its commitments to fuel poverty, CO awareness and the PSR.
- Increase the distribution of the SWW guide from 90,000 (winter 23 campaign) to 100,000 (winter 24 campaign) via RVS

	- Cadent to distribute 40,000 hard copies of the SWW guide during the winter 24 campaign - Reach 400,000 via SWW booklet across RVS network - Extend the reach of the SWW booklet by an additional 5m digitally - VVH and Media Reach to hit around 20.4m <u>Updated November 2025</u> <u>Success Criteria</u> - Reach an additional 19,850,098 million across the UK over the extension of another winter campaign via printed advice and social campaign highlighting Cadent's commitments to fuel poverty, CO awareness and the PSR. The reach is slightly less than last year's campaign due to a more direct target reach. - Reach 8,000,000 individuals via the direct response TV Ad which features Cadent as headline sponsor of the campaign. Tackling social isolation across Cadent's network and promoting RVS services. - Reach 1,500,000 individuals through the social media campaign across platforms such as Facebook, X, TikTok, and Instagram. Messaging will include CO awareness, energy efficiency, PSR, and tips for staying warm and well at home. - Media Campaign via national and local newspaper, local tv news and patron posts. Reaching 30 hits in local media and 9,895,098 online. - Distribution of printed advice to stay safe during winter to hit around 190,000. Including advice on carbon monoxide and energy efficiency. - Reaching 250,000 through VVH sessions, sharing these sessions with our Centre for Warmth network. - Reaching 15,000 individuals through the festive spreads and RVS lunch clubs, sharing Cadent's messaging on CO safety, energy efficiency, and the PSR. 1–2 Cadent volunteers will attend these events to offer advice and support where available, while additional messaging will be provided through printed leaflets. 15,000 individuals most at risk will receive a carbon monoxide alarm.
Project Partners and Third Parties Involved	Yakult (the Japanese probiotic milk beverage) is also sponsoring the booklet and campaign for the third year, in addition to Cadent. With the 2023 focus on eating well to stay well and boost immunity and mood over the winter. They will spotlight the role that Yakult plays in supporting gut health and the links to physical and mental wellness. Yakult are happy that Cadent Gas partner the SWW campaign across the gas safety and staying warm element. The NHS provide and approve the health aspects and signposting to seek medical advice. The booklet is distributed through RVS activity in NHS hospital cafes and on-ward services. SWW campaign reach is extended through various partners, previously including Sky, Specsavers, Anchor Housing, and local authorities across the UK
Potential for New Learning	Because the SWW campaign supports the whole picture of health and wellbeing it will be useful to gather feedback on how supporting broader needs around healthy eating, keeping active and social

	interaction helps to support more direct aims around keeping warm and safe. RVS to gather feedback and share with Cadent following campaign, within 6 months max.
Scale of VCMA Project and SROI Calculations	The Funding Licensee(s) should justify the scale of the VCMA Project – including the scale of the investment relative to its potential benefits. As part of this it should provide the SROI calculation. Based on 16.2 million reach, we would expect 3% of this to act on one, out of the three subject matters listed below. SROI has been calculated based on an even split of the 3% remaining population between the three subject matters. Therefore, for every £1 spent, there is a SROI of £1350.00. **Initiative** / **Overall Gross Present Value (5 Years)** / **Quantity of Customers Supported** Efficient Use of Appliances & Behaviours: £367.77 / 162,000 Priority Services Register: £143.89 / 162,000 CO Education: £8.73 / 162,000 Totals Total Investment (5 years): £62,400.00 Total Investment (1 year): £62,400.00 SROI Calculations: 5 year Gross: 84,303,180.00 1 year Gross: 16,860,636.00 5 year Net: 84,240,780.00 1 year Net: 16,848,156.00 <u>Updated September 2024</u> Based on an additional reach of 20.4 million over the course of the 2024/2025 winter campaign, we would expect 3% to act on one of the following three subject matters, Energy Efficiency, Priority Services Register and CO Education. SROI has been calculated based on an even split of the 3% remaining population between the three subject matters. Total SROI over the two winter campaigns = £1: £1363.00 (an increase of £12.79 for the additional reach).

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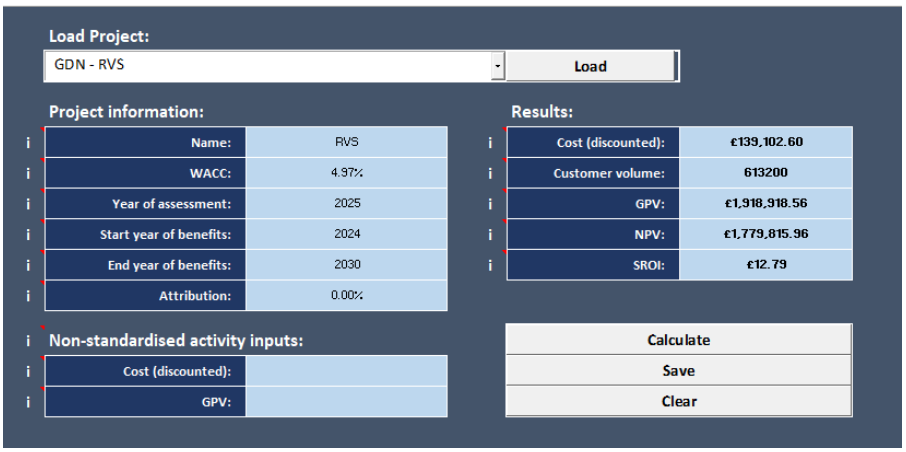
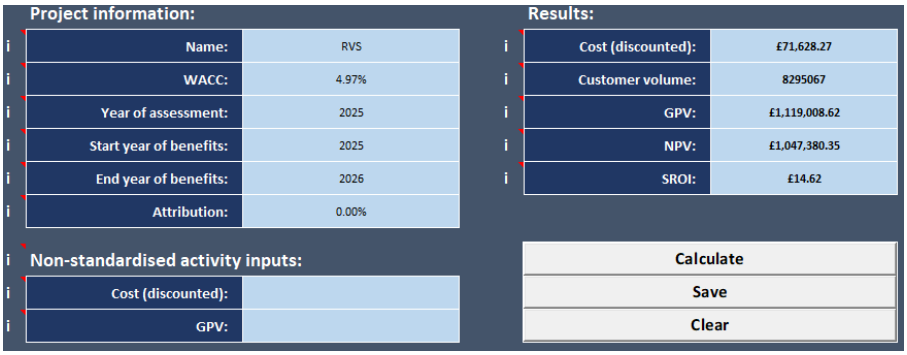


23/24 Winter Campaign – SROI results based on old calculator
24/25 Winter Campaign – SROI results based on new GDN Rulebook

<u>Updated November 2025</u>
Based on an additional reach of 19,850,098 million over the course of the 2025/2026 winter campaign, we would expect 11,850,099 to act on one of the following three subject matters, Energy Efficiency, Priority Services Register and CO Education. SROI has been calculated based on an even split of the population between the three subject matters.



Total SROI over the three winter campaigns = £1: £1,377.62 (an increase of 14.62 for the additional reach).

23/24 Winter Campaign – SROI results based on old calculator
24/25 Winter Campaign – SROI results based on new GDN Rulebook
25/26 – SROI results based on new GDN Rulebook
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<tr>
<td>VCMA Project Start and End Date</td>
<td>
SWW Campaign Launch 9th November 2023
Virtual Village Hall activation November, Jan + Feb
SWW campaign ends 31st March 2024

Updated September 2024
Campaign Launch for Winter 2024 – November 2024
Virtual Village Hall – January 2024
Campaign Ends – 31st March 2025

Updated November 2025
Start Date:1st November 2025
End Date: 31st March 2026
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Geographical Area	The SWW campaign is available to the public across the UK. It is disseminated across the RVS networks and partner channels, as well as extensive media and social media with QR code to download the guide. Printed leaflets could be posted to Cadent's five regions, and we could work together to reach regional media.

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: 26/11/24 02/02/2026	Review Completed By: Amanda Jones Nicola Campbell
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 02/01/25 26/11/24 05/02/2026	Review Completed By: Guv Dosanjh Emma Turnbull
Step 3: Head of Customer Vulnerability Social Programmes Sign-Off: Phil Burrows	
Director of Sustainability and Social Purpose Sign-Off Date: 31/01/2025 Update 02/02/2026	
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: February 2025 and February 2026	
Date that Notification Email Sent to Ofgem: February 2025 and February 2026	