

# **GDN Collaborative Vulnerability & Carbon Monoxide Allowance (VCMA)**

## **Project Eligibility Assessment (PEA)**

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*The Scouts*

*Carbon Monoxide awareness programme*

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30/07/21

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

<b>Section 1 - Eligibility criteria for company specific projects (other than condemned essential gas appliance repair and replacement)</b>	
In order to qualify as a VCMA project, a project must:	
<b>VCMA Eligibility Criteria</b>	<b>Criteria Satisfied (Yes/No)</b>
<b>a)</b> Have a positive, or forecasted positive Social Return on Investment (SROI), including for the gas consumers funding the VCMA project;	<b>Yes</b>
<b>b)</b> Either: <ul style="list-style-type: none"> <li><b>i.</b> Provide support to consumers in vulnerable situations, and relate to energy safeguarding, or</li> <li><b>ii.</b> Provide awareness on the dangers of CO, or</li> <li><b>iii.</b> Reduce the risk of harm caused by CO;</li> </ul>	<b>Yes</b>
<b>c)</b> Have defined outcomes and the associated actions to achieve these;	<b>Yes</b>
<b>d)</b> Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations; and	<b>Yes</b>
<b>e)</b> Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved, or local) funding.	<b>Yes</b>
<b>Section 2 - Eligibility criteria for company specific essential gas appliance servicing, repair, and replacement projects</b>	
In order to qualify as a VCMA project, unsafe pipework and essential gas appliance servicing, repair or replacement must meet the following criteria:	
<b>a)</b> 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;	<b>n/a</b>
<b>b)</b> The household cannot afford to service, repair or replace the unsafe pipework or essential gas appliance; and;	<b>n/a</b>
<b>c)</b> 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.	<b>n/a</b>
<b>Section 3 - Eligibility criteria for collaborative VCMA projects</b>	
In order to qualify as a collaborative VCMA project, a project must:	
<b>a)</b> Meet the above company specific and boiler repair and replace (if applicable) project eligibility criteria;	<b>n/a</b>
<b>b)</b> Have the potential to benefit consumers on the participating networks; and	<b>Yes</b>
<b>c)</b> Involve two, or more, gas distribution companies.	<b>Yes</b>

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

<b>Information Required</b>	<b>Description</b>
<b>Project Title</b>	The Scouts Carbon Monoxide awareness programme
<b>Funding GDN(s)</b>	Cadent, Northern Gas Networks, SGN, Wales & West Utilities
<b>Role of GDN(s) *For Collaborative VCMA Projects only</b>	SGN – Project lead Cadent / NGN / WWU – Project participants
<b>Date of PEA Submission</b>	30/07/21
<b>VCMA Project Contact Name, email, and Number</b>	Dan Edwards – SGN Social Impact Programme Lead <a href="mailto:Dan.edwards@sgn.co.uk">Dan.edwards@sgn.co.uk</a>
<b>Problem(s)</b>	<p>Problem statement</p> <p>Carbon Monoxide (CO) can pose a serious threat to human health and even fatality, with around 40 deaths caused by CO poisoning each year in the UK and 4,000 people treated in hospital as a result of CO poisoning.</p> <p>Lack of awareness about the dangers of and ways in which to prevent harm from CO are a major contributing factor to why we're still seeing CO related deaths and harm in a time when safety devices such as CO alarms are cheaper and more accessible than ever.</p> <p><b>Young people</b></p> <p>Young people are one of the most at risk groups from CO poisoning and one of the least aware about the dangers of CO. The NHS Carbon Monoxide guidance page listing young children as being a particularly at-risk group, and Gas and CO safety research carried out collaboratively by all GDNs in 2020 showing that the awareness of CO poisoning fatality was significantly lower amongst younger people (82% for 16-24 years olds compared to 92% overall). It also showed that nearly half (49%) of 16-24yr olds thought that CO had a smell.</p> <p>We also understand that younger people, particularly those between the age of 5 – 11 take messages home and share learning with their families. In order to reduce CO risk not just to young people, but to their families and friends through shared learning, education is essential.</p> <p><b>Hard to reach groups</b></p> <p>Research carried out by Dr Andy Shaw from Liverpool John Moores University, which looked at the data collected by the fire and rescue services from the West Midlands and Merseyside, found that deprived areas were less likely to own an audible CO alarm than homes in non-deprived areas, meaning low income households are more at risk from the dangers of CO.</p> <p>Through discussions with the Gas Safe Charity and Think CO it was highlighted that BAME communities have a lower level of knowledge about CO and that often cultural practises increase their risk of CO exposure, such as the use of all cooker rings to heat large cooking pots, starving the cooker of oxygen and causing CO. BAME communities are also hard-to-reach due to language and cultural barriers.</p> <p><b>Scouts</b></p> <p>The Scouts run a diverse programme of activities to provide skills for life to their young members, included in their programme are a number of recreational activities, such as campfires and BBQ's, that have the potential to put their young members and adult volunteers at risk from CO poisoning.</p>

	<p>Scouts have a focus on empowering their members to be independent and safe, but do not currently have any form of activities or programme focusing on CO awareness. They have some safety guidance for adult volunteers about the risks of CO whilst camping, but nothing aimed at young people about the dangers of CO whilst camping or the risks more broadly.</p>
<p><b>Scope and Objectives</b></p>	<p><b>Objectives:</b></p> <p>To educate, engage and empower up to 360,000 young people, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO.</p> <p>To educate, engage and empower those with access to hard to reach communities, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO, enabling them to act as advocates on our behalf.</p> <p>To educate, engage and empower up to 140,000 adult Scouts volunteers, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO, enabling them to share this learning with the young people they work with as well as their own families, friends and communities.</p> <p>Embed CO safety into the Scouts adult volunteer safety guidance to provide an enduring resource of information on the dangers of CO and how to prevent harm for themselves and others.</p> <p><b>Scope:</b></p> <p>Scouts has approximately 360,000 young members and 140,000 adult volunteers across England, Scotland and Wales, this project aims to educate about the dangers of CO through a programme of activities developed for all Scout age ranges.</p> <p>Based on Scouts data from previous partnerships and activity programmes, we aim to reach the following minimum number of people through our CO activities in the first year:</p> <ul style="list-style-type: none"> <li>• Beavers – 25,000</li> <li>• Cubs – 25,000</li> <li>• Scouts – 15,000</li> <li>• Explorers – 10,000</li> <li>• Adult volunteers – 11,250</li> </ul> <p><b>Total: 86,250</b></p> <p>Research carried out by SIA partners for Cadent as part of their SROI calculations showed that education provided to a young person will generally reach 2.4 people through shared learning. Therefore, from our minimum educational reach of young people in year one of 75,000 we can expect a CO awareness shared learning reach of 180,000 people.</p> <p>It is also expected that engagement with our programme will grow through years two and three as it becomes more embedded in the Scouting programme.</p> <p>Working in partnership with the Scouts dedicated programme content curators we will develop a programme of branded educational activities focusing on raising awareness of CO poisoning, and how to manage and reduce the risks. These activities will contribute to a different badge within Beavers, Cubs, Scouts and Explorers to ensure high engagement. We will also look where possible to link with existing recognisable CO resources for specific age groups, such as Safety Seymour or COde Breakers.</p> <p>The Cub ‘Home Safety Activity Badge’ will be sponsored and branded by all GDNs and act as the central hub of the partnership to provide awareness and visibility to audiences both in and outside of Scouting.</p> <p>A full communications plan will be developed and run for the duration of the partnership to promote the programme and encourage groups to include CO safety in their activities. This will include; a dedicated partnership web page, logo on the badge (both digitally and on the physical badges), collaborative social media</p>

engagement to; over 338,000 followers on Facebook, over 73,000 followers on Twitter and over 82,000 followers on Instagram, and resource promotion in the monthly membership emails to 126,000 adult volunteers that links to our dedicated partner page.

Scout Stores who sell camping equipment, including gas canisters and stoves will be promoting the partnership activities and safety messaging on their website and through their mailing lists, particularly when people are viewing and purchasing camping products. This will help raise not only CO awareness with their customers, who consist of leaders, parents and people not associated with the Scouts, but also raise awareness of and engagement with our CO activities.

As part of this partnership we as GDNs will have the opportunity to attend the Scouts annual face to face and/or virtual events (COVID restriction dependent) hosting a stand to promote our partnership, the CO activities and further raise awareness of the dangers of CO. There are multiple national events throughout the year with an average attendance of approximately 2,500 youth members and 850 adults. There are also a number of smaller regional events that take place around the UK that corresponding GDNs will have the opportunity to attend through links with regional Scouting Groups to promote the partnership and activities.

As a partnership we are committed to providing an inclusive awareness programme for all youth members and adult volunteers. All the Scouts activities are created with accessibility in mind, and they all have the option to adapt them to make them suitable for every young person's individual needs.

Scouts membership is incredibly diverse in all respects and through this partnership we will be able to raise awareness of CO safety with a broad and diverse group of young people, who can take this learning and share with their families, friends and communities, becoming CO advocates.

#### Diversity in the Scouts:

##### Age

- Beavers (aged 6-8) – 82,662 members
- Cubs (aged 8-10 ½) – 122,169 members
- Scouts (aged 10 ½-14) – 111,804 members
- Explorers (aged 14-18) – 36,582 members
- Network (aged 18-25) – 9,535 members
- Adult Volunteers – 141,896 members

#### Geography

##### England

Section	East Midlands	East of England	Greater London	North East of England	North West of England	South East of England	South West of England	West Midlands
Beavers	6,354	9,440	6,191	8,192	8,929	17,151	8,771	6,272
Cubs	9,068	14,251	10,137	12,213	12,415	25,191	12,774	9,369
Scouts	8,281	13,058	9,774	11,132	10,563	23,234	11,609	8,645
Explorers	2,546	4,148	3,033	3,883	3,598	7,681	3,485	2,832
Network	664	956	910	789	1,252	1,775	884	1,010
Total Youth Members	26,913	41,853	30,045	36,209	36,757	75,032	37,483	28,128
Total Adult Volunteers	11,403	16,733	11,159	14,547	15,176	27,560	14,237	11,683

##### Scotland

Section	Clyde	East Scotland	Forth	Highlands and Islands	North East Scotland	South East Scotland	South West Scotland	West Scotland
Beavers	1,272	1,408	701	297	852	1,418	524	585
Cubs	1,883	1,992	1,045	506	1,290	2,066	744	953
Scouts	1,751	1,849	1,053	447	1,325	1,908	649	1,008
Explorers	665	602	372	122	404	719	236	349
Network	217	152	64	25	127	75	43	107
Total Youth Members	5,788	6,003	3,235	1,397	3,998	6,186	2,196	3,002
Total Adult Volunteers	1,878	1,952	1,138	595	1,339	1,903	767	1,178

## Wales

Section	North Wales	Powys	South Wales	West Wales
Beavers	436	167	1,454	221
Cubs	746	223	2,134	337
Scouts	577	206	1,860	290
Explorers	295	66	540	129
Network	58	50	98	19
Total Youth Members	2,112	712	6,086	996
Total Adult Volunteers	962	319	2,616	498

## Gender

31% of Scouts membership is female

## Affordability

Since 2014, the Scouts have opened 1,280 sections in deprived areas of the UK. This means nearly 20,480 young people from the toughest to reach communities are now a part of the Scouts.

18.7% of Scouts sections across the UK are situated in IMD areas 1-3.

## Ethnicity

5.8% of Scouts youth membership are from BAME communities, this equates to over 21,000 youth members. Scouts are also dedicated to increasing this representation from BAME communities over the coming years.

## Disability

12% of Scouts youth members have disabilities. In the UK, approximately 6% of children are disabled, meaning that Scouts over-represent on disability.

## Why the Project is Being Funded Through the VCMA

This project operates across all the GDN networks and aligns to a number of our collective GDN CO Strategy ambitions, target audiences and delivery methods:

### Ambitions

- Work with partners who share our joint ambition
- Work to ensure inclusion to minimise communities at greater risk – those most at risk of harm and less engaged, making sure that language doesn't become a barrier to staying safe
- Enable national programmes with consistent messaging for target communities

### Target Audiences

- Customers across our network
- People most affected by CO – over 65s and under 14s, and those with respiratory conditions
- Customer segmentations deemed to have a higher risk of coming into contact with CO
- Potential and existing partners

### Delivery

- For-life messaging for children and young people

	<ul style="list-style-type: none"> <li>Working in partnerships with trusted intermediaries to access hard-to-reach groups</li> </ul> <p>This project meets the VCMA eligibility criteria as it will provide awareness on the dangers of CO through a defined set of outcomes, and in doing so will reduce the risk of harm caused by CO resulting in a positive Social Return on Investment.</p>
<b>Evidence of Stakeholder/Customer Support</b>	<p><b>SGN’s Future Thinkers Panel</b></p> <p>During a dedicated CO Safety session with SGN’s Future Thinkers Panel, which is made up of sixteen 14 – 16 year olds from across their network regions in Scotland and southern England, with key interests in topics like climate change, future energy solutions and STEM careers, one of the panel’s key recommendations was to make links with organisations like Scouts. Their reasoning for this was that young people are more likely to listen to and learn from information about CO safety in a formal setting that already has a focus on learning.</p> <p><b>SGN’s Vulnerability Steering Group</b></p> <p>During 2020/21 our Vulnerable Steering Group has helped us shape our vulnerability and CO strategies and our priorities for GD2. They guided us to work with existing organisation that tap into the target audience and encouraged us to work with partners who have a shared ambition. Data tells us the target audience is correct and our shared ambition is to ensure young people are safe, informed and empowered to be ambassadors for us in the community. The Vulnerability Steering Group have endorsed SGN’s leadership in this initiative.</p> <p><b>GDN Strategic Engagement Groups</b></p> <p>When discussing this as a potential collaborative VCMA project during both the GDN CO Collaboration Group and GD2 Consumer Vulnerability and Carbon Monoxide Steering Group strategic stakeholders involved in both groups supported this partnership and the progression of this project.</p>
<b>Outcomes, Associated Actions and Success Criteria</b>	<p>Details of the VCMA Project, outcomes and the associated actions to achieve these, interim milestones and how the Funding Licensee will evaluate whether the project has been successful. Each action should have a proportion of the funding allocated.</p> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>14 activities created covering all Scouts age ranges that raise awareness and understanding of CO poisoning, and how to manage and reduce the risks. 10 activities created in year one with a further four in year two.</li> <li>Sponsored and branded Cub Home Safety activity badge which is designed to give young people the skills and knowledge to stay safe around the home, whilst also knowing what to do in the event of an emergency.</li> <li>Promotion of CO safety and the partnership through collaborative social media campaigns.</li> <li>CO awareness training for adult Scouts volunteers.</li> <li>Embedded CO safety information in Scouts safety guidance materials.</li> </ul> <p><b>Associated Actions – for project lead (SGN)</b></p> <ul style="list-style-type: none"> <li>Collation, monitoring and sharing of monthly reporting</li> <li>Bi-monthly meetings with Scouts to review impact, assess engagement and agree/implement additional communications to drive engagement if necessary</li> <li>Capture and share lessons learnt throughout the project</li> <li>Manage collaborative social media campaigns, content, timeline etc.</li> <li>Sharing of MI, reporting and case studies with all GDNs</li> </ul> <p><b>Associated Actions – for all GDNs</b></p>

	<ul style="list-style-type: none"> <li>• Work collaboratively with The Scouts on co-development of CO awareness activities.</li> <li>• Assist in and agree design of sponsored Cub Home Safety activity badge.</li> <li>• Support with collaborative social media campaigns, assisting with content and posting/sharing in line with agreed timeline.</li> <li>• Collectively support the development of CO awareness training material for the adult Scout volunteers.</li> <li>• Collectively provide suitable CO safety information to be embedded into Scouts safety guidance materials</li> </ul> <p><b>Associated Actions – for Scouts</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively with the GDNs on co-development of CO awareness activities.</li> <li>• Work with the GDNs to co-design the sponsored Cub Home Safety activity badge</li> <li>• Develop dedicated partner page on the Scouts’ website</li> <li>• Manage collaborative social media campaigns, content, timeline etc.</li> <li>• Share details of Scout events both national and local events, linking the GDNs in with local groups where necessary (COVID guideline dependant)</li> <li>• Embed CO safety information in Scouts safety guidance materials</li> <li>• Provide ‘Scouts Store’ with partnership activity details and CO safety messaging to promote on their website</li> <li>• Provision of monthly updates and reporting</li> <li>• Bi-monthly meetings with SGN to review impact, assess engagement and agree/implement additional communications to drive engagement if necessary</li> </ul> <p><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Number of sponsored badges achieved</li> <li>• Number of young people who have taken part in the activities – Yr1 target 75,000</li> <li>• Number of visits to the Scouts x SGN partner page</li> <li>• Reach and engagement stats for social media posts and email</li> <li>• Number of attendees at GDN attended Scout events</li> <li>• % increase in pre vs post activity CO awareness scores – taken from youth members from a representative sample of Scout groups.</li> <li>• Quality case studies gathered and shared to promote partnership</li> <li>• Number of adult volunteers provided CO awareness training</li> <li>• Number of adult volunteers who have used/engaged in the activities – Yr1 target 11,250</li> </ul>
<p><b>Project Partners and Third Parties Involved</b></p>	<p><b>Joint VCMA Funders:</b> Gas Distribution Companies: Cadent Gas, NGN, SGN and WWU</p> <p><b>Delivery Partner:</b> The Scouts</p>
<p><b>Potential for New Learning</b></p>	<p>Details of what the GDN(s) expect to learn and how the learning will be disseminated.</p> <p>We expect to get a good understanding of young peoples’ willingness to engage and learn about the dangers of CO through trusted and established partners such as the Scouts who provide a diverse programme of activities designed to provide young people with skills for life.</p> <p>Through reporting on the individual co-developed activities, we will be able to learn about what activity types/styles are most successful/engaging for each age group.</p> <p>We will use the insights from this project to develop our awareness and education programme for young people around CO and broader safety messaging. Informing decisions on future potential partnerships and projects with the possibility to mirror the model if successful.</p> <p>The world we now live in seems to change at an ever-increasing rate, with young people often most impacted. We recognise that society is changing rapidly and need to maintain a current view and an evolving view of engagement with an age group whose world is very different from the one we all grew up in. Getting regular insight from this project gives us the ability to adapt accordingly.</p>



<p><b>Scale of VCMA Project and SROI Calculations</b></p>	<p>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.</p> <p><b>Scale</b> The scale of this project is huge in its potential, with the ability to reach and educate up to 360,000 diverse young Scout members and 140,000 adult volunteers on the dangers of CO. That’s a potential 500,000 people we can reach with engagement on CO of varying depths, where the target audience wants communication from the organisation providing it, in this case The Scouts.</p> <p>The range of engagement is broad, and includes workshops, activities, newsletters, social media campaigns, and broadcast messages through Scouting challenges targeted at all age groups.</p> <p>Based on Scouts data from previous partnerships and activity programmes, we aim to reach the following minimum number of people through our CO activities alone in the first year:</p> <ul style="list-style-type: none"> <li>• Beavers – 25,000</li> <li>• Cubs – 25,000</li> <li>• Scouts – 15,000</li> <li>• Explorers – 10,000</li> <li>• Adult volunteers – 11,250</li> </ul> <p>Total: <b>86,250</b></p> <p>Research carried out by SIA partners for Cadent as part of their SROI calculations showed that education provided to a young person will generally reach 2.4 people through shared learning. Therefore, from our minimum educational reach of young people in year one of 75,000 we can expect a CO awareness shared learning reach of 180,000 people in year one alone. Taking into account this shared learning and the adult volunteers reached through</p> <p><b>SROI</b></p> <p>To calculate the true SROI for this partnership we will be carrying out a broader ongoing assessment once we have a better understanding of the tools available for education and outcome. We would need to incorporate measurement around all the various elements of this project to provide an accurate and fair representation of the social value and SROI.</p>
<p><b>VCMA Project Start and End Date</b></p>	<p>Three-year project: Could commence 01/08/21 – 31/08/24</p>
<p><b>Geographical Area</b></p>	<p>This project will take place nationally across England, Scotland, and Wales within the footprint of all four funding GDNs.</p>

**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: GDN Collaboration Group PEA Review  
**Meeting date review completed: 08/07/21**  
**Review completed by: Dan Edwards (SGN)**

GDN:	Name:	Job Title:
Cadent	Phil Burrows	Customer Vulnerability Social Programmes Delivery Manager
NGN	Steve Dacre	Vulnerability Innovations Lead
SGN	Kerry Potter	Groups Social Impact and Vulnerability Manager
WWU	Elizabeth Warwick	Stakeholder Engagement Manager

Stage 2: GD2CVG Panel Review  
**Meeting date sign off agreed: 21/07/21**  
**Review completed by: Kerry Potter (SGN)**

GDN:	Name:	Job Title:
Cadent	Phil Burrows	Customer Vulnerability Social Programmes Delivery Manager
NGN	Eileen Brown	Customer Experience Director
SGN	Maureen McIntosh	Head of Customer Experience
WWU	Nigel Winnan	Head of Customer and Social Obligations

Step 3: Participating GDN individual signatory sign-off

GDN	Name:	Job Title:	Signature:	Date:
Cadent:	Philip Burrows	Head of Customer Vulnerability Social Programmes Delivery		21/07/21
NGN:	Eileen Brown	Customer Experience Director	<i>Eileen Brown</i>	26/07/21
SGN:	Rob Gray	Director of Stakeholder & Communications	<i>Rob Gray</i>	28/07/21
WWU:	Nigel Winnan	Head of Customer and Social Obligations	<i>Nigel Winnan</i>	26/07/21

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: Dates may vary as each GDN will individually upload on their websites.

Date that Notification Email Sent to Ofgem: