

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA) *"Operation REPEAT"*

Simon Hames
July 2022



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;	TBC
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; 	Y
c) Have defined outcomes and the associated actions to achieve these;	Y
d) Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations; and	Y
e) Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.	Y
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;	NA
b) The household cannot afford to service, repair or replace the unsafe pipework or essential gas appliance; and;	NA
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.	NA
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;	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	Operation REPEAT
Funding GDN(s)	Cadent
Role of GDN(s) *For Collaborative VCMA Projects only	N/A
Date of PEA Submission	July 2022
VCMA Project Contact Name, email and Number	Simon Hames Simon.hames@cadentgas.com 07908898094
Total Cost (£k)	£119,552.00
Total VCMA Funding Required (£k)	£73,162.00
Problem(s)	<p>Utility companies understand the importance of raising awareness around scams as it is a growing issue affecting people globally. Utility companies interact with customers on a daily basis, whether having a telephone conversation, communicating digitally or face to face when carrying out work in the community or in a customer's home.</p> <p>Anyone can be a target and scams affect the lives of millions of people across the UK daily. The National Trading Standards Scams Team estimates that the detriment to UK consumers because of these scams is between £5-10 billion a year.</p> <p>A scam is a deception, trick or persuasion done to make a person part with something, usually money. Scams come in many forms including fake emails (phishing), romance scams, winning a fictitious lottery or fake prize, selling of fake music venue tickets, or someone knocking on the doorstep pretending to be a professional tradesperson or utility employee.</p> <p>Historically, doorstep crime and scam prevention were aimed at the victims themselves, with the Police and other organisations using leaflets and meetings to pass advice onto older and vulnerable people. Unfortunately, leaflets are often discarded and those in need of the message may not have capacity to remember what they were told the previous day.</p> <p>Cadent and Anglian Water are co-founding members of Utilities Against Scams (UAS), an initiative supported by the National Trading Standards Scams Team, which helps colleagues and customers to spot and prevent scams. Both Cadent and Anglian Water are proactive in partnering with scam awareness and prevention organisations to support safeguarding customers.</p> <p>Over the past 2 years throughout the Lincolnshire area, Cadent and Anglian Water have partnered with the organisation Operation REPEAT to specifically tackle this issue as well as providing further awareness about the importance of being on the Priority Services Register. It is now the ideal time to extend this successful initiative across a wider area as well as looking to include additional awareness on the dangers of carbon monoxide, and actions people can take around energy efficiency to reduce household running costs.</p> <p>The principal aim of Operation REPEAT is to allow key messages to vulnerable clients to be continually reinforced on a daily or weekly basis by Health and Social Care sector staff.</p>

	<p>By utilising the existing community workforce to deliver this advice, there is an increased awareness of scam crimes within the community and a more targeted approach at prevention.</p>
<p>Scope and Objectives</p>	<p>The project will deliver a series of face-face scam awareness training sessions across East of England and East Midlands Networks, namely Northamptonshire, Leicestershire and the wider East of England area. The sessions will be delivered via the Operation REPEAT tried and tested Health and Social Care sector engagement approach.</p> <p>In addition, Operation REPEAT will provide attendees with awareness on the Priority Services Register (PSR), the dangers of carbon monoxide and how to protect against them, and energy efficiency advice to support reducing household running costs.</p> <p><u>Objectives</u></p> <p>The key objectives of the project are as follows:</p> <ol style="list-style-type: none"> 1. 90% of scams awareness conversations will lead to reduce the likelihood of vulnerable households being scammed 2. 90% of people supported will receive a meaningful conversation about the PSR 3. 100% of PSR conversations will include raising awareness of the importance of having an alternative contact added to the PSR 4. 75% of those people supported will have increased awareness of support available to them, including how to reduce energy bills, energy safeguarding services and CO safety. <p>In addition, the following outcomes are expected as a result of people receiving awareness conversations:</p> <ol style="list-style-type: none"> 5. Reduction in those saying they have sleepless nights or difficulty sleeping as a result of worry 6. Reduction in those suffering from anxiety <p><u>Delivery Approach</u></p> <p>The project will be delivered across East of England and East Midlands Cadent networks over a total 24-month period. The method of delivery will be for Operation REPEAT to provide scams and utility safeguarding awareness to community Health & Social Care representatives who in turn will provide the same awareness content directly to the households their organisations support.</p> <p>Each session will include:</p> <ol style="list-style-type: none"> 1. Awareness and prevention of scams (e.g., criminal traders, bogus officials, mail scams, email scams, telephone scams) 2. Awareness of the Priority Services Register, what it is, its values and how to sign up 3. Awareness of the risks of carbon monoxide and how to protect households against these 4. Awareness on energy efficiency in support in the reduction of household running costs <p><u>Northamptonshire Project</u></p> <p>The project will run for 24 months comprising of 24 x 3hr sessions across the Northamptonshire area. Year 1 will be funded by the Northants Police, Fire and Crime Commissioner with Year 2 being funded by Cadent and Anglian Water.</p> <p>It will continue on from the successful previous 12-month presentations (funded by Northamptonshire Police, Fire and Crime Commissioner) targeting Health & Social Care sector but encompassing larger housing organisations and their access to tenants across their scheme ownership.</p>

The awareness sessions will be a face-to-face delivery with emphasis on Cadent/Anglian Water priorities within the prevention content of the presentation. This will be replicated in year 2 of this particular project, which Cadent and Anglian Water will fund.

Awareness will be delivered by the same **Operation REPEAT** team at each session to ensure consistent messages are presented to those present. The importance of *REPEATING* these messages forms part of the delivery strategy. A Police fraud officer will input at each session to keep project current and delivering to national guidance advice. This also ensures our partnership with police remains a strong bond.

The direct reach is estimated at 12000 households
The indirect reach is estimated at 48000 households

East of England Project

The project will run for 12 months comprising of 12 x 3hr sessions across the East of England area. The project will be funded by Cadent and Anglian Water.

Engagement will be made within these counties to see where support/take up is most beneficial with a view to expanding to full blown project within that area.

It will continue on from the successful presentations targeting Health & Social Care sector but encompassing larger housing organisations and their access to tenants across their scheme ownership.

The message will be face to face delivery with emphasis on CADENT/Anglian Water priorities within the prevention content of the presentation.

Training will be delivered by the same **Operation REPEAT** team at each session to ensure consistent messages are presented to those present.

The team will work up Police/Trading Standards contacts within each area visited to ensure full support from official organisations. **Operation REPEAT** have strong contacts that will enable this to be completed.

The direct reach is estimated at 6000 households
The indirect reach is estimated at 24000 households

Leicester City, Leicestershire, and Rutland Project

The project will run for 12 months comprising of 12 x 3hr sessions across the Leicester City, Leicestershire and Rutland areas. 50% of the project will be funded by the Leicester Police, Fire and Crime Commissioner with the remaining 50% being funded by Cadent and Anglian Water.

The project will continue on from the successful presentations targeting Health & Social Care sector but encompassing larger housing organisations and their access to tenants across their scheme ownership.

The awareness will be face-to-face delivery with emphasis on Cadent/Anglian Water priorities within the prevention content of the presentation.

Training will be delivered by the same **Operation REPEAT** team at each session to ensure consistent messages are presented to those present.

The team will work with local Police/Trading Standards contacts that are already in place and eager to forward this project within their area. This project would run under similar branding/partnership as that within the Northamptonshire scheme but also incorporate Cadent and Anglian Water partnership branding.

The direct reach is estimated at 6000 households
The indirect reach is estimated at 24000 households

Reach (Direct and Indirect)

The project will support an estimated 120,000 households, which breaks down as 24,000 from direct contact and a further 96,000 from indirect contact (delivered by **Operation REPEAT** partner media channels).

	Direct Reach	Indirect Reach
Northamptonshire	12000	48000
East of England	6000	24000
Leicestershire	6000	24000
Total	24000	96000
Total Combined Reach	120000	

Project Costs

The project will be jointly funded by Cadent, Anglian Water, Northants Police, Fire and Crime Commissioner, and Leicester Police, Fire and Crime Commissioner. The funding split is as follows:

		Project			Totals
		Northamptonshire	East of England	Leicestershire	
Project Related Costs	Consultancy fees (Operation REPEAT)	£ 26,400	£ 13,200	£ 13,200	£ 52,800
	Travel/Subsistence	£ 10,800	£ 5,400	£ 5,400	£ 21,600
	Hall hire	£ 3,000	£ 1,500	£ 1,500	£ 6,000
	Equipment	£ 1,080	£ 540	£ 540	£ 2,160
	Stationary/printing	£ 13,182	£ 1,280	£ 1,280	£ 15,742
	Admin related	£ 3,940	£ 1,970	£ 3,080	£ 8,990
	SROI	£ 783	£ 783	£ 783	£ 2,350
	Cadent Resource	£ 4,955	£ 2,478	£ 2,478	£ 9,910
Total	£ 64,140	£ 27,151	£ 28,261	£ 119,552	
Funding	Cadent	£ 35,250	£ 22,151	£ 15,761	£ 73,162
	Anglian Water	£ 5,000	£ 5,000	£ -	£ 10,000
	Northants PCC	£ 23,890	£ -	£ -	£ 23,890
	Leicestershire PCC	£ -	£ -	£ 12,500	£ 12,500

<p>Why the Project is Being Funded Through the VCMA</p>	<p>The partnership will focus on identifying and supporting households in vulnerable situations that are at a high risk of being targeted by scammers. The aim is to ensure communities are provided with information about popular and new scams, how to identify them and what action to take if targeted.</p> <p>The project provides an opportunity to extend the awareness of, the Priority Services Register, the dangers of carbon monoxide and preventative actions, and advice on how households can become more energy efficient and reduce expenditure as a result.</p> <p>The table below describes the services that will be promoted to increase awareness as part of this project, and how this links into the commitments Cadent have made for RIIO-2, as part of our Customer Vulnerability Strategy:</p> <table border="1" data-bbox="443 658 1501 981"> <tr> <th colspan="2">Energy Safeguarding Service to be promoted</th> </tr> <tr> <td>Customer Safeguarding – scams awareness and action advice</td> <td></td> </tr> <tr> <td>PSR awareness including alternative contact options, safety, communication and accessibility services</td> <td></td> </tr> <tr> <td>Energy efficiency</td> <td></td> </tr> <tr> <td>CO Safety</td> <td></td> </tr> </table> <p>The project will commence August / September 2022 and run for 24 months in its entirety.</p>	Energy Safeguarding Service to be promoted		Customer Safeguarding – scams awareness and action advice		PSR awareness including alternative contact options, safety, communication and accessibility services		Energy efficiency		CO Safety	
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<p>Evidence of Stakeholder/Customer Support</p>	<p><u>Operation REPEAT Lincolnshire Pilot</u></p> <p>Cadent, Anglian Water and Operation REPEAT formed a partnership during 2020/21 and embarked on a “scams awareness” initiative across the Lincolnshire area. The initiative also successfully delivered awareness of the Priority Service Register, its importance and value and how households can sign up.</p> <p>The programme has delivered the following:</p> <ul style="list-style-type: none"> • Awareness sessions: 5 delivered • Direct Reach: Directly presented to 86 social care staff members who in turn personally delivered the message to 1600 households. • Indirect Reach: Through other coverage of the project within the various organisations newsletters and local media additional reach has been in excess of 10,000 households. <p>As at June 2022 the Lincolnshire project is still in progress with a further 7 awareness sessions planned, and it is projected that a further 95 social care staff members will be trained, in turn the additional household reach is estimated at ~1,770</p> <p><u>National Trading Standards</u></p> <p>National Trading Standards estimate that on average for every scams awareness conversation that takes place there is a £59 scam avoidance saving per/person.</p> <p>National Trading standards have also seen a 69% increase in scams being reported across the Lincolnshire area, this is as a result of a number of awareness campaigns that include initiatives such as Utilities Against Scams and Operation REPEAT.</p>										
<p>Outcomes, Associated Actions and Success Criteria</p>	<p>We will measure success against a set of key indicators, using feedback forms and follow up interviews with a selection of participating individuals. Target indicators include:</p> <table border="1" data-bbox="443 2029 1501 2074"> <thead> <tr> <th>Outcome</th> <th>Measure</th> </tr> </thead> </table>	Outcome	Measure								
Outcome	Measure										

	48 awareness sessions delivered	Quarterly completion statistics against delivery schedule provided Operation REPEAT
	24,000 direct reach achieved	Quarterly tracking statistics provided Operation REPEAT – sourced from session attendees
	96,000 indirect reach achieved	Quarterly tracking statistics provided Operation REPEAT – sourced from session attendees in line with organisation media channel tracking (e.g. website hits, publication distribution reach)
	90% of scams awareness conversations will lead to reduce the likelihood of vulnerable households being scammed	Quarterly tracking of scam impacts for those households who received awareness conversations
	100% of people supported will receive a meaningful conversation about the PSR	Quarterly tracking of people receiving PSR conversations by people who have been trained
	100% of PSR conversations will include raising awareness of the importance of having an alternative contact added to the PSR	Quarterly tracking of people receiving PSR conversations by people who have been trained
	75% of those people supported will have increased awareness of support available to them, including how to reduce energy bills, energy safeguarding services and CO safety.	Quarterly tracking of people receiving CO conversations by people who have been trained
	Reduction in those saying they have sleepless nights or difficulty sleeping as a result of worry	To be attained via structured feedback survey
	Reduction in those suffering from anxiety	To be attained via structured feedback survey
	Monetary savings associated with scam training and awareness	To be established using National Trading Standards savings baseline figure
Project Partners and Third Parties Involved	<p><u>Operation REPEAT – Primary</u></p> <p>Operation REPEAT are experts in scam awareness and prevention programmes providing face-to-face training for Health and Social Care professionals who then in turn provide awareness to people they and their organisations care for.</p> <p>Operation REPEAT will be the primary provider of training and awareness for this project.</p> <p>https://www.oprepeat.co.uk/</p> <p><u>Anglian Water</u></p> <p>Anglian Water is a water utility that operates in the East of England and will be funding a proportion of the project.</p> <p>Cadent and Anglian Water are co-founding members of Utilities Against Scams, an initiative supported by the National Trading Standards Scams Team, which helps colleagues and customers to spot and prevent scams. Both Cadent and Anglian Water are proactive in partnering with scam awareness and prevention organisation to support safeguarding customers.</p> <p>https://www.anglianwater.co.uk/</p>	

	<p><u>Northamptonshire Police, Fire Crime Commissioner</u></p> <p>The Northamptonshire Police, Fire and Crime Commissioner is the elected official charged with overseeing Northamptonshire Police and the Northamptonshire Fire and Rescue Service and ensuring both, the police and the fire service are operating efficiently and effectively within the county of Northamptonshire.</p> <p>The NPFCC will be funding a proportion of the Northamptonshire project</p> <p><u>Leicestershire Police, Fire and Crime Commissioner (LPFCC)</u></p> <p>The Leicestershire Police, Fire and Crime Commissioner is the elected official charged with overseeing Leicestershire Police and the Leicestershire Fire and Rescue Service and ensuring both, the police and the fire service are operating efficiently and effectively within the county of Leicestershire.</p> <p>The LPFCC will be funding a proportion of the Leicestershire project</p> <p><u>SIA Partners</u></p> <p>SIA Partners will provide an independent SROI assessment</p>								
<p>Potential for New Learning</p>	<p>Cadent have made a commitment to have 2 million direct conversations to raise awareness of the PSR during the RII0-2 period. This project will not only contribute towards the 2 million, but will also increase awareness of other safeguarding areas, including how to reduce energy bills, energy and CO safety.</p> <p>Currently a minimal number of customers registered on the PSR have an additional contact listed, therefore we can use this opportunity to highlight the importance of a customer listing a family member, or friend as an additional contact.</p>								
<p>Scale of VCMA Project and SROI Calculations</p>	<p>The assessment has been undertaken by SIA Partner and has returned a positive SROI.</p> <p>The average gross benefit (i.e. before costs) per person is £12.01. This includes:</p> <ul style="list-style-type: none"> • The financial benefits afforded to those who receive energy efficiency and scam awareness advice. • The health and safety benefits afforded to all those who receive CO awareness information. • The PSR benefits afforded to anyone who signs up to the PSR. <p>The Social Return on Investment results vary across the three regions due to the difference in Cadent's contribution to the costs in each region. The breakdown is provided in the table.</p> <div data-bbox="494 1630 949 1937" data-label="Figure"> <p>The donut chart illustrates the total benefits breakdown. It is divided into three segments: a large green segment for 'Financial (EE and Scam awareness)' at 50%, a large grey segment for 'PSR Awareness' at 50%, and a very thin white segment for 'Health Services' at 'Less than 1%'. A legend at the bottom identifies the colors: green for Financial (EE and Scam awareness), grey for PSR Awareness, and white for Health Services.</p> <table border="1"> <caption>Benefits breakdown (Total)</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Financial (EE and Scam awareness)</td> <td>50%</td> </tr> <tr> <td>PSR Awareness</td> <td>50%</td> </tr> <tr> <td>Health Services</td> <td>Less than 1%</td> </tr> </tbody> </table> </div>	Category	Percentage	Financial (EE and Scam awareness)	50%	PSR Awareness	50%	Health Services	Less than 1%
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Financial (EE and Scam awareness)	50%								
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	Northamptonshire	East of England	Leicester City	Total
Total cost	£62,744.32	£27,151.00	£28,216.00	£118,111.32
Total gross present value	£151,259.80	£107,895.32	£75,142.09	£334,297.20
NPV	£88,515.48	£80,744.32	£46,926.09	£216,185.89
SROI	£1.41	£2.97	£1.66	£1.83

SROI modelling performed over a 5-year time horizon

VCMA Project Start and End Date	Start - August / September 2022 Finish – August / September 2024
Geographical Area	The project will be delivered across the following areas within the Eastern Network: <ul style="list-style-type: none"> • Northamptonshire • East of England • Leicestershire

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: July 2022	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: July 2022	Review Completed By: Jo Giles
Step 3: Director of Sustainability and Social Purpose Sign-Off: Mark Belmega	
Director of Sustainability and Social Purpose Sign-Off Date: July 2022	
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: August 2022	
Date that Notification Email Sent to Ofgem: August 2022	