

## Vulnerability & Carbon Monoxide Allowance (VCMA)

### Staywise – Saving lives through education

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*Hayley Tranter*  
27/01/2022



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



<b>Section 1 - Eligibility criteria for company specific projects (excluding boiler repair &amp; replacement)</b>	
In order to qualify as a VCMA project, a project must:	
<b>VCMA Eligibility Criteria</b>	<b>Criteria Satisfied (Yes/No)</b>
a) Have a positive Social Return on Investment (SROI), including the potential to have a Net Benefit to the customers on the funding GDN's network(s);	<b>Yes</b>
b) Either: <ul style="list-style-type: none"> <li>i. Provide a direct Net Benefit to consumers in vulnerable situations, or</li> <li>ii. Provide awareness on the dangers of CO, or</li> <li>iii. Reduce the risk of health issues caused by CO;</li> </ul>	<b>Yes</b>
c) Have defined outputs and deliverables;	<b>Yes</b>
d) Have defined outcomes, where considered appropriate by the GDN;	<b>Yes</b>
e) Relate to energy, or CO safety;	<b>Yes</b>
f) Go beyond activities that are funded through another price control mechanism or required through licence obligations; and	<b>Yes</b>
g) Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.	<b>No</b>
<b>Section 2 - Eligibility criteria for company specific boiler repair and replacement projects</b>	
Condemned boiler repairs or replacements are eligible as VCMA projects where:	
a) A GDN has to isolate and condemn an unsafe boiler following a supply interruption or as part of its emergency service role;	<b>NA</b>
b) The household cannot afford to repair or replace the boiler, and;	<b>NA</b>
c) Sufficient funding is not available from other sources (including national, devolved or local government funding) to fund the boiler repair or replacement.	<b>NA</b>

<b>Section 3 - Eligibility criteria for collaborative VCMA projects</b>	
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;	<b>NA</b>
b) Have the potential to have a direct Net Benefit to customers on the participating networks; and	<b>NA</b>
c) Involve two, or more, gas distribution companies.	<b>NA</b>

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

Information Required	Description
<b>Project Title</b>	Staywise - Saving lives through education
<b>Funding GDN(s)</b>	Cadent
<b>Role of GDN(s)</b> <b>*For Collaborative VCMA Projects only</b>	N/A
<b>Date of PEA Submission</b>	January 2022
<b>VCMA Project Contact Name, email and Number</b>	Hayley Tranter 07805 162 594 Hayley.tranter@cadentgas.com
<b>Total Cost (£k)</b>	Cadent FTE cost 1 x Customer Safeguarding Specialist – £46.32 x 8 Hours = £370.56 1 x Communications Advisor – £39.96 x 8 Hours = £319.68
<b>Total VCMA Funding Required (£k)</b>	£690.24
<b>Problem(s)</b>	<p>Every year there are around 60 deaths caused by carbon monoxide in England and Wales. This means that in any given year, c.30 Cadent customers may die through an incident related to CO.</p> <p>There is relatively low awareness of the causes and consequences of CO poisoning and this is in part demonstrated by the proportion of homes that still do not have a CO alarm installed.</p> <p>CO alarm ownership across Cadent's networks is between 60%-70%.</p> <p>Whilst it is important to have CO alarms in your homes, it is also important to educate people of the dangers and how they can keep themselves and their families safe. This includes education around having their gas appliances checked annually and knowing and understanding the signs and symptoms of CO. This project is focussed on increasing societal awareness of the dangers of CO; we have a separate project focussing on the distribution of free CO detection alarms for customers who could otherwise not afford one.</p> <p>Children are at much greater risk of being affected sooner by CO poisoning because they breathe faster than adults and therefore show the signs of CO much quicker and become very poorly.</p>
<b>Scope and Objectives</b>	<p>Over the last 5 years we have provided educational awareness classes to primary school children through two separate initiatives:</p> <ul style="list-style-type: none"> <li>• Safety Seymour (ages 6-7yrs)</li> </ul>

	<ul style="list-style-type: none"> <li>• The CO Crew (ages 9-11yrs)</li> </ul> <p>Both programmes have been and continue to be incredibly successful. We have reached over 30,000 children in the last 5-years and these numbers are growing each month.</p> <p>Cadent remain committed to growing these programmes as we move into RIIO2 (next 5 years). This project will see us extend our existing initiatives, by providing existing material from both the CO Crew and Safety Seymour programs to the Staywise program which is highly recognised throughout the blue light services across the country.</p> <p>Staywise is led by the National Fire Chiefs Council (NFCC). The website has 3 tiers of access, general public, teachers, and Fire Rescue Services school visits. The FRS will continue to promote the website in school and will deliver where required. Our material will include short films accessed online which includes:</p> <ul style="list-style-type: none"> <li>• Sign and Symptoms</li> <li>• How to stay safe</li> <li>• What to do if you suspect CO</li> <li>• And to install a CO alarm</li> </ul> <p>This learning will be reinforced with a short activity which will be accessed online on the Staywise website and printed where and if required.</p> <p>Cadent will provide Staywise with educational material files taken from our web pages and school pages for Safety Seymour and CO Crew. These files will be sent to Staywise for them to upload and share on a dedicated page on the Staywise website.</p> <p>The material will be based around the key learning points, including.</p> <ul style="list-style-type: none"> <li>• Sign and Symptoms</li> <li>• How to stay safe</li> <li>• What to do if you suspect CO</li> <li>• And to install a CO alarm</li> </ul> <p>This will be accessed by a three-tier system, public will be able to visit the site and complete the module as shown on the website. The second 2 tiers will be accessed by either the teacher or the blue light services visiting the school. Supporting teacher notes are provided to help facilitate the session in a school.</p>
<p><b>Why the Project is Being Funded Through the VCMA</b></p>	<p>This project will directly support Cadent customers by raising awareness of the potential dangers of CO poisoning.</p>
<p><b>Evidence of Stakeholder/Customer Support</b></p>	<p>We recognise that children education has a positive impact in ensuring the messaging is taken home on the dangers of carbon monoxide. We have several comments from schools/teachers who think the existing</p>

	<p>programs are making a difference, however like to see a package that increases the number of students being educated.</p> <p>We trialled previous materials with teachers and headteachers that this program brings, however an assembly package was identified as a gap that could complement our existing approach.</p>								
<b>Outcomes, Associated Actions and Success Criteria</b>	<p>This project is expected to reach 3,900 children. This is based on an estimate of 5% of all visits to the Staywise website utilising the CO awareness information. 78,000 school children will visit the website over the next 5 years based on current data showing c.300 hits on to the website each week and running this project for 5-years (260 weeks).</p> <p>There has been extensive research conducted which demonstrates that adults are more likely to take positive action (or change) when their child (or grandchild) asks them to (rather than other adults, even those seen as experts in their field). Surveys and interviews held with schools post our education programmes suggests that somewhere between 60-80% of households take some form of positive action to reduce the harm of CO.</p>								
<b>Project Partners and Third Parties Involved</b>	NFCC (National Fire Chiefs Council)								
<b>Potential for New Learning</b>	Working closely with the NFCC we will understand the success of the session and act on feedback accordingly from NFCC, Teachers and pupils								
<b>Scale of VCMA Project and SROI Calculations</b>	<p>Social return has been calculated based on the benefits of individuals receiving vital CO awareness information by accessing the Staywise website. As with other CO educational projects, our calculations are based on a combination of benefits from reduced A&amp;E visits, ambulance calls, injuries and deaths.</p> <p>Weekly average of hits onto the website is 300 nationwide. Therefore, in 5 years, we expect 300 x 52 x 5 visits = 78,000.</p> <table border="1"> <tr> <td>Annual Social return</td> <td>£2,042.29</td> </tr> <tr> <td>5 Year Social Return</td> <td>£10,211.45</td> </tr> <tr> <td>Annual social return minus project costs</td> <td>-£690.24</td> </tr> <tr> <td>5 Year Social Return</td> <td>£9,521.21</td> </tr> </table>	Annual Social return	£2,042.29	5 Year Social Return	£10,211.45	Annual social return minus project costs	-£690.24	5 Year Social Return	£9,521.21
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<b>VCMA Project Start and End Date</b>	April 2022 – 2026								
<b>Geographical Area</b>	The project will see delivery of the education across all 4 of our networks.								
<b>Remaining Amount in the Allowance at Time of Registration</b>	NA								

**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: 01/02/22	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 02/02/22	Review Completed By: Philip Burrows
Step 3: Director of Sustainability and Social Purpose Sign-Off	
Director of Sustainability and Social Purpose Sign-Off Date:	
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: March 22	
Date that Notification Email Sent to Ofgem: March 22	