

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)
Salford Lads and Girls Club - Centre for Warmth

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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: <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 licence 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, 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**

Information Required	Description
Project Title	Salford Lads and Girls Club - Centre for Warmth
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	January 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)	Centre costs: £30,000.00 Large slow cookers costs: 100 x £27.84 = £2,784.00 Plaque cost: £30.00 Leaflet costs: £1,763.64.00 Project management costs (4%): £1,383.11
Total VCMA Funding Required (£k)	£35,960.75
Problem(s)	<p>According to the Index of Multiple Deprivation (IMD), Salford is one of the most deprived areas in Greater Manchester and England, with high levels of poverty and social challenges.¹ Ordsall is a deprived area in Salford where many families struggle with poverty:</p> <ul style="list-style-type: none"> • Approximately 32% of children in Ordsall live in poverty, the highest rate in Salford.² • Certain areas within Ordsall rank among the most deprived in England, with income deprivation scores placing them in the bottom decile nationally. • Employment deprivation is notable, with some local areas ranking in the lowest deciles, indicating high levels of unemployment or low-paying jobs. <p>Living in poverty makes these individuals more susceptible to carbon monoxide (CO) poisoning, prolonged financial difficulties, and various physical and mental health-related problems.</p> <p>Salford Lads and Girls Club has been supporting young people and their families since 1903, providing a safe and welcoming place where</p>

¹ <https://www.resolvepoverty.org/poverty-and-deprivation/>

² <https://www.resolvepoverty.org/wp-content/uploads/2020/10/Poverty-monitor-child-poverty-and-ethnicity-table.pdf>

	<p>individuals can take part in activities, develop new skills and receive support to achieve their potential.</p> <p>A partnership project with Cadent will assist the hub to tackle some of these pressing issues within Ordsall and surrounding areas, and enable it to introduce energy efficiency, CO and Priority Services Register (PSR) advice into their existing services.</p>
<p>Scope and Objectives</p>	<p><u>Project scope</u></p> <p>From March 2025 to March 2026, Cadent will invest £35,960.75 of VCMA funding to deliver a Centre for Warmth project in partnership with Salford Lads and Girls Club.</p> <p>The project will replicate other Centre for Warmth models, whereby Cadent provides VCMA funding, resources, and training to a community hub; to enable the delivery of vital information and support on CO safety, energy efficiency and the PSR.</p> <p>Salford Lads and Girls Club will employ two part-time youth workers to deliver the project. The project will focus on providing engaging and practical advice and support to young individuals and families, during youth sessions and the school holidays. Salford Lads and Girls Club will ensure that its youth workers have the knowledge, capacity and direction required to provide robust support and the key activities will include:</p> <ul style="list-style-type: none"> • Energy themed challenges and activities for young individuals, including games, competitions and creative projects. • Practical workshops teaching young individuals how to take action at home • Interactive family sessions providing advice and demonstrations. • Wellness elements like cooking affordable warm meals together and mindfulness exercises. • Drop-in sessions during youth nights for families seeking advice on managing energy bills and improving home safety. <p><u>Project Objectives:</u></p> <p>Cadent will measure the success of the project against the achievement of the following objectives:</p> <ul style="list-style-type: none"> • To generate a positive social return on investment - see the below relevant section for more details. • Salford Lads and Girls Club will use a variety of methods to support individuals. • Deliver one-to-one (and group) conversations, distribute leaflets and promote wider awareness on the PSR, CO and energy efficiency by sharing themed social media posts to their digital audience. It is expected that they will work to maximise the reach and engagement within their audience. • Reach up to 300 individuals over the course of the project - individuals at risk of loneliness and isolation will receive general support through the Centre for Warmth. • Individuals will receive CO education to improve their CO safety awareness – 100 via one-to-one (and group) conversations and 50 via leaflets. 30 at-risk individuals will also receive a CO alarm. • Individuals will receive in-home energy efficiency advice – 75 via one-to-one (and group) conversations and 75 via leaflets. • 100 individuals will receive a slow cooker and learn how to cook affordable, healthy and energy efficient meals.

	<ul style="list-style-type: none"> • Individuals will receive advice about the PSR - 100 via one-to-one (and group) conversations and 50 via leaflets. Salford Lads and Girls Club will aim to sign up 10 eligible individuals to the register. • 2,000 individuals will receive advice about the PSR, energy efficiency and CO via social media.
<p>Why the Project is Being Funded Through the VCMA</p>	<p>We believe that the project meets all of the Vulnerability and Carbon Monoxide Allowance eligibility criteria:</p> <ol style="list-style-type: none"> a. Have a positive, or a forecasted positive, Social Return on Investment (SROI) including for the gas consumers funding the VCMA Project: <p><i>The project delivers a positive forecasted social return on investment. This is based on achieving the target reach for income maximisation, registrations to the PSR and education on CO. More information can be found in the relevant section below.</i></p> b. Either: <ol 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 services that meet all three elements of this criteria. For example, the specialist advisors will help households maximise their income, enabling residents to afford the cost of heating their home to an adequate level. The project will also raise awareness of the dangers of CO and promote registration to the PSR.</i></p> c. Have defined outcomes and the associated actions to achieve these: <p><i>Cadent and Salford Lads and Girls Club have entered into a service agreement that will contain the project objective and actions. Further detail can also be found below.</i></p> d. Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations, and, <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> e. Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding, <p><i>This project will be solely delivered through Cadent's VCMA funding.</i></p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>Through engagement and research with various stakeholders, Cadent gains a better understanding of stakeholder needs, expectations, what is important, what services are needed and how to deliver them effectively. In turn, Cadent can strategically allocate VCMA spend to support vulnerable individuals and reach the diversity of individuals in need of support.</p> <p>The Energy Diaries: Voices of the Future</p>

	<p>In 2022, Britain Thinks and Cadent conducted ‘The Energy Diaries’ research programme, designed to both explore experiences of the Cost-of-Living crisis, and to co-create ideas and solutions to help address the unprecedented increase in the cost of living, especially around increases in household energy costs. Many of the challenges and concerns highlighted in the report, are still relevant today.</p> <p>This year, in collaboration with Thinks Insight, our 2024 research ‘Energy Diaries: Voices of the future’ shines a spotlight on young people aged 18-30, uncovering their perspectives on energy. Some of the key findings were:</p> <ul style="list-style-type: none"> • Energy is front of mind for young people today, across age and living situation – including those that do not pay energy bills yet. • There are challenges around communicating with young people about energy usage and efficiency, which may vary by personal circumstance. • Those who feel the government is less trustworthy would like information on the topic to come from independent sources, such as charities. • Most feel energy companies could be doing more to help young people navigate the energy market. <p>Cadent Gas Vulnerability Research</p> <p>In June 2024, Cadent part released the research findings from an investigation into fuel poverty, gas behaviour, cost of living attitudes, concerns and behaviours and other key areas. Some of the key findings were:</p> <ul style="list-style-type: none"> • Tackling the increasing cost-of-living is a top priority for the fuel-poor. • People in poverty prioritise addressing immediate needs over long-term. planning to cope with stressors they experience at present. • Knowledge of CO is a key driver for behaviour. <p>Centres for Warmth</p> <p>Our Centre for Warmth partners play an ongoing role in shaping the initiative, ensuring that insights from their experiences are integrated into the development of new projects. This includes applying key lessons learned from both the successes and challenges faced by the existing Centres for Warmth. The project continues to receive positive feedback from stakeholders, and its most successful elements will be carried forward into new projects that join the Centres for Warmth network.</p> <p>Collectively, the evidence suggests there is a need and benefit to working in partnership with Salford Lads and Girls Club, using the Centres for Warmth model to support vulnerable individuals in Salford.</p>
<p>Information Required</p>	<p>Description</p>
<p>Outcomes, Associated Actions and Success Criteria</p>	<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 increased levels of household income–increasing income (and/or reduced debt) and reducing financial pressures and stress, leading to improved mental health and wellbeing. • Individuals will report an increased awareness on the dangers of CO and have a reduced risk of harm caused by CO.

	<ul style="list-style-type: none"> • Provide support to lonely and isolated individuals, ensuring that they can access the community hubs and services offered via the project - tackling loneliness and isolation. • Individuals will report increased awareness of and engagement with other local support services. • Provide individuals with energy efficiency advice and individuals will report a better awareness of energy efficiency measures and improve their practices. • Individuals will report reduced levels of anxiety in fearing a utility outage and increased awareness of the PSR. • Individuals will report an increased knowledge of cooking on a budget, healthy cooking, and use of a slow cooker to save on energy. <p><u>Associated Actions</u></p> <p>The following associated actions will be implemented to deliver the project's outcomes:</p> <ul style="list-style-type: none"> • Salford Lads and Girls Club will use a variety of methods to support individuals - provide one-to-one (and group) conversations, utilise social media and distribute leaflets. It is expected that they will work to maximise their reach and engagement within their audience. • Cadent will provide energy efficiency, PSR, CO training, and resources to the core project delivery team. This will enable individuals to receive advice and support related to the project's key deliverables. • The training, expertise and resources provided by Cadent will be utilised by the core project delivery team to support individuals. • Individuals will attend the centre to receive support and advice from the centre's advisors, and where applicable referral partners. <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"> • The project will generate a positive social return on investment - see the below relevant section for more details. • Reach up to 300 individuals over the course of the project - individuals at risk of loneliness and isolation will receive general support through the Centre for Warmth. • Individuals will receive CO education to improve their CO safety awareness – 100 via one-to-one (and group) conversations and 50 via leaflets. 30 at-risk individuals will also receive a CO alarm. • Individuals will receive in-home energy efficiency advice, 75 via one-to-one (and group) conversations and 75 via leaflets. • 100 individuals will receive a slow cooker and learn how to cook affordable, healthy and energy efficient meals. • Individuals will receive advice about the PSR - 100 via one-to-one (and group) conversations and 50 via leaflets. Salford Lads and Girls Club will aim to sign up 10 eligible individuals to the register. • 2,000 individuals will receive advice about the PSR, energy efficiency and CO via social media
<p>Project Partners and Third Parties Involved</p>	<p>Cadent will work in partnership with Salford Lads and Girls Club</p>

<p>Potential for New Learning</p>	<p>This project will provide Cadent with an opportunity to understand the needs of individuals in Salford and find the most effective ways to support the existing and changing needs of vulnerable individuals in the borough.</p> <p>This may result in learning about the best methods, communication channels and services to engage vulnerable individuals located in the area.</p> <p>Salford Lads and Girls Club actively works with young people, therefore there is an opportunity to understand how young people engage with the topics, and the wider benefits it can have.</p> <p>Cadent remain committed to working closely with its partners to enhance the effectiveness of projects. By actively seeking feedback, we aim to refine the support and services offered to vulnerable individuals, ensuring a more personalised and continuously improved approach to meeting community needs.</p>
<p>Scale of VCMA Project and SROI Calculations</p>	<p><u>Scale of VCMA Project</u></p> <p>In partnership with Salford Lads and Girls Club, Cadent will invest £35,960.75 of VCMA funding to support individuals in Salford. From March 2025 to March 2026, the project is forecasted to reach up to 300 individuals face-to-face and 2,000 via social media and will enable vulnerable individuals to access essential information and support on energy efficiency, CO safety, the PSR and wider well-being related areas.</p> <p><u>SROI Calculations</u></p> <p>The reach will be divided as per below:</p> <ul style="list-style-type: none"> • 734 individuals will receive advice on energy efficiency = £269,943.18 • 752 individuals will receive awareness advice on CO = £6,564.96 • 75 individuals will sign-up to the PSR = £10,791.75 • 100 individuals will receive advice on slow cooking and a free slow cooker = £23,642.00 • 35 individuals will attend the centres and be alleviated from isolation and loneliness = £21,000.00 <p>N.B. For PSR, CO and energy efficiency, Cadent has factored in an assumption that 25.6% of the individuals reached through the project who receive leaflets will retain and use the information. A 32% retention rate has been factored in for mass awareness.</p> <p>Total Investment = £35,960.75</p> <p>Five-year gross present value = £331,941.84 One-year gross present value = £83,188.38</p> <p>Five-year net value = £295,981.14 One-year net value = £47,227.63</p> <p>SROI Ratio = £1:8</p>
<p>VCMA Project Start and End Date</p>	<p>Start date: 01st March 2025 End date: 31st March 2026</p>
<p>Geographical Area</p>	<p>The project will be delivered in Salford (North West Network)</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: Sustainability and Social Purpose Team PEA Peer Review	
Date Immediate Team Peer Review Completed: 28.09.25	Review Completed By: Shelley Snow
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 30.01.2025	Review Completed By: Gurvinder Dosanjh
Step 3: Head of Customer Vulnerability Social Programmes Purpose Sign-Off: Phil Burrows	
Head of Customer Vulnerability Social Programmes Sign-Off Date: 31/01/2025	
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 2025	
Date that Notification Email Sent to Ofgem: March 2025	