

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

"Championing safe, inclusive student communities"

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January 2023



**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, 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	Championing safe, inclusive student communities.
Funding GDN(s)	Cadent company specific project
Role of GDN(s) *For Collaborative VCMA Projects only	Not applicable - Cadent company-specific project
Date of PEA Submission	January 2023
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)	Project costs: £313,000.00 Project management costs: £12,520.00
Total VCMA Funding Required (£k)	£325,520.00
Problem(s)	<p>On average, it takes an ambulance eight minutes to arrive on the scene of an emergency – but lives can be lost in as little as three.</p> <p>These lives can be saved with first aid. Only one in every five adults would know what to do if a loved one collapsed, were unresponsive, and not breathing – whether the cause is choking or carbon monoxide poisoning.</p> <p>St. John Ambulance is a charity that steps forward in the moments that matter to respond to health emergencies, save lives, and support communities.</p> <p>They believe in the power of communities to improve the health of the nation. From treating burns to ensuring houses have alarms, they empower people of all ages with lifesaving skills and the confidence to use them every day.</p> <p>Thousands of students have been engaged as volunteers through student volunteering in St John Ambulance over its lifetime. With a network of 50 First Aid Societies and Student Volunteering Units, student volunteering can provide both lifesaving skills and a sense of purpose to these young people.</p> <p>University can be a scary, lonely time. Whilst St Johns Ambulance is proud of the thousands of students that they support each year to learn life-saving skills, more still needs to be done.</p> <p>Four in every five students would not know what to do if someone they knew collapsed.</p> <p>There are approximately 1.94 million students at university in the UK right now – learning skills and developing habits that will stay with them for life. If they</p>

can reach these students, they can keep a generation safe – in halls, at home, and wherever their lives might take them.

The health risks posed by CO to UK households

As it stands, 40 people in the UK die each year from carbon monoxide. If we can train every adult to know what to do, we can reduce this to 0.

Department of Health data estimates that ¹4,000 people are admitted to accident and emergency each year in England due to CO poisoning.

Further statistics report that ²200 people per year in England and Wales are admitted to hospital for a long-term visit and experience time off work due to carbon monoxide poisoning.

Student populations are particularly vulnerable to carbon monoxide – their accommodation is often of poorer quality, with landlords who are less likely to look after the building and install necessary safety alarms. A recent study showed that 58% of students didn't check if an alarm was installed when moving into their property (Carbon Monoxide – Be Alarmed, 2020), which demonstrates the risk they are at every day.

³Students didn't recognise the symptoms of CO poisoning. Students were almost twice as likely to put symptoms, like dizziness, headaches, and nausea, down to a hangover (85%) or flu (84%) than CO poisoning (45%). Even food poisoning (51%) and pregnancy (46%) ranked higher.

Hard to reach audience

There are many potential causes of student disengagement, including a lack of interest in the material, lack of personal relevance, lack of motivation, poor classroom management, and lack of support from teachers and peers.

The statistics that support the data may not be alarming enough to people from this audience, and there have been no media stories of cases where CO has affected a student. Working with St John Ambulance may encourage students to come forward and share their own experiences of CO.

There are also no media channels that specifically target students. Media channels such as TikTok and Instagram have higher student reach. Students may be uninterested in the content of CO messaging on its own, but they will be engaged if the messaging is incorporated into a topic that they are interested in, such as first aid.

CO awareness programs focus on the most vulnerable elements of society and groups where we can make the most impact. University students have been a challenging group to reach for several years, following our in-depth analysis with the likes of McCann to identify them as a particularly at-risk group. We have therefore been exploring avenues to best reach a large proportion of this population. The partnership that we're proposing with St John Ambulance

¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/260211/Carbon_Monoxide_Letter_2013_FinalforPub.pdf

²https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/260211/Carbon_Monoxide_Letter_2013_FinalforPub.pdf

³ [More than half of UK university students are at risk from CO poisoning \(linkedin.com\)](https://www.linkedin.com)

offers a perfect solution as it supports them financially to deliver a crucial set of first aid training, whilst gaining us access to students to promote gas safety. Our customer vulnerability strategy is designed to leverage partnerships where they add reach, strategic insight, and knowledge, to support our aims. In this case St John Ambulance presents a great strategic fit and offers up the opportunity to future explore how it can be extended over time – not least in considering the extensive overlap between health and fuel poverty.

McCann Central research

The McCann Central research professionals completed an online survey and all 52 18–34-year-olds involved were unable to correctly identify the signs of CO poisoning, with 21 respondents believing that being able to "smell gas" was a sign of CO, highlighting that education is a key issue.

The laws around carbon monoxide alarms changed in the UK on the 1st October 2022 making it a legal requirement to have a carbon monoxide alarm within your home. This especially caused confusion to landlords, social housing tenants, and vulnerable groups.

Only 1 out of the 26 young people who didn't previously own a CO alarm ended up purchasing one, as most young people were still hesitant about whether they needed a CO alarm, either requiring further research or feeling they were already protected without an alarm. For some others, the risk of CO is just not a priority as they felt it is a rare thing to happen.

Quotes from McCann Central research

"I still feel like it is very rare to happen and I feel that these 40 people (40 deaths) may have had older appliances".

"The fact that the death rate is so low, it will turn young people away from taking it seriously.... maybe if the death rate was higher we'd take more notice".

"I would only add statistics if they were concerning figures, 40 deaths a year is no that concerning for me".

External threats were mainly on top of the mind for females, proving more important in most cases than internal safety devices. Front door locks, front door buzzers and camera doorbells were ranked higher than fire and CO alarms, which are the most important internal devices.

Some students will not be aware of their rights and whether their student accommodation is safe. Safety-conscious landlords would install an alarm, but it is up to the students to ask the question to check if they do have one.

Students should never just assume that gas safety is taken for granted in the property they choose to live in. Carbon monoxide poisoning is a very real danger, especially at university, so students must take precautions to protect themselves and other flatmates.

St John Ambulance

According to the Higher Education Student statistics, there are c. 1.9 million students in total, of which:

	<ul style="list-style-type: none"> • Roughly 1.2 million are aged 18 – 21 • Roughly 0.5 million are aged 21 – 24 • The remaining 0.2 million are 25+ <p>The age range that this project will direct their messaging at is the target audience according to the McCann research.</p>
<p>Scope and Objectives</p>	<p><u>Project Scope</u></p> <p>Cadent will invest £325,520.00 of VCMA funding to deliver a three-year project in partnership with St John Ambulance.</p> <p>The partnership will last the length of an average undergraduate journey, demonstrating St John Ambulance’s commitment to students of the UK.</p> <p>Promoting safety in university halls and homes will primarily rely on leveraging the network of First Aid Societies. Specifically, St John Ambulance envisions each society delivering at least one session per academic year to their members, covering topics such as gas awareness and carbon monoxide first aid.</p> <p>To amplify the reach of these sessions, St John Ambulance will collaborate with these student groups to deliver them to the wider student population. For instance, they would partner with the university or student union to coordinate additional sessions or work with other societies to promote and deliver the content. These touchpoints will also enable them to share information about Cadent’s resources and other safety materials, such as carbon monoxide alarms.</p> <p>Furthermore, St John Ambulance will provide printed first aid resources in common areas of university residences at no cost to the university, in order to increase engagement with these materials.</p> <p>Overall, they believe this approach will be highly effective in increasing awareness of and promoting safety in university living spaces.</p> <p>In the first year of the partnership, St John Ambulance will run a “Safe in halls and at home” awareness campaign. This will be a mixed digital and physical media partnership campaign to reach students. The hook of the campaign will be staying safe from carbon monoxide, whilst also teaching students how to handle other essential life-or-death scenarios. This will tackle the short-term issues of carbon monoxide in student communities across 50 universities.</p> <p>In the second year, they will deepen the existing impact. St John Ambulance will move to address the issue of carbon monoxide in the medium term. They will continue our campaign from year one but also employ St John’s first dedicated student volunteer manager. This will enable us to scale up from 50 universities to 75 in year two. This will create a legacy partnership, giving more students life-saving skills and a purpose to rally around.</p> <p>In the final year of the partnership, we will enhance the rollout of the partnership nationally across all universities in the UK on Cadent’s gas network 100 universities. They will measure the impact on national awareness of carbon monoxide amongst young people and create an annual “benchmark” that can drive our activity for the years to follow.</p> <p><u>The 3-year project will achieve:</u></p> <ul style="list-style-type: none"> • Increased awareness of Carbon monoxide, and other life-or-death situations students might face, by incorporating carbon monoxide safety awareness training in first aid training and spreading awareness

messaging through pop-up stands at each campus and posters in the halls.

- Engage students at 100 universities creating champions of safe halls and homes.
- With each partner university, aim to form a student society – a group of students dedicated to learning and sharing first aid skills. This will include weekly sessions learning top tips, bringing people together, and volunteering at events such as the London marathon, football matches and concerts. Members are students who have agreed to take part in these events.
- Bring people together – we will run several face-to-face events, including an awards ceremony, weekly training sessions, and leadership training. This will celebrate our shared purpose, whilst tackling loneliness and isolation.
- Create and design digital media and social media content, leaflets, and posters that are specifically tailored to each campus.
- Provide carbon monoxide alarms to students that may be in private rental accommodation and do not have an alarm.
- Use targeted social media advertising - including Facebook, Instagram, TikTok and Twitter, to ensure maximum reach.
- Promote the PSR register.

The project aims to reach approximately 910,000 students over the course of the initial 3-year project.

Project Objectives:

Cadent will measure the success of the St John Ambulance project "Championing safe, inclusive student communities" against the following objectives:

- To deliver carbon monoxide safety advice and raise awareness of the PSR to approximately 910,000 throughout the duration of the project. The reach will be broken down as per below:

Year One

Expected number of reach: c.150,000

Service(s)	Summary of Service(s)	Expected Number of Customers Reached
Promotional collateral and event attendance	St Johns Ambulance will have a strong physical presence at 50 universities, including posters in halls, flyers given out at freshers fairs, etc. They anticipate at least 1,000 opportunities to view per university.	50,000
Digital media	St Johns Ambulance will back physical presence with tailored social media advertising across Facebook, Instagram, Twitter and TikTok – which they would expect to create at least 2,000 opportunities to view per university.	100,000
Student societies	St Johns Ambulance have roughly 100 members at each of our 50 universities – these people are guaranteed a deep engagement, including CO awareness.	5,000

Year Two**Expected number of reach: c.300,000**

Service(s)	Summary of Service(s)	Expected Number of Customers Reached
Promotional collateral and event attendance	St Johns Ambulance will have a strong physical presence at 75 universities, including posters in halls, flyers given out at freshers fairs, etc. With more consistency across the year through support of our Youth Development Officer, they anticipate at least 1,500 opportunities to view per university.	115,000
Digital media	St Johns Ambulance will back our physical presence with tailored social media advertising across Facebook, Instagram, Twitter and TikTok – which again with further engagement support they would expect to create at least 2,250 opportunities to view per university.	175,000
Student societies	St Johns Ambulance anticipate an average of 150 members at each of the 75 target universities – these people are guaranteed a deep engagement, including CO awareness.	15,000

	<p>Year Three Expected number of reach: c.450,000</p> <table border="1"> <thead> <tr> <th data-bbox="475 293 799 371">Service(s)</th> <th data-bbox="807 293 1174 371">Summary of Service(s)</th> <th data-bbox="1182 293 1485 371">Expected Number of Customers Reached</th> </tr> </thead> <tbody> <tr> <td data-bbox="475 376 799 651">Promotional collateral and event attendance</td> <td data-bbox="807 376 1174 651">St Johns Ambulance will have a strong physical presence at 100 universities, including posters in halls, flyers given out at freshers fairs, etc. With increased capacity and a stronger campus awareness, they anticipate at least 2,000 opportunities to view per university.</td> <td data-bbox="1182 376 1485 651">200,000</td> </tr> <tr> <td data-bbox="475 656 799 958">Digital media</td> <td data-bbox="807 656 1174 958">With a fully honed digital media presence backing St Johns Ambulance physical media, they are confident they will engage a much wider audience in this year – with a goal of at least one ‘viral’ moment St Johns Ambulance would expect to create at least 2,000 opportunities to view per university.</td> <td data-bbox="1182 656 1485 958">200,000</td> </tr> <tr> <td data-bbox="475 963 799 1265">Student societies</td> <td data-bbox="807 963 1174 1265">With roughly 150 members at each of St Johns Ambulance 100 universities, including word of mouth referrals and housemate engagement through the hardship and leadership funding, they are confident this will be a big growth area in the final year of the partnership.</td> <td data-bbox="1182 963 1485 1265">50,000</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Provide 5,625 CO alarms throughout the duration of the project to students living without an alarm • We would expect 9,520 students would sign onto the PSR register throughout the duration of the project. We have predicted that 10% of the overall reach with a 3% retention rate will register • To support 70,000 students through the student societies to promote togetherness and tackle loneliness and social isolation • To generate a positive social return on investment - see the below relevant section for more details 	Service(s)	Summary of Service(s)	Expected Number of Customers Reached	Promotional collateral and event attendance	St Johns Ambulance will have a strong physical presence at 100 universities, including posters in halls, flyers given out at freshers fairs, etc. With increased capacity and a stronger campus awareness, they anticipate at least 2,000 opportunities to view per university.	200,000	Digital media	With a fully honed digital media presence backing St Johns Ambulance physical media, they are confident they will engage a much wider audience in this year – with a goal of at least one ‘viral’ moment St Johns Ambulance would expect to create at least 2,000 opportunities to view per university.	200,000	Student societies	With roughly 150 members at each of St Johns Ambulance 100 universities, including word of mouth referrals and housemate engagement through the hardship and leadership funding, they are confident this will be a big growth area in the final year of the partnership.	50,000
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<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>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 carbon monoxide. More information can be found in the relevant section below.</p>												

	<p>b. Either:</p> <ul 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>The project delivers services that meet all three elements of this criteria. The project will raise awareness of the dangers of CO and promote registration to the PSR.</p> <p>c. Have defined outcomes and the associated actions to achieve these:</p> <p>Cadent and St John Ambulance have entered into a service agreement that will contain the project objective and actions. Further detail can also be found below.</p> <p>d. Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations, and,</p> <p>This method of delivering support to customers in vulnerable situations falls outside of Cadent's BAU activities and other licence conditions.</p> <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> <p>This project will be solely delivered through Cadent's VCMA funding.</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p><u>Energy UK's 'CO Be Alarmed!' research:</u> Research from Energy UK's 'CO Be Alarmed!' campaign found that CO alarm ownership is relatively low versus customer's perceived levels of awareness. The research found that one in three Britons (over 17 million people) is at risk of not identifying carbon monoxide through not owning an alarm.</p> <p><u>McCann Market research CO survey:</u> McCann Market research carried out a survey and out of 52 18-34 year-olds, all were unable to identify the signs of CO poisoning and with 21 respondents believing you can "smell gas". This highlights that education is a key issue for this audience.</p> <p><u>The findings from the first McCann research study:</u> There may be a strong link between the number of fatalities and hospital admissions above and the problems uncovered by the first research study.</p> <p>The first McCann World group carbon monoxide market research project helped Cadent achieve its objective of identifying the most at-risk audiences for CO poisoning. These audiences included:</p> <ul style="list-style-type: none"> • 18–34-year-old, ethnic minorities, from lower income households; • 18-34-year-old, white females, from lower income households and with children at home; <p>These audiences shared the below criteria:</p> <ul style="list-style-type: none"> 1. Less aware on the dangers of CO and the perceived threat to their health. 2. More confused about the key symptoms of CO and most likely to believe that CO emits a smell.

3. Most likely to use gas appliances and least likely to own a CO alarm.

This helped Cadent understand that there is a disconnect with CO alarm ownership and awareness of CO signs and symptoms.

In terms of other problems that the first research study uncovered, evidence stated that 15% of participants from younger age groups (under 35s) were completely unaware of any dangers from CO.

The research study also revealed that there is a massive issue of incorrectly associating CO safety with CO2 and climate change in some groups. 166 respondents associated words like "environment" and "climate" with carbon monoxide.

Feedback from St John Ambulance:

"These objectives will ultimately save lives. Our Morrisons partnership has directly saved the lives of 20 of their customers in-store – we know that there is potential for Cadent Gas's impact to be even higher than this."

Without Cadent Gas, these activities aren't possible.

By working together, we will save lives, bring students together and create a long-lasting legacy.

Together, let's create a future where every community thrives, free from the harm of carbon monoxide.

This project will deliver our promise – Cadent Gas will be the company that teach a generation how to prevent and handle carbon monoxide poisoning.

Testimony 1

"Personally, if someone collapses in the street, I've always wanted to be that person that can rush in to save them. First Aid is one of those basic things that everyone should know, and what better way to learn than through a society?"

Being student-run, weekly meetings are very relaxed and social, but at the same time, you learn and practice tons of (literally) life-saving skills! Like CPR, taking blood pressure and even dealing with drunk people (especially relevant as a University student). Bandages, slings and checking vitals - you learn all sorts! And from some of the most talented and genuinely lovely people I have the privilege of calling my friends. There's nothing quite like being in the St John LINKS family.

Not only is it a great way to learn how to help others, it's super fun being out on duty too, representing such a prestigious charity. I've only been operational for a few months, but the experience is beyond immersive - under the guidance of the more advanced first aiders, I've helped treat a variety of patients, from London Marathon runners with bleeding feet, to unresponsive patients in Clapham Hub, to Arsenal football fans with sprained wrists. With the opportunity to work at Wimbledon and the Hyde Park concerts over the summer, there's definitely something for everyone!"

- Emily Caudron, Joined Oct 2016

Testimony 1

	<p>"With only negligible amounts of bias, I also love our St John Ambulance unit and here's why:</p> <p>At the start of uni, being around town all day I knew that if something happened in front of me on the street, and someone needed help, I wouldn't have a clue what to do. And I wanted to change that, so I thought 'great! I'll come along one evening a week and become the person who'll know what to do.' But at the very first meeting I realised that St John would become more than that, since not only was the meeting informative, it was also really good fun! The people are fun and friendly, the atmosphere is relaxed, and very soon Wednesday nights became one of the highlights of my week.</p> <p>Then I saw the smart uniform and pretty equipment we get at events, and I thought 'that looks nice too!' So, I signed up, and before I knew it, I'd walked straight into (well, through the back door) White Hart Lane, the Emirates, the Olympic Stadium, Lord's Cricket, Wimbledon and Queen's tennis, the Royal Opera House, and Horse Guards parade, to name but a few. I'd met the most interesting people, made the most wonderful friends, and treated everything from small cuts to unresponsive people, to some really weird things.</p> <p>Now I feel like if someone did need help, not only would I want to help, I'd also be competent to do so. And I gained a bit more along the way!"</p> <p>- Shira Greenberg, Society Manager 2017/18 (Treasurer 2015/16, 2016/17)</p> <p><u>The Energy Diaries research:</u> Through extensive research with customers living in fuel poverty over a period of several months, we then engaged with experts such as Citizen's Advice, NEA and a suite of other charities operating in this space to co-create a number of additional initiatives that Cadent could offer to its customers. This was one of these initiatives.</p> <p><u>Charity Partnerships:</u> We have strategic level partnerships in place with around 40 consumer advice organisations and charities. We engage regularly to assess the benefits of existing projects and consider options elsewhere, taking the opportunity to benchmark against others and seek to learn.</p> <p><u>Cadent:</u> Cadent also received stakeholder feedback on the importance of a cohesive approach to supporting customers and making every contact count. Cadent has acknowledged this stakeholder feedback and we have specifically chosen these methods of communication because of the high customer reach the important messaging will be received by.</p>
Information Required	Description
Outcomes, Associated Actions and Success Criteria	<p><u>Project outcomes:</u></p> <p>The partnership with St John Ambulance expects to achieve the following project outcomes throughout the duration of the project:</p> <ul style="list-style-type: none"> • To reach an average of 910,00 people through multiple media channels and face to face events.

- To reach 100 universities with our CO awareness and PSR messaging.
- To educate students on the dangers, signs, and symptoms of CO exposure through their first aid training.
- To incorporate CO safety awareness into the St Johns Ambulance first aid training.
- Emphasise the importance of having a CO alarm and how to make the most out of your CO alarm.
- To attend fresher's fairs to reach first-year students and to reach second and third-year students through the physical presence around campus (posters, flyers, etc), through student union society engagement (email campaigns), and through pop-up stands in the Students Union at other times of year to complete the carbon monoxide give-away.
- Provide CO alarms to students that may not have them in their privately rented accommodation.
- Promote the Priority Services Register.
- Bring people together at events, this will celebrate their shared purpose, whilst tackling loneliness and isolation.

Associated Actions:

The partnership with St John Ambulance will achieve the desired project outcomes:

- St John Ambulance working with their chosen media provider will design and create the material used to promote the project.
- St John Ambulance will use a variety of digital messaging to ensure it reaches all students.
- St John Ambulance will employ a Student Volunteering Lead – creating capacity for a wider roll-out of our partnership program, giving the maximum chance of teaching a generation to stay safe across the 100 universities.
- St John Ambulance staff/volunteers will all receive awareness training on the PSR and will help eligible students through the registration process.
- St John Ambulance staff/volunteers will all receive training on CO awareness.
- St John Ambulance will attend fresher's fairs and set up giveaway stations to distribute CO alarms to the most at risk.
- St John Ambulance events will bring people together with several face-to-face events, including an awards ceremony, student society, and leadership training.

	<p><u>Success criteria:</u> The success of the project will be measured by meeting the below criteria:</p> <ul style="list-style-type: none"> • The project will reach 910,000 students across the course of the 3-year project through multi-media channels, student societies, and face-to-face events across 100 universities. • Reached 365,000 students through promotional collateral and events such as freshers fairs. • Reached 475,000 students through tailored social media advertising across Facebook, Instagram, Twitter, and TikTok. • Recruited 70,000 students that will form a student society and these people are guaranteed a deep engagement, including CO awareness in their first aid training. • Provided 5,625 of the most at-risk households will receive a CO alarm. • 95,200 students will improve their awareness of the PSR. We predict that 9,520 eligible households will go onto register. Students will report reduced levels of anxiety in fearing a utility outage through being assisted to register to the Priority Services Register (PSR). • 8,050 students will report reduced feelings of loneliness and social isolation which will reduce the levels of anxiety and mental health concerns
<p>Project Partners and Third Parties Involved</p>	<p>Cadent will work in partnership with St John Ambulance to deliver the project.</p>
<p>Potential for New Learning</p>	<p>The opportunity to work with specialist partners at St John Ambulance will provide Cadent the chance to learn:</p> <ul style="list-style-type: none"> • What approaches are the most effective for engaging young adults that stand to benefit most from safety messaging and advice. • Which resource and training is the most effective and engaging for young adults. <p>Our partnership opportunity will position Cadent as the company directly responsible for teaching a generation how to prevent and handle carbon monoxide poisoning, and by working together, we will save lives, bring students together, and create a long-lasting legacy.</p> <p>It is important for Cadent to further understand what customer demographics possess the biggest knowledge gaps and misconceptions on carbon monoxide, as they are likely to be most at risk. Cadent can then tailor its future VCMA-funded carbon monoxide activities to ensure that the most at-risk customers are reached, resulting in effective spending of the allowance.</p> <p>The project aims to understand "how" best to reach and influence these audiences, to ensure any future VCMA campaigns are effectively reaching these audiences and shifting behavior.</p> <p>This newfound understanding will help shape future projects aimed at engaging customers on VCMA-related messaging.</p>

Scale of VCMA Project and SROI Calculations

The scale of the VCMA Project

Cadent will invest £325,520.00 in partnership with St John Ambulance over a 3-year project.

This VCMA project will be delivered across a three-year partnership and the project will reach approximately 910,000 students with a range of services across Cadent's four gas distribution networks.

Total project SROI calculations

We have calculated our SROI benefit using only a 3% retention rate on all events that are not face to face.

We have predicted that 10% of the people educated on the PSR will register.

Total investment: £325,520.00

1- year SROI:

Year 1		
Service(s)	Expected Number of Customers Reached	Retention rate 3%
Promotion collateral and event attendance	50,000	1,500
Digital media	100,000	3,000
Student societies	5,000	5,000
Total		9,500

- 9,500 people given CO advice: £16,587.00
- 95 PSR sign-ups: £2,733.91
- 575 people alleviating loneliness: £345,000.00 (1-year calculation only)

5- year SROI:

year 5		
Service(s)	Expected Number of Customers Reached	Retention rate 3%
Promotion collateral and event attendance	365,000	10,950
Digital media	475,000	14,250
Student societies	70,000	70,000
Total		95,200

- 95,200 people given CO advice = £830,880.16
- 9,520 PSR sign-ups: £1,369,832.80
- 8,050 people alleviating loneliness: £14,490,000.00 (3-year calculation only)

5-year gross present value= £2,200,928.80

1-year gross present value= £364,320.91

5-year net social return on investment = £1,875,408.80

1-year Social Return on Investment = £325,120.91

Ratio: £1:5

Educating customers on the dangers of carbon monoxide

Cadent also employed SIA Partners to evaluate the forecasted social return on investment of several RIIO-GD2 business plan elements. These elements included CO education, CO alarm distribution and the repair/replacement of gas appliances.

SIA Partners pointed to a number of factors that influenced the social value generated by educating customers on the dangers of carbon monoxide:

- A reduction in A&E visits linked to CO
- A reduction in long term hospitalisations linked to CO
- A reduction in deaths caused by CO
- A reduction in time of work due to injury caused by CO
- A reduction in ambulance call outs linked to CO

SIA Partners calculated the average 5-year gross present value of a CO educational conversation to be £8.73 - this is based on a 1-2-1 conversation with an 80% retention rate.

Supporting households to register to the Priority Services Register

Cadent worked with SIA Partners to evaluate the average 5-year gross present value of supporting households to register to the PSR. SIA Partner based their analysis on the DNO proxy bank value for an avoided stress management course.

SIA Partners evaluated an average 5-year gross present value of £143.89 for a single PSR registration.

Cost of loneliness and Social Isolation in young adults

The Centre for Warmth project will reach customers living in urban areas of Cadent's network.

⁴BBC report found that 63% of England's urban population are aged between 18-34.

⁵34% of young adults aged 18-34 experience feelings of loneliness.

⁶Social Psychiatry and Psychiatric Epidemiology reported a net present value of £6,000 for people who reported being lonely most of the time. This figure was across a 10-year period and equates to £600 per annum. This research concluded that younger people who feel lonely are at greater risk of developing conditions such as anxiety and depression.

The project aims to reach 70,000 urban customers. 63% of which will be aged between 18-34. This equates to 44,100 customers.

⁷Campaign to end loneliness reports that 25,000 young adults report feelings of loneliness. 63% of this population lives in urban areas, which equates to 15,750 people.

The project will run for 3 years, equating to a saving of £1,800 per customer.

14,994 customers report being lonely most of the time: (£600 x 3) x £1,800.00

⁴ [Where are the UK's youngest and oldest city populations? - BBC News](#)

⁵ [Loneliness in young people: policy recommendations | Mental Health Foundation](#)

⁶ <https://link.springer.com/content/pdf/10.1007/s00127-019-01733-7.pdf>

⁷ [The facts on loneliness | Campaign to End Loneliness](#)

	This equates to an overall benefit of £26,989,200 across the entire customer group supported through the project.
VCMA Project Start and End Date	Start date: April 2023 End date: March 2026
Geographical Area	All five of Cadent's networks
Remaining Amount in the Allowance at Time of Registration	T

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: 09/11/23	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 13/11/23	Review Completed By: Phil Burrows
Step 3: Director of Sustainability & Social Purpose Sign-Off: Mark Belmega	
Director of Sustainability and Social Purpose Sign-Off Date: 14/11/23	
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: November 23	
Date that Notification Email Sent to Ofgem: November 23	