

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA) *CO Competition*

Shelley Snow– Safeguarding and Community Project Lead
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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 a forecasted positive, Social Return on Investment (SROI) and Net Present Value (NPV) including for the gas consumers funding the VCMA Project (GDNs should use a common SROI model.	Y
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 license 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	
To qualify as a VCMA Project, essential gas appliance servicing must meet the following criteria:	
a) Either: <ul style="list-style-type: none"> i. A GDN has had to isolate and condemn an essential gas appliance following a supply interruption or as part of its emergency service role; or ii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in the owner-occupied home of a customer in a Vulnerable Situation where an occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes; or iii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in a tenant-occupied home of a customer in a Vulnerable Situation where it is the tenant's responsibility to maintain the essential gas appliance, where an occupier of the property suffers from a permanent or temporary health condition that 	N/A

makes them more vulnerable to health risks associated with cold homes.	
b) The household cannot afford to service the essential gas appliance, which is assessed against criteria consistent with the Energy Company Obligation (ECO4) Guidance: Delivery document 1 (see Appendix 1).	N/A
c) Sufficient funding is not available from other sources (including a social or private landlord, national, devolved, local government funding) to fund the essential gas appliance service.	N/A

Section 3 - Eligibility criteria for Collaborative VCMA Projects

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	CO Competition
Funding GDN(s)	Cadent
New / Updated (indicate as appropriate)	New PEA and partnership
Role of GDN(s) *For Collaborative VCMA Projects only	Cadent specific
Date of PEA Submission	December 2024
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 (£)	Partner costs: £20,000.00 Project management costs: £800.00
Total VCMA Funding Required (£k)	£20,800.00
Problem(s)	There is a relatively low awareness of the causes and consequences of CO poisoning, and this is in part demonstrated

	<p>by the proportion of homes that still do not have a CO alarm installed. It is reported that only 60-70% of homes across Cadent's network have a CO alarm in their home. Whilst it is important to have CO alarms in your homes, it is also important to educate people of the dangers of CO and how people can keep themselves and their families safe. This includes raising awareness of:</p> <ul style="list-style-type: none"> • Annual gas appliances services • Understanding the signs and symptoms of CO <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. 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"> • Safety Seymour (ages 6-7yrs) • The CO Crew (ages 9-11yrs) • Crucial Crews (ages 10-11yrs) <p>All programmes have and continue to be successful, however we also acknowledge that one style doesn't necessarily suit all learning and educational styles.</p>
<p>Scope and Objectives</p>	<p><u>Project Scope</u> This project will be an extension of our existing initiatives, educating children on the dangers of CO, including signs and symptoms, how to stay safe and where CO comes from. We understand that not all children learn in a conventional setting, therefore using an alternative platform such as Fun Kids to deliver the key messaging will increase engagement and include neurodiverse children. Fun Kids is the UK's award winning radio station for children and families, and a leading children's podcast and animations producer, engaging with over 2m children and parents each month across the UK through radio stations, podcast network, YouTube channels and online.</p> <p>Fun Kids will create a series of radio adverts and podcasts to advertise the CO competition and share vital CO messaging, which will be delivered nationally across their radio channels. These adverts will direct them to a dedicated web page which will be hosted on their website, where they can listen to the podcasts in order. Children will then be able to engage their learnings by creating their own advert via a script, audio recording or video. A winner will then be selected quarterly from the entrants, who will then be offered the opportunity to record their advert to be played on the radio.</p> <p>The hope and expectation are that the children will then act as ambassadors to their parents, grandparents and family members spreading the learning that they have picked up on from the adverts/podcasts and dedicated CO pages.</p> <p><u>Project Objectives</u> 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.

	<ul style="list-style-type: none"> • Reach 104,176 children over the course of the project, increasing overall awareness of CO and the signs and symptoms.
<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 education on carbon monoxide. More information can be found in the relevant section below.</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; c. Have defined outcomes and the associated actions to achieve these: <p>Cadent and Children’s Radio UK have entered into a service agreement that will contain the project objective and actions. Further detail can also be found below.</p> d. Go beyond activities that are funded through other price control mechanism(s) or required through license obligations, and, <p>This method of delivering support to customers in vulnerable situations falls outside of Cadent’s BAU activities and other license conditions.</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>This project will be solely delivered through Cadent’s VCMA funding.</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>There was overwhelming support from our customer and stakeholder communities to continue to work to keep our customers and the public safe from the dangers of CO. Details of this engagement can be found within our RIIO-2 business plan.</p> <p>Cadent conducted extensive stakeholder and customer feedback to shape the strategy for investment of VCMA funding, particularly for projects centred around CO.</p> <p>Stakeholders from Katie Haines Memorial Trust, Ground Work, Citizens Advice, BEIS and NEA reported that general public awareness on carbon monoxide was high, and that a general understanding on the dangers of CO exists.</p>

	<p>However, many stakeholders reported that a knowledge gap existed in customer's understanding on the preventative measures a household can take to reduce the risk of harm caused by CO.</p> <p>Due to this feedback, Cadent has worked with Fun Kids to create a fun CO competition children can engage in whilst being educated on the dangers of CO.</p>
Information Required	Description
Outcomes, Associated Actions and Success Criteria	<p><u>Project Outcomes</u></p> <p>The project aims to achieve the following outcomes: The competition will reach around 104,176 children throughout the period of the project. 450,000 nationally and 224,500 (49.9%) within Cadent's network. Each of the participants will then be able to share their learning and experience with their family and friends. Using a simple calculation of each child/participant then raising awareness to a further 2.4 people. This will equate to around 250,022 people.</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).</p> <p><u>Associated Actions</u> The following associated actions will be implemented by Fun Kids to deliver the project's outcomes:</p> <ul style="list-style-type: none"> • Engage with children to create 30 second radio adverts to promote awareness of CO. • Host a dedicated web page, including all relevant CO information and details for the competition. • Create a series of five short audio series to support the competition and how to create an advert. <p><u>Success Criteria</u></p> <ul style="list-style-type: none"> • 104,176 individuals will receive CO education to improve their CO safety and awareness.
Project Partners and Third Parties Involved	Children Radio UK – Fun Kids
Potential for New Learning	We will be able to understand the impact of using a more innovative approach and platform to reach children across our network and increase their overall awareness of CO.
Scale of VCMA Project and SROI Calculations, including NPV	<p><u>Scale of VCMA Project</u></p> <p>Cadent will invest £20,000 in partnership with Fun Kids Radio from January 2025 to March 2026 to reach up to 104,176 children, educating them on the dangers, signs and symptoms and increase overall awareness of CO.</p> <p><u>SROI Calculations</u></p>

	<p>The reach will be divided as per below:</p> <ul style="list-style-type: none"> 104,176 individuals will receive awareness advice on CO (this has been calculated as 49.9% of total reach 450,00 minus the retention rate of 32%) = £909,456.48 <p>Total Investment = £20,800.00</p> <p>Five-year gross present value = £909,456.48 One-year gross present value = £181,891.30</p> <p>Five-year net value = £888,656.48 One-year net value = £161,091.30</p> <p>SROI Ratio = £1:42</p>
VCMA Project Start and End Date	<p>Start Date: 6th January 2025 End Date: 31st March 2026</p>
Geographical Area	<p>The project will be delivered nationally, across all Fun Kids radio stations.</p>

Gas Network Vulnerability and Carbon Monoxide Allowance (VCMA) Governance Document - PEA Control Table

<p>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.</p>	
<p>Stage 1: Sustainability and Social Purpose Team PEA Peer Review</p>	
<p>Date Immediate Team Peer Review Completed: N/A</p>	<p>Review Completed By: N/A</p>
<p>Stage 2: Sustainability and Social Purpose Team Management Review</p>	
<p>Date Management Review Completed: 20/12/24</p>	<p>Review Completed By: Gemma Norton</p>
<p>Step 3: Head of Customer Vulnerability Social Programme Sign-Off: Phil Burrows</p>	
<p>Director of Sustainability and Social Purpose Sign-Off Date: 08/01/25</p>	
<p>Step 4: Upload PEA Document to the Website & Notification Email Sent to Ofgem (vcma@ofgem.gov.uk)</p>	
<p>Date that PEA Document Uploaded to the Website: February 2025</p>	
<p>Date that Notification Email Sent to Ofgem: February 2025</p>	