

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA) *"Acquired Brain Injury Awareness"*

"Holly Deakin, Oliver Hayward & Faye Bridge"
31/08/2022



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;	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	Acquired Brain Injury Awareness												
Funding GDN(s)	Cadent (East Midlands Network)												
Role of GDN(s) *For Collaborative VCMA Projects only	Not Applicable – Cadent specific project												
Date of PEA Submission	31/08/2022												
VCMA Project Contact Name, email and Number	Holly Deakin holly.deakin1@cadentgas.com 07929877485												
Total Cost (£k)	£14,300												
Total VCMA Funding Required (£k)	<table border="1"> <thead> <tr> <th>Activity</th> <th>Funding</th> </tr> </thead> <tbody> <tr> <td>Project Management and SROI calculations</td> <td>£4,500</td> </tr> <tr> <td>PSR/ Energy Safeguarding Information Sharing</td> <td>£4,700</td> </tr> <tr> <td>Accompanying Resources</td> <td>£3,100</td> </tr> <tr> <td>Governance & Monitoring</td> <td>£2,000</td> </tr> <tr> <td>Total</td> <td>£14,300</td> </tr> </tbody> </table>	Activity	Funding	Project Management and SROI calculations	£4,500	PSR/ Energy Safeguarding Information Sharing	£4,700	Accompanying Resources	£3,100	Governance & Monitoring	£2,000	Total	£14,300
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Problem(s)	<p>Acquired Brain Injuries (ABI) are incredibly common and can challenge every aspect of an individual's life, from walking to talking and thinking to feeling, the impact can be severe and permanent. Causes of ABI's include trauma to the head, tumours, strokes and haemorrhages. Situations resulting in severe brain injury can happen to anyone at any time, and survivors of severe brain injuries are likely to have complex long-term problems affecting their behavioural and cognitive functions, impacting their personality, relationships and ability to lead an independent life. Even with good rehabilitation, support and help in the community, survivors and their families are likely to face uncertain and challenging futures; with members often required to take on full/part-time caring roles, increasing financial pressures substantially.</p> <p>Every 3 minutes in the UK a hospital admission occurs due to a head injury, 90% of these will make a good physical recovery, however this still leaves approximately 1.3 million people and one in every 300 families living with the long-term effects of a brain injury. The Centre for Mental Health estimates this to be a cost to the UK economy of £15 billion per annum. These effects can be wide-ranging and unique to the individual, but often hidden.</p>												
Scope and Objectives	Headway is a UK-wide charity, that works to support those impacted by a brain injury and their families, improving their lives through the provision of vital information and services. Their programs work to increase awareness and understanding of brain injury and its consequences, initiating campaigns to												

reduce the incidence of brain injury and working closely with families to provide crucial rehabilitation tools.

The charity understands that a 'one size fits all' approach is not sufficient due to the complexity of the injury and hence run programs which provide one to one tailored support early on following the survivors' diagnosis. Outcomes of the outreach program include mental/physical health coping strategies, reduced reliance on GPs, reduced social isolation, improved independence and confidence.

With this in mind, there is a fantastic opportunity to work alongside Headway Leicester, Leicestershire and Rutland and Headway Nottingham to support their programmes and raise awareness, utilise and enforce the customer safeguarding services offered by both Cadent and Headway; including

- the Priority Services Register (PSR),
- Energy safeguarding services
- Fuel/Energy Efficiency Advice
- CO Advice
- Brain injury identity resources to support self-resilience.

The initial project will run as a pilot in Cadent's East Midlands (EM) network covering Headway Leicestershire, Leicester, Rutland and Headway Nottingham. If successful, there is also scope to expand the program across all Cadent networks.

We will work to educate their frontline workers so meaningful PSR information can be integrated into their business-as-usual support conversations. There is also scope to hold 'drop in' sessions, for individuals and their families who are supported by the Headway 'day' and 'outreach' services.

We will also utilise the expertise from Headway to ensure Cadent colleagues are equipped to support customers who are living with ABI/cognitive impairment. As a result, we will be reviewing and co-creating processes with Headway, enhancing the support and the training available to Cadent colleagues.

Through the project we aim to:

- Provide education to Cadent frontline workers, ensuring they know what to look out for and the actions to take if they come into contact with customers who may be living with an acquired brain injury (ABI)
- Ensure Headway frontline workers are recording their meaningful PSR conversations on the RePortal
- Raise awareness of the energy safeguarding tools Cadent provide, with focus specifically on fuel poverty and CO
- Provide meaningful resources (leaflets, videos, information cards) for Headway outreach workers to distribute to those with an ABI and their families
- Educate Cadent workforce on the services provided by Headway to offer a further level of support to existing customers on the PSR

Our objectives of the project include:

- 395 individuals supported by Headway Leicestershire, Leicester & Rutland Headway Nottingham to receive a meaningful conversation with Headway about the PSR

- 100% of meaningful PSR conversations to be recorded on the RePortal
- 6 Headway outreach workers (in the centres specified) to be aware of the PSR register and the energy safeguarding services Cadent offer
- 75% of EM first call operatives (FCO's) to be aware of the steps to take to provide when a customer indicates vulnerability from ABI

In addition, the following outcomes are expected:

- 70% of those who are supported by the program to feel safer in their homes and better equipped for the future regarding energy bills/efficiency and fuel safety

Expected Reach of the Program:

Headway Leicestershire, Leicester & Rutland and Headway Nottingham:

6 Headway outreach workers (over the two sites) will be equipped with the knowledge and resources to have meaningful conversations about the PSR, energy safeguarding and fuel poverty /energy efficiency. This programme will support around 395 individuals directly which include new referrals and those supported by the inhouse and outreach Headway programmes.

By equipping the frontline Headway workers with the vital knowledge of these services, we expect the program will also have a greater indirect reach of 2.5 per conversation. As we expect members will share this information further to their families and carers.

	Leicestershire, Leicester & Rutland	Nottingham	Total
Reach	265	130	395
Indirect Reach	663	325	988
Total Reach			1,383

We estimate in total around 395 Individuals living with an ABI will benefit directly from this funding.

Cadent East Midlands Field Force:

Internally, the project will aim to target around 280 members of the Cadent East Midlands field force, including both First Call Operatives and Repair Engineers, educating them with knowledge to support customers living with an ABI.

	First Call Operatives	Repair/Connections Staff	Total
Reach	130	150	280

Learnings from the programme will be used as a blueprint to influence a project of this nature over all Cadent networks and wider across the whole energy industry. There is also scope to expand and enforce this knowledge in further Headway centres and also integrate this knowledge into annual customer safeguarding training for all Cadent colleagues.

Initially, we estimate a total of 280 Cadent East Midlands staff in Customer Operations will receive training from this project.

<p>Why the Project is Being Funded Through the VCMA</p>	<p>Headway supports ABI survivors on a 1-1 basis for as long as an individual may need it. Hence, we will work to enhance this programme, equipping the Headway frontline workers with the knowledge to deliver meaningful conversations about the PSR and energy safeguarding services. It is also vital frontline workers from both organisations receive a bank of valuable resources, information and expertise so they feel equipped to offer/expand existing PSR support to those living with an ABI.</p> <p>The project will aim to promote:</p> <ul style="list-style-type: none"> • PSR Awareness including safety, communication and accessibility service • Co-creation of services provided by working with Headway • The RePortal: to track PSR conversations • Energy efficiency and fuel poverty • CO Safety • Headway resources including: brain injury identity cards, referral resources <p>Accompanying Resources to support Education of Headway and Cadent frontline workers:</p> <ul style="list-style-type: none"> • Videos <ul style="list-style-type: none"> - <i>ABI Training for Cadent field-force</i> - <i>PSR/ Energy safeguarding video for Headway</i> • Leaflets <ul style="list-style-type: none"> - <i>Covering PSR, energy safeguarding services and fuel efficiency advice for individuals to take away</i> • Posters <ul style="list-style-type: none"> - <i>To raise awareness of headway services in East Midlands Cadent Depots</i> • Headway referral cards <p>As mentioned previously, CO exposure also has the potential to lead to anoxic brain injury, with CO poisoning leading to severe long-term, lifechanging problems. Hence, providing further justification to raise awareness and prevent the dangers of carbon monoxide to these groups.</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>Over the duration of the project, we have engaged and addressed the proposed situation with various internal and external stakeholders, including: Cadent frontline workers, CMO's, Cadent safety & customer safeguarding teams and the national charity Headway.</p> <p>To gauge the current confidence in interacting with customers who have brain injuries, we sent out an internal survey applicable to those operating in the East Midlands.</p> <p>Significantly, only 37% of respondents indicated they would confidently spot the signs of customers with a brain injury.</p> <p>When evaluating the situation with the charity Headway, we recognised the circumstances faced by those in initial recovery from a head injury, with many individuals mentioning <i>“isolation, anxiety, frustration, sadness, low mood and depression causing the loss of independence and function”, “leaving many</i></p>

	<i>individuals who have sustained a brain injury in a place of darkness with a feeling of no hope.”</i>
Information Required	Description
Outcomes, Associated Actions and Success Criteria	<p>Cadent will work with Headway outreach workers to educate them on the PSR register and the associated energy safeguarding resources which fit alongside this. The funding will allow Headway frontline workers to add 5-10 minutes to their BAU check in sessions to discuss the PSR, support sign up and share accompanying resources. The conversations will run alongside various inhouse and outreach drop-in sessions. We expect a minimum of 400 PSR conversations led by Headway to take place per annum, with this expected to grow as the project gains traction.</p> <p>Alongside this, the project will support Headway events, campaigns and initiatives in the corresponding geographical Cadent areas which will further raise awareness of ABI's and the importance of robust safety procedures to prevent injuries of this nature.</p> <p>Internal successes of the project will include:</p> <ul style="list-style-type: none"> Clearly defined PSR processes to support those living with ABIs whilst supporting Cadent colleagues to act confidently <p>Overall Outcomes:</p> <ul style="list-style-type: none"> 395 individuals supported by Headway Leicestershire, Leicester and Rutland and Headway Nottingham to receive a meaningful conversation about the PSR 100% of these PSR conversations to be recorded on the RePortal All Headway outreach works (in centres covered by the project) to be aware of the PSR register and the energy safeguarding services Cadent offer and directly/indirectly circulate this information 75% of Cadent EM FCO's to be aware of the steps to take/ the additional support to provide when a customer indicates vulnerability from ABI <p>We will work to measure these successes through continuous check in's and shared updates with Headway representatives and the Cadent EM field force.</p>

Delivery Flowchart:

June 2022- June 2023

Planning:

- Invited Headway Leicestershire, Leicester and Rutland and Headway Nottingham to discuss the prospect of working together
- Worked with Headway to evaluate the needs/requirements to raise awareness of Hard Hat Safety, Brain Injuries and the PSR Register
- Headway regional centres and Cadent to begin planning resources to support frontline staff in both organisations
- Headway centres assess local need and create a plan to deliver joint outcomes including: a delivery plan, targeted groups, estimated reach and outcomes and budget needed

Launch:

- PSR and energy safeguarding resources and expertise shared with outlined Headway regional centres
- Headway outreach and support staff to undergo training/upskilling on the PSR, PSR registration, the RePortal and additional energy safeguarding resources
- Cadent internal comms circulated to raise awareness of project

Delivery:

- PSR Information to be added into BAU conversations in regional Headway centres outlined
- Drop-in sessions delivered by Headway regarding PSR/ energy safeguarding information
- Cadent East Midlands field force to be provided information/resources on supporting customers with an ABI and effective PSR provisions

Evaluation:

- Evaluate effectiveness of scheme in the East Midlands network with a view to expand over all Cadent networks
- Continuous monitoring of referrals made via the RePortal to ensure reach targets are met
- Compare/contrast EM field force initial survey responses to responses following the education programme
- Understand how we can expand and promote the partnership further (integration of Headway logo in Cadent Hard Hats, recycled plastic goodwill gestures etc.)

The following table demonstrates how the funding will be allocated:

Activity	% of Funding	Details
Project Management Cost	£2,000 (16.95%)	
PSR/ Energy Safeguarding Information Sharing	£4,700 (39.83%)	<ul style="list-style-type: none"> - Headway staff training on PSR, RePortal, energy safeguarding services, CO - 10 min PSR conversation added to BAU conversations (for individuals supported by Headway) - Headway drop in session for those supported by the outreach program (focused on PSR and the related services) - Headway information sharing sessions for those supported by the in house programme - Headway staff to support PSR registration - PSR Information to be shared on the regional Headway websites (L,L&R and Nottingham)
Accompanying Resources	£3,100 (26.27%)	<p>For Cadent Staff</p> <ul style="list-style-type: none"> - ABI Training Video - Headway referral cards - Headway posters <p>For Headway</p> <ul style="list-style-type: none"> - PSR/ Energy Safeguarding Video - PSR/ Energy Safeguarding Leaflets
Governance & Monitoring	£2,000 (16.95%)	For Headway to ensure the programme remains compliant & is closely monitored

Project Partners and Third Parties Involved

Cadent will be working with Headway Leicestershire, Leicester and Rutland and Headway Nottingham on this project. Headway UK are a national charity, with the organisation also operating various regional branches and groups spread across the UK, providing the vital support required to those impacted by ABI and their families.

As previously mentioned, we will be working specifically with Headway Leicestershire, Leicester & Rutland and Headway Nottingham.

Potential for New Learning

Cadent have made a commitment to have 2 million direct conversations to raise awareness of the PSR during the RIIO-2 period. Therefore, the education we will provide to Headway Outreach will not only contribute towards the 2

	<p>million but will also allow our engineers to arrive at those properties fully informed, knowing how they can adapt their actions accordingly, to benefit the needs of the household.</p> <p>We can use techniques and learnings from this project to extend the education programme over all Cadent employees, which will also support Cadent employees who may find themselves impacted (personally or indirectly) by an ABI. It also provides opportunity to develop a continuous relationship taking consistent, valuable advice from Headway UK to provide tailored, updated guidance for our field-force on a regular basis.</p> <p>Learnings from this programme could be used to develop a wider education programme, extending over all Cadent Networks and more regional Headway groups. This could be developed as a UK-wide programme, with Cadent providing the blueprint to extend this good practice over the other GDN's and similar industries.</p>
<p>Scale of VCMA Project and SROI Calculations</p>	<p>For the one year program, the total figures are as followed:</p> <p>Total Cost: £11,800 Total gross present value: £23,466 NPV: £9,166 SROI: £0.64</p>
<p>VCMA Project Start and End Date</p>	<p>June 2022- June 2023</p>
<p>Geographical Area</p>	<p>The initial pilot will take place within Cadent's East Midlands Network, specifically working alongside the regional Headway branches of: Leicestershire, Leicester and Rutland, and Nottingham which are two of the fifty-five regional groups.</p> <p>Headway Leicestershire, Leicester and Rutland's programme currently has three outreach workers providing weekly interaction and support to individuals spread across the area from North-West Leicestershire and Melton down to Hinckley and Bosworth and Market Harborough, with greatest density within the City of Leicester closest to the Day Centre. This geographical spread across the Soar Valley portion of the East Midlands network will provide a representative spread of the pilot across urban and rural environments informing learning for any future expansion of the programme.</p> <p>It is extremely important we cover a representative portion of the East Midlands network as increased social deprivation is also an independent risk factor for traumatic brain injury (TBI), particularly in young adult males, which is more common among patients from more deprived areas. Sustaining a head injury is relatively more common in patients from deprived areas; these individuals are more likely to sustain an isolated head injury because of an assault. Currently, 7% of our current services users sustained their injury from an assault, all of these are males.</p>
<p>Remaining Amount in the Allowance at Time of Registration</p>	<p>Confirmed budget available at the time of sign off.</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: 31/08/22	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 31/08/22	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: 06/09/22	
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 22	
Date that Notification Email Sent to Ofgem: November 22	