

Vulnerability & Carbon Monoxide Allowance (VCMA)

CO School Assembly Package

Hayley Tranter
24/01/2022



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

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

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

Information Required	Description
Project Title	Carbon Monoxide School Assembly Package
Funding GDN(s)	Cadent
Role of GDN(s) *For Collaborative VCMA Projects only	N/A
Date of PEA Submission	January 2022
VCMA Project Contact Name, email and Number	Hayley Tranter Hayley.tranter@cadentgas.com
Total Cost (£k)	1 Customer Stakeholder Specialist x 3 Days @£46.32/hour x 22.2 = £1028.30 1 Communications advisor x 3 Days @£39.96/hour x 22.2= 887.11 Total £1915.42 Website: £2,842.50 Concept to completed product £30,000.00 TOTAL: £34,757.92
Total VCMA Funding Required (£k)	The funding is being shared between Cadent and the Katie Haines Memorial Trust. Cadent will contribute £19,757.00 from the vulnerability and carbon monoxide allowance (VCMA)
Problem(s)	<p>Every year there are around 60 deaths caused by carbon monoxide in England and Wales. This means that in any given year, c.30 Cadent customers may die through an incident related to CO.</p> <p>There is relatively low awareness of the causes and consequences of CO poisoning and this is in part demonstrated by the proportion of homes that still do not have a CO alarm installed.</p> <p>CO alarm ownership across Cadent's networks is between 60%-70%.</p> <p>Whilst it is important to have CO alarms in homes, it is also important to educate customers of the dangers and how they can keep themselves and their families safe. This includes education around having their gas appliances checked annually and knowing and understanding the signs and symptoms of CO. This project is focussed on increasing societal awareness of the dangers of CO; we have a separate project focussing on the distribution of free CO detection alarms for customers who could otherwise not afford one.</p> <p>Children are at much greater risk of being affected sooner by CO poisoning because they breathe faster than adults and therefore show the signs of CO much quicker and become very poorly.</p>

<p>Scope and Objectives</p>	<p>Over the last 5 years we have provided educational awareness classes to primary school children through two separate initiatives:</p> <ul style="list-style-type: none"> • Safety Seymour (ages 6-7yrs) • The CO Crew (ages 9-11yrs) <p>Both programmes have been and continue to be incredibly successful. We have reached over 30,000 children in the last 5 years and these numbers are growing each month. Cadent remain committed to growing these programmes in RIIO-2 (next 5 years). This project will see us extend our existing initiatives, by merging the 2 existing programs to create a 15-minute video that can be shown in school assemblies that will be an introduction to carbon monoxide and CO safety.</p> <p>The assembly video is aimed at primary school aged children and is focussed around our characters, Safety Seymour and Mimi and Loz from the CO Crew. The assembly will be introduced by the teacher in the school and then the video will take the children through key learning around CO, focusing on:</p> <ul style="list-style-type: none"> • Signs and symptoms • Spotting the signs • How it impacts the human body • How to stay safe <p>The programme will also signpost to all the online resources that we have and will allow the children to continue their learning with parents, friends and families when they get home. The average number of children at a primary school is around 281 so using this approach allows us to reach large numbers of children.</p>
<p>Why the Project is Being Funded Through the VCMA</p>	<p>The CO school education programs directly reduce the likelihood of customers becoming ill or dying from CO related incidents. We have demonstrated the value delivered through educational programmes in RIIO-1 and this project will ensure we reach even more of our customers in RIIO-2.</p> <p>This programme is also in line with the Ofgem governance framework for spending VCMA on raising awareness of CO.</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>We recognise that children education has a positive impact in ensuring the messaging is taken home on the dangers of carbon monoxide. We have several comments from schools/teachers who think the existing programs are making a difference, however like to see a package that increases the number of students being educated.</p> <p>We trialled previous materials with teachers and headteachers that this program brings, however an assembly package was identified as a gap that could complement our existing approach.</p> <p>We have committed to educate 200,000 students in RIIO-2 price control this was following the customer and</p>

	<p>stakeholder feedback we received in 2019/20 where there was a strong agreement to continue and grow the children's education program on the dangers of carbon monoxide.</p>												
<p>Outcomes, Associated Actions and Success Criteria</p>	<p>The assembly will form a key part of our education programme and will allow us to reach our ambitious target of 75 schools a year who will receive the assembly session equating to 375 schools over the duration of the project.</p> <p>This will be in addition to those reached by our wider CO education programme, will reach and educate 200,000 pupils and students directly over the next 5 years. We expect that they will also reach a minimum of an additional 480,000 people indirectly through passing the messages to family and friends following the education session. This is based the average UK household size of 2.4 people, but in reality, we expect 'word of mouth' to travel beyond, into wider families, friends and neighbourhoods.</p> <p>There has been extensive research conducted which demonstrates that adults are more likely to take positive action (or change) when their child (o grandchild) asks them to (rather than other adults, even those seen as experts in their field). This is why we are continuing to provide education to schools and universities, rather than go straight to adults. Surveys and interviews held with schools post our education programmes suggests that somewhere between 60-80% of households take some form of positive action to reduce the harm of CO.</p>												
<p>Project Partners and Third Parties Involved</p>	<p>Cadent and The Katie Haines Memorial Trust will work with our school delivery partner to have the assembly session created, they will then integrate the sessions into the school delivery contract awarded last year following a tender process for the School Education program.</p>												
<p>Potential for New Learning</p>	<p>We will be able to understand how successful the sessions are received in school assemblies by seeking regular feedback.</p>												
<p>Scale of VCMA Project and SROI Calculations</p>	<p>Our delivery partner has calculated that for every assembly session delivered an average of 281 pupils will receive the CO education.</p> <p>We are forecasting 75 schools a year will have the assembly session equating to 375 schools over the price control.</p> <table border="1"> <tr> <td>Annual social return</td> <td>£183,593.07</td> </tr> <tr> <td>Annual social return minus project cost</td> <td>£164,196.07</td> </tr> <tr> <td>5 year social return</td> <td>£919,765.35</td> </tr> <tr> <td>5 year social return minus project costs</td> <td>£900,008.35</td> </tr> </table> <table border="1"> <tr> <td>Annual social return</td> <td>£36,790.61</td> </tr> <tr> <td>5-year social return</td> <td>£183,593.07</td> </tr> </table>	Annual social return	£183,593.07	Annual social return minus project cost	£164,196.07	5 year social return	£919,765.35	5 year social return minus project costs	£900,008.35	Annual social return	£36,790.61	5-year social return	£183,593.07
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	Annual social return minus project costs	£17,032.69
	5-year social return minus project costs	£164,195.15
VCMA Project Start and End Date	January 2022 – March 2026	
Geographical Area	All Cadent networks	
Remaining Amount in the Allowance at Time of Registration	N/A	

**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: 17/02/2022	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 18/02/2022	Review Completed By: Philip Burrows
Step 3: Director of Sustainability and Social Purpose Sign-Off: Mark Belmega	
Director of Sustainability and Social Purpose Sign-Off Date: 11/03/2022	
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 2022	
Date that Notification Email Sent to Ofgem: March 2022	