



# GDN Collaborative Vulnerability & Carbon Monoxide Allowance (VCMA)

## Project Eligibility Assessment (PEA)

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### Policy Connect - Carbon Monoxide Safe 4 Summer - Public awareness campaign

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*July 2022*

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

<p><b>Section 1 - Eligibility criteria for company specific projects (other than condemned essential gas appliance repair and replacement)</b></p> <p>In order to qualify as a VCMA project, a project must:</p>	
<b>VCMA Eligibility Criteria</b>	<b>Criteria Satisfied (Yes/No)</b>
<b>a)</b> Have a positive, or forecasted positive Social Return on Investment (SROI), including for the gas consumers funding the VCMA project;	<b>Yes</b>
<b>b)</b> Either: <ul style="list-style-type: none"> <li><b>i.</b> Provide support to consumers in vulnerable situations, and relate to energy safeguarding, or</li> <li><b>ii.</b> Provide awareness on the dangers of CO, or</li> <li><b>iii.</b> Reduce the risk of harm caused by CO;</li> </ul>	<b>Yes - satisfies all 3 criteria</b>
<b>c)</b> Have defined outcomes and the associated actions to achieve these;	<b>Yes</b>
<b>d)</b> Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations; and	<b>Yes</b>
<b>e)</b> Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.	<b>Yes</b>
<p><b>Section 2 - Eligibility criteria for company specific essential gas appliance servicing, repair and replacement projects</b></p> <p>In order to qualify as a VCMA project, unsafe pipework and essential gas appliance servicing, repair or replacement must meet the following criteria:</p>	
<b>a)</b> 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;	<b>N/A</b>
<b>b)</b> The household cannot afford to service, repair or replace the unsafe pipework or essential gas appliance; and;	<b>N/A</b>
<b>c)</b> 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.	<b>N/A</b>
<p><b>Section 3 - Eligibility criteria for collaborative VCMA projects</b></p> <p>In order to qualify as a collaborative VCMA project, a project must:</p>	
<b>a)</b> Meet the above company specific and boiler repair and replace (if applicable) project eligibility criteria;	<b>Yes</b>
<b>b)</b> Have the potential to benefit consumers on the participating networks; and	<b>Yes</b>
<b>c)</b> Involve two, or more, gas distribution companies.	<b>Yes</b>

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

<b>Information Required</b>	<b>Description</b>										
<b>Project Title</b>	Policy Connect - Carbon Monoxide Safe 4 Summer public awareness campaign										
<b>Funding GDN(s)</b>	Cadent Gas Ltd, Northern Gas Networks, SGN, Wales & West Utilities										
<b>Role of GDN(s) *For Collaborative VCMA Projects only</b>	Cadent Gas Ltd - Project Lead Northern Gas Networks, SGN, Wales & West Utilities - Project participants										
<b>Date of PEA Submission</b>	June 2022										
<b>VCMA Project Contact Name, email and Number</b>	Emma Turnbull - Customer Safeguarding Technical Support Emma.Turnbull@cadentgas.com 07855986898										
<b>Total Cost (£k)</b>	£50,000 (exc. VAT) <table border="1" data-bbox="427 819 986 1084"> <thead> <tr> <th><b>Commercial Party</b></th> <th><b>Percentage Allocation</b></th> </tr> </thead> <tbody> <tr> <td>SGN (SoGN &amp; ScGN together)</td> <td>£13,535.53</td> </tr> <tr> <td>WWU</td> <td>£5,783.20</td> </tr> <tr> <td>NGN</td> <td>£5,778.27</td> </tr> <tr> <td>Cadent</td> <td>£24,903.00</td> </tr> </tbody> </table>	<b>Commercial Party</b>	<b>Percentage Allocation</b>	SGN (SoGN & ScGN together)	£13,535.53	WWU	£5,783.20	NGN	£5,778.27	Cadent	£24,903.00
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<b>Total VCMA Funding Required (£k)</b>	£50,000 (exc. VAT)										
<b>Problem(s)</b>	<p><u>Problem statement</u></p> <p>Each year carbon monoxide (CO) exposure causes at least 4,000 people in England and Wales to attend emergency departments as the result of accidental CO poisoning. Health experts know that CO exposure leads to more than 30 people a year losing their lives and 200 people being hospitalised because of CO poisoning.</p> <p>The main causes of CO to leak are incorrectly installed or poorly maintained gas appliances. The most common causes of accidental exposure to carbon monoxide are cookers, heaters and central heating boilers. The risk of exposure to carbon monoxide is also higher in caravans, boats, and mobile homes.</p> <p>Carbon Monoxide alarms are cheaper and more accessible than ever, yet the data from English Housing Survey, 2020-2021 confirms 54% of homes in England do not have a carbon monoxide alarm in their home.</p> <p>With the rising costs of living and increase in fuel bills means that more people will be struggling to pay their energy bills. The Fuel Bank Foundations "Fuel Crisis Report 2022" has reported that 96% of people they have supported were having to make the choice between heating their homes or putting food on the table to feed their families, and 14% of people supported were sacrificing hot food daily. The same report confirms that 74% of people are struggling with other essential household bills. The fuel crisis will force people in low-income households into a position to choose whether they get their boiler serviced, faulty appliance repaired or pay their energy bills. 1 in 5 homes have at least one faulty gas appliance reported from the Gas Safe Register research 2019, and 1 in 8 homes in London were found to have levels of carbon monoxide that exceed WHO limits for one hour reported by Croxford et al. 2006.</p> <p>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, which highlights that education is a key issue. To complicate the matter more the law is</p>										

	<p>changing in the UK on carbon monoxide alarms in homes to bring greater protection for the public. This will especially cause confusion to landlords, social housing tenants and the vulnerable groups.</p> <p><u>The main changes for carbon monoxide alarm regulations in England, Scotland and Wales are:</u></p> <p><b>Scotland</b>  Since February 1st, 2022, all Scottish homes are required to have a carbon monoxide alarm in all rooms where there is a fixed combustion appliance (excluding an appliance used solely for cooking) or a flue. In rented properties, landlords are responsible for supplying the alarm. Carbon monoxide alarms must meet the relevant British Standards (EN 50291-1), and must have 'a sealed battery for the duration of its lifespan' to prevent tampering or the need for battery changes</p> <p><b>England</b>  The Smoke and Carbon Monoxide Alarm (Amendment) Regulations 2022 will come into force on October 1st, 2022, following debate in the Second Committee for Delegated Legislation on June 20th and approval in the House of Commons on June 21st. These changes will require carbon monoxide alarms to be installed in all rented accommodation and new build properties where there is a fixed combustion appliance, excluding gas cookers. Carbon monoxide alarms are also required when a fixed combustion appliance (excluding gas cookers) is first installed in any home. Both private and social sector landlords will have a duty to repair or replace alarms, once informed that they are faulty.</p> <p><b>Wales</b>  The Welsh Government will implement changes from December 1st 2022 (delayed from July 15th, 2022) to the Renting Homes (Wales) Act 2016, which under the regulations for Fitness For Human Habitation (FFHH) will require landlords to ensure working carbon monoxide detectors are fitted in their properties where there is any gas appliance, an oil-fired combustion appliance or a solid fuel burning combustion appliance.</p>
<p><b>Scope and Objectives</b></p>	<p><u>Objectives</u></p> <p>To engage an average of 5,425,000 Individuals through multiple media channels focusing on three key messages:  1) Alarm laws are changing for homes in the UK  2) Are you protected?  3) Getting extra help</p> <p>The campaign will educate people on the new UK laws on CO alarms. This will increase individuals' knowledge and understanding around the dangers, signs and symptoms of CO. The campaign will also educate and support vulnerable groups on how they can get the most out of their alarms by giving instructions, explaining types of alarms and what to do when you travel.</p> <p><u>The campaign aims to:</u></p> <ul style="list-style-type: none"> <li>- Provide CO safety information and a pathway to access CO alarms where required</li> <li>- Provide information on how to get the most out of your CO alarm</li> <li>- Provide awareness on the signs and symptoms of CO exposure</li> <li>- Explain the new UK laws</li> <li>- Support landlords and people living in social housing</li> <li>- Support vulnerable customers and promote the PSR register</li> </ul>
<p><b>Why the Project is Being Funded Through the VCMA</b></p>	<p>This project operates across all the GDN networks and aligns to our GDN strategic mission to reflect and understand our changing customer's needs. This project meets the VCMA eligibility criteria as it will provide safeguarding information for those most in need and increase awareness on the dangers of CO exposure. The campaign will explain and educate people on the new UK legislation, how it will affect individuals and how to make the most out of your CO alarm. The campaign will also support customers by helping them gain access to further support and help they need to live in a safe and warm home. This will ensure that the funding achieves a positive social return on investment.</p>

<p><b>Evidence of Stakeholder/Customer Support</b></p>	<p><b>Energy UK’s ‘CO Be Alarmed!’ research</b>  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) are at risk of not identifying carbon monoxide through not owning an alarm.</p> <p><b>McCann Market research CO survey</b>  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><b>GDN CO Collaboration Group</b>  When discussing this as a potential collaborative VCMA project during the GDN CO Collaboration Group all GDNs and strategic stakeholders supported this partnership and the progression of this project.</p> <p><b>Northern Gas Networks commissioned research around CO</b>  During November 2021 Energy Crisis / Partnership Working Workshop Northern Gas Networks stakeholders said the energy crisis will result in people not getting their appliances serviced every year, which increases the risks of CO poisoning. Since November 2021 and currently we are in an energy crisis which is further impacting vulnerable customers and increases these risks. On top of that we are also currently in the midst of a cost-of-living crisis where people are having to choose between heating, eating and health. The servicing of appliances will continue to fall further down the list of customers priorities as a result of these two crises.</p> <p>Some, if not all of the top actions from the research commissioned by Northern Gas Networks around CO safety, will be addressed by supporting this project:</p> <ul style="list-style-type: none"> <li>• Target increasing awareness of the dangers of CO</li> <li>• Increase understanding of what CO actually is</li> <li>• Encourage people to get a CO alarm</li> <li>• Encourage people to test their alarms</li> </ul> <p><b>Wales &amp; West Utilities customer and stakeholder insight</b>  During extensive GD2 business planning customer and stakeholder engagement in 2018 and 2019, there was overwhelming support for increased investment to support people in vulnerable situations, including raising awareness of the risks of CO for at-risk groups. This was further evident in a stakeholder prioritisation and value for money workshop, which ranked investment in CO awareness raising, alongside other vulnerability support as the top priority. Stakeholders engaged included regional representative groups, energy industry experts and regional local community representatives.</p> <p>Further customer research carried out in 2020/21 to trend customers’ prioritisation of GD2 delivery commitments and attitudinal profiling, showed that supporting investment in consumer vulnerability including raising awareness of CO risks, remained a highly-ranked customer priority – fourth in a ranking of 25 customer priorities.</p> <p>At regional community representative stakeholder workshops in 2021 and 2022, there was continued support for individual and collaborative GDN strategic focus on specific target groups for raising awareness of CO risks.</p> <p><b>SGN’s Future Thinkers Panel</b>  In 2020 SGN held dedicated CO Safety sessions with their Future Thinkers Panel, which is made up of sixteen 14 – 16-year-olds from across their network regions in Scotland and southern England, with key interests in topics like climate change, future energy solutions and STEM careers. These sessions looked to provide insight on how best to engage young people on the dangers of CO and provide CO awareness. They suggested the use of popular social media channels such as Tik Tok, Snapchat, and</p>
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	Instagram as well as adverts on YouTube and Spotify to raise awareness of CO with young people.
<b>Outcomes, Associated Actions and Success Criteria</b>	<p><u>Project outcomes</u></p> <p>The partnership with Policy Connect expects to achieve the following project outcomes.</p> <ul style="list-style-type: none"> <li>To promote three key messages: <ul style="list-style-type: none"> <li>- Are you protected? (To include alarm type, responding to the alarm, using the instructions, checking the alarm etc)</li> <li>- Getting extra help (To include sources of support and advice for the public and professionals, signs and symptoms)</li> <li>- Alarm laws are changing for homes in the UK</li> </ul> </li> <li>To reach an average of 5,425,000 people through multiple media channels</li> <li>To educate the public on the dangers, signs and symptoms of CO exposure</li> <li>Emphasise the importance of having a CO alarm and how to make the most out of your CO alarm e.g travel, instructions, type, maintenance (testing and expiry date)</li> <li>Promote the Priority Services Register</li> </ul> <p><u>Associated Actions</u></p> <p>The partnership with Policy Connect will achieve the desired project outcomes:</p> <ul style="list-style-type: none"> <li>Policy Connect working with their chosen media provider will design and create the material used to promote the campaign</li> <li>All commercial parties will support and share the campaign which will increase the reach</li> <li>Policy Connect will use a variety of messaging to ensure it reaches all types of individuals such as landlords, people living in social housing and the vulnerable groups</li> </ul> <p><u>Success criteria:</u></p> <ul style="list-style-type: none"> <li>Create a positive impact on the health and wellbeing of people</li> <li>Extend the reach and offer additional support such as the PSR</li> <li>Educate people on how to protect themselves and their households from CO</li> <li>Explain the new UK laws around CO alarms</li> <li>Reaching the expected number of individuals</li> </ul>
<b>Project Partners and Third Parties Involved</b>	<p><u>Funding Partners:</u></p> <p>Cadent Gas Limited, Northern Gas Networks, SGN and Wales and West Utilities. Cadent Gas Limited to lead the partnership providing programme support and ensuring the objectives of the partnership are managed and met.</p> <p><u>Delivery Partner:</u></p> <p>Policy Connect</p>
<b>Potential for New Learning</b>	<p>The opportunity to work with specialist partners at Policy Connect will provide all GDNs the chance to learn:</p> <ul style="list-style-type: none"> <li>What approaches are most effective for engaging customers that stand to benefit most from safety messaging and advice</li> <li>Which resource and training is the most effective for our customers</li> </ul>
<b>Scale of VCMA Project and SROI Calculations</b>	<p><u>Project scale</u></p> <p>The project will run for seven weeks from 11th July 2022 - 28th August. Based on the forecast provided by Policy Connect, we estimate that an average of 5,425,000 will be reached through the entire duration of the campaign.</p> <p>The project will utilise £50,000 of collaborative VCMA funding and will operate across all GDN networks in England, Scotland and Wales.</p> <p>Estimated engagement (individual people):</p>

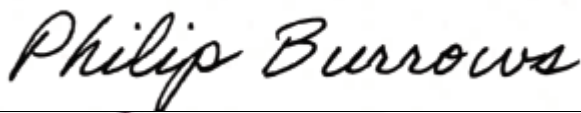

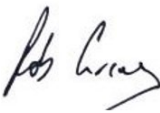
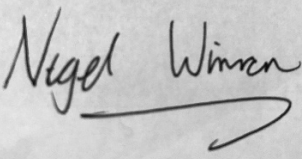
	<table border="1"> <tr><td>Week 1</td><td>2 million – 500k</td></tr> <tr><td>Week 2</td><td>1 million – 400k</td></tr> <tr><td>Week 3</td><td>800k – 350k</td></tr> <tr><td>Week 4</td><td>700 – 300k</td></tr> <tr><td>Week 5</td><td>1.5 million – 800k (potential DLUHC guidance published)</td></tr> <tr><td>Week 6</td><td>1 million – 500k</td></tr> <tr><td>Week 7</td><td>700 – 300k</td></tr> </table> <p><u>Investment calculations:</u>  - Invest = £50,000  - 1 year net present value = £305,109.63  - 5 year gross present value = £1,775,548.14  - 5 year net present value = £1,725,548.14  - 5 year net SROI = £34.51  Total campaign SROI calculations are based on an average between the maximum and minimum reach of 5,425,000 which calculates at £1,725,548.14 5-year net present value. It's difficult to calculate a precise social return on investment as it is based on the proportion of those who saw the key messages retaining the messages and taking appropriate action. We can estimate that a good engagement reach is between 1% and 5% and the larger the audience the harder the reach. We have calculated our SROI benefit using only an average of a 3% retention rate.</p>	Week 1	2 million – 500k	Week 2	1 million – 400k	Week 3	800k – 350k	Week 4	700 – 300k	Week 5	1.5 million – 800k (potential DLUHC guidance published)	Week 6	1 million – 500k	Week 7	700 – 300k
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<b>VCMA Project Start and End Date</b>	11th July 2022-28th August 2022														
<b>Geographical Area</b>	England, Scotland, and Wales														
<b>Remaining Amount in the Allowance at Time of Registration</b>	Collaborative amount before this project: £9,195,542.00 Project costs: £50,000 Remaining following this project: £9,145,542.00														

**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: GDN Collaboration Group PEA Review  Date completed: 25.07.2022  Review completed by:  Job title:</p>	
GDN:	Name(s):
Cadent	Suzanne Callington
NGN	Jill Walker
SGN	Dan Edwards
WWU	Elizabeth Warwick
<p>Stage 2: GD2CVG Panel Review  Date review completed: 24.08.2022  Review completed by:  Job title:</p>	
GDN:	Name(s)
Cadent	Phil Burrows
NGN	Eileen Brown
SGN	Kerry Potter

WWU	Nigel Winnan
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Step 3: Participating GDN individual signatory sign-off

GDN	Name(s)	Signature(s)	Date
Cadent:	Philip Burrows		03/11/22
NGN:	Eliien Brown		07.10.2022
SGN:	Rob Gray		25/10/22
WWU:	Nigel Winnan		3/11/22

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 2022

Date that Notification Email Sent to Ofgem: November 2022