

# **GDN Collaborative Vulnerability & Carbon Monoxide Allowance (VCMA)**

## **Project Eligibility Assessment (PEA)**

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### *Game Over carbon monoxide young persons' awareness campaign*

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*Partner leads:*

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26/09/22

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

<b>Section 1 - Eligibility criteria for company specific projects (other than condemned essential gas appliance repair and replacement)</b>	
In order to qualify as a VCMA project, a project must:	
<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</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>
<b>Section 2 - Eligibility criteria for company specific essential gas appliance servicing, repair, and replacement projects</b>	
In order to qualify as a VCMA project, unsafe pipework and essential gas appliance servicing, repair or replacement must meet the following criteria:	
<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>
<b>Section 3 - Eligibility criteria for collaborative VCMA projects</b>	
In order to qualify as a collaborative VCMA project, a project must:	
<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>	Game Over carbon monoxide awareness programme												
<b>Funding GDN(s)</b>	Wales & West Utilities, SGN, Cadent, Northern Gas Networks,												
<b>Role of GDN(s) *For Collaborative VCMA Projects only</b>	WWU & SGN – Joint project leads NGN / Cadent – Project participants												
<b>Date of PEA Submission</b>	23/09/22												
<b>VCMA Project Contact Name, email, and Number</b>	Elizabeth Warwick – WWU Stakeholder Engagement Manager <a href="mailto:Elizabeth.warwick@wwutilities.co.uk">Elizabeth.warwick@wwutilities.co.uk</a> 07890 629496  Dan Edwards – SGN Social Impact Programme Lead <a href="mailto:Dan.edwards@sgn.co.uk">Dan.edwards@sgn.co.uk</a> 07800 655582												
<b>Total Cost (£k)</b>	£300,869 (exc. VAT) over 11 months <table border="1" data-bbox="427 929 820 1218"> <thead> <tr> <th></th> <th>Cost per GDN</th> </tr> </thead> <tbody> <tr> <td>NGN</td> <td>£ 34,770</td> </tr> <tr> <td>SGN</td> <td>£ 81,448</td> </tr> <tr> <td>WWU</td> <td>£ 34,800</td> </tr> <tr> <td>Cadent</td> <td>£149,851</td> </tr> <tr> <td></td> <td>£ 300,869</td> </tr> </tbody> </table>		Cost per GDN	NGN	£ 34,770	SGN	£ 81,448	WWU	£ 34,800	Cadent	£149,851		£ 300,869
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<b>Problem(s)</b>	<p><b>Problem statement</b></p> <p>Carbon Monoxide (CO) can pose a serious threat to human health and even fatality, with around 30 - 40 deaths caused by CO poisoning each year in the UK and 4,000 people treated in hospital as a result of CO poisoning.</p> <p>Lack of awareness of the risks of CO and ways in which to prevent CO harm are major contributing factors to the current number of CO-related deaths and injuries, with safety devices such as CO alarms available as a relatively low-cost item and widely accessible.</p> <p>Young people, aged 16-24yrs show an attitude to their personal safety from CO poisoning that puts them in one of the most at risk groups from CO harm and one of the least aware about the dangers of CO.</p> <p>Gas and CO safety research carried out collaboratively by all GDNs in 2020 showed awareness of CO poisoning fatality was significantly lower amongst younger people (82% for 16-24yr olds compared to 92% overall) and this age group is far less likely to have a working audible CO alarm (26% compared to 63% of 65 – 74yrs) and less likely to think it important to have gas appliances annually services (79% compared to 97% for</p>												

	<p>65-74yr olds). It also showed that nearly half (49%) of 16-24yr olds thought that CO had a smell.</p> <p>Young people are challenging to engage so a highly innovative and creative method of CO awareness campaigning is required that will resonate with this age group, that is related by age but disparate in its different cohort groupings.</p> <p>A dedicated engagement to match the interests of a majority of this age-group is required, and computer gaming was identified as a hobby/passion for a significant number of young people.</p>
<p><b>Scope and Objectives</b></p>	<p><b>Objectives:</b></p> <p>To reach young people, aged 16 – 25 with CO awareness messaging, through the proven route of the Game Over creative campaign, piloted by Wales &amp; West Utilities, run by Heavenly Media, while maintaining longevity of the digital media campaign through activation of the successful Student Ambassador campaign aimed at the same age group, piloted by SGN and run by Campus Group.</p> <p>The two-month Heavenly Game Over pilot campaign served a total of 978,408 impressions across digital media platforms, including the Facebook network, Snapchat, YouTube, Spotify, Octave digital audio and BVOD through ITV Hub. The Game Over adverts recorded 6.217 click throughs to the WWU website for more information on CO safety and awareness.</p> <p>SGN's two-month Student Ambassador pilot campaign throughout March/April 2021 reached 37,000 students and young people through peer-to-peer engagement providing key CO awareness messaging and safety advice. Student ambassadors were carefully selected in Edinburgh and Southampton Universities to run targeted campaigns through their social platforms and student networks.</p> <p><b>Scope:</b></p> <p>Heavenly and Campus Group will work together to ensure we deliver a coherent campaign in content, look and feel throughout.</p> <p>The Game Over campaign work will be integrated and complementary to student brand ambassador and other on-campus work. The work will involve 2x brand ambassadors in each of x16 Universities with a geographical spread across England, Scotland &amp; Wales aligned to GDN network coverage. Student ambassadors will be recruited from target universities and be confident and influential 2<sup>nd</sup> or 3<sup>rd</sup> year students who are well-connected, society leaders with high social followings. They will distribute campaign collateral and merchandise across the various campuses, targeting key course groups and use their social channels to share brand messaging, also promoting associated events and supporting events teams on site. Target universities and their GDN alignment:</p> <ul style="list-style-type: none"> <li>• Manchester Metropolitan University - Cadent</li> <li>• Nottingham Trent University - Cadent</li> <li>• University College London - Cadent</li> <li>• University of Birmingham - Cadent</li> <li>• University of Sheffield - Cadent</li> <li>• University of Coventry - Cadent</li> <li>• University of Hertfordshire - Cadent</li> <li>• University of Derby - Cadent</li> <li>• University of Brighton - SGN</li> <li>• University of Edinburgh - SGN</li> <li>• University of Glasgow - SGN</li> <li>• University of Southampton - SGN</li> <li>• University of the West of England (UWE) - WWU</li> <li>• Cardiff University - WWU</li> <li>• University of Newcastle - NGN</li> <li>• University of Leeds - NGN</li> </ul> <p>Student ambassador activity will be supplemented by the creation of a 2D / 8-bit 'Space Invaders'-style, retro arcade game based on the 'Silent Killer' Game Over theme. The video game will be physically placed in participating universities, with a version also</p>

	<p>being produced for the campaign website. Other elements of the campaign include on-campus posters and clean graffiti sites across a broader spread of universities. Campaign messaging will also be amplified by 30 nano-influencers to spread the message and direct young people to the website, where the online version of the retro video game will be embedded. Influencers will be included from across a range of key audiences, including those interested in gaming, and they will post across Instagram, Tiktok and Twitch.</p> <p>Heavenly will develop the mini-standalone website that can be linked to GDN's existing websites, to drive young people to for further information, following their engagement via the Game Over digital campaign and student ambassador activities. As part of the campaign, Heavenly will support the development of a common GDN CO brand for VCMA projects – with option to extend to all GDN collaborative VCMA projects.</p> <p>The existing Game Over film will be edited and audio re-edited suitable for the all-UK campaign. Two media bursts of four weeks each will be planned across the campaign period, and will utilise social and digital media, television and broadcast video on demand (VOD), and radio and digital media.</p> <p>Detailed media plans will be defined as the campaign activation dates are agreed and the media planning rationale has been developed from key learnings following the initial Wales &amp; West Utilities campaign.</p>
<p><b>Why the Project is Being Funded Through the VCMA</b></p>	<p>This project operates across the Cadent, NGN, SGN and WWU networks and aligns to a number of our collective GDN CO Strategic ambitions, target audiences and delivery methods:</p> <p><b>Ambitions</b></p> <ul style="list-style-type: none"> <li>• Work with partners who share our joint ambition</li> <li>• Work to ensure inclusion to minimise communities at greater risk – those most at risk of harm and less engaged, making sure that language doesn't become a barrier to staying safe</li> <li>• Enable national programmes with consistent messaging for target communities</li> <li>• Sharing learning and take on board best practice demonstrated by others</li> </ul> <p><b>Target Audiences</b></p> <ul style="list-style-type: none"> <li>• Customers across our networks</li> <li>• Customer segmentations deemed to have a higher risk of coming into contact with CO</li> <li>• Potential and existing partners</li> </ul> <p><b>Delivery</b></p> <ul style="list-style-type: none"> <li>• For-life messaging for children and young people</li> <li>• Working in partnerships with trusted intermediaries to access hard-to-reach groups</li> <li>• Targeted social and traditional media campaigning</li> </ul> <p>This project meets the VCMA eligibility criteria as it will provide awareness on the dangers of CO through a defined set of outcomes, and in doing so will reduce the risk of harm caused by CO resulting in a positive Social Return on Investment.</p>
<p><b>Evidence of Stakeholder/Customer Support</b></p>	<p><b>Joint GDN Gas Safety Research 2020</b></p> <p>Gas and CO safety research carried out collaboratively by all GDNs in 2020 showed awareness of CO poisoning fatality was significantly lower amongst younger people (82% for 16-24yr olds compared to 92% overall) and this age group is far less likely to have a working audible CO alarm (26% compared to 63% of 65 – 74yrs) and less likely to think it important to have gas appliances annually services (79% compared to 97% for 65-74yr olds). It also showed that nearly half (49%) of 16-24yr olds thought that CO had a smell. This signified that this is a cohort who are at greater risk due to their attitude to CO risks and associated preventative measures.</p> <p><b>GDN CO Collaboration Group</b></p> <p>When discussing this as a potential collaborative VCMA project during the GDN CO Collaboration Group the other GDNs and strategic stakeholders supported this partnership and the progression of this project.</p>

**WWU customer and stakeholder insight**

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.

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.

At regional community representative stakeholder workshops in 2021 and 2022, there was continued support for our individual and collaborative GDN strategic focus on specific target groups for raising awareness of CO risks.

**NGN commissioned research around CO in January 2021.**

Some, if not all of the top actions from research commissioned by NGN around CO safety, will be addressed by supporting this project:

- Target increasing awareness of the dangers of CO
- Increase understanding of what CO actually is
- Encourage people to get a CO alarm
- Encourage people to test their alarms

**NGN Customer Engagement Group (CEG)**

This group provides an independent oversight into the actions we take to support our customers in vulnerable situations. Checking we've got it right – using a range of engagement mechanisms to assess and challenge our response to stakeholder feedback, ensuring we are responding in the right way. This has offered us robust challenges into how we deal with customers in vulnerable situations which meets the needs of our stakeholders. They support our efforts to educate young people on the dangers of CO.

**NGN CO specific workshop**

We held a CO awareness specific workshop in February 2022 of which Think CO hosted a partner spotlight presentation around CO. During this workshop our stakeholders identified that gas servicing organisations need to communicate more effectively with customers. They suggested that these organisations could collect information whilst handling and leaving useful information with customers whilst on site.

Recent social indicator mapping research carried out in June 2022, indicated that Bradford, Hull, Scarborough, South Tyneside and Sunderland were the top five places, to emerge as having the greatest concentration of vulnerabilities within NGN's network. This was based on a combination of the following vulnerability factors:

- Fuel poverty
- Benefit claims
- No qualifications
- Long term health problem / disability

Due to the financial challenges, currently experienced in these areas, makes it even more important to raise awareness of the signs and symptoms of CO. These localities need to be key areas for consideration, both in terms of ensuring service delivery is aware of challenges people may face, and in relation to targeting potential support. Northumberland and the East Riding of Yorkshire are the two more rural districts that are close to fitting the bill, in relation to the vulnerability factors above. Raising awareness of CO needs to be a priority in these areas, due to the fact that many communities will be off the gas grid and using other fossil fuels such as, oil, coal and wood burning stoves.



	<p>Each year we use our annual Customer Perceptions Research to understand the priorities of our customers. Amongst a set of general tracker questions i.e., same questions that are asked year on year, the evidence in the most recent research (February 2022), indicated that keeping bills as low as possible ranked more highly, than providing a safe and reliable supply of gas, for the first time. This is a clear indication, as to how concerned customers are about the cost of energy and the subsequent impact this will have on other bills.</p> <p><b>SGN’s Future Thinkers Panel</b> 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. One of the panel’s key recommendations was to use peer-to-peer engagement to provide CO awareness as this would mean the information was more relatable and likely to be taken in. They also suggested the use of popular social media channels such as Tik Tok, Snapchat, and Instagram as well as adverts on YouTube and Spotify.</p> <p><b>Cadent CO attitudinal research</b> In August 2021 Cadent commissioned McCann, a marketing agency, to understand people’s attitudes and understanding of CO. The study looked at what people knew about CO, whether they would know how to stay safe and their general attitude. The study results showed that the most at risk group were 18-34 year olds and they were confused at what the signs and symptoms were with many thinking that CO had a smell. It was also found that this age group were also the most likely to use gas appliances and least likely to have a CO alarm. The study also found that many people in this group mix up CO with CO2 and climate change.</p> <p>What is clear from the research is that we have to do more to raise awareness of the dangers of CO and ensure people in this demographic have a full understanding of what the signs and symptoms are as well as how to stay safe. The research also suggests that the best form of education is through social media and influencers and utilising fun and engaging ways of getting important messaging over.</p>
<p><b>Outcomes, Associated Actions and Success Criteria</b></p>	<p><b>Outcomes</b> There will be a demonstrable raising of awareness of the risks of CO, in young people aged 16-25 across the UK, demonstrated by their engagement in the digital campaign and its various measurement criteria, increasing the safety of young people from CO risks and reducing CO harm. This highly targeted campaign will support building CO messaging for life in young people, demonstrated by awareness shifting, and measured through pre and post campaign polling.</p> <p>Data provided for this project, extrapolated from the pilot programmes carried out by both Heavenly and Campus predict that the joint campaign will achieve a unique reach of 3,981,163 and click-throughs to the campaign website of 84,666.</p> <p><b>Associated Actions – for project leads (WWU &amp; SGN)</b></p> <ul style="list-style-type: none"> <li>• Collation, monitoring and sharing of monthly reporting</li> <li>• Monthly meetings with Heavenly and Campus Group to review campaign development and during campaigning engagement impact, via digital campaign impressions and website visits as well as student ambassador engagement and event activity</li> <li>• Capture and share lessons learnt throughout the project</li> <li>• Manage collaborative social media campaigns, content, timeline etc.</li> <li>• Sharing of MI, reporting and case studies with all GDNs</li> </ul> <p><b>Associated Actions – for all GDNs</b></p> <ul style="list-style-type: none"> <li>• Support campaign website development and overall brand development</li> <li>• Support with collaborative social media campaigns, assisting with content and posting/sharing in line with agreed timeline.</li> </ul> <p><b>Associated Actions – for Heavenly</b></p> <ul style="list-style-type: none"> <li>• Overall GDN CO/VCMA branding development</li> <li>• Website development alongside GDNs</li> </ul>

	<ul style="list-style-type: none"> <li>• Recruitment and associated activities with social media influencers for digital campaign support</li> <li>• Align all delivery with Campus activities</li> <li>• Deliver all media activity across defined media platforms as detailed in the media plan across 2 x four-week media bursts during the whole campaign period</li> <li>• Target audience awareness polling pre and post campaign</li> </ul> <p><b>Associated Actions – for Campus</b></p> <p>Campaign activation and associated deliverables:</p> <ul style="list-style-type: none"> <li>• Align all delivery with Heavenly activities</li> <li>• Student Ambassadors <ul style="list-style-type: none"> <li>○ Recruit 32 Student Brand Ambassadors</li> <li>○ Create 160+ social media posts</li> <li>○ 32,000 social following</li> <li>○ 96 student society meetings</li> <li>○ 32,000 collateral distribution via social media</li> </ul> </li> <li>• Activation <ul style="list-style-type: none"> <li>○ Bespoke game development</li> <li>○ 5 Live Tour days</li> <li>○ Attract 10,000 footfall for tour days</li> </ul> </li> <li>• Nano-influencers <ul style="list-style-type: none"> <li>○ Recruit 30 nano-influencers</li> <li>○ Achieve a social reach of 90,000+</li> <li>○ 30+ social posts</li> </ul> </li> <li>• Out of Home media <ul style="list-style-type: none"> <li>○ 100 x clean graffiti sites</li> <li>○ 100 x Campus 6 sheets</li> <li>○ Define impacts depending on selections</li> </ul> </li> </ul> <p><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Digital campaign reach – different measurements for different media channels</li> <li>• Clickthroughs/other engagements with campaign</li> <li>• Influencers reach and onward engagement</li> <li>• Unique website visits</li> <li>• GDN social media onward engagement</li> <li>• Polling awareness via pre and post digital campaign bursts</li> <li>• Overall unique campaign reach of approximately 4 million young people</li> </ul>
<p><b>Project Partners and Third Parties Involved</b></p>	<p><b>Joint VCMA Funders:</b> Gas Distribution Companies: Cadent, NGN, SGN and WWU</p> <p><b>Delivery Partners:</b> Heavenly and Campus Group</p>
<p><b>Potential for New Learning</b></p>	<p>Highly focused and targeted digital social media is today’s version of more broadly targeted TV advertising campaigns and offers very specific niche audience message targeting with high quality materials, at a vastly reduced cost than general TV campaigning.</p> <p>It is the first time that GDNs have collaboratively attempted a whole-UK niche audience targeted messaging campaign, and the learnings from this can help support the development of other campaigns for niche audiences for vulnerability support and also other business areas such as net zero transitioning.</p>
<p><b>Scale of VCMA Project and SROI Calculations</b></p>	<p>The Funding Licensee(s) should justify the scale of the VCMA Project – including the scale of the investment relative to its potential benefits. As part of this it should provide the SROI calculation.</p> <p><b>SROI</b></p>



	One-year results		Five-year results	
<b>Cost</b> The total cost of the initiative	£300,869	<b>Cost</b> The total cost of the initiative	£300,869	
<b>Total gross present value</b> The value of all future benefits	£608,674	<b>Total gross present value*</b> The value of all future benefits	£2,844,384	
<b>NPV</b> The value of all future benefits, minus costs	£307,805	<b>NPV</b> The value of all future benefits, minus costs	£2,543,515	
<b>SROI</b> The net benefits delivered by the project per £ spent to deliver it	£1.02	<b>SROI</b> The net benefits delivered by the project per £ spent to deliver it	£8.45	
*Five-year results are based on the assumption that the impacted individuals will retain the knowledge for five years.				
<b>VCMA Project Start and End Date</b>	11-month pilot project: 01/10/22 – 31/08/23			
<b>Geographical Area</b>	This project will take place nationally across England, Scotland, and Wales within the distribution footprints of Cadent, Northern Gas Networks, SGN and Wales & West Utilities.			

### 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: GDN Collaboration Group PEA Review

**Meeting date review completed: July 2022**

**Review completed by:**

GDN:	Name:	Job Title:
NGN	Steve Dacre	Vulnerability Innovations Lead
SGN	Dan Edwards	Social Impact Programme Lead
WWU	Elizabeth Warwick	Engagement & Insight Manager
Cadent	Phil Burrows	Head of Customer Vulnerability Social Programme Delivery


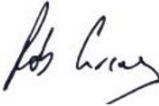
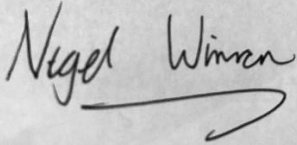

#### Stage 2: GD2CVG Panel Review

**Meeting date sign off agreed: August 2022**

**Review completed by:**

GDN:	Name:	Job Title:
NGN	Eileen Brown	Customer Experience Director
SGN	Maureen McIntosh	Head of Customer Experience
WWU	Nigel Winnan	Customer and Social Obligations Strategy Manager
Cadent	Phil Burrows	Head of Customer Vulnerability Social Programme Delivery

Step 3: Participating GDN individual signatory sign-off

GDN	Name:	Job Title:	Signature:	Date:
NGN:	Eileen Brown	Customer Experience Director		17/08/22
SGN:	Rob Gray	Director of Stakeholder & Communications		22/09/22
WWU:	Nigel Winnan	Head of Customer and Social Obligations		26/09/22
Cadent:	Phil Burrows	Head of Customer Vulnerability Social Programme Delivery		16/09/22

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: Dates may vary as each GDN will individually upload on their websites.

Date that Notification Email Sent to Ofgem: 26/09/22