



GDN Collaborative Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

Policy Connect/APPCOG - Carbon Monoxide Awareness Week (COAW) Campaign

Elizabeth Warwick
Elizabeth.warwick@wwutilities.co.uk

November 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;	Yes
b) Have the potential to benefit consumers on the participating networks; and	Yes
c) Involve two, or more, gas distribution companies.	Yes

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

Information Required	Description										
Project Title	Policy Connect/APPCOG - Carbon Monoxide (CO) Awareness Week Campaign										
Funding GDN(s)	Cadent Gas Ltd, Northern Gas Networks, SGN, Wales & West Utilities										
Role of GDN(s) *For Collaborative VCMA Projects only	Wales & West Utilities - Project Lead Northern Gas Networks, SGN, Cadent - Project participants										
Date of PEA Submission	November 2022										
VCMA Project Contact Name, email and Number	Elizabeth Warwick – Engagement & Insight Manager (WWU) Elizabeth.warwick@wwutilities.co.uk 07890 629496										
Total Cost (£k)	£20,000 (exc. VAT) <table border="1" data-bbox="427 824 1257 1010"> <thead> <tr> <th>Commercial Party</th> <th>Funding Allocation</th> </tr> </thead> <tbody> <tr> <td>Cadent</td> <td>£9,961.20</td> </tr> <tr> <td>NGN</td> <td>£2,311.31</td> </tr> <tr> <td>SGN (SoGN & ScGN together)</td> <td>£5,414.21</td> </tr> <tr> <td>WWU</td> <td>£2,313.28</td> </tr> </tbody> </table>	Commercial Party	Funding Allocation	Cadent	£9,961.20	NGN	£2,311.31	SGN (SoGN & ScGN together)	£5,414.21	WWU	£2,313.28
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Problem(s)	<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 leakage are incorrectly installed or poorly maintained gas appliances. The most common causes of accidental exposure to carbon monoxide are faulty cookers, heaters and central heating boilers.</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>The rising cost 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 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>Scotland Since February 1st, 2022, <u>all Scottish homes are required</u> 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>England The Smoke and Carbon Monoxide Alarm (Amendment) Regulations 2022 came 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>Wales 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>Scope and Objectives</p>	<p>Objectives</p> <p>The campaign will run throughout CO Awareness Week (COAW) which will run 21 – 27 November and will be preceded by two preparatory events on 2 and 8 November.</p> <p>The campaign messages will reflect the core principles of carbon monoxide safety, including alarm maintenance, servicing of appliances, and awareness of symptoms. This year will also feature a theme “cutting corners costs lives” to highlight the risks that can arise when households try and cut their heating costs, such as blocking up ventilation passages or using outdoor cooking equipment inside.</p> <p>The campaign will aim to engage potentially 10-25 million unique users through multiple media channels focusing on these key messages:</p> <ul style="list-style-type: none"> • Symptoms awareness • Legislation changes • CO risks: Cutting corners costs lives: outdoor equipment, do not DIY • Getting the most out of your alarm: test regularly & note expiry date • Importance of ventilation in the home: cooking, not blocking vents • Accessing household support (e.g., CAB, NEA, GDNs etc) • Gas Emergency number <p>The campaign would consist of:</p> <ul style="list-style-type: none"> • A new webpage on the existing Carbon Monoxide Alarms Save Lives website dedicated to COAW • A range of daily digital assets to download, branded with GDN logos • The potential for GDN spokespeople to engage in PR activity (radio and TV) • Social media promotion to boost the branded assets • Redirection to the findmyGDN.co.uk webpage as a source of support for households in need • Branded video content • Continuation or amendment of the Campaign Sponsors webpage with expression of gratitude and explanation of the role of the GDNs

<p>Why the Project is Being Funded Through the VCMA</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>Evidence of Stakeholder/Customer Support</p>	<p>Energy UK's 'CO Be Alarmed!' research 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>McCann Market research CO survey 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>GDN CO Collaboration Group 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>Northern Gas Networks commissioned research around CO 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"> • 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 <p>Wales & West Utilities 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.</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 support measures, 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>SGN's Future Thinkers Panel</p>

	<p>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 Instagram as well as adverts on YouTube and Spotify to raise awareness of CO with young people.</p>													
<p>Outcomes, Associated Actions and Success Criteria</p>	<table border="1"> <thead> <tr> <th data-bbox="427 488 759 600">Anticipated Project outcomes (the difference it will make)</th> <th data-bbox="775 488 1107 600">Associated Actions (what we will do to achieve the outcome)</th> <th data-bbox="1117 488 1449 600">Success Criteria (How we know the outcome has been achieved)</th> </tr> </thead> <tbody> <tr> <td data-bbox="427 604 759 1014"> <p>Increased awareness of carbon monoxide safety among the general population including tenants, landlords and people living in vulnerable situations More people aware of the benefits of wider support such as the PSR</p> </td> <td data-bbox="775 604 1107 1014"> <ul style="list-style-type: none"> - Multi-media campaign developed, promoted, and shared - 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 - Promote access to further household support </td> <td data-bbox="1117 604 1449 1014"> <p>Anticipated unique reach of a minimum of 10 million –(potentially up to 25 million)* <i>Potential to be impacted by other external influences</i></p> <p>Positive responses to social media posts</p> </td> </tr> <tr> <td data-bbox="427 1019 759 1563"> <p>More members of the public are educated about the dangers, signs and symptoms of CO exposure and how to protect themselves More people are aware of the new UK laws around CO alarms</p> </td> <td data-bbox="775 1019 1107 1563"> <ul style="list-style-type: none"> - Develop messages* and materials to Educate people on how to protect themselves and their households from CO and new UK legislation to support this - *This will include emphasising 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) </td> <td data-bbox="1117 1019 1449 1563"> <p>Content shared by commercial parties and others enabling wider reach</p> <p>Positive impact on the health and wellbeing of people as indicated by a positive Social Return on Investment</p> </td> </tr> <tr> <td data-bbox="427 1568 759 1621"></td> <td data-bbox="775 1568 1107 1621"></td> <td data-bbox="1117 1568 1449 1621"></td> </tr> </tbody> </table>	Anticipated Project outcomes (the difference it will make)	Associated Actions (what we will do to achieve the outcome)	Success Criteria (How we know the outcome has been achieved)	<p>Increased awareness of carbon monoxide safety among the general population including tenants, landlords and people living in vulnerable situations More people aware of the benefits of wider support such as the PSR</p>	<ul style="list-style-type: none"> - Multi-media campaign developed, promoted, and shared - 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 - Promote access to further household support 	<p>Anticipated unique reach of a minimum of 10 million –(potentially up to 25 million)* <i>Potential to be impacted by other external influences</i></p> <p>Positive responses to social media posts</p>	<p>More members of the public are educated about the dangers, signs and symptoms of CO exposure and how to protect themselves More people are aware of the new UK laws around CO alarms</p>	<ul style="list-style-type: none"> - Develop messages* and materials to Educate people on how to protect themselves and their households from CO and new UK legislation to support this - *This will include emphasising 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) 	<p>Content shared by commercial parties and others enabling wider reach</p> <p>Positive impact on the health and wellbeing of people as indicated by a positive Social Return on Investment</p>				
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<p>Project Partners and Third Parties Involved</p>	<p><u>Funding Partners:</u> Cadent Gas Limited, Northern Gas Networks, SGN and Wales and West Utilities. Wales & West Utilities to lead the partnership providing programme support and ensuring the objectives of the partnership are managed and met.</p> <p><u>Delivery Partner:</u> Policy Connect</p>													
<p>Potential for New Learning</p>	<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"> • What approaches are most effective for engaging customers that stand to benefit most from safety messaging and advice • Which resource and messaging is the most effective for our customers 													

Scale of VCMA Project and SROI Calculations	<p><u>Project scale</u></p> <p>The project will run throughout COAW from 21-27th November 2022. Based on the forecast provided by Policy Connect, we estimate 10-25 million users will be reached through the entire duration of the campaign.</p> <p>The project will utilise £20,000 of collaborative VCMA funding and will operate across all GDN networks in England, Scotland and Wales.</p> <p>Estimated engagement (individual people):</p> <p>Based Policy Connects previous campaign successes, they estimate that the campaign may reach 10 - 25 million unique people. To include:</p> <ol style="list-style-type: none"> 1. TV and radio outreach (estimated 5 – 10 million) 2. Social media posts and promotion (estimated 4 – 10 million) 3. Organic interest (estimated 1 – 5 million) <p>Campaign Content:</p> <table border="1" data-bbox="440 763 1201 952"> <tr> <td>Monday</td> <td>New rules for carbon monoxide alarms</td> </tr> <tr> <td>Tuesday</td> <td>Symptoms awareness</td> </tr> <tr> <td>Wednesday</td> <td>CO risks: Cutting corners costs lives: outdoor equipment, do not DIY</td> </tr> <tr> <td>Thursday</td> <td>Getting the most out of your alarm: test regularly & note expiry date</td> </tr> <tr> <td>Friday</td> <td>Importance of ventilation in the home: cooking, not blocking vents</td> </tr> <tr> <td>Saturday</td> <td>Accessing household support (e.g. CAB, NEA, GDNs etc)</td> </tr> <tr> <td>Sunday</td> <td>Gas Emergency number</td> </tr> </table> <p>GDN Cost split:</p> <table border="1" data-bbox="426 1041 1331 1164"> <thead> <tr> <th>Commercial Party</th> <th>Percentage Allocation</th> <th>Cost Split</th> </tr> </thead> <tbody> <tr> <td>Cadent</td> <td>49.8060%</td> <td>£9961.20</td> </tr> <tr> <td>NGN</td> <td>11.5565%</td> <td>£2311.31</td> </tr> <tr> <td>SGN</td> <td>27.0711%</td> <td>£5414.21</td> </tr> <tr> <td>WWU</td> <td>11.5664%</td> <td>£2313.28</td> </tr> </tbody> </table> <p><u>SROI:</u></p> <table border="1" data-bbox="432 1279 1206 1400"> <thead> <tr> <th colspan="3">5-year Results</th> </tr> </thead> <tbody> <tr> <td rowspan="4">Economic</td> <td>Total cost</td> <td>£20,000.00</td> </tr> <tr> <td>Total gross present value</td> <td>£517,285.61</td> </tr> <tr> <td>NPV</td> <td>£497,285.61</td> </tr> <tr> <td>SROI</td> <td>£24.86</td> </tr> </tbody> </table> <table border="1" data-bbox="432 1420 1206 1541"> <thead> <tr> <th colspan="3">10-year Results</th> </tr> </thead> <tbody> <tr> <td rowspan="4">Economic</td> <td>Total cost</td> <td>£20,000.00</td> </tr> <tr> <td>Total gross present value</td> <td>£517,285.61</td> </tr> <tr> <td>NPV</td> <td>£497,285.61</td> </tr> <tr> <td>SROI</td> <td>£24.86</td> </tr> </tbody> </table>	Monday	New rules for carbon monoxide alarms	Tuesday	Symptoms awareness	Wednesday	CO risks: Cutting corners costs lives: outdoor equipment, do not DIY	Thursday	Getting the most out of your alarm: test regularly & note expiry date	Friday	Importance of ventilation in the home: cooking, not blocking vents	Saturday	Accessing household support (e.g. CAB, NEA, GDNs etc)	Sunday	Gas Emergency number	Commercial Party	Percentage Allocation	Cost Split	Cadent	49.8060%	£9961.20	NGN	11.5565%	£2311.31	SGN	27.0711%	£5414.21	WWU	11.5664%	£2313.28	5-year Results			Economic	Total cost	£20,000.00	Total gross present value	£517,285.61	NPV	£497,285.61	SROI	£24.86	10-year Results			Economic	Total cost	£20,000.00	Total gross present value	£517,285.61	NPV	£497,285.61	SROI	£24.86
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VCMA Project Start and End Date	21-27 th November 2022																																																					
Geographical Area	England, Scotland, and Wales																																																					
Remaining Amount in the Allowance at Time of Registration	Collaborative amount before this project: £9,195,541 Project costs: £20,000 Remaining following this project: £9,175,541																																																					

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

Date completed:

Review completed by:

Job title:

GDN:	Name(s):
Cadent	Suzanne Callington
NGN	Jill Walker
SGN	Dan Edwards
WWU	Elizabeth Warwick

Stage 2: GD2CVG Panel Review



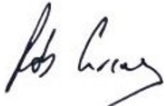
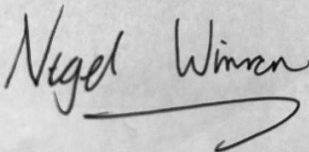
Date review completed:

Review completed by:

Job title:

GDN:	Name(s)
Cadent	Phil Burrows
NGN	Eileen Brown
SGN	Kerry Potter
WWU	Nigel Winnan

Step 3: Participating GDN individual signatory sign-off

GDN	Name(s)	Signature(s)	Date
Cadent:	Phill Burrows		16/11/2022
NGN:	Eileen Brown		12.12.2022
SGN:	Rob Gray		09/12/22
WWU:	Nigel Winnan		15/11/22

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:

Date that Notification Email Sent to Ofgem: