

Wales & West Utilities Vulnerability & Carbon Monoxide Allowance (VCMA) Registration Form

Information required	Description
Contact Name	Paisley Henderson
Contact Number	07970 6545777
Contact Email	paisley.henderson@wwutilities.co.uk
Address	Wales & West House, Spooner Close, Celtic Springs, Coedkernew, Newport, NP10 8FZ
Project title	Game Over
Total VCMA funding required (£k)	£30,000
Problem	<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 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</p>

Criteria

	<p>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>Scope and Objectives</p>	<p>Wales & West Utilities will work together with Heavenly to develop a creative campaign, targeted at 16–25-year-olds, utilising various social media, and media platforms.</p> <p>Heavenly presented a range of ideas for promoting and raising awareness of the dangers of CO poisoning, and due to the target demographic, the Game Over campaign was deemed most appropriate. Game over has been developed with a video game theme, which is expected to resonate well with 16 – 25-year-olds, increasing the chance of a successful engagement. Heavenly will do two media bursts during the winter months, in November 2021, and January 2022, using platforms such as Facebook Network, Snap Chat, Spotify, YouTube, ITV Hub as there is a potential to reach over 4.5m 16–25-year-olds with this potentially lifesaving information.</p>
<p>Expected outcomes and the associated actions.</p>	<p>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.</p> <p>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>Success Criteria</p> <ul style="list-style-type: none"> • Digital campaign reach – different measurements for different media channels • Clickthrough's/other engagements with campaign • Influencers reach and onward engagement • Unique website visits • GDN social media onward engagement • Polling awareness via pre and post digital campaign bursts

Criteria

	<ul style="list-style-type: none">• Overall unique campaign reach of approximately 4 million young people
Scale of VCMA project and SROI calculations	Based on the expected reach of this project against the investment, the SROI is expected to be £4.09 per £1 spent.
Project Partners and third parties involved	This project is being funded and managed by Wales & West Utilities in partnership with Heavenly.
VCMA Project start and end date	Project Start Date: 01/03/2021 1 st Media Burst Start Date: 01/11/2021 2 nd Media Burst Start Date: 01/01/2022 Project End Date: 28/02/2022
Geographical area	This project is a media campaign which is run throughout the UK.

Please return all completed forms to: VCMA@wwutilities.co.uk

For further information on the VCMA please use the below link to the Ofgem guidance document:

[Vulnerability and Carbon Monoxide Allowance \(VCMA\) Governance Document | Ofgem](#)