

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

Grassroots Awareness Campaign

Amanda Jones- Safeguarding & Community Partnership

Lead - National Projects

July 2024



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

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

Information Required	Description
Project Title	Grassroots Awareness Campaign
Funding GDN(s)	Cadent
Role of GDN(s) *For Collaborative VCMA Projects only	N/A
Date of PEA Submission	July 2024
VCMA Project Contact Name, email and Number	Name: Phil Burrows Title: Head of Customer Vulnerability Social Programme Delivery Email: Phil.m.burrows@cadentgas.com Number: 07773 545451
Total Cost (£k)	Project costs = £42,400.00 Project management fee (4%) = £1,742.56 Leaflets x 2,000 = £1,164
Total VCMA Funding Required (£k)	£45,306.56
Problem(s)	<p>Sandwell in the West Midlands is ranked 12th most deprived local authority in England out of 317. ¹ Walsall is ranked 17th out of 317 for income deprivation affecting children index. ²</p> <p>Broadway F.C. are driven to support children from the local community of diverse and underprivileged backgrounds to succeed in life. They subsidise children to become involved in grassroots football, encouraging them to become positive contributors to their communities, fostering a sense of responsibility and empathy. The volunteers at the club work tirelessly to instil life skills such as leadership, resilience and integrity into the children.</p> <p>Many of these children come from families who are living in fuel poverty, have little or no awareness of CO and who should be registered on the PSR.</p> <p>Broadway FC want to facilitate increasing awareness of CO, and the PSR, and energy-saving tips by holding community events focused on football which supports a natural community spirit.</p>
Scope and Objectives	<p>Cadent will provide Broadway FC with VCMA funding to deliver a two-year project across Walsall and Sandwell.</p> <p>The project aims to facilitate the:</p>

¹ Deprivation - West Midlands Context - SANDWELL TRENDS

² Deprivation - Walsall Insight (walsallintelligence.org.uk)

	<ul style="list-style-type: none"> • Provision of advice for the community at events hosted by the club on the below topics: <ul style="list-style-type: none"> ○ CO, PSR, Energy saving tips. ○ Provide CO alarms to people who need one and cannot afford to purchase one. ○ Sign people up to the PSR who are eligible. <p>This funding will be used for the following:</p> <ul style="list-style-type: none"> • To fund a community Welfare Officer for two years. This person will arrange, facilitate and manage the events and, along with volunteers, offer advice on CO, PSR and energy saving tips. • To provide advice and resources at two winter tournaments • To provide advice and resources at two boys summer tournaments. • To provide advice and resources at two girls summer tournaments. • To provide advice and resources at two summer fayres. <p><u>Objectives of the project</u></p> <p>The success of the project will be measured by meeting the following objectives over a two-year period:</p> <ul style="list-style-type: none"> • 2,000 people will receive advice on energy-saving tips to help reduce usage and therefore reduce bills. • 2,000 people will receive advice on the signs and symptoms of CO poisoning. • 2,000 people will raise their awareness of the PSR. and support to sign up to the PSR. • 24,000 people will be made aware of energy-saving tips, CO and the PSR through social media posts.
<p>Why the Project is Being Funded Through the VCMA</p>	<p>A. Cadent believes that this project meets all the required VCMA eligibility criteria.</p> <p>B. The project is forecasted to have a positive SROI.</p> <p><i>We believe this project has the deliverables necessary to create a positive social return on investment - see the below section for more details.</i></p> <p>C. The project will either:</p> <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 <p><i>The project will provide support to customers living in vulnerable situations through energy efficiency advice/income maximisation. The project will also offer customers education on the dangers of CO and issue audible alarms to particularly at-risk households.</i></p> <p>D. The project has defined outcomes and the associated actions to achieve them.</p>

	<p><i>This project has clearly defined outcomes and associated outcomes, the meeting of which will quantify success. Further information on the project's outcomes and associated actions can be found in the relevant section below.</i></p> <p>E. The project goes beyond the activities funded through other price control mechanisms or required by licence obligations.</p> <p><i>The method in which energy efficiency, gas safety and income maximisation advice are issued to clients on this project is innovative and goes beyond BAU.</i></p> <p>F. Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved, or local) funding.</p> <p><i>This project will be delivered solely through Cadent's VCMA funding.</i></p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>Cadent conducted and continues to obtain extensive stakeholder and customer engagement on its RIIO-GD2 business plans and subsequent VCMA delivery.</p> <p>For instance, we regularly seek to obtain the feedback of stakeholders such as Citizens Advice and National Energy Action (NEA) to understand the needs of customers in vulnerable situations. These regular conversations allow Cadent to gain feedback on the initiatives we are, or should be, supporting and ensure that our VCMA-funded projects are in the best interests of our customers.</p> <p>Stakeholders have provided consistent feedback on the need for energy networks to focus their funding on supporting households most impacted by the cost-of-living crisis.</p> <p>This project takes this feedback into account by creating a partnership with a trusted local charity, positioned in an area with levels of deprivation and fuel poverty significantly higher than the national average.</p> <p>In terms of customer engagement, we asked customers for their views on which of the below statements best described their health and financial situation in 2022-2023, when compared to 2021:</p> <ul style="list-style-type: none"> • My current household's health or financial situation is worse off compared to 2021. • My current household's health or financial situation is the same compared to 2021. • My current household's health or financial situation is better off compared to 2021. <p>60% of participants responded that their households' health or financial situation was worse off this year compared to 2021 levels.</p> <p>This project aims to act upon this customer insight and feedback, through supporting customers impacted by a downturn in their financial health. This will be achieved through</p>

	<p>offering services such energy efficiency advice, CO and PSR awareness.</p> <p>The partnership with Broadway FC will enable Cadent to provide an integrated approach to supporting deprived families in Walsall and Sandwell through their children being involved in grassroots football.</p>
<p>Information Required</p>	<p>Description</p>
<p>Outcomes, Associated Actions and Success Criteria</p>	<p><u>Project Outcomes</u></p> <p>This VCMA funded project will be delivered through a partnership with Broadway FC and it aims to support 2,000 residents across Sandwell and Walsall through community football events, summer fayres and affiliations with local charities, FA, and education sectors.</p> <p>The project aims are:</p> <ul style="list-style-type: none"> • To reach a group of families through a grassroots charity which is a very different approach. • These families will be supported with advice on energy-saving tips. • Raise awareness of carbon monoxide signs and symptoms. • Raise awareness of the PSR and assist people in vulnerable situations to register. • Provide CO alarms to those who need one and cannot afford to purchase one. <p><u>Associated actions</u></p> <p>Broadway FC will utilise the VCMA funding;</p> <ul style="list-style-type: none"> • To fund a Community Welfare Officer who will arrange and manage eight community events over two years. • Train volunteers to offer advice on energy tips, CO and the PSR to offer a basic understanding. • Register people on to the PSR. • Provide CO alarms at events. <p><u>Success criteria</u></p> <p>The success of the project will be evaluated against the meeting of the project objectives:</p> <ul style="list-style-type: none"> • 2,000 people will receive basic advice on energy saving tips. • 2,000 people will receive basic advice on CO. • 2,000 people will receive basic advice on PSR and support to sign up. • 24,000 people will be made aware of energy saving tips, CO and the PSR through social media posts (this will be subject to a 3% retention rate) • Customers will report improved feelings of safety from receiving free advice on CO and a free CO alarm.

	<ul style="list-style-type: none"> Customers will report feeling safe, secure and warm in their home through receiving advice on energy efficiency.
Project Partners and Third Parties Involved	Cadent and Broadway FC.
Potential for New Learning	<p>Cadent have partnered with a small grassroots charity to reach families of underprivileged children. This is an innovative way of reaching our customers from a very deprived area of Birmingham.</p> <p>Many of the children involved in this club come from families who would not be able to afford to pay subs, get a kit and boots for their children. The Club supplies these to enable children in these situations to be involved in a team. They learn values, team spirit and life skills alongside the football. The parents are urged to get involved too which means they also, can be supported with advice.</p> <p>Many children want to be involved in sport, but their families do not have the finances to allow this. Broadway FC overcomes this by taking away the stigma and offering sports kit and equipment to enable all children to be involved. By becoming part of the club, they also learn life skills and values which also involves their families.</p> <p>This partnership will enable Cadent to gain an insight into diverse ways of delivering our key messages through trusted charities in our communities.</p>
Scale of VCMA Project and SROI Calculations	<p><u>Scale of the VCMA Project</u></p> <p>Cadent and Broadway FC will enter into a two-year project.</p> <p>This project aims to support 2,000 people across Walsall and Sandwell with advice on energy-saving tips, CO and the PSR.</p> <p>The projects reach will be:</p> <ul style="list-style-type: none"> 2,720 people will receive energy-saving tips = £1,000,334.40 2,720 will receive advice on CO = £23,745.60 2,000 will be registered to the PSR = £287,780.00 24,000 customers will be reached on social media with messaging about CO, PSR and energy efficiency after retention rate of 3% = 720 this is included in the CO, energy and PSR figures above. <p>Total Investment = £45,306.56</p> <p>Five-year gross SROI = £1,415,460.80 One-year gross SROI = £283,092.16</p> <p>Five-year net SROI = £1,370,154.24 One-year net SROI = £262,092.16</p> <p>SROI Ratio = £30.24</p>

VCMA Project Start and End Date	Start Date = 1 st July 2024 End Date = 31 st March 2026
Geographical Area	This project will be delivered by Broadway FC on Cadent's West Midland network and will benefit the people of Walsall and Sandwell.

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: 08/05/2024	Review Completed By: Kate Ravenscroft
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: 21/07/2014	Review Completed By: Guv Dosanjh
Step 3: Director of Sustainability & Social Purpose Sign-Off: Mark Belmega	
Director of Sustainability and Social Purpose Sign-Off Date: 22/08/24	
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: August 24	
Date that Notification Email Sent to Ofgem: August 24	