

GDN Collaborative Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)

The Scouts

Carbon monoxide & energy efficiency awareness programme

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05/07/21

Update April 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) <ul style="list-style-type: none"> i. Have a positive, or forecasted positive Social Return on Investment (SROI), calculated in accordance with a model which the GDNs have developed and submitted to Ofgem including for the gas consumers funding the VCMA Project, and ii. have a positive, or a forecasted positive Net Present Value (NPV); 	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	
To qualify as a VCMA Project, essential gas appliance servicing must meet the following criteria:	
a) <ul style="list-style-type: none"> i. a GDN has had to isolate and condemn an essential gas appliance following a supply interruption or as part of its emergency service role; or ii. a GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in the owner-occupied home of a customer in a Vulnerable Situation where an occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes; or iii. a GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in a tenant-occupied home of a customer in a Vulnerable Situation where it is the tenant's responsibility to maintain the essential gas appliance, where an occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes; and 	n/a
b) the household cannot afford to service the essential gas appliance, as assessed against the affordability criteria in the Energy Company Obligation (ECO4) Guidance: Delivery document; and	n/a
c) sufficient funding is not available from other sources (including a social or private landlord and national, devolved, or local government funding) to fund the essential gas appliance servicing.	n/a
Section 3 - Eligibility criteria for company specific essential gas appliance repair, and replacement projects	
In order to qualify as a VCMA project, unsafe pipework and essential gas appliance 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; and	n/a

a) The household cannot afford to repair or replace the unsafe pipework or essential gas appliance, as assessed against the affordability criteria in the Energy Company Obligation (ECO4) Guidance: Delivery document; and	n/a
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 repair, or replacement.	n/a
Section 4 - Eligibility criteria for collaborative VCMA projects In order to qualify as a collaborative VCMA project, a project must:	
a) Meet the company specific project eligibility criteria set out in sections 1-3 above; and	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	The Scouts Carbon monoxide and energy efficiency awareness programme																								
Funding GDN(s)	Cadent, Northern Gas Networks, SGN, Wales & West Utilities																								
New / Updated (indicate as appropriate)	Updated																								
Role of GDN(s) *For Collaborative VCMA Projects only	SGN – Project lead Cadent / NGN / WWU – Project participants																								
Date of PEA Submission	30/07/21 – Original Update April 2024																								
VCMA Project Contact Name, email, and Number	Dan Edwards – SGN Social Impact Programme Lead Dan.edwards@sgn.co.uk 07800 655582																								
Total Cost (£k)	£300,000 (exc. VAT) over 3 years – Original Costs Update April 2024 Extension and expansion to March 26 £220,000 (exc. VAT) £3,400 (exc. VAT) – additional SGN only costs Overall project total: £523,400 (exc. VAT)																								
Total VCMA Funding Required (£k)	£300,000 (exc. VAT) over 3 years – Original Costs <table border="1"> <thead> <tr> <th></th> <th>Cost per GDN</th> </tr> </thead> <tbody> <tr> <td>Cadent</td> <td>£ 149,418.30</td> </tr> <tr> <td>NGN</td> <td>£ 34,669.50</td> </tr> <tr> <td>SGN</td> <td>£ 81,213.00</td> </tr> <tr> <td>WWU</td> <td>£ 34,699.20</td> </tr> <tr> <td></td> <td>£ 300,000</td> </tr> </tbody> </table> Update April 2024 Extension and expansion to March 26 <table border="1"> <thead> <tr> <th></th> <th>Cost per GDN</th> </tr> </thead> <tbody> <tr> <td>Cadent</td> <td>£109,573.18</td> </tr> <tr> <td>NGN</td> <td>£25,424.39</td> </tr> <tr> <td>SGN</td> <td>£59,556.32</td> </tr> <tr> <td>WWU</td> <td>£25,446.10</td> </tr> <tr> <td></td> <td>£220,000.00</td> </tr> </tbody> </table> SGN only additional costs: Bespoke CO e-learning development - £1,150 SIRIO Strategies SROI forecast - £2,250 Overall project total: £523,400 (exc. VAT)		Cost per GDN	Cadent	£ 149,418.30	NGN	£ 34,669.50	SGN	£ 81,213.00	WWU	£ 34,699.20		£ 300,000		Cost per GDN	Cadent	£109,573.18	NGN	£25,424.39	SGN	£59,556.32	WWU	£25,446.10		£220,000.00
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Problem(s)	Carbon Monoxide (CO) can pose a serious threat to human health and even fatality, with around 40 deaths caused by CO poisoning each year in the UK and 4,000 people treated in hospital as a result of CO poisoning.																								

Lack of awareness about the dangers of and ways in which to prevent harm from CO are a major contributing factor to why we're still seeing CO related deaths and harm in a time when safety devices such as CO alarms are cheaper and more accessible than ever.

Young people

Young people are one of the most at-risk groups from CO poisoning and one of the least aware about the dangers of CO. The NHS Carbon Monoxide guidance page listing young children as being a particularly at-risk group, and Gas and CO safety research carried out collaboratively by all GDNs in 2020 showing that the awareness of CO poisoning fatality was significantly lower amongst younger people (82% for 16-24 years olds compared to 92% overall). It also showed that nearly half (49%) of 16-24yr olds thought that CO had a smell.

We also understand that younger people, particularly those between the age of 5 – 11 take messages home and share learning with their families. In order to reduce CO risk not just to young people, but to their families and friends through shared learning, education is essential.

Hard to reach groups

Research carried out by Dr Andy Shaw from Liverpool John Moores University, which looked at the data collected by the fire and rescue services from the West Midlands and Merseyside, found that deprived areas were less likely to own an audible CO alarm than homes in non-deprived areas, meaning low-income households are more at risk from the dangers of CO.

Through discussions with the Gas Safe Charity and Think CO it was highlighted that BAME communities have a lower level of knowledge about CO and that often cultural practises increase their risk of CO exposure, such as the use of all cooker rings to heat large cooking pots, starving the cooker of oxygen and causing CO. BAME communities are also hard-to-reach due to language and cultural barriers.

Scouts

The Scouts run a diverse programme of activities to provide skills for life to their young members, included in their programme are a number of recreational activities, such as campfires and BBQ's, that have the potential to put their young members and adult volunteers at risk from CO poisoning.

Scouts have a focus on empowering their members to be independent and safe, but do not currently have any form of activities or programme focusing on CO awareness. They have some safety guidance for adult volunteers about the risks of CO whilst camping, but nothing aimed at young people about the dangers of CO whilst camping or the risks more broadly.

Update April 2024

The cost-of-living crisis is having a huge impact on households and families across the UK. According to [Child Poverty Action Group \(2023\)](#) up to 30% of children in the UK were living in poverty, with these levels rising fastest in the West Midlands and North of the UK since 2015 and Tower Hamlets in London seeing the highest concentration of poverty across the country.

Living in poverty leads to an increased risk of fuel poverty, and increased risk of unsafe use of appliances in order to stay warm.

Educating young people how to be efficient with energy usage could stay with them well into adulthood and independent living, as well as being something they can take home and share with their household. It is important that future generations are provided with the knowledge and skills to allow them to make informed decisions and take decisive action to avoid the excessive use of finite energy resources and to understand the relationship between money, energy, and climate change.

	<p>Simple behaviours can become habitual with practice. By highlighting the importance of small changes that can be made to use energy more efficiently to young people, means they will be more likely to continue through their lives with good energy habits; checking gas cookers are off, switching off lights when not in a room, keeping doors closed to keep the heat in. Simple, easy measures that young children can adopt, continue in their lives, and share with others.</p>
<p>Scope and Objectives</p>	<p>Objectives:</p> <p>To educate, engage and empower up to 360,000 young people, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO.</p> <p>To educate, engage and empower those with access to hard-to-reach communities, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO, enabling them to act as advocates on our behalf.</p> <p>To educate, engage and empower up to 140,000 adult Scouts volunteers, increasing their understanding of the dangers and ways in which they can prevent harm for themselves and others from CO, enabling them to share this learning with the young people they work with as well as their own families, friends and communities.</p> <p>Embed CO safety into the Scouts adult volunteer safety guidance to provide an enduring resource of information on the dangers of CO and how to prevent harm for themselves and others.</p> <p>Scope:</p> <p>Scouts has approximately 360,000 young members and 140,000 adult volunteers across England, Scotland and Wales, this project aims to educate about the dangers of CO through a programme of activities developed for all Scout age ranges.</p> <p>Based on Scouts data from previous partnerships and activity programmes, we aim to reach the following minimum number of people through our CO activities in the first year:</p> <ul style="list-style-type: none"> • Beavers – 25,000 • Cubs – 25,000 • Scouts – 15,000 • Explorers – 10,000 • Adult volunteers – 11,250 <p>Total: 86,250</p> <p>Research carried out by SIA partners for Cadent as part of their SROI calculations showed that education provided to a young person will generally reach 2.4 people through shared learning. Therefore, from our minimum educational reach of young people in year one of 75,000 we can expect a CO awareness shared learning reach of 180,000 people.</p> <p>It is also expected that engagement with our programme will grow through years two and three as it becomes more embedded in the Scouting programme.</p> <p>Working in partnership with the Scouts dedicated programme content curators we will develop a programme of branded educational activities focusing on raising awareness of CO poisoning, and how to manage and reduce the risks. These activities will contribute to a different badge within Beavers, Cubs, Scouts and Explorers to ensure high engagement. We will also look where possible to link with existing recognisable CO resources for specific age groups, such as Safety Seymour or COde Breakers.</p> <p>The Cub ‘Home Safety Activity Badge’ will be sponsored and branded by all GDNs and act as the central hub of the partnership to provide awareness and visibility to audiences both in and outside of Scouting.</p> <p>A full communications plan will be developed and run for the duration of the partnership to promote the programme and encourage groups to include CO safety in their activities. This will include; a dedicated partnership web page, logo on the badge (both digitally and on the physical badges), collaborative social media</p>

engagement to; over 338,000 followers on Facebook, over 73,000 followers on Twitter and over 82,000 followers on Instagram, and resource promotion in the monthly membership emails to 126,000 adult volunteers that links to our dedicated partner page.

Scout Stores who sell camping equipment, including gas canisters and stoves will be promoting the partnership activities and safety messaging on their website and through their mailing lists, particularly when people are viewing and purchasing camping products. This will help raise not only CO awareness with their customers, who consist of leaders, parents and people not associated with the Scouts, but also raise awareness of and engagement with our CO activities.

As part of this partnership, we as GDNs will have the opportunity to attend the Scouts annual face to face and/or virtual events (COVID restriction dependent) hosting a stand to promote our partnership, the CO activities and further raise awareness of the dangers of CO. There are multiple national events throughout the year with an average attendance of approximately 2,500 youth members and 850 adults. There are also a number of smaller regional events that take place around the UK that corresponding GDNs will have the opportunity to attend through links with regional Scouting Groups to promote the partnership and activities.

As a partnership we are committed to providing an inclusive awareness programme for all youth members and adult volunteers. All the Scouts activities are created with accessibility in mind, and they all have the option to adapt them to make them suitable for every young person's individual needs.

Scouts' membership is incredibly diverse in all respects and through this partnership we will be able to raise awareness of CO safety with a broad and diverse group of young people, who can take this learning and share with their families, friends and communities, becoming CO advocates.

Diversity in the Scouts:

Age

- Beavers (aged 6-8) – 82,662 members
- Cubs (aged 8-10 ½) – 122,169 members
- Scouts (aged 10 ½-14) – 111,804 members
- Explorers (aged 14-18) – 36,582 members
- Network (aged 18-25) – 9,535 members
- Adult Volunteers – 141,896 members

Geography

England

Section	East Midlands	East of England	Greater London	North East of England	North West of England	South East of England	South West of England	West Midlands
Beavers	6,354	9,440	6,191	8,192	8,929	17,151	8,771	6,272
Cubs	9,068	14,251	10,137	12,213	12,415	25,191	12,774	9,369
Scouts	8,281	13,058	9,774	11,132	10,563	23,234	11,609	8,645
Explorers	2,546	4,148	3,033	3,883	3,598	7,681	3,485	2,832
Network	664	956	910	789	1,252	1,775	884	1,010
Total Youth Members	26,913	41,853	30,045	36,209	36,757	75,032	37,483	28,128
Total Adult Volunteers	11,403	16,733	11,159	14,547	15,176	27,560	14,237	11,683

Scotland

Section	Clyde	East Scotland	Forth	Highlands and Islands	North East Scotland	South East Scotland	South West Scotland	West Scotland
Beavers	1,272	1,408	701	297	852	1,418	524	585
Cubs	1,883	1,992	1,045	506	1,290	2,066	744	953
Scouts	1,751	1,849	1,053	447	1,325	1,908	649	1,008
Explorers	665	602	372	122	404	719	236	349
Network	217	152	64	25	127	75	43	107
Total Youth Members	5,788	6,003	3,235	1,397	3,998	6,186	2,196	3,002
Total Adult Volunteers	1,878	1,952	1,138	595	1,339	1,903	767	1,178

Wales

Section	North Wales	Powys	South Wales	West Wales
Beavers	436	167	1,454	221
Cubs	746	223	2,134	337
Scouts	577	206	1,860	290
Explorers	295	66	540	129
Network	58	50	98	19
Total Youth Members	2,112	712	6,086	996
Total Adult Volunteers	962	319	2,616	498

Gender

31% of Scouts membership is female

Affordability

Since 2014, the Scouts have opened 1,280 sections in deprived areas of the UK. This means nearly 20,480 young people from the toughest to reach communities are now a part of the Scouts.

18.7% of Scouts sections across the UK are situated in IMD areas 1-3.

Ethnicity

5.8% of Scouts youth membership are from BAME communities, this equates to over 21,000 youth members. Scouts are also dedicated to increasing this representation from BAME communities over the coming years.

Disability

12% of Scouts youth members have disabilities. In the UK, approximately 6% of children are disabled, meaning that Scouts over-represent on disability.

Updated April 2024

Due to the success of our partnership to date, with approximately 178,000 young Scouting members taking part in our programme of CO safety activities and over 31,000 of our sponsored Cub Home Safety badge sold, working with the Scouts we have confirmed the extension and expansion of our partnership through to the end of March 2026.

CO Programme Extension

We're looking to build on the success we've had so far by introducing a minimum of two new CO awareness activities per year over the next two years. Providing greater variety of content and the opportunity to better engage different age groups through activities tailored to the different sections. This will increase our CO programme to at least 14 activities.

We are continuing our sponsorship of the Cubs Home Safety badge, which we've redesigned with a CO logo, and we're embedding CO awareness activities as a mandatory requirement in the completion of that badge.

To increase and encourage engagement with our programme of CO awareness activities for older Scouting members, they will become part of the requirement on the Camper activity badges for Scouts and Explorers.

	<p>CO safety advice and awareness information will also be introduced as a part of pre-expedition training for Scouts and Explorers. Helping to keep older Scouting members taking part in camping activities and expeditions safer from the dangers of CO.</p> <p>We will continue our CO engagement plan and there will be at least three CO related social posts per year as well as information included in membership emails that are pushed out.</p> <p>Energy Efficiency and Fuel Poverty Programme We also recognise that educating and empowering young people around how to be efficient with energy usage is something that they can not only take home, practice and share with their household now, but also benefit them in the future when they become independent.</p> <p>As such, we're expanding the scope of our partnership beyond CO awareness to incorporate energy efficiency and fuel poverty awareness activities into our programme.</p> <p>Over the next two years we'll launch a minimum of eight energy efficiency/fuel poverty activities aimed at educating young Scouting members and by proxy their household, to use their energy more efficiently and affordably.</p> <p>These energy efficiency/fuel poverty activities will be aimed at and tailored to Beaver, Cub, Scout, and Explorer sections, and feed into a variety of linked badges that will be confirmed with the Scouts programme team once detailed activity content has been agreed, but examples of proposed badges include;</p> <ul style="list-style-type: none"> • Cubs Environmental Conservation • Cubs Scientist • Scouts Environmental Conservation • Scouts Scientist • Explorer Science and Technology • World Challenge Award - Beaver/Cub/Scout sections • Global issues – all sections • Community Impact- all sections <p>In 2023 alone the above badges had over 180,000 sales, so we are confident we will get good engagement with this these energy efficiency/fuel poverty activities by linking to the right related badges.</p> <p>Beyond the activities themselves, Scouts will also share at least three tailored social posts each year on energy efficiency/fuel poverty, and signpost to schemes provided by the GDNs and their partners that can help with more in depth support for households experiencing fuel poverty.</p> <p>Combined programme Through the extension of our CO awareness programme and the addition of our Energy Efficiency and Fuel Poverty programme we will end up with a combined programme of at least 22 activities covering the four main Scouting sections from Beavers to Explorers.</p> <p>These 22 activities will help young Scouting members and their households to use their energy safely, efficiently and affordably both now and in the future.</p> <p>Our leader and adult volunteer CO e-Learning tailored so Scouting with Scout specific scenarios will be maintained with a view to embed into core learning.</p> <p>We have the potential to reach huge numbers through the Scouts social channels and membership emails, providing not only information about the partnership and activities to encourage participation, but also sharing CO safety and simple energy advice tips to help those reached reduce their own risk of CO and use their energy more efficiently.</p>
<p>Why the Project is Being Funded Through the VCMA</p>	<p>This project operates across all the GDN networks and aligns to a number of our collective GDN CO Strategy ambitions, target audiences and delivery methods:</p> <p>Ambitions</p> <ul style="list-style-type: none"> • Work with partners who share our joint ambition

	<ul style="list-style-type: none"> • 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 • Enable national programmes with consistent messaging for target communities <p>Target Audiences</p> <ul style="list-style-type: none"> • Customers across our network • People most affected by CO – over 65s and under 14s, and those with respiratory conditions • Customer segmentations deemed to have a higher risk of coming into contact with CO • Potential and existing partners <p>Delivery</p> <ul style="list-style-type: none"> • For-life messaging for children and young people • Working in partnerships with trusted intermediaries to access hard-to-reach groups <p>Updated April 2024</p> <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. It will also provide energy efficiency and fuel poverty awareness, including ways to mitigate for young people from households we might otherwise have struggled to engage.</p> <p>This partnership service goes above and beyond our core responsibilities as Gas Distribution Networks and is eligible under the VCMA funding criteria as it will provide carbon monoxide and energy efficiency awareness, empowering vulnerable young people and their households to use energy safely, efficiently and affordably.</p> <p>This partnership aligns to the GDNs' shared commitment to deliver support services for customers aligned to our four strategic pillars:</p> <ol style="list-style-type: none"> 1. Services Beyond the Meter 2. Supporting Priority Customer Groups 3. Fuel Poverty & Energy Affordability 4. Carbon Monoxide Awareness <p>This project aligns to strategic pillars 3 and 4 (with outcomes in 2).</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>SGN's Future Thinkers Panel During a dedicated CO Safety session with SGN's 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, one of the panel's key recommendations was to make links with organisations like Scouts. Their reasoning for this was that young people are more likely to listen to and learn from information about CO safety in a formal setting that already has a focus on learning.</p> <p>SGN's Vulnerability Steering Group During 2020/21 our Vulnerable Steering Group has helped us shape our vulnerability and CO strategies and our priorities for GD2. They guided us to work with existing organisation that tap into the target audience and encouraged us to work with partners who have a shared ambition. Data tells us the target audience is correct and our shared ambition is to ensure young people are safe, informed and empowered to be ambassadors for us in the community. The Vulnerability Steering Group have endorsed SGN's leadership in this initiative.</p> <p>GDN Strategic Engagement Groups</p>

When discussing this as a potential collaborative VCMA project during both the GDN CO Collaboration Group and GD2 Consumer Vulnerability and Carbon Monoxide Steering Group strategic stakeholders involved in both groups supported this partnership and the progression of this project.

Updated April 2024

SGN Stakeholder Evidence 2024

During 2023, SGN's Customer and Stakeholder Engagement Group and Vulnerable Steering Group doubled our original business plan commitment to support 500,000 vulnerable households, those most at risk of living in a cold and unhealthy home. SGN have used data and insights to develop our VCMA programme, this has underpinned how this commitment to support those most in need from a strategic ambition into an extensive partnership-based delivery programme.

As we've progressed our portfolio of projects throughout GD2 our strategic Vulnerable Steering Group (VSG) has provided ongoing guidance to SGN, reiterating importance of impactful partnerships that co-ordinate activities with others to support those most in need. In 2023 the VSG asked us to ensure that young people and those who are at risk of homelessness were key priorities for our programme.

NGN Stakeholder Evidence 2024

Asking our stakeholders what's important – using our wide range of engagement mechanisms from strategic workshops to customer perceptions, we asked stakeholders to prioritise what is most important to them. Since 2019 we've held regular workshops with our stakeholders, on the subject of Customers In Vulnerable Situations (CIVS). This ensures that we are well informed to address the needs of customers across our network and through collaborative projects.

Our most recent stakeholder engagement during 2023 has informed us that financial hardship is still a key area of focus, alongside the health impacts associated with, or exacerbated by, living in cold and damp homes. Stakeholders also told us that increasing capacity for support within services would be key to addressing the immediate and longer term impacts of fuel poverty and energy affordability. This project addresses this need and ensures additional capacity to support households who may be at risk, through a well-established and trusted advice service.

Each year we undertake CO and PSR research, our most recent research (January 2024) informed us that targeting awareness campaigns towards younger customers and future billpayers is a priority for CO awareness. These groups tended to see the lowest general awareness of CO, furthermore, future billpayers have the lowest awareness of the causes of CO build up. This project aligns with this need and addresses these issues.

WWU Stakeholder Feedback

Stakeholders at a WWU working 'Building a Sustainable Future' (Feb 2021) were asked to vote on whether they thought Wales & West Utilities' proposed level of spend for the Business Plan was about right, or whether they could be more ambitious in particular areas. At both events, the highest rated area was 'fuel poverty / energy efficiency', with stakeholders voting that Wales & West Utilities should invest more heavily than proposed in this area. 'Education' also ranked highly, with participants feeling that the company could enhance its engagement with primary and secondary schools and provide customers with valuable life skills, such as in reading bills and budgeting. Other areas that generated thoughtful discussion included 'support for customer broken appliances' and 'co awareness'.

Cadent Stakeholder Evidence 2024

Cadent conducted extensive stakeholder and customer research in May 2022 following the completion of RIIO-GD2 year one and again after year two. The aim of

	<p>the research was to assess customer/stakeholder opinion on Cadent's allocation of VCMA spend and gain insight on where we should direct VCMA funding in the future. The results of our research studies, including our Energy Diaries thought leadership programme are available to view on the Cadent website. However, we've captured some of the key evidence below.</p> <ul style="list-style-type: none"> • 61% of stakeholders (the highest proportion by individual category) supported Cadent increasing its VCMA allocation on projects aimed at tackling fuel poverty. • Over 70% of customers are concerned about the level of their energy costs • Very few customers understand their energy bill • Less than 20% of customers feel as though they understand the range of support opportunities that they may be entitled to • There is very low trust associated with energy companies <p>Cadent work with over 40 strategic partners to continually feed into our strategic thinking and project prioritisation (in support of customers in vulnerable situations. We use the ongoing engagement with the key partners to inform our decision making, as we have with this project.</p>
<p>Outcomes, Associated Actions and Success Criteria</p>	<p>Outcomes</p> <ul style="list-style-type: none"> • 14 activities created covering all Scouts age ranges that raise awareness and understanding of CO poisoning, and how to manage and reduce the risks. 10 activities created in year one with a further four in year two. • Sponsored and branded Cub Home Safety activity badge which is designed to give young people the skills and knowledge to stay safe around the home, whilst also knowing what to do in the event of an emergency. • Promotion of CO safety and the partnership through collaborative social media campaigns. • CO awareness training for adult Scouts volunteers. • Embedded CO safety information in Scouts safety guidance materials. <p>Associated Actions – for project lead (SGN)</p> <ul style="list-style-type: none"> • Collation, monitoring and sharing of monthly reporting • Bi-monthly meetings with Scouts to review impact, assess engagement and agree/implement additional communications to drive engagement if necessary • Capture and share lessons learnt throughout the project • Manage collaborative social media campaigns, content, timeline etc. • Sharing of MI, reporting and case studies with all GDNs <p>Associated Actions – for all GDNs</p> <ul style="list-style-type: none"> • Work collaboratively with The Scouts on co-development of CO awareness activities. • Assist in and agree design of sponsored Cub Home Safety activity badge. • Support with collaborative social media campaigns, assisting with content and posting/sharing in line with agreed timeline. • Collectively support the development of CO awareness training material for the adult Scout volunteers. • Collectively provide suitable CO safety information to be embedded into Scouts safety guidance materials <p>Associated Actions – for Scouts</p> <ul style="list-style-type: none"> • Work collaboratively with the GDNs on co-development of CO awareness activities. • Work with the GDNs to co-design the sponsored Cub Home Safety activity badge • Develop dedicated partner page on the Scouts' website • Manage collaborative social media campaigns, content, timeline etc. • Share details of Scout events both national and local events, linking the GDNs in with local groups where necessary (COVID guideline dependant) • Embed CO safety information in Scouts safety guidance materials • Provide 'Scouts Store' with partnership activity details and CO safety messaging to promote on their website

	<ul style="list-style-type: none"> • Provision of monthly updates and reporting • Bi-monthly meetings with SGN to review impact, assess engagement and agree/implement additional communications to drive engagement if necessary <p>Success Criteria</p> <ul style="list-style-type: none"> • Number of sponsored badges achieved • Number of young people who have taken part in the activities – Yr1 target 75,000 • Number of visits to the Scouts x SGN partner page • Reach and engagement stats for social media posts and email • Number of attendees at GDN attended Scout events • % increase in pre vs post activity CO awareness scores – taken from youth members from a representative sample of Scout groups. • Quality case studies gathered and shared to promote partnership • Number of adult volunteers provided CO awareness training • Number of adult volunteers who have used/engaged in the activities – Yr1 target 11,250 <p>Update April 2024 Throughout 24/25 and 25/26 our partnership we will achieve the following additional outcomes;</p> <p>Outcomes</p> <ul style="list-style-type: none"> • A minimum of eight new Energy Efficiency/Fuel Poverty activities created that will educate young Scouting members, and their households, to use their energy more efficiently and affordably • Energy Efficiency/Fuel Poverty activities will feed into a variety of linked badges to maximise visibility and engagement • Scouts will signpost to schemes provided by the GDNs and their partners that can help with more in depth support for households experiencing fuel poverty • A minimum of two new CO awareness activities created each year that raise awareness and understanding of CO poisoning, and how to manage and reduce risk • Existing programme of CO activities maintained and updated where required • Continued sponsorship of the CO branded Cub Home Safety activity badge • CO awareness to be a mandatory requirement of the Cub Home Safety Badge • CO awareness to be a mandatory requirement of the Camper activity badges for Scouts and Explorers • CO awareness embedded in the pre-expedition training for Scouts and Explorers • Promotion of energy Efficiency/Fuel Poverty, CO safety, and the partnership as a whole through collaborative social media campaigns • Promotion and embedding of our bespoke CO e-Learning for adult Scouts volunteers <p>Success Criteria</p> <ul style="list-style-type: none"> • Number of sponsored Cub Home Safety badges sold • Number of young people who have taken part in the CO activities – annual target of at least 100,000 • Number of young people who have taken part in the Energy Efficiency/Fuel Poverty activities – annual target of at least 50,000 • Number of visits to the Scouts x GDN partner page • Number of visits to the Scouts x GDN activity page(s) • Reach and engagement stats for social media posts and emails • Number of attendees at GDN attended Scout events • Number of adult volunteers provided CO e-learning – annual target of 10,000
<p>Project Partners and Third Parties Involved</p>	<p>Joint VCMA Funders: Gas Distribution Companies: Cadent Gas, NGN, SGN and WWU</p> <p>Delivery Partner: The Scouts</p>

<p>Potential for New Learning</p>	<p>We expect to get a good understanding of young peoples' willingness to engage and learn about the dangers of CO through trusted and established partners such as the Scouts who provide a diverse programme of activities designed to provide young people with skills for life.</p> <p>Through reporting on the individual co-developed activities, we will be able to learn about what activity types/styles are most successful/engaging for each age group.</p> <p>We will use the insights from this project to develop our awareness and education programme for young people around CO and broader safety messaging. Informing decisions on future potential partnerships and projects with the possibility to mirror the model if successful.</p> <p>The world we now live in seems to change at an ever-increasing rate, with young people often most impacted. We recognise that society is changing rapidly and need to maintain a current view and an evolving view of engagement with an age group whose world is very different from the one we all grew up in. Getting regular insight from this project gives us the ability to adapt accordingly.</p> <p>Update April 2024 We know from the existing programme of CO activities what styles of activity are most popular and most engaging for the Scouting community and we can use this insight when creating our new CO activities and adding in our programme of activities on energy efficiency and fuel poverty.</p> <p>These energy efficiency and fuel poverty activities will provide new opportunities for learning. Helping us better understand young people's perceptions of energy usage and the cost-of-living crisis.</p>
<p>Scale of VCMA Project and SROI Calculations, including NPV</p>	<p>Scale The scale of this project is huge in its potential, with the ability to reach and educate up to 360,000 diverse young Scout members and 140,000 adult volunteers on the dangers of CO. That's a potential 500,000 people we can reach with engagement on CO of varying depths, where the target audience wants communication from the organisation providing it, in this case The Scouts.</p> <p>The range of engagement is broad, and includes workshops, activities, newsletters, social media campaigns, and broadcast messages through Scouting challenges targeted at all age groups.</p> <p>Based on Scouts data from previous partnerships and activity programmes, we aim to reach the following minimum number of people through our CO activities alone in the first year:</p> <ul style="list-style-type: none"> • Beavers – 25,000 • Cubs – 25,000 • Scouts – 15,000 • Explorers – 10,000 • Adult volunteers – 11,250 <p>Total: 86,250</p> <p>In very simple terms, the annual cost to serve is £100,00, if you divide this by the 86,250 target number of people reached in year one through our CO awareness activities alone that equates to £1.16 per person per year, which we think is great value for money. This doesn't take into account the onward shared learning that comes from educating a young person on the dangers of CO, or the additional members of the Scouting community that are provided with CO awareness out with the activities themselves through other engagement channels.</p> <p>Research carried out by SIA partners for Cadent as part of their SROI calculations showed that education provided to a young person will generally reach 2.4 people through shared learning. Therefore, from our minimum educational reach of young people in year one of 75,000 we can expect a CO awareness shared learning reach of 180,000 people in year one alone. Taking into account this shared learning and the adult volunteers reached through</p> <p>SROI</p>

	<p>To give an estimation of the SROI we have used the SROI calculation for CO awareness that WWU developed in conjunction with Sia Partners for their business plan. This states that for CO awareness every £1 spent would get a return of £1.86, or a net value of £0.86.</p> <p>This value is only an indication of the SROI to show that we forecast a positive SROI for this project. These calculations are not based on the specific reach or deliverables of this project and do not incorporate broader outcomes such as training the adult volunteers on CO awareness or embedding CO safety information in the Scouts safety guidance materials.</p> <p>To calculate the true SROI for this partnership we will be carrying out a broader ongoing assessment once we have a better understanding of the tools available for education and outcome. We would need to incorporate measurement around all the various elements of this project to provide an accurate and fair representation of the social value and SROI.</p> <p>Update April 2024 We have worked with Scouts to co-design the extension and expansion of this partnership and ensure that its ambition contributes to the delivery of our collaborative Vulnerability, and Carbon Monoxide strategies.</p> <p>The SROI has been assessed by SIRIO Strategies using the industry standard Social Value framework, supported by the GDN rulebook and is forecast to deliver an additional £3.34 for each £1 invested, this will be monitored closely to ensure we adhere to the VCMA governance criteria and deliver a positive SROI.</p> <table border="1" data-bbox="427 896 1300 1059"> <tr> <td>Total cost*</td> <td>£215,007.86</td> </tr> <tr> <td>Total gross present value</td> <td>£933,283.69</td> </tr> <tr> <td>Net Present Value (NPV)</td> <td>£718,275.83</td> </tr> <tr> <td>SROI</td> <td>£3.34</td> </tr> </table> <p><i>*Accounting for inflationary factors over the term of the project.</i></p>	Total cost*	£215,007.86	Total gross present value	£933,283.69	Net Present Value (NPV)	£718,275.83	SROI	£3.34
Total cost*	£215,007.86								
Total gross present value	£933,283.69								
Net Present Value (NPV)	£718,275.83								
SROI	£3.34								
VCMA Project Start and End Date	<p>Phase 1: 01/08/21 – 31/08/24 – Updated to run 01/10/21 – 30/09/24</p> <p>Update April 24</p> <p>Partnership extended to 31/03/26 with increased CO programme and additional energy efficiency activities mobilising May 2024.</p>								
Geographical Area	<p>This project will take place nationally across England, Scotland, and Wales within the footprint of all four funding GDNs.</p>								
Internal governance and project management evidence	<p>SGN have worked alongside The Scouts Association on behalf of all of the gas networks to co-design this partnership and ensure that its ambition contributes to the delivery of the gas networks collaborative Vulnerability and Carbon Monoxide Strategies, and adheres to the updated VCMA governance criteria.</p> <p>The initial positive SROI was calculated based on a WWU SROI calculation for CO awareness they developed in conjunction with SIA Partners.</p> <p>For the updated 2024 – 2026 partnership, the SROI has been assessed by SGN with support from SIRIO Strategies using the newly developed Industry Standard Social Value Framework and accompanying GDN Rulebook, this includes consideration of the current partnership delivered outcomes.</p> <p>As detailed above we have reviewed the full partnership scope which has been forecast at adding an additional £3.34 for each £1 invested, this will be monitored closely to ensure we adhere to the VCMA governance criteria and achieve our expected targets.</p> <p>To support the partnership to deliver the success criteria outcomes as detailed, SGN will meet monthly with the Scouts partnership lead and update the other GDNs via the monthly GDN CO collaboration group meetings. There will also be quarterly</p>								

	<p>steering group meetings with all GDNs to assess and review delivery against targets and look for opportunities to expand and extend the benefits of this partnership.</p> <p>The PEA has been drafted by the business lead Dan Edwards from SGN and has been reviewed by representatives of the GDN CO Collaboration Working Group and signed off by the senior leaders of all participating GDNs.</p>
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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: 08/07/21
Review completed by: Dan Edwards (SGN)

GDN:	Name:	Job Title:
Cadent	Phil Burrows	Customer Vulnerability Social Programmes Delivery Manager
NGN	Steve Dacre	Vulnerability Innovations Lead
SGN	Kerry Potter	Groups Social Impact and Vulnerability Manager
WWU	Elizabeth Warwick	Stakeholder Engagement Manager

Stage 2: GD2CVG Panel Review
Meeting date sign off agreed:
Review completed by: Kerry Potter (SGN)

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

Step 3: Participating GDN individual signatory sign-off

GDN	Name:	Job Title:	Signature:	Date:
Cadent:	Philip Burrows	Head of Customer Vulnerability Social Programmes Delivery		21/07/21
NGN:	Eileen Brown	Customer Experience Director	<i>Eileen Brown</i>	26/07/21
SGN:	Rob Gray	Director of Stakeholder & Communications	<i>Rob Gray</i>	28/07/21
WWU:	Nigel Winnan	Head of Customer and Social Obligations	<i>Nigel Winnan</i>	26/07/21

Update April 24



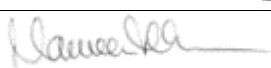
Stage 1: GDN Collaboration Group PEA Review
Meeting date review completed: By email
Review completed by: Dan Edwards (SGN)

GDN:	Name:	Job Title:
Cadent	Shelley Snow	Safeguarding & Community Partnership Lead
NGN	Stephanie Ord	VCMA Project Coordinator & CO Lead
SGN	Dan Edwards	Social Impact Programme Lead
WWU	Paisley Henderson	Communities & Partners Officer

Stage 2: GD2CVG Panel Review
Meeting date sign off agreed: By email
Review completed by: Kerry Potter (SGN)

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

Step 3: Participating GDN individual signatory sign-off

GDN	Name:	Job Title:	Signature:	Date:
Cadent:	Philip Burrows	Head of Customer Vulnerability Social Programmes Delivery		10/06/24
NGN:	Eileen Brown	Customer Experience Director		06/06/24
SGN:	Maureen McIntosh	Director of Customer Service		11/06/24
WWU:	Nigel Winnan	Head of Customer and Social Obligations	<i>Nigel Winnan</i>	06/06/2024

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: