

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

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

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### *Carbon monoxide schools' education*

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02/02/22

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

<p><b>Section 1 - Eligibility criteria for company specific projects (other than condemned essential gas appliance repair and replacement)</b></p> <p>In order to qualify as a VCMA project, a project must:</p>	
<b>VCMA Eligibility Criteria</b>	<b>Criteria Satisfied (Yes/No)</b>
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"> <li>i. Provide support to consumers in vulnerable situations, and relate to energy safeguarding, or</li> <li>ii. Provide awareness on the dangers of CO, or</li> <li>iii. Reduce the risk of harm caused by CO;</li> </ul>	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
<p><b>Section 2 - Eligibility criteria for company specific essential gas appliance servicing, repair, and replacement projects</b></p> <p>In order to qualify as a VCMA project, unsafe pipework and essential gas appliance servicing, repair or replacement must meet the following criteria:</p>	
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
<p><b>Section 3 - Eligibility criteria for collaborative VCMA projects</b></p> <p>In order to qualify as a collaborative VCMA project, a project must:</p>	
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	Yes
c) Involve two, or more, gas distribution companies.	Yes

**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>	Bonanza Creative Carbon monoxide education programme - R
<b>Funding GDN(s)</b>	Northern Gas Networks, SGN, Wales & West Utilities
<b>Role of GDN(s) *For Collaborative VCMA Projects only</b>	SGN – Project lead NGN / WWU – Project participants
<b>Date of PEA Submission</b>	10/02/22 – Original 20/05/22 - Revised
<b>VCMA Project Contact Name, email, and Number</b>	Dan Edwards – SGN Social Impact Programme Lead <a href="mailto:Dan.edwards@sgn.co.uk">Dan.edwards@sgn.co.uk</a>
<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 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 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.</p> <p>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.</p> <p>Young people are challenging to engage with outside of educational settings and when armed with knowledge can be key to sharing information on how they can keep themselves and their loved one's CO safe.</p> <p>We understand that effective engagement within the education sector is achieved by having and building strong relationships, and by being recognised as a trusted delivery partner, especially when targeting communities in need. To reach young people with an effective CO engagement programme in schools across target areas in England, Scotland and Wales, in primary, secondary and special education needs schools, these schools will require skilled and dedicated engagement.</p>
<b>Scope and Objectives</b>	<p><b>Objectives:</b></p> <p>To reach young people through primary and high schools with tailored educational resources in an environment where they are focussed on learning and most likely to be receptive to CO safety advice.</p> <p>To educate, engage and empower approximately 9,460 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 pilot the Silent Killer 'Whodunnit' CO educational resource aimed at secondary school pupils aged 12-16 to assess viability for a national secondary school CO educational programme.</p>

	<p><b>Scope:</b></p> <p>Bonanza Creative are specialists in developing creative learning, training and education for life. They have worked for over 20 years with schools and businesses to deliver engaging learning for their students and delegates. Their aim is to ensure a positive experience for all by providing alternative and creative approaches to all aspects of education. By making the experience memorable, the learning is established for life. They have experience in delivering effective CO safety programmes including Safety Seymour and CO Crew in primary schools in partnership with Cadent.</p> <p>Bonanza Creative will expand delivery of both the Safety Seymour (KS1) and CO Crew (KS2) educational programmes, delivering in-depth classroom-based sessions in NGN, SGN and WWU network areas.</p> <p>Through these in-depth classroom-based sessions each young person taking part will be educated on what CO is, where it comes from, the dangers of CO, and how to stay safe. Each young person will receive a CO information leaflet, a Safety Seymour leaflet for KS1 and a CO Crew leaflet for KS2. These will help the young people to take the learning home with them and share with their household, expanding the reach of the learning and awareness.</p> <p>As well as the Safety Seymour and CO Crew classroom-based sessions Bonanza Creative will be delivering assembly sessions with KS1 and KS2 age groups in schools within NGN, SGN and WWU network areas. These assembly sessions include a 15-minute video incorporating Safety Seymour and the CO Crew to provide a high-level overview of the dangers of CO and CO safety advice. The video provides details of the classroom sessions to encourage the schools/teachers to book in for those to provide more in-depth learning for the young people.</p> <p>All members of this partnership will work together to promote the programme to generate delivery in communities where there is greater vulnerability and in hard-to-reach communities, including Special Educational Needs Schools.</p> <p>As a partnership we are committed to providing an inclusive educational programme for all young people. Bonanza Creative are experienced in delivering these activities with accessibility in mind, and they will adapt them to make them suitable for every young person's individual needs.</p> <p>To meet the learning objectives, we will test within the formal school environment new resources that SGN have developed for secondary school age pupils. The Silent Killer 'whodunnit' style interactive resource was developed based on insight and feedback from the SGN Future Thinkers Panel and feedback from children of SGN employees. Bonanza Creative will run a pilot of the Silent Killer 'Whodunnit' CO educational resource, running multiple Silent Killer 'Whodunnit' classroom sessions within three secondary schools. This pilot will allow us to gain valuable insight and feedback from secondary school teachers and pupils about the resource.</p> <p>The partnership will run the overall agreed programme as a pilot with the intention to extend delivery across GD2 dependent upon successful outcomes.</p>
<p><b>Why the Project is Being Funded Through the VCMA</b></p>	<p>This project operates across the 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> </ul> <p><b>Target Audiences</b></p> <ul style="list-style-type: none"> <li>• Customers across our network</li> <li>• People most affected by CO – over 65s and under 14s, and those with respiratory conditions</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>Delivery</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> </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>SGN's Future Thinkers Panel</b>  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 provide CO awareness through existing educational settings such as schools, youth groups and community groups. Their reasoning for this was that young people are more likely to listen to and learn information about CO safety in a formal setting that already has a focus on learning and building life skills.</p> <p><b>SGN's Vulnerability Steering Group</b>  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><b>GDN CO Collaboration Group</b>  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> <p><b>NGN Customers in Vulnerable Situations (CIVS) Workshops 2020 – 2021</b>  Asking NGN 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 (including digital engagement in light of CV-19). During 2020-2021 we held multiple workshops with our stakeholders, on the subject of customers in vulnerable situations. During our CV-19 specific workshop, our stakeholders identified that education was an issue due to the pandemic. They stated that an education gap has grown for disadvantaged children. Some vulnerable children will have received no education during lockdown due to lack of access to services/internet/technology. This has therefore impacted social, literacy skills and development skills. Educating school children living in vulnerable situations, around CO safety messages, is critical to ensuring they and their families understand what to look out for and what actions to take to stay safe.</p> <p><b>NGN commissioned research around CO in January 2021.</b>  Some, if not all of the top actions from research commissioned by NGN around CO safety, will be addressed by supporting this project:</p> <ul style="list-style-type: none"> <li>• Target increasing awareness of the dangers of CO</li> <li>• Increase understanding of what CO actually is</li> <li>• Encourage people to get a CO alarm</li> <li>• Encourage people to test their alarms</li> </ul> <p><b>NGN Customer Engagement Group (CEG)</b>  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</p>

	<p>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.</p> <p><b>WWU Primary School CO education survey</b>  During December 2021 and January 2022, WWU carried out a survey of 40 primary schools within their network area to gain insight on CO education in schools. This survey provided the following insight:</p> <ul style="list-style-type: none"> <li>• 80% of primary schools want some form of interaction with us regarding CO awareness raising</li> <li>• 51% want engagement with both KS1 and KS2 age groups; <ul style="list-style-type: none"> <li>○ KS1 (4-7) only - 5%</li> <li>○ KS2 (7-11) only - 43%</li> <li>○ Both KS1 &amp; KS2 - 51%</li> </ul> </li> <li>• 78% saying they wanted CO educational resources and in school sessions, with 64% also saying that an 'All school film' would be desirable; <ul style="list-style-type: none"> <li>○ Resources for class teachers to deliver - 45%</li> <li>○ Resources and in school sessions - 78%</li> <li>○ Resources and virtual instructor led sessions - 48%</li> <li>○ All school film - 64%</li> </ul> </li> </ul> <p><b>Bonanza Creative Artistic Director – Emmi Isham</b>  “Over the past 6 years we have been delivering this programme within schools and consistently receive incredibly positive feedback from pupils, parents and teachers. Starting in its first year with 20 deliveries, it has now grown to 400 deliveries a year. This is because schools value the sessions so much that they keep returning year on year to educate their new intake of pupils. I cannot count the amount of times (whilst visiting a school) a teacher has located me or one of the Arts Facilitators to convey a story relating to CO and their lives, offering appreciation that we are offering this service in helping to educate children and families on this subject.”</p> <p><b>Bonanza Creative Teacher Feedback</b>  “Children went away with a new knowledge and could talk about it with their families and each other. They were talking to family members about how to keep safe.”</p> <p>“The children enjoyed the interactive nature of the online session. They continue to talk about Carbon Monoxide safety.”</p> <p>“Now the children know what carbon monoxide is, how it affects you &amp; what the phone number is to call.”</p> <p>“We thoroughly enjoyed it. The way you used drama and games to bring the learning to life really helped to reinforce the learning. Who could have thought that learning about Carbon Monoxide could be so fun!</p> <p>“I just wanted to express my thanks to you for organising our virtual lesson and if you could pass on a special thanks to Trovy for today's sessions. The children were very excited and could retell everything they had learnt. They were so excited to take home their packs and share their new knowledge with their parents. Trovy's enthusiasm and way with the children was excellent in both sessions and she kept the children engaged throughout.”</p>
<p><b>Outcomes, Associated Actions and Success Criteria</b></p>	<p><b>Outcomes</b>  Bonanza Creative will deliver Safety Seymour and CO Crew CO educational sessions between January and July 2022, reaching approximately 9,610 young people in the following breakdown between NGN, SGN and WWU network areas:</p>

GDN / Network	No. of sessions	Approx no. of pupils*
NGN	24 Safety Seymour (in-depth classroom)	720
	20 CO Crew (in-depth classroom)	600
	1 Silent Killer (in-depth classroom pilot)	30
	1 day SEN school session	40
	5 Assemblies (high level video)	1,400
SGN Scotland	10 Safety Seymour (in-depth classroom)	300
	10 CO Crew (in-depth classroom)	300
	1 day SEN school session	40
	3 Assemblies (high level video)	840
SGN South	20 Safety Seymour (in-depth classroom)	600
	20 CO Crew (in-depth classroom)	600
	1 Silent Killer (in-depth classroom pilot)	30
	1 day SEN school session	40
	5 Assemblies (high level video)	1,400
WWU	20 Safety Seymour (in-depth classroom)	600
	20 CO Crew (in-depth classroom)	600
	1 Silent Killer (in-depth classroom pilot)	30
	1 day SEN school session	40
	5 Assemblies (high level video)	1,400
<b>Total</b>		<b>9,610</b>

*\*Based on average of 30 pupils per classroom session and 280 per assembly. SEN school day consisting of average of four sessions with 10 pupils per session.*

Each young person taking part in the in-depth classroom sessions will be provided with a leaflet corresponding to the content they have been taught; Safety Seymour for KS1, CO Crew for KS2 and Silent Killer for the secondary school pilot.

#### **Associated Actions – for project lead (SGN)**

- Collation, monitoring and sharing of monthly reporting
- Bi-monthly meetings with Bonanza Creative 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

#### **Associated Actions – for all GDNs**

- Provide details of communities in greatest need to target activities to as required. This could be based on CO job statistics, areas of vulnerability etc.
- Assist where possible in identifying potential schools to take part in the programme.
- Support with collaborative social media campaigns, assisting with content and posting/sharing in line with agreed timeline.

#### **Associated Actions – for Bonanza Creative**

- Manage collaborative social media campaigns, content, timeline etc.
- 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
- Review insight and feedback on Silent Killer pilot and provide guidance through a written report on the refinements required and the most suitable approach to ensure the resource will be successful and have the most impact

#### **Success Criteria**

- Number of young people in KS1/KS2 educated on the dangers of CO through in-depth classroom sessions – approx. 4,320
- Number of young people provided with high level CO safety information through assemblies – approx.5,040
- Reach and engagement stats for social media posts
- Quality case studies gathered and shared to promote partnership
- Number of 12-16 year old educated using the Silent Killer 'whodunnit' resource' – approx. 90

	<ul style="list-style-type: none"> <li>• Number of young people in SEN schools educated on the dangers of CO – approx. 160</li> <li>• Plan developed to refine and rollout the Silent Killer ‘whodunnit’ resource at a national level across all GDN network areas.</li> </ul>
<b>Project Partners and Third Parties Involved</b>	<p><b>Joint VCMA Funders:</b> Gas Distribution Companies: NGN, SGN and WWU</p> <p><b>Delivery Partner:</b> Bonanza Creative</p>
<b>Potential for New Learning</b>	<p>Details of what the GDN(s) expect to learn and how the learning will be disseminated.</p> <p>We expect to get a good understanding of young peoples’ willingness to engage and learn about the dangers of CO through classroom-based school sessions delivered by trusted and established school education delivery partners such as Bonanza Creative.</p> <p>From the pilot of the Silent Killer ‘whodunnit’ CO educational programme we will gather feedback and insight that will help to refine the package and look at how best to offer this in secondary schools as part of a large-scale national CO educational programme. At least 90 secondary age pupils will be educated on the dangers of CO through this pilot.</p> <p>We will use the insights from this project to understand the outcomes of in school education programmes. This will inform decisions on extending/expanding this project into a larger and ongoing project, as well as future potential partnerships and projects with the possibility to mirror the model if successful.</p> <p>We will understand how effective it is to engage students in SEN schools about CO to help keep them and their families safe and warm, and how best to successfully engage with both SEN Schools and High Schools as we deliver new initiatives that aim to deliver effective and targeted CO engagement.</p>
<b>Scale of VCMA Project and SROI Calculations</b>	<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>Scale</b> This initial project is relatively small in scale to allow for the outcomes to be reviewed and assessed to inform how best to expand to become a much larger scale national project.</p> <p>This education programme will provide CO education to approximately 9,610 young people.</p> <p>Research carried out by SIA partners 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 CO educational reach of 9,610 young people we can expect a CO awareness shared learning reach of 23,064 people.</p> <p><b>SROI</b> Working with SIA Partners we’ve developed a social proxy value for CO Residential and school based CO education for young people. Using this along with the DNO SROI assessment tool we have assessed the impact of this pilot project. We have carried out an assessment of the financial and wellbeing outcomes associated with this project and we forecast a positive SROI.</p>
<b>VCMA Project Start and End Date</b>	7-month pilot project: 01/01/22 – 31/07/22
<b>Geographical Area</b>	This project will take place nationally across England, Scotland, and Wales within the distribution footprints of 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: 31/01/22**

**Review completed by:**

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

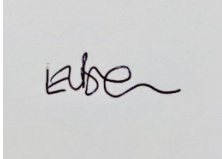
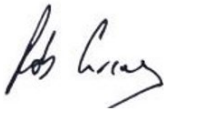
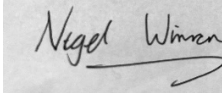
**Stage 2: GD2CVG Panel Review**

**Meeting date sign off agreed: 04/02/22**

**Review completed by:**

GDN:	Name:	Job Title:
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:
NGN:	Eileen Brown	Customer Experience Director		06.05.2022
SGN:	Rob Gray	Director of Stakeholder & Communications		19/05/22
WWU:	Nigel Winnan	Head of Customer and Social Obligations		05.05.2022

**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: 11/02/22 – Original / 27/05/22 - Revised