

Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)
*"Think Publishing Collaboration
#WeAreAble Campaign "*


Simon Hames
July 2022



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

Section 1 - Eligibility criteria for company specific projects (other than condemned essential gas appliance repair and replacement)	
In order to qualify as a VCMA project, a project must:	
VCMA Eligibility Criteria	Criteria Satisfied (Yes/No)
a) Have a positive, or forecasted positive Social Return on Investment (SROI), including for the gas consumers funding the VCMA project;	Y
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; 	Y
c) Have defined outcomes and the associated actions to achieve these;	Y
d) Go beyond activities that are funded through other price control mechanism(s) or required through licence obligations; and	Y
e) Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding.	Y
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;	NA
b) The household cannot afford to service, repair or replace the unsafe pipework or essential gas appliance; and;	NA
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.	NA
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;	NA
b) Have the potential to benefit consumers on the participating networks; and	NA
c) Involve two, or more, gas distribution companies.	NA

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

Information Required	Description
Project Title	#WeAreAble Campaign 
Funding GDN(s)	Cadent
Role of GDN(s) *For Collaborative VCMA Projects only	NA
Date of PEA Submission	
VCMA Project Contact Name, email and Number	Simon Hames Simon.hames@cadentgas.com 07908898094
Total Cost (£k)	£348,400.00
Total VCMA Funding Required (£k)	£348,400.00
Problem(s)	<p>Diversity and inclusion is high on the agenda – both on the international stage and more locally at work and even on our favourite TV programmes (e.g. a deaf actor winning Strictly signalled a turning point in reality TV). But, there is still stigma around vulnerability – often people do not like to be considered ‘vulnerable’. Some people don’t identify as being vulnerable. Others don’t realise that they are entitled to support because their specific need isn’t supported by a charity or they don’t realise there is a way to make their life at home easier and safer.</p> <p>The Priority Services Register (PSR) helps gas and electrical companies look after customers who have additional needs including chronic illnesses, blindness, deafness, mental health issues, dementia, physical impairments and those who use dialysis, ventilators and stair lifts. But, in all honesty, people don’t know about it.</p> <p>There is a lot of work to be done to reduce – and hopefully one day remove – the stigma around vulnerability. But, by creating a campaign that tackles vulnerability head on, there is an opportunity to help create a movement that starts to change the conversation and celebrate those people who feel safe and independent in their own homes. By sharing personal stories of people from different walks of life to inspire others; encourage people to accept their own vulnerability and remove the stigma as well as giving vulnerability a human face that can’t be ignored. The campaign will also provide practical advice, ‘how to’ guides and information on the PSR. Most importantly, this isn’t about sales-driven Cadent messaging, but about positive and meaningful change.</p> <p>All great campaigns need champions. By utilising Think clients to help disseminate campaign messaging and share relevant case studies, Think can help Cadent find those champions, as well as seek out campaign partners, inviting other organisations who have previously worked with Cadent and the PSR to get involved and promote it via their channels.</p>
Scope and Objectives	The objective of the project is to support keeping people safe, warm and independent in their homes as well as to remove the stigma of vulnerability and as such, remove the label. But, for content to become a visible campaign we have to grab and activate people. To create a movement, you need to move people. Building an emotional connection is key.

The project will be delivered via a campaign approach where the concept will be anchored on focusing on putting 'ability' into 'vulnerability'.

The campaign will be one that is visual tackling vulnerability head on – visually removing the 'vulner' and demonstrating how people can take an independent and powerful step forward in their own lives - **We are vulnerable**

The social media hashtag would be **#WeAreAble** – and the focus, an uplifting campaign that galvanizes a community of like-minded individuals.

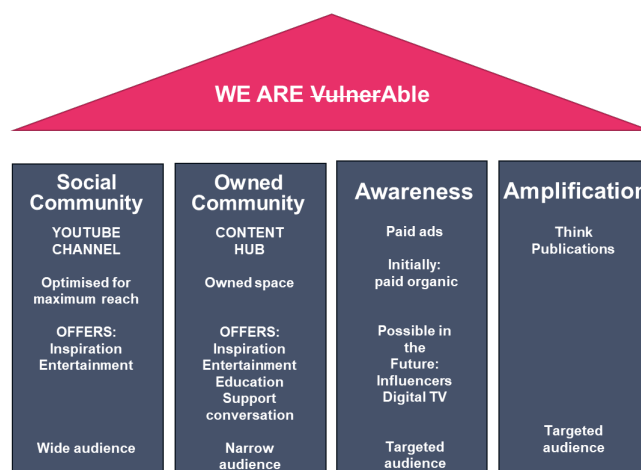
The campaign will be positive and inspiring. It will celebrate captivating people who have overcome difficulties in their day-to-day life. Rather than speak *for* vulnerable people, they will be at the heart of it – 'nothing about us without us'. While we have suggested incorporating a celebrity figure, this campaign will be rooted in relatable stories that feel closer to home.

Campaign Pillars

The campaign will be built on four key pillars of focus. The focal point for the **#WeAreAble** campaign is a dynamic and highly-visual content hub, that will contain emotive 'hero' stories, an inspiring 'hub' content and SEO-friendly and practical 'help' stories. But, this is just a leaping off point and a place to which people can be signposted to find out more and take action.

To create that all-important community, the message will be taken to the people. This will be done by pushing out core messages to a wide audience through both social media and partnership activity with organisations that can more easily access relevant communities.

Campaign Pillars:



Campaign Content

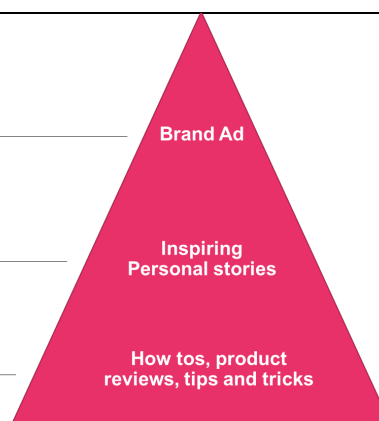
The content within this campaign forms a pyramid. At the top, there are one or two strong pieces of emotive brand content. Then have a larger number of inspiring stories that provide a reason to return, supported by as many pieces of help content as possible.

Content pyramid:

Hero films create memorial connections with a wide audience and bring the core message of the campaign to life. They are the first thing the audience sees and would have paid media behind them.

Hub content is what keeps people coming back. These films form an episodic series for which people want to revisit the website and social channels.

Help content is there when people need it. We become a trusted resource for everything to do with the issue of *living with* vulnerability. This content is highly effective in organic search.



Campaign Delivery

The campaign will have clear branding that will translate across print, digital and video. It will be rooted in a content hub that will be launched at the start of the campaign and there will be regular uploads to maintain a continued drumbeat of content over the course of the campaign. The campaign will run for 18 months. It will be promoted via Think's clients' comms channels and those of relevant charity partners.

The following assets will form the campaign:

- **Brand Video** - A compelling brand video combining the case studies to lead the campaign
- **Case Study Video** - A series of case study videos (feat. relevant members from Think clients' organisations) with short edits for social. This will give the campaign ambassadors – who can be followed up throughout the year and encouraged to champion the campaign at all opportunities (we could even make something of the search for them)
- **Celebrity Video** - Video of a celebrity (possibly a Paralympian or actor with additional needs) talking to someone who is in a similar situation
- **How-to Video** - Animated how-to explainer videos (including one outlining what the PSR is and how/why to sign up)
- **Interactive Quiz** - to help people identify what additional support they might need
- **Resources and Checklists** – written how-tos, advice and curated expert information from other organisations and content Cadent have already produced
- **Blogs** - (hosted online on the hub and Think's clients' websites, and promoted via relevant emails)
- **Supporter Email** - A dedicated email that supporters can sign-up to, to keep up to date with the campaign and receive the latest content directly to their inbox
- **Magazine Features** - in Think clients' membership magazines and solus emails
- **Social Posts** - (content-led, strong imagery and GIFs)
- **Paid Social Campaign** – creative campaign
- **Influencer Campaign** - to balance paid content with influencer support
- **Media Buying**
- **Asset pack/toolkit** - for people to show their support for the movement

Campaign Delivery – Think Client Outreach

With clients spanning multiple professional disciplines and charitable causes – reaching a combined audience of more than four million - will provide access to a number of organisations that can potentially support and partner with the campaign. Content will be tailored to their audiences and feature their members in case studies. It will include a balance of emotive and practical content, which will sit on the hub or on clients' channels, as appropriate.

Participating clients will be identified, confirmed and onboarded during the launch preparation stage of the project. An example of potential clients and activities are as follows:

- **The Arts Society** – Could curate a feature on the transformative power of art for those facing rehab or long-term conditions. This could be written by the editor and featured in the magazine and online.
- **Association of Optometry** – Could produce an editorial campaign educating members on the PSR, so they in turn, promote it to vulnerable people with deteriorating sight.
- **British Association for Counselling and Psychotherapy** – Could work with one of the members on a feature about the strength of asking for help.
- **Benenden** – with 800,000 members, many of whom are older and have health issues, we could feature one of them in a case study. This could also be tied in with their home insurance offering to keep people safe at home. In addition, educational content could be provided for their hospitals to encourage members to sign up to the PSR following operations or procedures.

Launch and Execution

The campaign is designed to be a movement. It's the start of change and, as such, it should not be rushed, underthought or constrained too tightly by annual content plans. It won't be an overnight success or move the dial in a matter of months. It will start small and build, launching with a series of content pieces including the brand video, some case studies, an animation, the quiz and selection of resources.


A regular drumbeat of content will be added monthly and quarterly mini-campaigns will be run with Think clients over the 18 months, with clients amplifying it across their channels.

The campaign will be organic. Think will respond to the data and what content has performed best. Think will use the campaign to identify and encourage people to be involved in case studies and increase our reach.

It will take six months to build the campaign and be ready for launch.

The following process will be followed in launching the campaign:

1. Think/Cadent brainstorm meeting to discuss campaign ideas and Think clients.
2. Cadent to supply all available copy/guides to Think to assess for repurposing.
3. Think to liaise with relevant clients on potential case studies and involvement.
4. Think/Cadent kick-off meeting to plan the campaign and timelines for different project streams. This includes liaison with Think clients, videos, design, hub build, write-ups and marketing campaign.
5. Think to share schedules for different work streams.
6. Think to share the designs for branding, assets, hub and creative direction for live and animated videos.
7. Think to identify mini campaign for the first quarter.
8. Think to create videos for launch. This includes: hero video, an animated how to and case study videos.
9. Think to build the content hub and share test site with Cadent.
10. Think to create copy for written case studies for Cadent's review.
11. Approved copy to be subbed by Think.
12. Approved copy to be designed into print features and solus emails by Think for amplification and uploaded to the hub, as appropriate.
13. Think to design asset pack and teasers for supporters to amplify.
14. Cadent to proof final versions of content, hub and asset pack.
15. Final content delivered to Think clients, hub set live and marketing activity to commence.
16. Regular check-ins to assess progress. Think to amplify via client channels.
17. Review meeting to discuss performance, and any further amplification required.
18. Schedule for the next stage of the campaign to be drawn up and adapted according to results and data.

<p>Why the Project is Being Funded Through the VCMA</p>	<p>The programme will provide support to customers in vulnerable situations, helping them to prepare for the future and remain safe, warm and independent in their homes as well as to remove the stigma of vulnerability and as such, remove the label.</p>
<p>Evidence of Stakeholder/Customer Support</p>	<p>Think are one of the UK's leading community engagement agencies, they deliver award-winning, omnichannel content solutions to help more than 40 clients communicate effectively with more than four million members and customers – and have been doing so for more than 20 years. Think help clients create truly engaged, valuable communities through effective and robust content strategies that:</p> <ul style="list-style-type: none"> • Publish and monetise this content online, in print and via events • Promote and amplify this content to ensure it reaches your target audiences • Measure and analyse the effectiveness of this content to inform future strategy • Develop, devise, manage and promote live and virtual events • For many clients Think do all of the above, delivering a fully integrated membership communications programme and publishing strategy • And for clients who simply want some direction and guidance, Think offer publishing consultancy – or they can pick and choose from our range of services <p>As way of evidence in support of this paper, the following case study displays how Think created a campaign that reached 1 million people in just 3 months from launch. The campaign has a number of media channels that the #WeAreAble campaign will adopt.</p> <p>Rebuilding Shatter Lives – Case Study</p> 

	<p>When you think about a personal injury lawyer, what image comes to mind? Ambulance chaser? “No win, no fee”?</p> <p>Public perception is worse. APIL’s research showed about their profession that public trust was on par with estate agents and politicians. Members were embarrassed</p> <p>The Rebuilding Shattered Lives campaign gave us a powerful platform on which to champion those ambitions.</p> <p>It centres around normal people, who, in a split second, experience a life-changing injury. It demonstrates how you can start to change the narrative about a sector, launch a 10-year strategy and galvanise a membership community.</p> <p>The campaign included:</p> <ul style="list-style-type: none"> • A content hub built outside of the main APIL website • A ‘hero’ video • Supporting case study videos • Audio/video clips linked to the pillars of the 10 year strategy • Video clips for social media • An asset pack for members including adverts for websites, a ‘frame’ for their profiles on social, suggested social media copy and assets • Blog posts • Articles in third party press <p>The results: Total reach/impressions across all platforms (people who have seen content about the campaign on their social media channels): 1,265,670*</p> <p>Reach broken down by platform</p> <ul style="list-style-type: none"> • Facebook – 480,738 • Twitter – 588,228 • LinkedIn – 33,632 • Instagram – 163,471 <p><i>*campaign hit the million mark in three months</i></p> <p>Click on the link to access the Rebuilding Shattered Lives platform: https://rebuilding-shattered-lives.org.uk</p>
<p>Information Required</p>	<p>Description</p>
<p>Outcomes, Associated Actions and Success Criteria</p>	<p>The following outcomes will be realised from this project:</p> <p>Campaign reach:</p> <ul style="list-style-type: none"> • Think have identified a number of their membership organisation clients that are relevant to the campaign. By utilising their channels (both print and digital), there is a combined potential audience of 880,100 members. • The social media budget would guarantee reaching 499,800 viewers across YouTube, Twitter, Facebook and Instagram. • This is a combined guaranteed audience of 1,299,900. • Additionally, the campaign would be generating organic views which Think are confident will push us towards the 2 million mark. Think would be testing and adapting the activity over the course of the campaign to maximise the organic traffic. • Each delivery channel will support vulnerable people in reducing the stigma surrounding vulnerability <p>Delivery Timeline:</p>

	<p>08/2022 – 12/2022 = Campaign development and launch preparation 01/2023 – 12/2023 = Campaign delivery</p> <p><u>Costs</u></p> <p>The following table outlines how Think estimate for how the funding will be allocated with costs covering:</p> <ul style="list-style-type: none"> • Creative team to direct the strategy, launch and deliver the campaign for 18 months. This would include liaising and meetings with Think clients; the delivery of case studies to be used in print and online; marketing collateral; asset pack; newsletter templates; quiz etc. • Video production and strategy for delivery of one brand film, eight case studies and three animated films (plus cutdowns) • Build of content hub website • Uploading content to hub website • Ongoing IT management for hub website • Media buying budget • Paid social media budget • Commissioning budget (images and content) • Expenses (for travel etc) 																																																																										
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Project Partners and Third Parties Involved	<p>Think Publishing Think will be the primary delivery partner for the project. Think are one of the UK's leading community engagement agencies, they deliver award-winning, omnichannel content solutions to help more than 40 clients communicate effectively with more than four million members and customers – and have been doing so for more than 20 years. Think help clients create truly engaged, valuable communities through effective and robust content strategies.</p> <p>Think partner organisations Cadent and Think will work together to identify and selected a range of existing Think partner organisations based on the project requirements.</p> <p>SIA Partners Cadent will be working with SIA Partners to ensure third party SROI assessments take place</p>										
Potential for New Learning	<p>Cadent have made a commitment to have 2 million direct conversations to raise awareness of the PSR during the RIIO-2 period, the campaign will engage with people who find themselves in a vulnerable situation and will aid reaching this target.</p> <p>Currently a minimal number of customers registered on the PSR have an additional contact listed, therefore we can use this opportunity to highlight the importance of a customer listing a family member, or friend as an additional contact.</p>										
Scale of VCMA Project and SROI Calculations	<p>The assessment has been undertaken by SIA Partners and has returned a positive SROI and has been modelled over a 5-year time horizon.</p> <p>The average gross benefit (i.e. before costs) per person is £0.94. This includes:</p> <ul style="list-style-type: none"> • The social benefits of the campaign account for the majority of benefits afforded to individuals who engage with the campaign content. • The health benefits afforded to the individual and their families from outreach content. • The PSR benefits afforded to any individual who signs up to the PSR. <p>The benefits are delivered over 18 months and drop off over time. The content on the campaign is mapped to the customer groups that are most likely to interact with different tiers of the campaign.</p> <div data-bbox="558 1758 837 2027"> <p>Benefits Breakdown</p> <table border="1"> <caption>Benefits Breakdown Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Societal</td> <td>97%</td> </tr> <tr> <td>PSR Awareness</td> <td>2%</td> </tr> <tr> <td>Health services</td> <td>1%</td> </tr> </tbody> </table> </div>			Category	Percentage	Societal	97%	PSR Awareness	2%	Health services	1%
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VCMA Project Start and End Date	Start = 08/2022 Finish = 12/2023										
Geographical Area	This will be a national programme.										
Remaining Amount in the Allowance at Time of Registration	Remaining funding left in the Licensee's/ Licensees' funding pot.										

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: July 2022	Review Completed By: Gemma Norton
Stage 2: Sustainability and Social Purpose Team Management Review	
Date Management Review Completed: July 2022	Review Completed By: Jo Giles
Step 3: Director of Sustainability and Social Purpose Sign-Off: Mark Belmega	
Director of Customer Strategy to Sustainability and Social Purpose Sign-Off Date: July 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: August 2022	
Date that Notification Email Sent to Ofgem: August 2022	