

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

Information required	Description
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Address	Wales & West House, Spooner Close, Celtic Springs, Coedkernew, Newport, NP10 8FZ
Project title	RoSPA Carbon Monoxide Hub
Total VCMA funding required (£k)	£100,000
Problem	<p>This decade has witnessed major changes in the ways in which we live, work, and use our homes. Many of us are now spending more time there than ever before as boundaries between home, work and leisure become merged. However, the challenges of the cost-of-living crisis adds uncertainty to the mix as we seek to heat, light, cook and live more economically. New research from the Gas Safe register has found nearly 31% of people will skip booking their annual gas safety check this year, due to the cost-of-living crisis.</p> <p>Carbon monoxide (CO) poisoning kills 50 people a year in England & Wales and hospitalises many more. In the UK, there are more than 4,000 visits to Accident and & Emergency for treatment of CO poisoning – which can often lead to lasting neurological damage.</p> <p>Whilst online resources do exist to help educate and raise awareness of carbon monoxide, currently there is not an easily accessible information hub which can disseminate key information via creative resources and that are engaging and easily accessible for a variety of audiences.</p>
Scope and Objectives	<p>RoSPA (Royal Society for the Prevention of Accidents) are a well-known organisation. RoSPA's website received over 2.3 million visits in 2022. Previously they have run successful campaigns to reduce the cases of slips and falls in the home, and of the dangers of washing tablets and other chemicals for young children.</p>

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	<p><u>RoSPA – The Royal Society for the Prevention of Accidents - RoSPA</u></p> <p>This project seeks to build on the trusted preexisting relationship RoSPA has with its large audience to raise awareness of the dangers of carbon monoxide through the creation of a CO hub. This hub will be an appendage to their current website and will have a landing page from which you can browse two distinct areas which will focus on (1) families and tenants and (2) landlords.</p> <p>Along with the creation of this hub, RoSPA will plan a targeted communications campaign to promote and signpost the target audience to these engaging and credible resources. In addition, RoSPA operates a Business to Business (B2B) model and therefore will utilise their specialist reach of being able to influence organisations and their employees via their Partner, Award winners and Membership networks.</p> <p>The objectives of the hub are to:</p> <ol style="list-style-type: none">1. Sell - Position WWU and RoSPA as the go to place for carbon monoxide advice and information.2. Serve - Create a web hub that educates families, tenants, and landlords with all the information they require to manage the risk of carbon monoxide within their homes.3. Speak - Produce and distribute relevant content through this web hub. We will continue to develop this as the hub grows in popularity by asking families, tenants & landlords what information they would want to help them manage carbon monoxide.4. Save - Change families, tenants, and landlords opinion on carbon monoxide and for them to spread the message throughout their network and social circles.5. Sizzle - Engage with the target market by gaining 30,000 views to this hub in the first 12 months. By creating a positive online experience for families, tenants, and landlords we will educate them on this issue, and they will spread the message within their
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	<p>network/social circles via the ripple effect.</p> <p>To ensure this project can achieve its aims, research will be conducted at the start of this project to identify the target market's perceptions and attitudes towards carbon monoxide. This research will be conducted again at the end of the 12-month campaign to see if this has changed.</p>
<p>Expected outcomes and the associated actions.</p>	<p>Wales & West Utilities will fund this project at a cost of £100,000 over a period of 20 months. We anticipate that this project will generate at least 30,000 page views during the first year of the hub's launch. To achieve this, it will be shared with RoSPA's 5,000 members who we subsequently anticipate will share it with their circa 6,000,000 employees.</p> <p>The project's benefits and outcomes include:</p> <ul style="list-style-type: none"> • An impartial, nationally recognised, high quality independent hub for practical safety advice on CO. • An increase in traffic generated, demonstrating that the key target groups are receiving the correct information and stakeholder groups are learning what needs to improve to further reduce CO poisonings and deaths. • A hub that will benefit those who are most at risk from CO poisoning and those who are in the best position to influence, advise and provide safer homes (including by promoting the dangers). These messages will be spread to friends and families of anyone who has had contact with the web hub. • An increase in the numbers of CO alarms installed and checked in the homes of anyone that has visited the hub, as well as businesses that incorporate key CO safety messages into activities with their staff and families. <p>By sharing easy to digest information and feeding back the results we will create better informed organisations, reduce the temptation for people to cut corners on safety and</p>

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	encourage them to make the right choices with their own safety.
Scale of VCMA project and SROI calculations	We have taken RoSPA's projected outcomes and input them into our SROI model. The output shows a £2.88 net benefit per £1 invested.
Project Partners and third parties involved	This project will be delivered through a partnership of Wales & West Utilities, and RoSPA (Royal Society Prevention of Accidents).
VCMA Project start and end date	Project start date: 01/06/23 Project end date: 31/01/25
Geographical area	The project will include homes in Wales and southwest England.

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

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

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