

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

Information required	Description
Contact Name	Tom Robinson
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Address	Wales & West House, Spooner Close, Celtic Springs, Coedkernew, Newport, NP10 8FZ
Project title	Facebook PSR Campaign
Total VCMA funding required (£k)	£30,000
Problem	<p>Light, power and heating are essential services for our society. Different customers have different needs or interests, and some consumers are significantly less able than others to protect or represent their own interests in the energy market.</p> <p>To assist these consumers, each gas and electricity supplier, DNO, water supplier and water distributor owns and maintains a Priority Services Register (PSR). This entitles the consumers who are eligible to be on the register to a range of free information and support services, to make sure they are completely looked after.</p> <p>Our consumer vulnerability engagement programme demonstrated the lack of knowledge around the PSR and the various types of vulnerabilities that exist. Based on 10 engagement events in total, including 3,362 stakeholders, there was strong support for sharing data and information between utilities and third parties to avoid multiple sign-ups to different registers. Respondents to our vulnerability interviews were surprised that utilities and suppliers were not already working together to raise awareness of the PSR and increase sign-ups.</p> <p>This project aims to improve awareness of the PSR and in turn increase PSR sign ups. The project will also ensure data is shared with suppliers and other utilities as we work with Regulators towards our aim of a single PSR</p>

Criteria

<p>Scope and Objectives</p>	<p>register for utilities in the UK.</p> <p>This project is a continuation of work carried out in GD1, where we committed to 3000 referrals per annum. We have increased our target by 200% for GD2 committing to 12,000 PSR referrals each year over the 5-year period.</p> <p>For the first year of RIIO GD2, we will commit £30k to targeted social media campaigns, using Facebook to advertise the benefits of the PSR and to encourage those eligible to sign up. The campaign utilises a targeted approach based on audiences. It considers demographics, specific searches and audience engagement, particularly focussing on Parents with young children and 'At Risk' users such as over 60s.</p> <p>We have already seen the effectiveness of this approach in GD1 with up to 6,000 referrals per annum to the PSR.</p> <p>The project outcomes and delivery will be reviewed quarterly with the approach and adapted as required.</p>
<p>Expected outcomes and the associated actions.</p>	<p>WWU will fund this project at a cost of £30,000 for one year. Within our business plan for GD2 we have committed to 12,000 PSR sign ups per year, of which a minimum of 6,000 will come from this project, with an average of just over £4 each.</p> <p>These households will realise financial benefits – WWU have forecasted 32.82% will be eligible for the Warm Home Discount Scheme, with 20% eligible for water social tariffs – which in turn will reduce the likelihood of mental distress of these customers as they will receive assistance in paying their bills.</p> <p>In addition, the inhabitants of these households will realise health benefits associated with residing in warmer and more comfortable homes.</p> <p>People on the PSR will also be prioritised during a utility interruption by network companies and get communications in formats of their choice ensuring they are not disadvantaged and receive an inclusive service from companies.</p>

Criteria

Scale of VCMA project and SROI calculations	<p>This project will provide at least 6000 customer referrals to the PSR, within Wales and southwest England.</p> <p>Using our SROI model for this project, we estimate that based on 6000 referrals being made, there will be a net benefit of £50.22 per £1 spent.</p>
Project Partners and third parties involved	This project is delivered through Crunch, WWU VCMA Team and WWU customer facing departments.
VCMA Project start and end date	The project term will begin in April 2022 and end in March 2023.
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](#)