

Vulnerability & Carbon Monoxide Allowance (VCMA) End of Year Report – 2021/22

Organisation	Harvey & Hugo
Project start date (indicate if the start date has been delayed)	25.11.21 (Originally due to start July 2021)
Time remaining on project from this quarter	0 days
Funding stream	VCMA
Report date	01.04.22 (Updated 13.06.22)

Northern Gas Networks (NGN) are keen to know how the VCMA funding makes a difference to their partners and communities and understand the impact.

Quarterly reporting is referenced in schedule 3 of the services agreement that was signed by your organisation. Please therefore ensure that a quarterly report is submitted by the deadline provided by NGN. If you realise there will be a delay in submitting this report, please contact Stephanie Ord sord@northerngas.co.uk / 07704 545200 ASAP. Under VCMA, NGN needs to demonstrate compliance with the governance requirements set by Ofgem.

You will need to refer to your original Project Eligibility Assessment (PEA) document when completing this form, in order to ensure that the funding is being used specifically for the purpose originally intended. Please inform NGN if there is a problem, as we may be able to agree some changes under certain circumstances however, **you must** speak to us in advance.

The timely submission and standard of your reports is likely to affect any future applications to Northern Gas Networks under VCMA.

If you have any problems or need assistance completing this form, please contact Stephanie Ord in the first instance or Jill Walker JWalker@northerngas.co.uk, 07773 390967

Once you have completed this form, please return it to: sord@northerngas.co.uk

1b. Progress update - tell us about achievements to date

- Delivery against the outcomes and associated actions
- Progress made against success criteria as set out in the PEA / proposal
- Challenges in achieving any of the above
- Are there any changes you have had to make? (for example, slippage in dates etc.)

Delivery against the outcomes and associated actions:

Actions this quarter –

Campaign: Don't blame...

Taking place around Christmas and New Year 2021, the aim of this campaign was to make the public aware of the signs and symptoms of CO poisoning, to demonstrate that symptoms can be similar to that of a hangover or food poisoning, encourage them to be aware of the dangers and educate about the appropriate action to take if they suspected the deadly gas was present.

The campaign was also designed to increase awareness of the National Gas Emergency helpline and the Priority Services Register and encourage eligible customers to sign up.

The key messages in this campaign centred around the theme of 'Don't blame... the sprouts / the hangover / the flu / overindulging' and more, with the aim of reiterating this vital safety message in a personable and relatable manner.

This campaign was aimed at all members of the general public.

Comprising:

Radio advertising

- A two-week advertising campaign broadcast across Heart Yorkshire and Smooth North East
- 30-second advert sharing the 'Don't blame...' campaign message, raising awareness amongst listeners of the dangers, signs and symptoms of carbon monoxide poisoning
- 30-second advert promoting the National Gas Emergency number and what to do if you smell gas

Social media content – organic

- A week-long social campaign sharing messaging across the NGN Twitter and Facebook accounts
- Social posts focused around raising awareness of CO and the signs and symptoms, the National Gas Emergency number and the Priority Services Register

Social media advertising

- In addition to organic social media content, we also ran adverts across NGN's Facebook and Twitter accounts. The adverts focused on raising awareness of CO and the signs and symptoms, the National Gas Emergency number and the Priority Services Register
- There were five adverts in total, which ran from 23.12.21 to 02.01.22

Social media graphics

- To accompany both the organic and paid social content, we produced a variety of social media graphics and animations around the 'Don't blame...' messaging



Press release

- We issued a press release to introduce this campaign and share the signs and symptoms of carbon monoxide poisoning, promote the National Gas Emergency number and the Priority Services Register
- This was distributed to media throughout the region NGN serves including online, broadcast and local and regional print.

Stakeholder engagement

We researched and sourced contact details for the marketing and/or communication teams of all local authorities covered by the NGN area and sent each an email with poster artwork to download, print and share with their teams, networks and any organisations within their remit.

Campaign: CO Heroes

The aim of this campaign was to raise awareness amongst the most at risk audiences of the dangers of carbon monoxide (CO), increase their knowledge around the signs and symptoms of CO poisoning and encourage members of the public to become CO Heroes themselves by spreading the messages with their own friends, family and loved ones.

The key audiences were:

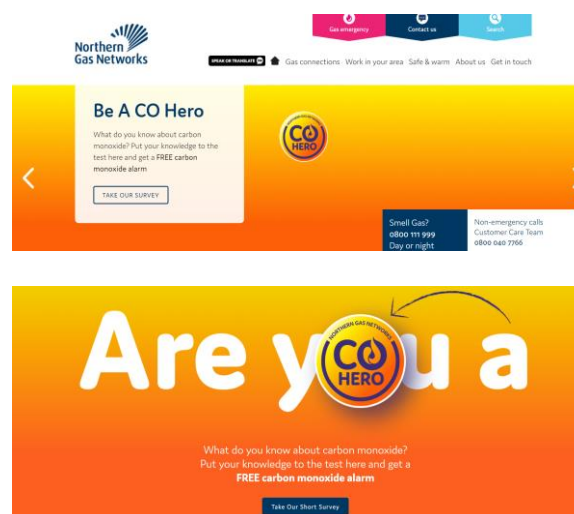
- Students
- Those in private rented accommodation
- Pregnant women
- Those with managed health conditions
- Ethnic minority communities
- Communities where English is not the first language

Press release

- We launched this campaign with a press release calling for members of the public to become CO Heroes, and introducing local estate agent Venture Properties which has signed up to spread the message
- The release was issued to media across the area NGN serves, with a call to them to share this vital safety message with their readers

Survey

- To gauge how much knowledge the general public has around carbon monoxide poisoning, its signs and symptoms, and how to react in case of a leak, we launched a survey on the Northern Gas Networks website
- The survey is made up of six questions:
 1. How would you rate your knowledge of CO and its effects?
 2. CO is odourless, tasteless and colourless (true or false)
 3. CO is a harmless gas (true or false)
 4. Gas and other solid fuel burning appliances must be serviced by a qualified engineer (true or false)
 5. If you smell gas or suspect CO may be present, which number should you call the National Gas Emergency Service on?
 6. What are the symptoms of CO poisoning?
- Those that don't score full marks on the survey will be led to an interactive infographic on the NGN website and encouraged to learn more about the topic before taking the survey again
- Anyone who took part in the survey was given the chance to claim a free carbon monoxide alarm and share their CO Hero status via their social media channels, encouraging other people in their networks to get involved
- The aim of the survey is not only to gain understanding of the public's knowledge of CO, but also to provide them with resources to develop this knowledge, and then protect their loved ones with the use of a carbon monoxide alarm
- NGN's website includes an accessibility tool called Recite Me which features a translation tool giving the user the option to read the content in multiple languages.



Social media content – organic

- Regular messages shared across the NGN social channels – Twitter and Facebook - raising awareness of CO poisoning, the signs and symptoms and what to do if there's a suspected leak
- There were also social posts targeted at specific audiences, including pregnant women and students

Social media advertising

- In addition to organic social media content, we also ran adverts across NGN's Facebook channel

- These have been scheduled to run for a week from Friday 18th March and have targeted the following audiences in locations that NGN has identified as having the lowest awareness of CO:

Pregnant women: Women aged 20 - 40 within 20km radius of Leeds, Gateshead, Sunderland, Durham, Bradford and West Yorkshire whose interests are ‘new baby’, ‘new parent’ and ‘motherhood’

English not the first language: 20km radius of Leeds, Gateshead, Sunderland, Durham, Bradford and West Yorkshire, all genders aged 18 – 65+, targeted based on language spoken

Generic: All genders, 18 – 65+, 20km radius of Leeds, Gateshead, Sunderland, Durham, Bradford and West Yorkshire who interests include ‘community and social services’, ‘community and club page admins’, ‘Facebook page admins’, ‘community issues’, ‘home safety’ and ‘family’

Social media graphics

- To accompany social media content, advertising and to be shared with other stakeholders through the toolkit (see more information below), we created a range of social media graphics
- These featured various CO safety messages; highlighting the importance of CO awareness for the various key audiences, sharing the dangers of CO, and promoting the National Gas Emergency number
- To ensure the messages were shared as far and wide as possible, we also created graphics with these key messages translated into ten of the most commonly spoken languages (other than English) in the NGN region

The community of people whose first language isn’t English is a key demographic for NGN, so it was important we shared these vital safety messages with them and ensured they were accessible to all

Languages covered were Arabic, Bengali, Chinese, Gujarati, Kurdish, Latvian, Pashto, Polish, Punjabi and Urdu



Toolkit

- As mentioned above, there were several key audiences we needed to reach with this campaign, and we were determined to sign up as many people in these demographics as CO Heroes – this was where the toolkit came in
- In addition to the press release, survey and social media content, we developed a CO Heroes Toolkit to expand this reach further
- The toolkit was sent out to individuals and organisations with established connections to our target groups who could help us reach and influence the key audiences and become CO Heroes themselves by spreading the message. These groups included: GPs, midwives and pre/post-natal groups, Student lettings agents and student unions at major universities throughout the North, ethnic minority community groups
- The toolkit encouraged these groups and individuals to share safety messages around CO poisoning across social media, their own networks, and in places such as letting offices and student unions
- We provided suggested social media content, as well as graphics and posters for use. All of the content was also made available in the ten most commonly spoken languages in the NGN region, after English

Progress made against success criteria as set out in the PEA / proposal:

The objectives of both the 'Don't blame...' and CO Heroes campaigns were to increase CO awareness and engagement, significantly increase PSR registrations and PSR awareness, increase awareness of the 0800 National Gas Emergency number and increase engagement with traditionally hard to reach individuals and communities within the NGN region and identify best methods of reaching these groups.

Each of these campaigns achieved significant results across a variety of platforms, as detailed below:

'Don't blame...' campaign results

CO AWARENESS – TOTAL REACH ACROSS ALL CHANNELS = 1,417,054

CO messages

Overall social media impressions: 306,456

Social media advertising cost: £140.32

0800 number messages

Overall social media impressions: 110,977

Social media advertising cost: £114.78

PSR messages

Overall social media impressions: 112,696

Social media advertising cost: £108.72

Overall radio plays: 336

Organic social media

Overall, 25 posts reached 11,552 accounts and were engaged with 173 times.

Twitter

12 tweets in total

Impressions: 7,779

Engagements: 61

- **0800 number**
5 posts
Impressions: 3,482
Engagements: 32
- **PSR**
4 posts
Impressions: 2,345
Engagements: 14
- **CO**
3 posts
Impressions: 1,952
Engagements: 10

Facebook

8 Facebook posts in total

Reach: 2,130

Engagements: 92

- **PSR**
5 posts
Reach: 520 people
Engagements: 8
- **CO**
3 posts
Reach: 1,610 people
Engagements: 84

Social media advertising

Five visuals reached 495,054 people.

The average cost per result was £1.42, and the total amount spent was £363.82.

All ads ran from 23.12.21 to 02.01.22

0800 number / what to do if you smell gas

Two visuals – sprouts and dog

£350 budget allocated

Reach: 89,504

Impressions: 107,253

Cost per result: £1.28 (per 1,000 people reached)

Spent: £114.78

PSR

One visual – ‘there for you’ taken from animation
£300 budget allocated

Reach: 102,656

Impressions: 109,831

Cost per result: £1.06 (per 1,000 people reached)

Spent: £108.72

CO poisoning

Two visuals – symptoms and food poisoning
£350 budget allocated

Combined reach: 302,894

Combined link clicks: 328

Combined engagements: 18

Spent: £140.32

Radio

Two adverts, one focusing on CO symptoms, the other on ‘what to do if you smell gas’, each 30 seconds long, were played 336 times to an estimated 840,000. Please note that the CO awareness messaging reached 50% of this audience

Heart Radio Yorkshire

113 spots

Estimated reach of 370,000 **(185,000 = CO)**

Smooth North East

223 spots

Estimated reach of 470,000 **(235,000 = CO)**

Press

A press release distributed to all local media in the NGN ‘patch’ contained key messages about CO, the 0800 number and the Priority Services Register and received 18 pieces of coverage across websites, radio and print media with a combined readership of 690,598.

A press release was written and shared to 81 news outlets (press, websites, TV and radio) across the NGN coverage area.

The press release was picked up by the below:

Publication name	Reach	Link / page no
Bdaily	93,294	https://bdaily.co.uk/articles/2021/12/17/dont-blame-the-sprouts-the-dog-or-the-hangover-this-christmas
Yorkshire Times	38,014	https://yorkshiretimes.co.uk/article/Dont-Blame-The-Sprouts-The-Dog-Or-The-Hangover-This-Christmas
Lancashire Times	3,485	https://lancashiretimes.co.uk/article/Dont-Blame-The-Sprouts-The-Dog-Or-The-Hangover-This-Christmas
Cumbria Times	1,054	https://cumbriatimes.co.uk/article/Dont-Blame-The-Sprouts-The-Dog-Or-The-Hangover-This-Christmas

Darlington & Stockton Times	2,802	Page 58
Darlington & Stockton Times	114,493	https://www.darlingtonandstocktontimes.co.uk/news/19803260.gas-distributor-advises-co-poisoning-warning-signs/
The Northern Echo	20,323	Page 3
North East Post	1,237	https://northeastpost.co.uk/article/Dont-Blame-The-Sprouts-The-Dog-Or-The-Hangover-This-Christmas
Shields Gazette	9,426	
Hartlepool Mail	1,570	-
Yorkshire Evening Post	5,274	-
Sunderland Echo	5,662	-
Westmorland Gazette	21,093	-
News & Star	8,382	https://www.newsandstar.co.uk/news/19806642.northern-gas-network-launches-campaign-help-public/
Halifax Evening Courier	5,092	-
NE Connected	266,653	https://neconnected.co.uk/dont-blame-the-sprouts-the-dog-or-the-hangover-this-christmas/
BBC Radio Cumbria	85,000	-
North West Evening Mail	7,744	

Liaison with local authorities

Unfortunately, due to timing (during the Christmas period) many of the teams were on annual leave, working on skeleton teams, or unable to communicate wider.

We do however have the contact details to be able to liaise with them further in the future.

Website traffic

There were three main pages that the campaign directed users to.

Between 19.12.21 and 03.01.22, each page received the following:

<https://www.northerngasnetworks.co.uk/network-supply/priority-customers/>

Page views: 328

Av time on page: 00:02:59

Entrances: 228

Bounce rate: 64.91%

This was the second most-visited page on your site during the campaign period.

<https://www.northerngasnetworks.co.uk/network-supply/carbon-monoxide-2/at-a-glance/>

Page views: 35 (this number has not been counted towards the final totals as it is picked up in reporting elsewhere)

Av time on page: 00:00:23

Entrances: 24

Bounce rate: 75%

<https://www.northerngasnetworks.co.uk/network-supply/carbon-monoxide-2/know-the-signs/>

Page views: 16 (this number has not been counted towards the final totals as it is picked up in reporting elsewhere)

Av time on page: 00:01:44

Entrances: 6

Bounce rate: 83.33%

This demonstrates that a significant number of people found the PSR information helpful, whereas not many continued from the posts to the webpage itself when it came to carbon monoxide.

This may have been down to the posts themselves being very informative as to what to look out for, and what to do if affected, meaning viewers didn't feel the need to follow the message further.

The below shows how social media contributed to the acquisition of overall page visits.

Social Network ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	124 % of Total: 6.73% (1,842)	118 % of Total: 7.11% (1,660)	133 % of Total: 5.38% (2,470)	76.69% Avg for View: 56.92% (34.73%)	1.41 Avg for View: 2.00 (-29.87%)	00:00:36 Avg for View: 00:01:43 (-64.80%)
1. Facebook	106 (85.48%)	104 (88.14%)	109 (81.95%)	79.82%	1.31	00:00:23
2. Twitter	14 (11.29%)	10 (8.47%)	20 (15.04%)	60.00%	1.90	00:01:40
3. YouTube	3 (2.42%)	3 (2.54%)	3 (2.26%)	66.67%	1.67	00:00:24
4. Instagram Stories	1 (0.81%)	1 (0.85%)	1 (0.75%)	100.00%	1.00	00:00:00

CO Heroes campaign results

CO AWARENESS – TOTAL REACH ACROSS ALL CHANNELS = 4,285,312

Organic social media

Overall, 12 posts reached 5,706 accounts and were engaged with 114 times.

Twitter

6 tweets

Impressions: 2,422

Engagements: 41

Private renters 1:

Impressions: 365

Engagements: 7

Private renters 2:

Impressions: 408

Engagements: 7

Students:

Impressions: 498

Engagement: 10

Pregnant:

Impressions: 387

Engagement: 7

General CO awareness:

Impressions: 420

Engagement: 8

General CO awareness:

Impressions: 344

Engagement: 2

Facebook

6 Facebook posts

Reach: 3,284

Engagements: 73

Private tenants:

Reach: 961

Engagements: 32

Private tenants 2:

Reach: 431

Engagements: 8

Carbon monoxide can kill:

Reach: 496

Engagement: 6

Pregnant:

Reach: 443

Engagement: 3

Protect the ones you love:

Reach: 607

Engagements: 17

General CO Hero:

Reach: 346

Engagements: 7

Social media advertising

2 visuals reached 133,727 people and received 319 link clicks

All ads ran from 18th March to 25th March.

Pregnant women

Reach: 56,288

Link clicks: 256

Engagements: 4

General

Reach: 77,439

Link clicks: 1,477

Engagements: 63

Press

A press release distributed to all local media in the NGN 'patch' received 9 pieces of coverage across websites, radio and print media with a combined readership of 4,131,289.

A press release was written and shared to news outlets (press, websites, TV and radio) across the NGN coverage area.

The press release was picked up by the below:

Publication name	Reach	Link / page no
February		
Bdaily North East	93,294	https://bdaily.co.uk/articles/2022/02/25/not-all-heroes-wear-capes
NE Connected	266,563	https://neconnected.co.uk/not-all-heroes-wear-capes/
The Telegraph and Argus	3,651,732	https://www.thetelegraphandargus.co.uk/news/19957428.norther-gas-networks-encourages-people-co-heroes/
March		
Bdaily Yorkshire and Humber	53,700	https://bdaily.co.uk/articles/2022/03/01/not-all-heroes-wear-capes
YRK Connected		https://yrkconnected.co.uk/not-all-heroes-wear-capes/?doing_wp_cron=1646297613.7397339344024658203125
Yorkshire Reporter	35,000	Page 6
BCB Radio interview with Steve	31,000	
Stockton & Billingham Life		Page 7

Toolkit

This was distributed to 352 contacts across the key audiences (number is not counted towards the final CO Awareness total for this campaign as we're not able to provide evidence).

- Durham University to share in weekly communications newsletter which is delivered to 1,200 students (number is not counted towards the final CO Awareness total for this campaign as we're not able to provide evidence)
- Bradford Baby Bank shared on Facebook page with 3,478 Likes – 8 shares and 2 reactions to the post
- Komu, online community for pregnant women shared on Instagram with 10,100 Followers – 4 Likes

Survey

The online CO Hero surveys were a key element of this campaign, designed to showcase the increase in knowledge of CO amongst the general public pre and post education.

The CO Heroes campaign landing and pre education survey pages received 14,576 unique views.

The Claim your free carbon monoxide alarm form received 11,403 submissions

*We have only counted the number of unique views of the CO Heroes survey and campaign landing page towards the total reach figure, to avoid duplication.

CO AWARENESS – TOTAL REACH ACROSS ALL CHANNELS COMBINED = 5,702,366

The PEA targets and actual outcomes are listed below (please note this is for the complete campaign, not just CO activity):

Number of vulnerable customers reached in the first year through social media and media coverage

- PEA target: 500,000
- Actual outcome: 5,467,940 (1,093,588 vulnerable customers based on 1 in 5 of customers in the NGN region being registered on the PSR)

Social media engagements to end of March 2022

- PEA target: 500
- Actual outcome: 966

Social media reach to end of March 2022

- PEA target: 500,000
- Actual outcome: 669,576

Media engagement (number of media clippings, reach) to end of March 2022

- PEA target: 50 clippings, 15 million reach
- Actual outcome: 27 clippings, 4,821,887 reach

Email engagement to end of March 2022

- PEA target: 5,000
- Actual outcome: 1,552 (this number is not counted towards the final total as it is not possible to evidence)

Number of unique visits to the CO, PSR and gas safety pages on NGN website from 18 December 2021 – 3 January 2022 and number of unique visits to the CO Hero landing page and pre education survey page on the NGN website from 23 February to 31 March 2022

- PEA target: 1,000
- Actual outcome: 14,955

Challenges in achieving any of the above:

Throughout this campaign, there were a number of restrictions and challenges which meant we had to adapt our plans throughout.

Firstly, Covid-19 restrictions have had an impact on the delivery. December 2021 was a key point in our campaign, and a time when it would have really got off the ground. We had planned to spend time at face to face events within the vulnerable communities identified above, sharing messages about gas safety and enlisting CO Heroes in person by visiting the likes of mother and baby groups, community meetings, elderly groups and more.

On December 8th 2021 it was announced that the UK would move to ‘Plan B’ restrictions in a bid to combat the rising cases of the Omicron variant. This meant that face masks were compulsory, Covid Passes were mandatory, and people were asked to work from home where possible. As a result, we had to rethink our approach to all of the planned activity, which was going to include a significant amount of face to face engagement, as it would have been unsafe and against restrictions to go ahead with any of the proposed routes to engagement during this time.

With this in mind, we adapted the campaign plans to focus the activity on media engagement, broadcast advertising and online and reach these audiences primarily through social media, website, radio and media coverage, supplemented with stakeholder engagement / outreach to influential third party groups using the toolkit.

While restrictions were quickly lifted in January, by this point, planning for the second campaign ‘CO Heroes’ was already well underway, and we didn’t have sufficient time to rerevise the approach without compromising the activity and results.

In addition to this, due to results of the regulatory procurement process, there was a delay in beginning this project. This was originally due to begin in July 2021, but didn’t get underway until 25.11.21.

Technical issues leading to the content for the translated graphics and posts becoming corrupted have meant that we’ve not been able to distribute this Toolkit or launch these adverts before March 31st. However, activity is planned to go live early April once these issues have been resolved.

Are there any changes you have had to make? (for example, slippage in dates etc.):

We had planned various campaigns, some of which we haven't been able to proceed with due to both Covid restrictions meaning they weren't possible, and the delayed start to the campaign meaning we had to reduce some of our ideas.

It was intended that this campaign would run for the whole year, however due to the issues with procurement mentioned above, this had to be condensed into five months.

Covid-19 restrictions brought into force in December 2021 also impacted our ideas. Many themes outlined in the proposal focused on on-the-ground engagement with vulnerable communities, as this was thought to be the best method to reach those who are disengaged and not as likely to pick up messaging through channels such as social media and online.

Original ideas included appointing ambassadors to visit schools, community groups and other events to promote the CO safety messages; arranging 'tea time' talks with the elderly to ensure they were prepared in the event of a CO emergency; and technology training for elderly and vulnerable groups to ensure they had the capability to find gas safety information across the NGN website, social media and other platforms.

However, these changes have led to a positive outcome, particularly in the form of the CO Heroes initiative. The limited time, restrictions and amends to the overall campaign meant that we had to really hone in and ensure we were targeting very specific audiences and the best way to reach them.

We've adapted our ideas and methods to ensure we reach these specific vulnerable groups, rather than targeting our campaigns at the wider public. For example, we created translated content to ensure we were reaching those whose first language isn't English and used this across social media content and advertising.

Our outreach has been targeted, and we've worked out the best routes to take to reach each of the specific audiences – such as contacting student unions and lettings agents to target the student group, rather than running generic content.

Each audience has been narrowed down as much as possible, with methods of contact varying depending on their traits and media consumption.

Section 1: Expenditure

1a. Grant expenditure – please provide a detailed breakdown to show how the grant has been spent to date

Item (add additional rows if needed)	Amount spent
Project set up fee	£1,939.58
Monthly retainer - £3,000 for 5 months	£15,000
Radio advertising cost	£9,860.42

Social advertising spend	£2,000
Purchasing, packaging and distributing of CO alarms	£129,893.39
Development of campaign pages on website and online survey	£3,010
Translating content into 10 alternative languages	£1,240.57
Total project amount awarded:	£26,800
Total spent to date:	£162,943.96
Outstanding balance to be spent:	N/A

1c. Case studies

Tell us about a particular individual who has been significantly impacted by this grant (anonymise names if required.) If your project has yet to start work with customers, please state this.

Michael O'Connor, Director, Venture Properties

As one of the leading estate agents in the area, with offices covering Darlington, Chester-le-Street, Crook, Durham City and Bishop Auckland, the welfare of tenants and landlords is one of our highest priorities.

Carbon monoxide is a silent killer, but not everyone is aware of the dangers and what to do if they suspect a leak. It's vital that our tenants and landlords, and the wider public, have this knowledge, so we were proud to come on board as CO Heroes and share this important safety message through our own channels.

We hope to continue to raise awareness of the dangers of carbon monoxide poisoning with both our landlords and tenants and ensure everyone is protected.



Section 2: Key Performance Indicators (KPI's)

NGN / Ofgem require updates on performance, to understand the difference made and impact of this project. A number of metrics set by Ofgem are specific to VCMA, therefore we need to measure performance around these areas. Please enter the appropriate numbers / details in the boxes below, to show the direct impact of your project within the different categories. We **do not** expect you to enter a number in every box, only those relevant to your project. If it is not possible to count the exact numbers directly impacted, please provide a reasonable estimate. Please also include the target number that was stated in your PEA document (if applicable), so that a comparison of target v actual can be made.

2a. How many people have directly benefitted from this project to date against target declared on PEA?	Target on PEA: 500,000 Number to date: 17,473 (Number of people directly engaged)
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2b. How many people have benefitted indirectly?	6,347,970 (Number of people reached)
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Please indicate:		
	Target from Proposal/PEA:	Actual to date:
2c. Number of people signed up to the Priority Services Register	20	328 (No. of visits to webpage)
2d. Number of CO pre and post awareness surveys completed	500	10,708
2e. Number of people reached through CO awareness (social media, radio advertising, email, PR, website etc)	500,000	5,702,366
2e. Number of CO alarms provided to vulnerable customers	500	11,403 (unable to

		define if vulnerable)
Please indicate:		
2f. Number of new volunteers	N/A	
2g. Number of additional grants/donations secured, as a result of this funding including amounts:	N/A	
2h. Number of people more informed (e.g. attendance at events, workshops)	10,708 (based on completion of post survey which respondents were prompted to complete if they didn't score 100% in pre survey)	
2i. Number of people trained	N/A	
Please indicate the number of people in the following categories, who have directly benefited from this project:		
2j. People with physical disabilities	Unknown	
2k. People with mental health conditions	Unknown	
2l. People living in rural isolation	Unknown	
2m. People living with a temporary vulnerability	Unknown	
2n. People facing poverty or financial hardship	Unknown	
2o. People in education	1,200 (not able to evidence)	
2p. Number of people this project has reached	6,274,377	

Section 3: Additional Information

3a. Description of any new learning achieved – please include in here how the learning has been disseminated if appropriate and also add any stakeholder engagement that has taken place.
<p>Throughout this campaign, stakeholders have been engaged through the CO Heroes Toolkit created.</p> <p>The toolkit was created to target stakeholders who could reach the audiences outlined; for example, GP surgeries and midwives to reach pregnant women, student union representatives to reach students and young people, and community groups to reach ethnic minority communities.</p> <p>This was in order to make it simple for stakeholders to share key safety messages with these groups. We wrote social media posts for them to use, created graphics and posters to via their channels and included a link to the online survey that could be easily distributed.</p> <p>Looking at the results achieved and how the CO messages have been spread to various audiences – particularly through the toolkit – we can see that stakeholders have come on board with this initiative.</p>
3b. If you have any additional comments about your project, please state here (otherwise leave blank.)

3c. Have you publicised the VCMA project in any way? Please provide details (social media, newsletter etc.)

This campaign revolved around PR, so we have publicised this both to the general public through the methods detailed above and through our own channels as Harvey & Hugo. This includes Harvey & Hugo social media accounts, a press release shared on our website, and our monthly newsletter, Harv-e-news.

If you have any photographs, leaflets, additional case studies etc. that you would like to send to us, please attach them to the email with this report. Please ensure they are anonymised if required

All of the information contained in this report is factually correct to the best of my knowledge. I confirm that the data contained within the report is accurate and understand that it may be used as part of NGN's project progress reporting to Ofgem. Please see my authorising signature below.

Name / Signature	Sophie Dawson
Organisation / role	Harvey & Hugo – PR and marketing agency
Email Address	sophie@harveyandhugo.com
Phone Number	07415323850
Date	13.06.22