

Vulnerability & Carbon Monoxide Allowance (VCMA) Quarterly Report

Organisation	Lake District Foundation
Project start date (indicate if the start date has been delayed)	01/04/2021
Time remaining on project from this quarter	Project complete
Funding stream	VCMA
Report date	01/04/2022

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:

The aim of this project was to highlight the dangers of carbon monoxide poisoning to the millions of campers and boaters that visit the Lake District every year. Evidence showed that many of the visitors in 2020 were first time visitors and may not have been aware of the dangers. The Lake District National Park Partnership has an ongoing desire to attract new and diverse audiences to the Lake District, so the importance of this work will only increase.

The first activity was to gauge the current level of understanding among visitors and to find out which forms of information provision would prove most useful. In order to achieve this we created an online form and disseminated it via our newsletter, social media, business partners and partner networks such as the Lake District National Park Authority Lakes Rangers. We conducted a prize draw to encourage responses.

The survey was completed by 94 respondents and informed us that 89% of respondents would like to be reminded about Carbon Monoxide poisoning and how to prevent it, and that current awareness of the dangers of CO poisoning from BBQs in tents was very low – only 6% of respondents referred to BBQs or camping stoves as a source of risk. Our survey also informed us that our key mechanisms for delivery should be destination organizations such as Lake District National Park Authority (LDNPA) and Cumbria Tourism (CT), along with the relevant camping, caravan and boat businesses.

In order to identify target groups we conducted a desk-based review of recent visitor and hospitality reports to understand the changes to the visitor profile that are occurring in the Lake District and Cumbria. This suggested that there are two target groups for this campaign:

- 1) family groups from north west, likely to be repeat visitors
- 2) adult only groups aged 25-34 (increased from 8% to 15% of visitors in 2020 – CT data) likely to be first time visitors.

We wanted to develop bespoke messages for this campaign. We reviewed existing messages and came up with three new creative ideas to trial in Summer 2021 – a treasure hunt for children (aimed at audience 1), camping recipe cards (aimed at audience 2) and posters that businesses can display. We also shared the safe 4 summer campaign messages on our social media profiles and encouraged partners to share also.

Unfortunately, our original plans for dissemination changed due to the extremely warm weather experienced early in summer and the increased number of visitors. In order to reduce the risk of wildfires the Lake District National Park Authority banned BBQs, they were only permitted on private campsites. We gathered feedback from campsite owners and heard that BBQs were still being used on their sites and so we decided to continue to share the safety messages, but only through campsite owners.

In order to test the campaign materials with the target audience we engaged 7 business partners who agreed to host the materials at physical locations at their sites and also shared the messages

on social media and via booking emails. We also collaborated with Cumbria Tourism to share messages and review engagement.

We conducted a short survey (25 responses) and found that after viewing our materials the following number of people would take the following actions:

- Talk to friends and family about Carbon Monoxide (CO) and the potential dangers – 14
- Have my gas appliances checked by an engineer - 9
- Purchase a Carbon Monoxide (CO) alarm - 9
- Seek medical/hospital advice if I notice the symptoms or signs of CO - 10
- No action – 3



Image above: Campaign materials were trailed at Park Cliffe camping and caravanning site during summer and autumn 2021, and staff and customers provided feedback.

The project then focussed on the roll out to wider audiences. Building on the feedback from the pilot project, we decided to roll out the campsite posters, as most campers said that they had seen these posters and they used information from accommodation providers to plan their journey.

We sent laminated copies of the poster to 32 campsites and caravan parks in the Lake District. We also sent digital copies to the two largest boat sale businesses in Windermere to distribute to customers. Information has been posted in specialist interest groups on social media and will be sent to the 4000 boat licence holders on Windermere.

Feedback from businesses was extremely positive, for example, the owner of one of the largest marinas in the Lake District said:

“Thank you for the information you sent regarding “top tips for boaters” which is very useful. We have printed a copy of the A4 flyer for our berth holders notice board and we will be including it in our berth holders’ news updates in addition to our showroom window displays. If there are any future issues of concern regarding the lake that you would like us to flag to lake users please don’t hesitate to contact us.”

In the final month of the project (March 2022), to coincide with visitors planning their Easter and Summer holidays, we issued a press release and social media campaign reminding people of the dangers of carbon monoxide.

In conclusion, thanks to VCMA funding this project made a difference to the health and wellbeing of visitors by enabling people to have improved access to and increased enjoyment of the natural environment in the National Park, alongside improved understanding of the importance of the natural environment and sustainability, and important safety messages. Given that we are seeing a significant increase in the number of first-time visitors to the Lake District National Park, and visitors who are new to camping and boating, it is likely that they are not aware of the risks of CO, which could have devastating effects on individuals but also local communities and businesses.

We will be building on the success of this project in the coming year by working with “entry level” camping stores and festival organisers to distribute the carbon monoxide materials and messages to a wider audience.

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

Outputs	Success criteria	Progress
Market research	We know who is using the park and their current awareness level and preferred information sources.	Complete
Identify target groups and develop bespoke messages	Target groups (two or three) have been identified and prioritized, and a toolkit of messages and resources developed for each.	Complete
Test messaging	We have collected and analysed feedback from each target group, and identified amendments needed.	Complete
Roll out to wider audience	Pilot messaging has been revised based on above output and has been disseminated widely to the target groups.	Complete with some changes to original plan – we could not share messages via the LDNPA due to the BBQ ban but focused our efforts on tourist economy businesses instead
Review engagement	Engagement with the campaign messages has been	Complete

Challenges in achieving any of the above:

The most significant challenge came in Summer 2021 when our plans for dissemination were put on hold because of an impending BBQ ban, due to the extremely warm weather experienced early in summer and the increased number of visitors. We needed to change the imagery used in our campaign pack to ensure that it clearly referred to BBQs on private land such as campsites.

Another challenge was that we would usually attend visitor facing events throughout Summer where we hoped to share the campaign messages, but many of the usual events were cancelled due to COVID-19. Instead, we focused our efforts on social media, our newsletter and our relationships with visitor-facing businesses.

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

See above

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.

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?	1000
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2b. How many people have benefitted indirectly?	
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Please indicate:		
	Target from Proposal/PEA:	Actual to date:
2c. Number of people signed up to the Priority Services Register	N / A	
2d. Number of CO pre and post awareness surveys completed	N / A	22
2e. Number of people reached through CO awareness (leaflets, social media)		1000
2e. Number of CO alarms provided to vulnerable customers		
Please indicate:		
2f. Number of new volunteers		
2g. Number of additional grants/donations secured, as a result of this funding including amounts:		

2h. Number of people more informed (e.g. attendance at events, workshops)	
2i. Number of people trained	1
Please indicate the number of people in the following categories, who have directly benefitted from this project:	
2j. People with physical disabilities	
2k. People with mental health conditions	
2l. People living in rural isolation	
2m. People living with a temporary vulnerability	
2n. People facing poverty or financial hardship	
2o. People in education	
2p. Number of people this project has reached	1000

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>This project provided several opportunities for new learning. These have been disseminated amongst our team and our partners.</p> <ol style="list-style-type: none"> 1. Getting messages in right place amidst the ‘noise’ of pandemic (and other issues) was not easy, and we learnt to try different avenues. 2. Visitor profiles are changing and we need to continually work to understand our audience. 3. Businesses are grateful for help with safety / environmental messaging and we should always include them in future campaigns. 4. Ambassadors are very important - the work with the marina shows the potential impact of getting buy in from people who will have real and continued influence in the longer term
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.)

News pieces

<https://www.lakedistrictfoundation.org/stay-carbon-monoxide-safe-4-summer/>

Newsletters

<https://mailchi.mp/lakedistrictfoundation/the-real-hedge-fund-7842381>

Enewsletter August 2021

Social media Facebook and twitter

Leaflets and posters in campsites:



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.

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Date	01/04/2022	