

Highfield Co-op – Community STEM Events extension

Funding GDN(s)	Northern Gas Networks
For Collaborative VCMA Projects:	Role of GDN(s) N/A
Date of PEA submission:	March 2024
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Total cost (£k)	*detailed separately
Total VCMA funding required (£k)	*detailed separately

1. Problem(s)

This should outline the problem(s) which is/are being addressed by the VCMA Project

There are vulnerable communities such as refugees, low income families, elderly and Black, Asian, and Minority Ethnic (BAME) communities within the Bradford District who are not represented within STEM jobs and have a low intake of Science, Technology, Engineering and Mathematics (STEM) courses at college and university. The project is aimed at inspiring vulnerable communities to learn about the benefits of STEM courses. This project is being supported as our social indicator mapping research has indicated that there are 9,646 people unemployed in the Bradford area and 13,455 claiming benefits in this area. This research suggests the NGN area has a higher proportion of both unemployment and benefit claimants than nationally and places with pronounced concentrations on both measures include Bradford.

1.1 The solution

Highfield CO-OP aim to get young people interested in STEM-related careers. They want to provide a supportive environment where young people from deprived and often difficult backgrounds, can become informed about the opportunities potentially available to them. These are opportunities that they may never have considered before. The project will focus in delivering STEM events and open days.

2. Scope and Objectives

The scope and objectives of the VCMA Project should be clearly defined including the benefits which would directly impact customers on the participating GDNs' network(s), and where the benefits of the VCMA Projects lie.

2.1 The objectives of this initiative are:

- Mitigate the lack of opportunity experienced by young people from low income and ethnic minority communities
- Increase interest in STEM-related careers among vulnerable groups by portraying science, technology, engineering, and maths in an interesting light, so that it will give rise to an impulse to explore
- Provide information on a pathway for getting into a STEM-related careers, to make the possibility more realistic

2.2 Scope

- Organise two STEM events / community information days
- Provide a space for young people with similar interests to meet each other and support each other, in particular, in pursuing a STEM-related career
- Providing advice and information about STEM-related careers, to work towards narrowing educational and income disparities, between BAME young people and other disadvantaged groups
- The geographical area of Bradford and Keighley

3. Why the Project is being funded through the VCMA

This should include an explanation of why the VCMA Project meets the VCMA eligibility criteria. This is a requirement

This project qualifies under the criteria for the VCMA funding, as it will support customers in vulnerable situations, in particular, customers in financial hardship and low incomes due to lack of skills and opportunities.. This project aligns to NGN's Vulnerability Strategy around financial hardship and mental health. As this is heavily focussed on education, it also aligns with NGN's Social Mobility Pledge Opportunity Action Plan and addresses some of the findings in social indicator mapping research commissioned by NGN.

There will be no collaboration from other GDN's nor other funded sources.

3.1 Eligibility criteria

- NGN have calculated that this project will have a positive SROI for customers
- This project will support NGN's Vulnerability Strategy by aligning with the financial and mental health themes as well as the Social Mobility Pledge
- Has defined outcomes as required (see outcomes section)
- Goes beyond NGN's licence obligations and price control funded mechanisms

4. Evidence of stakeholder/customer support

This should provide information of the customer engagement that has taken place in the development of VCMA Projects where appropriate. If there is no evidence of stakeholder engagement or customer support, this should justify why it was not appropriate to engage with stakeholders and customers.

Within the Northern Gas Networks region, we serve 2.7 million gas-using households. The socio-economic characteristics of our region mean that we operate in many communities that are amongst the most economically deprived in the whole country. This was a key factor in our prioritising engagement with vulnerable and hard-to-reach groups of customers, telling them about our services, about what we do and how we could improve.

Each year, we undertake analysis of all the insight we've heard in the previous year to prioritise those issues our stakeholders most want to engage on. Over the past 12-18 months, we've done this in a number of ways.

4.1 Customers in Vulnerable Situations (CIVS) Workshops

Asking our stakeholders what's important – using our wide range of engagement mechanisms from strategic workshops to customer perceptions, we asked stakeholders to prioritise what is most

important to them. Since 2019 we've held regular workshops with our stakeholders, on the subject of Customers in Vulnerable Situations (CIVS). This ensures that we are well informed to address the needs of customers across our network and through collaborative projects.

Stakeholder engagement throughout 2022, told us that fuel poverty and the choice between heating and eating is becoming more prevalent. The energy and cost of living crises have further compounded this issue. This project provides a solution to helping those customers who are financially struggling and need extra help to address energy affordability. The project fully aligns with the need to help vulnerable customers in fuel poverty.

Recent social indicator mapping research carried out in June 2022, indicated that Bradford, Hull, Scarborough, South Tyneside, and Sunderland were the top five places, to emerge as having the greatest concentration of vulnerabilities within NGN's network. This was based on a combination of the following vulnerability factors:

- Fuel poverty
- Benefit claims
- No qualifications
- Long term health problem / disability

Our most recent stakeholder engagement during 2023 has informed us that financial hardship is still a key area of focus, alongside the health impacts associated with, or exacerbated by, living in cold and damp homes. Stakeholders also told us that increasing capacity for support within services would be key to addressing the immediate and longer-term impacts of fuel poverty and energy affordability. This project addresses this need and ensures additional capacity to support households who may be at risk, through a well-established and trusted advice service.

Each year we use our annual Customer Perceptions Research to understand the priorities of our customers. Amongst a set of general tracker questions i.e., same questions that are asked year on year, the evidence in the most recent research (March 2023), indicated that keeping bills as low as possible ranked more highly, than providing a safe and reliable supply of gas. This is a clear indication, as to how concerned customers are about the cost of energy and the subsequent impact this will have on other bills. Customers were also asked to prioritise the list of vulnerabilities listed below:

- Mental wellbeing
- Rurality
- Temporary vulnerability
- Physical challenges
- Financial Hardship

This was the order of priority from the customers surveyed:

- Financial Hardship
- Physical challenges
- Mental wellbeing
- Rurality
- Temporary vulnerability

Financial hardship continued to be the dimension of vulnerability that most customers prioritised, with more customers in the most recent survey selecting this as their top priority. Physical challenges were second, closely followed by Mental well-being third. Rurality and Temporary vulnerability were ranked fourth and fifth.

Very recent (Autumn 2023) Bespoke Vulnerability Stakeholder Mapping research identified categories of stakeholders that are hard to reach, this included:

- People living with a disability
- Senior citizens with long term conditions
- Pregnancy and maternity
- Mental health

Health conditions which are prevalent in the NGN region are:

- Cancer and chronic kidney disease
- Musculoskeletal conditions
- Respiratory
- Mental health

Through the research carried out, the findings show that the 5 original NGN vulnerability categories have now evolved to 10 categories. These are:

1. Physical challenges, inclusive of communication issues, physical space
2. Mental wellbeing
3. Financial hardship
4. Temporary vulnerability – including post hospital recovery and pregnancy / maternity
5. Socio Demographic
6. Household composition
7. Rural Vulnerability
8. Accessibility Including language
9. Medical Dependant on Energy
10. Cultural

4.2 The Independent Stakeholder Group (ISG)

This group provides an independent oversight into the actions we take to support our customers in vulnerable situations (CIVS). Checking we've got it right – using a range of engagement mechanisms to assess and challenge our response to stakeholder feedback, ensuring we are responding in the right way. This has offered us robust challenges into how we deal with CIVS, which meets the needs of our stakeholders. The introduction of a dedicated role to support VCMA projects has been welcomed by the ISG.

4.3 Vulnerability Strategy AAA Framework

Within our vulnerability strategy we have developed, with the help of our stakeholders, the 'AAA' framework. This helps us support our customers in vulnerable situations. Awareness, Accessibility and Action. By adapting this principles-based approach into our AAA framework, we will ensure that all customers are treated fairly and consistently. The themes of rural and financial vulnerability within the project, align to NGN's Vulnerability Strategy.

5. Outcomes, associated actions, and success criteria

Details of the VCMA Project outcomes and the associated actions to achieve these, interim milestones and how the Funding Licensee will evaluate whether the project has been successful. Each action should have a proportion of the funding allocated.

5.1 Outcomes

- 25 young people enrolled on training /education in STEM related courses
- 230 young people attending the events equates to 30 hours spent with them
- The existing volunteers who are from the locality, will have increased skills and new volunteers will be recruited from the deprived areas and be given new opportunities
- 12 new volunteers
- 65 PSR Referrals
- 150 CO awareness sessions

5.2 Success criteria

The success of this project will be trying to inspire communities, to be creative and organise STEM events in local community settings, to attract interest and get young people thinking about STEM. In particular, females from low income and ethnic minority backgrounds. With the ultimate aim to secure jobs in STEM roles.

6. Project Partners and third parties involved

Details of Project Partners or third-party involvement

This project partners will be Bradford College, University of Bradford, Keighley College and Craven College.

7. Potential for new learning

Details of what the GDN(s) expect to learn and how the learning will be disseminated.

Any learning will be shared with stakeholders, including GDN's, DNO's and water companies

8. Scale of VCMA Project and SROI calculations

The Funding Licensee(s) should justify the scale of the VCMA Project – including the scale of the investment relative to its potential benefits. As part of this, it should provide the SROI calculation.

This project has a positive SROI return.

VCMA Project start and end date

Detail start and end date of the VCMA Project and, where relevant, the VCMA Project that preceded this initiative.

1st April 2024 – 31st March 2026

Geographic area

Details of where the VCMA Project will take place. If the VCMA Project is collaborative, the Funding Licensee area(s) in which the project will take place should be identified.

This project will take place in Braford and Keighley.

Approved by

Eileen Brown
Customer Experience Director