Cadent
Your Gas Network

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Energy Efficiency Education Programme

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Vulnerability & Carbon Monoxide Allowance (VCMA)

Project Eligibility Assessment (PEA)







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Project registration table

Project summary	
Project title	Energy Efficiency Education Programme
Strategic area	Fuel Poor
Lead partner name	Bonanza Creative
Lead GDN(s)	Cadent
Funding GDN(s)	Cadent
New/Updated	Updated
Date of PEA submission	1st April 2026
Project start and end date	1st April 2026 – 31st March 2031
Project location	All Cadent networks
Project contact	
Name	Ellen Cox
Contact details	Ellen.cox@cadentgas.com 07870821400
Project partners and third parties involved	
Organisation name	**Role**
Emmi Isham @ Bonanza Creative	Artistic Director
Costs and funding	
Total cost (£k)	£721,646.04
Total VCMA funding required (£k)	£721,646.04
Total BAU vulnerability and CO safety activity baseline allowance funding by activity (£k)	

Problem(s)

Our network covers some of the most deprived areas in the UK, and the situation for many is worsening as the cost of living increases and energy prices continue to rise. Children living in fuel poverty face significant hardships, as families struggle to afford adequate heating and electricity, often forcing them to choose between necessities like food and warmth. This issue not only affects children's physical health, making them more susceptible to illnesses due to cold and damp living conditions, but also their academic performance and overall well-being.

According to the NEA as of 1st January 2026, the typical household pays £1,758 a year for gas and electricity. There are millions of UK households in fuel poverty. Children are not only the future for protecting our planet but also families with children generally use more energy in the home than those without and this use tends to increase as children grow older, thought to be due to greater use of information and communications technology (ICT) and consumer electronics by older children[1].

Scope and objectives

The project aims to reach 53,390 children in schools across Cadent's network, focusing primarily on areas of fuel poverty and high deprivation where the domestic energy consumption is above the national average. This approach will ensure areas are being targeted where behavioural changes can make the most impact on energy consumption and in turn saving the bill payer money.

The content delivered in this programme will cover energy saving ideas and role play to engage children and apply real life scenarios to aid a better understanding of energy efficiency.

Bonanza Creative will:

- Continue to develop the existing bespoke energy efficiency education programme to ensure it doesn't become outdated.
- Ensure each participating school will receive a bespoke assembly delivered to the whole school.
- Educational years 3,4,5 & 6 will receive a further classroom discovery session to link in with the energy efficiency assembly.

Bonanza will provide regular reports to Cadent detailing the location of the sessions held and the associated reach per visit. The reach must be as accurate as possible however is not expected to account for on day pupil absences.

Cadent will assume a further reach of 2.4 for each child educated, in line with estimated household size as per the guidance from the Office for National Statistics and the expectation that each child will discuss with their household what they have learnt and how to make improvements.

How VCMA funding complements or supplements BAU activities

The project's method of delivering support to students in high deprivation and high energy consumption falls outside of Cadent's Business-as-usual (BAU) activities and other licence conditions, while meeting all the VCMA eligibility criteria.

[1] https://www.sciencedirect.com/science/article/pii/S0301421513010215#bib34

The project delivers education that is not funded or mandated through baseline allowances. While BAU activity includes CO safety awareness the NRG programme expands beyond this by providing a targeted educational approach to trigger behavioural changes to positively impact the individuals' friends and family financially as well as highlighting the associated CO risk of poorly maintained appliances.

Through a unique fun and engaging model the project delivers outcomes that meet VCMA requirements, ensuring that students identify real-life in-home opportunities to stay safe, save money and help the environment.

Outcomes, associated actions and success criteria

Bonanza Creative will be responsible for utilising publicly available data to identify areas of high deprivation and fuel poverty. Engage with the relevant schools and promote the programme and arrange bookings accordingly. As the programme covers educational years 3,4,5,6, Bonanza will not re-visit the same school during the 5-year period for the same programme to ensure a child isn't receiving the same session more than once. This will ensure a broader reach and will minimise duplication.

Deliverable	Target	Associated Actions	Interim Milestones
Educate Children on energy efficiency measures	53,390 children	Quarterly reports of progress and areas covered.	Year 1 – 3,390 Year 2 – 5 – 12,500 annually

Success Criteria

The success of the project will be measured by meeting the below criteria over 5 years:

- The project will reach a minimum of 53,390 children over the period of the project.
- 53,390 children will be educated on energy efficiency awareness.
- 53,390 children will be given practical tools and advice on how to save money in the home and in turn reduce energy consumption by way of a whole school assembly.
    - 46,650 of these children will receive a further classroom discovery session.
- 128,136 individuals will benefit from the advice and education based on the UK average household number of 2.4.

Potential for new learning

Bonanza are experts in providing education in a fun and engaging way. They will regularly review material and delivery styles to ensure the sessions are relevant and up to date.
Bonanza will feedback to Cadent on the impact of the sessions and the increase in knowledge and associated benefits gained from the families.
Bonanza will also pass on any direct feedback or case studies to Cadent to shape future projects and subject areas.

The programme will not only help current households but shape future habits and consumption as the children become independent adults. Helping children build smart energy habits from a young age could save them more than £16,500 over their lifetime.[2]

Aligning with and supporting wider vulnerability approaches

By educating children in areas of high deprivation and fuel poverty, we aim to provide practical tools and advice to families and friends who may not otherwise be reached through our other projects, such as Centres for Warmth, particularly where adults are in employment or unable to access a centre.
Bonanza will also promote our other education programmes such as Cadent games to provide wider impact and support different learning styles.

Monitoring and evaluation

Cadent have worked alongside Bonanza Creative to co-design this programme and to ensure that it aligns to the delivery of our Vulnerability Strategy and the VCMA governance criteria.
Cadent will have regular contact with Bonanza but also hold quarterly meetings with Bonanza to discuss, successes, blockers and best practice to ensure any obstacles are highlighted in due course.
We have also agreed a quarterly report on progress and the project manager for Cadent will visit the project on the request of Bonanza to support delivery.
After every year the SROI will be calculated using the actual data from the project to show the impact on the community.
Success of the project will ultimately be measured on achieving the required reach.
Bonanza will provide Cadent with the schools attended to enable Cadent the ability to request insights and feedback as required to ensure sessions are well received, educational and retained by pupils. Bonanza will request insights and feedback from schools as required to ensure sessions are well received, educational and retained by pupils.

Scale of VCMA project and SROI calculations, including NPV

Cadent will invest £721,646.04 in partnership with Bonanza Creative. The project will be delivered from April 2026 to March 2031 and is forecasted to reach around 53,390 school pupils and 128,136 individuals in total. It will enable children within high deprivation and fuel poverty areas to access educational resources and information on energy efficiency and provide support to their families in reducing energy bills.

Social value measurement (128,136 **REACH)**

Total cost*	£721,646.04
Cost (discounted)	£685,656.21
Total gross present value	£1,112,384.64
Net Present Value (NPV)	£426,728.43
SROI	£0.62

*Accounting for inflationary factors over the term of the project.

[2] Teaching kids to save energy could save them over £16,500 in their lifetime

Internal governance and project management evidence

Peer review on PEA and then sign off by Head of Customer Vulnerability

Quarterly performance reviews to be completed by Project contact.

GDN	Approver (Name and Role)	Date
Cadent	Amanda Jones, Safeguarding Lead	26/02/2026
Cadent	Gemma Norton, Social Programmes Manager	06/08/2026
Cadent	Phil Burrows, Head of Customer Vulnerability	07/08/2026

Update

GDN	Approver (Name and Role)	Date

Eligibility Criteria

Eligibility Criteria	Description	Project qualifies Yes / No
Positive SROI	Have a positive, or a forecasted positive, Social Return on Investment (SROI) calculated in accordance with a model which the GDNs have developed and submitted to Ofgem including for the gas consumers funding the VCMA Project	YES
Positive NPV	Have a positive, or a forecasted positive Net Present Value (NPV)	YES
Support Criteria	Either: i. provide support to consumers in Vulnerable Situations and relate to Energy Safeguarding, or ii. provide support for those most at risk of being left behind in the transition to net zero, or iii. provide awareness of, and education on, the dangers of CO beyond the activities funded as business as usual (BAU) through baseline allowances, or iv. reduce the risk of harm caused by CO	YES
Defined Outcomes	Have specific, measurable, and time-bound outcomes which align with relevant Consumer Vulnerability Strategy objectives to achieve the requirements set out in paragraph b;	YES
Beyond Other Funding	Go beyond activities that are funded through other price control mechanism(s), including baseline allowance funding, or required through licence obligations	YES
Support or align	Support or align with approaches to vulnerability taken by the wider energy industry, other utilities and/or consumer organisations, and local, national and devolved government, or evidence innovation or a gap in vulnerability support provision;	YES
No Other External Funding	Not be delivered through other external funding sources directly accessed by a GDN, including through other government (national, devolved or local) funding	YES
BAU vulnerability and CO safety activities	Where a GDN's BAU vulnerability and CO safety activities are funded through baseline allowances, these are not suitable for funding through the VCMA. The GDN is permitted to use VCMA funds to supplement or complement its BAU activities, however, it must ensure that its reporting provides sufficient evidence to prevent double funding.	YES

Eligibility criteria for company specific essential gas appliance servicing

Eligibility Criteria	Description	Project qualifies Yes / No or N/A
Servicing must meet the following criteria:	Either: i. A GDN has had to isolate and condemn an essential gas appliance following a supply interruption or as part of its emergency service role; or ii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in the owner-occupied home of a customer in a Vulnerable Situation where an occupier of the property suffers from a permanent or temporary health condition12 that makes them more vulnerable to health risks associated with cold homes; or iii. A GDN or its Project Partner has identified an essential gas appliance which has not been serviced in the last 12 months in a tenant-occupied home of a customer in a Vulnerable Situation where it is the tenant's responsibility to maintain the essential gas appliance, where an occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes	N/A
Affordability	The household cannot afford to service the essential gas appliance, as assessed against the affordability criteria set out in the VCMA governance document	N/A
Funding	Sufficient funding is not available from other sources (including a social or private landlord and national, devolved, or local government funding) to fund the essential gas appliance servicing	N/A

Eligibility criteria for company specific essential gas appliance repair and replacement

Eligibility Criteria	Description	Project qualifies Yes / No or N/A
Unsafe pipework and essential gas appliance repair or replacement must meet the following criteria:	Either: i. GDN has had to isolate and condemn unsafe pipework or an essential gas appliance following a supply interruption or as part of its emergency service role; or ii. A GDN or its Project Partner has had to condemn unsafe pipework, or an essential gas appliance, following an essential gas appliance service (as described in 3.19 of the VCMA governance document)	N/A
Health condition	Either: i. The occupier of the property suffers from a permanent or temporary health condition that makes them more vulnerable to health risks associated with cold homes and has a household income of £31,000 or below in 2025/26 prices, adjusted for inflation using Consumer Price Index with Housing costs (CPIH) 13, or ii. the household cannot afford to service the essential gas appliance, as assessed against the affordability criteria set out in Appendix 1 of the VCMA governance document	N/A
Funding	Sufficient funding is not available from other sources (including national, devolved, or local government funding) to fund the unsafe pipework or the essential gas appliance repair or replacement.	N/A