

GAS SAFETY WEEK 2015 REPORT

Gas 
Safety
Week .co.uk

Keeping our nation safe



**FIGHTING
FOR A
GAS SAFE
NATION**

GAS
safe[®]
REGISTER

A brief snapshot

Campaign overview

Total reach – 128 million!



5,123 Pledges of support, a record number!

27 million

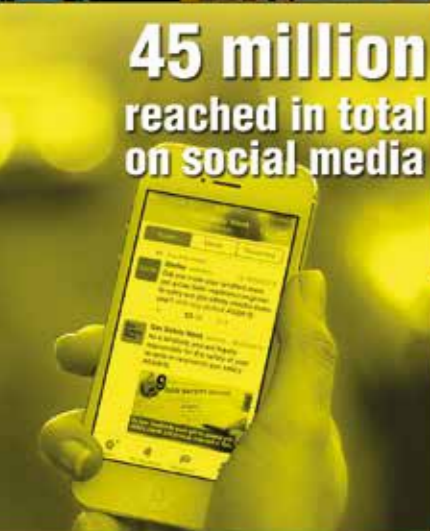
Cumulative reach of the hashtags #GSW15 & #GasSafetyWeek



Launched at the Houses of Parliament with 60 supporters



100s Of events held around the country by supporters



45 million reached in total on social media



130,000 leaflets distributed

617 supporters of the

THUNDERCLAP

Reaching 1.4 million people



81 million reached via press coverage



52,000 Views of the Gas Safe Register website



1 winner of our #GSWhereo competition



Gas Safety Week is an industry-led awareness week – coordinated by Gas Safe Register – which aims to provide gas safety advice to the nation's 23 million gas users. The fifth Gas Safety Week took place on 14th – 20th September 2015 and was another great success, with over 5,100 supporters taking part.

New research, released for Gas Safety Week, revealed that 5.5 million people in the UK are failing to get their gas appliances safety checked each year. With more than 67,000 gas emergency call-outs to homes in the UK

in the past year (including gas leaks, fires, explosions and deadly carbon monoxide poisoning) the message to the public was clear – get your gas appliances safety checked every year by a Gas Safe registered engineer.

Cartoon hero Doug was the mascot for the week. Doug has become a recognised character associated with the campaign and was used by many supporters to help communicate gas safety messages to the public.

Parliamentary launch

Gas Safety Week was officially launched on 9th September at the House of Commons. The reception was hosted by Sir David Amess, member of the All Party Parliamentary Carbon Monoxide Group (APPCOG) and featured speeches from Jonathan Samuel (Gas Safe Register), Chris Bielby (GISG) and Barry Sheerman (APPCOG). The event was broadcast live via Periscope and live updates were posted on Twitter.

Parliamentarians got behind the week by recording their own messages of support. You can view videos from Sir David Amess MP, Baroness Finlay of Llandaff, Mims Davies MP, Liz McInnes MP, David Zeichner MP, Jason McCartney MP, Jo Stevens MP, John Woodcock MP and Margaret Ferrier MP.

See their messages at www.YouTube.com/policyconnecttv

“ We are striving for regular servicing and maintenance of gas appliances. ”
Chris Bielby, Gas Industry Safety Group

“ We are, as an industry, doing more to get the public talking about gas safety than ever before. ”
Jonathan Samuel, Gas Safe Register



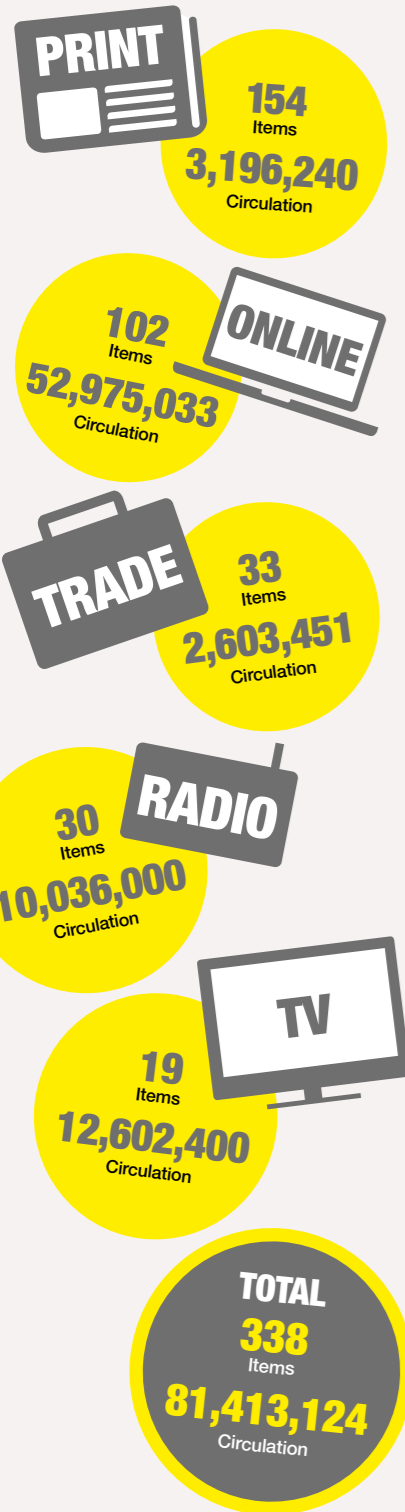
Sir David Amess, MP Jonathan Samuel Chris Bielby Barry Sheerman, MP

Over 60 guests attended Representatives from the Gas Distribution Networks Valerie Bannister from YOUR MOVE and Brian Schubert from ARLA Kevin Grix, CEO from The Dispute Resolution Service

PR coverage

PR reach

338 individual items of coverage were achieved across national, regional and trade media platforms including TV, radio, online and print. This generated an accumulative circulation of nearly 82 million.



New research

The PR campaign led with new research commissioned by Gas Safe Register that revealed more than 5.5 million people in the UK fail to get their gas appliances safety checked every year. A survey among registered engineers indicated that a check costs as little as £60 – a small price to keep your family safe and prevent damage to your home.

Additional data from National Grid revealed there were 67,000 gas emergency call-outs in 2014 and Gas Safe Register found unsafe gas appliances in one in six of the 142,000 homes it has inspected.

The findings were used to encourage the public to get their gas appliances safety checked every year by a qualified Gas Safe registered engineer.



National media coverage

There were 33 items of coverage, achieving a reach of over 55 million.

Broadcast highlights included: **ITV This Morning, Kiss 100 and Big City Network radio.**

Other highlights included: **Yahoo.co.uk, BT.com, and a mention in the Daily Express.**



Regional media coverage

Regionally, 272 items of coverage were achieved, reaching nearly 23 million.

Broadcast highlights included: **ITV News Central, BBC South East Breakfast and BBC Radio Oxford.**

Print highlights included: **Glasgow Sunday Mail, the Northern Echo, the Sheffield Star, the Yorkshire Evening Post and the Southern Daily Echo.**



Video news release

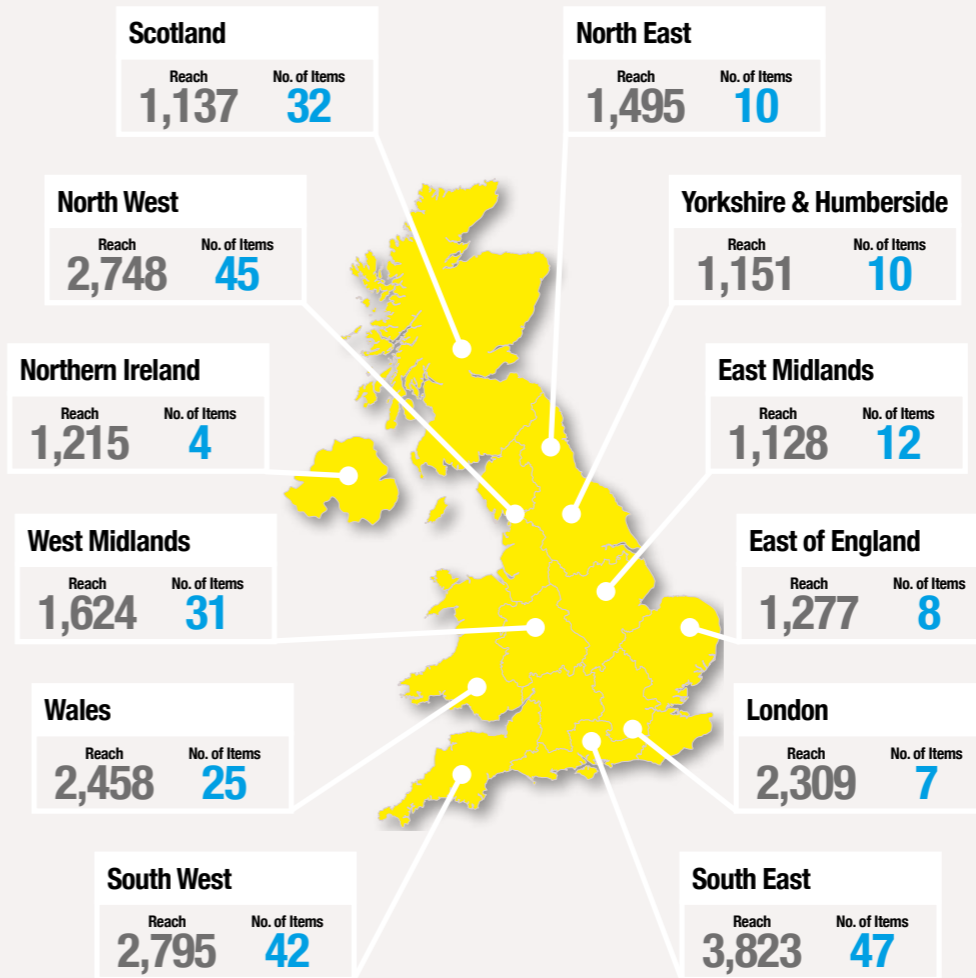
Our video news release achieved more coverage than last year, securing 23 items and achieving a reach of over 4 million people. It was covered across regional newspaper websites and lifestyle and parenting sites.

The film warned of the danger of unchecked gas appliances and featured carbon monoxide victim Jade Ullrich, registered engineer Steve Davies and Gas Safe Register's chief executive Jonathan Samuel.

NHS Choices promoted the video to over 270,000 followers on social media.



Regional coverage analysis (000s)



Trade media coverage

In the trade media, 33 items of coverage were achieved, reaching over 2.5 million people.

Trade highlights included: **Installer magazine and Heating Ventilating & Plumbing magazine.**



Getting the message across

Through stakeholder engagement, tailored national and regional packages, and social media engagement, high quality and widespread media coverage was secured. The campaign shared 574 key messages across 338 items of coverage with 100% of the coverage secured raising awareness of Gas Safe Register.

Online overview

In total, 45 million people reached!

Source: Brandwatch

800

Extra followers of the Gas Safety Week twitter account.

Up 122%

Source: Twitter

26.9 million

Impressions of the #GSW15 and #GasSafetyWeek hashtags.

Up 27%

Source: Brandwatch

625,000

Users reached through the Gas Safe Register Facebook page.

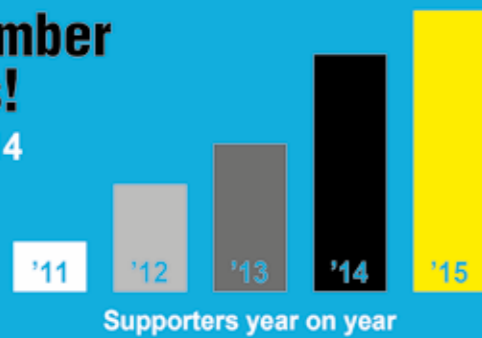
Up 1,354%

Source: Facebook

Record number of pledges!

Up 18% on 2014 to 5,123.

Source: Concep



How did they pledge?



Source: Concep

What were the most popular tools downloaded?



The supporters toolkit holds a host of free materials that can be used to spread the gas safety message.

Here is an overview of the most popular items downloaded.

Source: Concep

THUNDER CLAP

617 supporters

1.4 million users reached

Who brought the biggest bang?

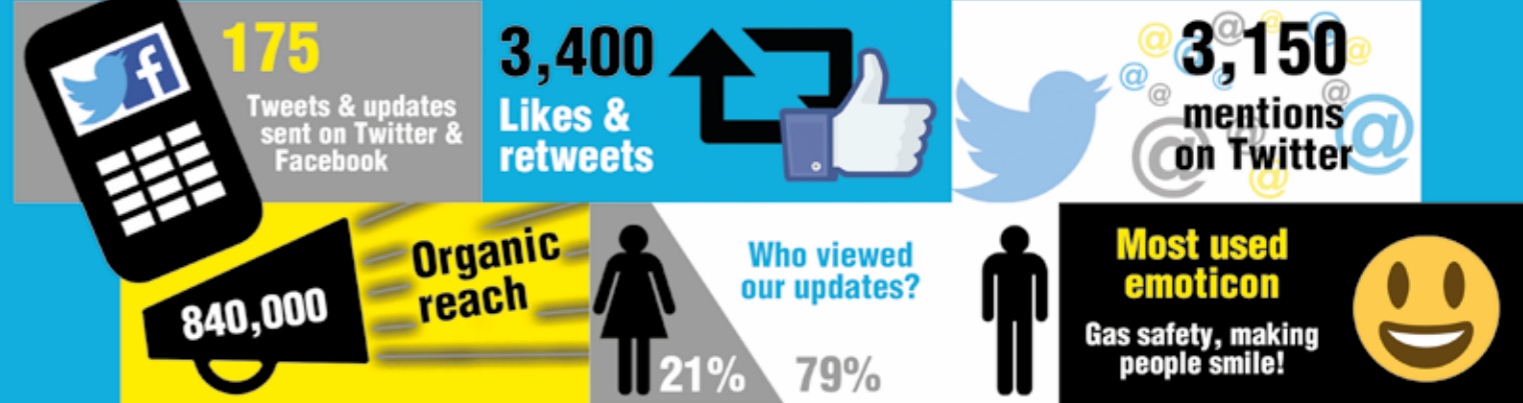
Organization	Followers
NHS choices	172,211
HSE	48,466
Fife	20,860
NLA	17,037
NAEA	16,406
Camden	15,289
safe	14,238
AFLA	13,586
gas	13,324
CAPITA	13,138

Source: Thunderclap/Twitter

The Gas Safety Week launch at the Houses of Parliament broadcast live on Periscope



Gas Safety Week on social...



Source: Twitter: @GasSafetyWeek/@GasSafeRegister, Facebook: /GasSafeRegister



Source: Twitter: @GasSafetyWeek

PR story on social

44,632 Impressions
457 Engagements
162 Retweets
173,025 Total reach

Source: Twitter: @GasSafetyWeek/@GasSafeRegister, Facebook: /GasSafeRegister



YouTube



Source: YouTube

Total views of Gas Safe Register's videos up

20.3%

Average time of videos viewed up 23%



Visits to GasSafeRegister.co.uk up 13% compared to 2014

Top pages!

Find an engineer	- up 46%
Check an engineer	- up 29%
Carbon monoxide kills	- up 30%
Getting your gas appliances checked	- up 66%
Gas Safety Week tips	- up 335%

Source: Google Analytics



Posts on LinkedIn - reaching 36,000

Source: LinkedIn

Competitions

This year's strategy introduced a series of radio and online competitions with commercial media outlets, to highlight that it was Gas Safety Week and to warn that, if left unchecked, gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning. To capture the audience's attention around gas safety, we offered several incentives throughout the week.



Free gas for a year and a gas safety check

We ran a competition on Facebook for one lucky winner to have a gas safety check or service by a Gas Safe registered engineer and have their annual gas bill paid off (up to the value of £850).

To gain maximum exposure, the competition opened the week before Gas Safety Week and ran until the end of September.

To be in with a chance of winning entrants had to correctly answer the question 'How often should you have your gas appliances safety checked?' The lucky winner was Lee Edwards from Bargoed, Wales.

Very happy on winning a year's gas free and a service on my boiler. I wasn't going to enter but it just shows you got to be in it to win it. Thanks a lot Gas Safe Register, that was a cracking prize along with a great surprise.

Lee Edwards,
Competition winner

Radio and online competitions

Editorial competitions were featured on 25 commercial radio stations and five online sites, which had a combined audience reach of 15.5 million.

Highlights included Kiss FM, Big City network, Metro Radio and BFBS; all of which have a significant reach. The total number of online entrants totalled just under 30,000.

30 lucky members of the public won a £50 Homebase voucher and a winter home safety pack. The winter pack included a smoke and carbon monoxide alarm, which were kindly donated by Merseyside Fire and Rescue Service and COGDEM.



Working with stakeholders

We joined forces with stakeholders to run events and initiatives throughout Gas Safety Week. By working together we were able to deliver vital gas safety messages to a wider audience and have a greater impact.

Events Across Shopping Centres

We spoke to members of the public at shopping centres in Newcastle, Solihull and Glasgow, giving gas safety advice and answering any question they had. Shoppers were also invited to complete an assessment to see if they qualified for a free carbon monoxide alarm. Northern Gas Networks and SGN also delivered presentations.

Northern Gas Networks, Tyne and Wear Fire & Rescue Service and Newcastle City Council at intu Eldon Square



The event was very informative for both our enforcement officers at Newcastle City Council and the businesses and landlords from the local area that attended.

Elizabeth Orde
Newcastle City Council

National Grid Metering in Touchwood



SGN and Scottish Fire and Rescue at intu Braehead



Real Boiler Maintenance

Registered engineer, Ibrahim Tural, really put his foot down at the Enfield Town and Country Show, by hiring an F1 simulator, which attracted over 2,000 people to his stand. As well as giving away gas safety leaflets and advice, visitors were given the chance to win one of many prizes.



We have also enjoyed huge exposure on social media, which for us as a business has been phenomenal. We hope our efforts will inspire and encourage others to get involved in this great campaign and help keep our nation safe.

Ibrahim Tural
Real Boiler Maintenance

Trade competition

With the Gas Safe hero theme in mind, we challenged Gas Safe registered engineers to post pictures on social media with the hashtag #GSWhere, showing how they've helped to keep the nation safe during Gas Safety Week.

The winner, Neil Springate from Flow-Tec Solutions, posted pictures of his customer's boiler after he made an Immediately Dangerous situation safe. Anton generously donated a flue gas analyser kit worth over £830 as the prize.



Neil Springate, Flow-Tec Solutions accepting his prize

Massive thanks to @GasSafetyWeek @GasSafeRegister @AntonIndustrial Just collected my #GSWhere prize! As a new business, I am so grateful!!!

Neil Springate,
Competition winner

Gas Safety Week saw the announcement of several partnerships with key stakeholders. Initial activities kicked off during the week and joint initiatives to raise awareness of gas safety will continue throughout the year.

National Accident Helpline

A new social media campaign was launched for Gas Safety Week. Their website was updated with important gas safety advice and a 'test your gas safety knowledge' quiz.

Gas safety is an issue for everyone. It's vital that all householders understand the importance of using Gas Safe registered engineers and are equipped with the information they need to keep themselves safe at home.

Beth Powell
Marketing Director, National Accident Helpline

Consumer Protection Alliance

Gas Safe Register, NICEIC, The Dispute Resolution Ombudsman and B&Q Homefit have come together to form a non-commercial, not for profit, strategic alliance to promote consumer safety and protection.



Association of Residential Letting Agents (ARLA)

During Gas Safety Week ARLA sent messages to their employees, over 8,000 members and over 17,000 followers on social media.

It is vital that agents and landlords who are legally responsible for their tenants make sure maintenance and annual safety checks on gas appliances are carried out by a Gas Safe registered engineer. This initiative will undoubtedly support good practice in a situation where lives and individuals' well-being could be put at risk.

David Cox
Managing Director, ARLA

Supporters' activities

Support for the week continued to grow with a record 5,123 pledges of support. Here are just a few examples of what supporters got up to for the week.



YOUR MOVE

Gas safety mascot Doug came to life at the offices of YOUR MOVE (Lettings), which were festooned with balloons and posters. Their fun staff festivities included a gas quiz, which raised awareness and encouraged employees to visit the Gas Safety Week website, daily gas facts, and a 'who is the most full of gas?' balloon-blowing competition.



Plumb City and Norwich Gas Centre

Plumb City and Norwich Gas Centre borrowed a dragon sculpture from a local charity, to help draw attention to their breakfast morning, where they talked about all things gas safety.



Oakleaf Commercial Services

Maintenance and construction company Oakleaf Commercial Services was out and about in Kidderminster, Worcestershire, talking to people young and old.

"We have next year's event already in our diaries!"
 Lisa Bailey,
 Marketing, PR & Communications Officer,
 Oakleaf Commercial Services

"20 people bought CO detectors so I know I was able to help the local community stay safe."
 Ben Margulies
 BeeXpress Plumbing and Heating

BeeXpress Plumbing and Heating

Gas Safe registered engineer, Ben Margulies, set up a small pop-up stand in his local supermarket where he spoke to over 200 people about carbon monoxide awareness and boiler servicing.



Carillion

Carillion sent out a mailer to 12,000 of their employees and sent out messages across their social media channels.

Blackpool Coastal Housing Association

Blackpool Coastal Housing (BCH) held an event at St John's Business Centre, Blackpool, to remind tenants and homeowners of the importance of making sure that their properties are gas safe. BCH also held a prize draw for their tenants that had allowed access for their annual gas service to be completed, within a set period. Partnering contractor Read & Errington generously donated the £500 prize fund, which was won by Mr Heath.



RNLI

RNLI gas engineer Neil Tatchell pushed the boat out at Poole HQ by setting up a display at the entrance to the staff restaurant. Neil passed on the gas safety message to his colleagues and answered any technical questions they had.



QinetiQ

QinetiQ set up display stands at 12 of their key sites around the country. Gas Compliance Manager, Melvin Baldock delivered a toolbox talk, which had such positive feedback, he will continue to give safety talks throughout the year.



Calico Homes

A hands-on demo of how a gas engineer would trace and repair a gas escape was part of Calico Homes' gas safety awareness campaign in Burley town centre. Calico wanted to ensure people are aware of potentially unsafe situations in their own homes and how to minimise the risk by doing simple things such as fitting a carbon monoxide alarm, checking the registration details of gas engineers and having an annual gas safety check. They also gave away carbon monoxide alarms as competition prizes.



Keepmoat

Keepmoat actively raised awareness amongst its employees, clients and the public and carried out a number of activities across the company. This included holding coffee mornings to discuss gas safety and offer advice and support, talking to residents in their homes, toolbox talks and updating their company intranet.

"Keepmoat continues to support Gas Safety Week as it provides us the opportunity to place gas safety at the top of our agenda... we want people to understand the real risk unsafe gas work poses and help people to stay gas safe."
 David Sheridan,
 Chief Executive, Keepmoat

British Gas

British Gas conducted their own research, which revealed 17% of small businesses admit they don't have appliances serviced regularly and more than 40% would take the dangerous decision to switch off electric appliances if they smelled gas at work. They also ran a social media campaign aimed at consumers, which highlighted the need for regular servicing of gas appliances and tips to stay safe.



24/7 Home Rescue Ltd

24/7 Home Rescue Ltd ran events at Accrington Broadway, attended by local MP Graham Jones and at Blackburn Town Centre, attended by the Mayor of Blackburn. The events were featured in the Lancashire Telegraph, the Accrington Observer and on local radio. Other activities included creating three fantastic top tips videos, running Facebook competitions to win a year's boiler cover package and carbon monoxide alarms, emailing 15,000 consumers with safety messages and uploading articles on their website.

AA

The AA created a gas safety animation and promoted it on their social media channels. A press release issued by the AA about the importance of boiler servicing was picked up by The Independent, reaching almost 300,000. They also printed their own leaflets and posters, which were distributed to thousands of employees.



Robert Heath

Social housing gas contractor Robert Heath updated their email banner with a Gas Safety Week message and posted messages on their social media channels. Business Development Director, Gary McIntosh gave a presentation to the Contractor's Asset Management Improvement Group.

Phoenix Gas

Spanner the dog joined Phoenix Gas at Bloomfield Shopping Centre in Bangor to remind shoppers to have an annual gas safety check.



IGEM

IGEM posted updates on their social media channels, which were viewed by over 4,000 people and saw over 1,600 people click through to learn more about gas safety. They also held a staff gas safety education day.

"Gas Safety Week is a point in time to get everyone thinking... get your gas appliances checked every 12 months and buy yourself a CO alarm... spread the message to your family and friends."
 Keith Needham
 Technical Services Manager, IGEM

THANK YOU

**for supporting Gas Safety Week 2015
and making it such a huge success!**



An individual talking about gas safety alone is only going to reach a limited number of people. The value of Gas Safety Week lies in getting others involved... strength in numbers! Although gas safety is important 365 days a year, by focusing our communications in one week we are more likely to cut through in the media.

Jonathan Samuel,
Gas Safe Register

**Get involved and support
Gas Safety Week 2016
19th – 25th September 2016
GasSafetyWeek.co.uk**

**For more information please email:
marketing@gassaferegister.co.uk**

