

CLEARCHANNEL

LOOK OUT FOR
**GAS SAFETY
WEEK**
12-18 SEPT
2011



Always use a Gas Safe registered engineer to fit, fix or service gas appliances in your home.
Take care, be Gas Safe.

0800 408 5500
GasSafeRegister.co.uk

By law, gas engineers must be on the Gas Safe Register in the UK, for all gas work.

**GAS
safe
REGISTER**

Gas Safety Week 2011





GAS SAFETY WEEK

Millions of people saw the gas industry come together for the first ever Gas Safety Week run by Gas Safe Register. Gas Safe Register is the official list of registered gas engineers and it aims to raise gas safety awareness nationwide.

We're all used to relying on gas to provide heating, hot water and cook our meals but poorly serviced or badly fitted gas appliances can be dangerous. That's why Gas Safe Register devised Gas Safety Week, a national consumer awareness week which ran 12th -18th September 2011.

Gas Safety Week was timed to mark the beginning of the colder weather and enabled the public to heed the campaign's gas safety advice before winter set in. Campaign activities included national PR, advertising, events, online, and radio competitions. Support from registered engineers and stakeholder organisations was another crucial component of the campaign.

Highlights

- Intensive one week gas safety campaign
- TV exposure including ITV's Daybreak, BBC News and regional TV
- Articles including the Daily Mirror, the Guardian and the Daily Express
- National press and bus shelter adverts reaching 21 million
- Supported by 1,000 organisations
- Over 20,000 conversations with consumers
- 27 million Facebook ads
- Campaign reach in excess of 140 million

Take care, be Gas Safe

The Gas Safety Week campaign was built around key gas safety advice. It put a strong emphasis on taking care with gas and what you can do to take care and be Gas Safe. This includes always using a Gas Safe registered engineer and having gas appliances safety checked every year.

The creative look of the campaign was an important consideration and had to work across a range of advertising and marketing materials. An image featuring a house full of gas appliances was created to graphically show how gas safety touches every room in the home. The image also dramatised the key message of 'Always use a Gas Safe registered engineer for gas work in your home'.

Gas Safety Advice

Key gas safety advice was at the heart of the information given to the public during Gas Safety Week. This included:

- Always use a Gas Safe registered engineer to fix, fit and service gas appliances
- Make sure gas appliances have a safety check every year and a regular service
- Find a registered engineer at www.GasSafeRegister.co.uk or call the free helpline on **0800 408 5500**
- Always ask to see the engineer's Gas Safe ID card
- You can't see or smell carbon monoxide (CO) but it can kill quickly without warning
- Recognise the symptoms of carbon monoxide poisoning – headaches, dizziness, nausea, breathlessness, collapse and loss of consciousness.

Gas Safety Week reaches 80 million sets of ears!

Gas Safety Week kicked off with an early morning appearance on **ITV Daybreak** on Monday. The piece featured Manchester homeowner Jan Collins, a local engineer and latest data revealing that as many as 1 in 10 people are living in homes with gas appliances that have never been checked. It gave homeowners a stark warning to get their appliances checked.

The second TV appearance for Gas Safety Week featured BBC Breakfast's Dr Rosemary Leonard, a Cornwall-based victim of CO poisoning Joyce Bridgewater, and Gas Safe's spokesperson Phil Brewster on **BBC News Channel** with an audience of 84,000. While Dr Rosemary explained the dangers of CO poisoning, Joyce explained what can happen if you ignore them and Phil provided advice on getting your appliances checked by a Gas Safe registered engineer.

Hot on the heels of their TV appearance, this trio then recorded a series of interviews for BBC radio stations across the country. And that was just Monday morning...

There followed regional television appearances by Gas Safe Register spokespeople and homeowners on **ITV Wales**, **BBC East Midlands**, **BBC South West** and **ITV West Country** throughout the day and evening.

Using statistics from Gas Safe Register's Investigations team to highlight the consequences of illegal gas work, fantastic coverage was secured in **London's Evening Standard** and the **Daily Mirror**. Other national newspaper coverage of Gas Safety Week included the **Daily Express** and **The Guardian Online**, while 96 regional newspapers picked up the gauntlet. Local papers also previewed the B&Q and Comet gas safety events.

A score of radio interviews on both Wednesday and Friday of Gas Safety Week, as well as a series of 40 regional radio competitions, helped build momentum as the week progressed.

In total Gas Safety Week PR reached an audience of over 80 million and has most definitely put Gas Safety Week on the map!

Gas safety adverts

A national newspaper advertising campaign saw ads run in the Sun, the Daily Mirror, the Daily Mail, the Daily Express and the Daily Telegraph throughout the week. These publications were targeted because of their extensive national readership; the advertising reached over 21 million. There was further advertising on bus shelter posters at retail parks across the country. These were positioned near stores where people buy gas appliances and reminded them of the need to use a registered engineer to fit their appliance. Advertising promoted key gas safety messages and gave the web address and phone number for more information. The Gas Safe Register website provided extensive information for visitors as well as a facility to find or check registered engineers.

Online was another key target for gas safety information. Text advertising appeared on the Google search engine when people searched for gas-related topics. Web banners were also displayed on third party websites. Facebook adverts were viewed over 27 million times during the week and included a competition to win CO alarms.

Organisations used Facebook and Twitter to promote Gas Safety Week British Gas ran competitions to win CO alarms and promoted the key messages of Gas Safety Week. The National Landlords Association tweeted essential information for landlord's gas safety. Registered engineers promoted their gas safety events and offers.

Touring the country

The gas safety roadshow toured the country making the public aware of gas safety and taking the message direct to over 10,000 householders. Retail giants B&Q and Comet were hosts to gas safety events during the week at 19 major stores from Kirkcaldy to the Isle of Man to Plymouth.

This was a great time of year to talk to people about getting gas appliances checked and making sure they were safe for winter. Gas Safe Register talked to the public about how to find a reputable gas engineer and check they're qualified. The public were keen to find out more about CO and protecting themselves from the risks as well as seeking information about CO alarms.

Everyone received a goody-bag full of gas safety information such as a leaflet, fridge magnet and pen with contact details of the Register. These promotional items act as useful everyday reminders in the home on how to check your engineer is Gas Safe registered.

Further events were held by other organisations in support of Gas Safety Week. Registered engineers ran entertaining events such as hiring a local village hall, holding a gas safety tea party for the elderly, and leafleting on the street to get the message out in their local area. This tremendous support meant that more than 20,000 people received gas safety information in person.

Campaign activity

- TV and radio appearances
- Gas safety roadshows
- Advertising in national press
- Advertising on bus shelter posters
- Advertising online
- Distributing leaflets and posters
- Radio competitions
- Websites
- Social media
- Email newsletters
- Magazines and publications
- Stakeholder organisations support
- Engineer van stickers

DID YOU KNOW?

Research shows that **43% of people don't get their gas appliances checked regularly.**





Working together

Gas Safety Week acted as a springboard for registered engineers, industry supporters and stakeholders to build upon. By working together we ensure that gas safety advice reaches many more people and is received loud and clear.

That's why nearly 1,000 organisations proudly supported Gas Safety Week to educate the public about keeping safe at home.

Gas Safe Register created a pledge form where organisations could pledge their support for the week and in return receive marketing materials to support their activities. Items included a press release kit, a selection of web banners, and an event kit including pens and magnets and a how to run an event fact sheet.

Leaflets and posters, containing a range of information from how to check the Gas Safe ID card to carbon monoxide awareness, were sent free of charge to organisations to distribute. In a six week period 593,000 leaflets and 14,000 posters were distributed.

Gas Safe registered engineers took the opportunity to promote their business by offering discounts off servicing or free gifts such as CO alarms. We had great support from Local Authorities and Housing Associations who ran events for tenants. All the big 6 boiler manufacturer's supported the week as well as key safety organisations including ROSPA and CAPT. CO alarm manufacturers donated CO alarms which were given out in competitions at the roadshows and online.

Get involved

If you can promote gas safety to your customers there are various free marketing materials available to help you such as free leaflets, posters, website banners and articles.

Get in touch at marketing@gassaferegister.co.uk.

Look out for details about Gas Safety Week 2012.

www.GasSafeRegister.co.uk

GSW1: 10/11

Pledges of support

Organisations pledged their support to Gas Safety Week by sending out leaflets, displaying posters, publishing articles and holding gas safety events. Many of the promotional materials were supplied by Gas Safe Register.

- 607,000 leaflets and posters distributed
- 368 articles provided for newsletters and magazines
- 561 website banners and articles
- 470 press kits provided for local press
- 93 events kits

Testimonials

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RoSPA's mission is to save lives and reduce injuries we are therefore happy to support organisations that are working towards the same aim and will certainly offer the same support next year.

Sheila Merrill - The Royal Society for the Prevention of Accidents

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We were delighted to be associated with this Gas Safe initiative and to have a national campaign to promote the need for regular appliance safety checks and servicing. All people connected with the industry have a duty to promote gas safety and make customers aware of the implications of regular appliance servicing and safety checks.

Martyn Bridges - Worcester Bosch

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The National Landlords Association (NLA) supports Gas Safety Week. It is of utmost importance that homeowners, including landlords, are made aware of the possible dangers and that they maintain their gas appliances in accordance with Gas Safe Register's guidelines.

Lucy Cheeseman - National Landlords Association



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