

# GAS SAFETY WEEK 2016 REPORT



**Gas**   
**Safety**  
**Week**.co.uk

Keeping our nation safe



# A brief snapshot

Total reach **220 million!**

**#60 million**

Cumulative reach of the hashtags #GSW16 & #GasSafetyWeek

**127 million**

reached via PR coverage

**6,859**

pledges of support, a record number!

**74k**

visits to GasSafeRegister.co.uk during the week – up 42% on last year

**92 million**

reached online

**12.5 million**

Reached

567 supporters of the Thunderclap

**Over 100,000**

hard copy leaflets and posters sent out

**100s of events**

held around the country by supporters

# Campaign overview



Gas Safety Week is an annual awareness week that aims to provide gas safety advice to the nation's 23 million gas users, as badly maintained and poorly fitted gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

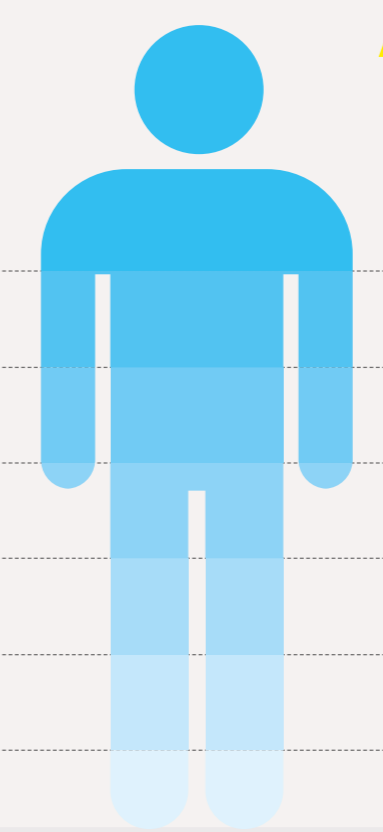
Taking place at the start of the heating season, Gas Safety Week is a timely reminder for consumers to arrange for their gas appliances to be safety checked by a Gas Safe registered engineer and for tenants to check that their landlord has arranged this.

It is coordinated by Gas Safe Register – the only official register of gas engineers – but it has always been a collaborative effort between the gas industry, consumer organisations, charities and individuals, all looking to help keep the nation gas safe.

## A record year

The sixth Gas Safety Week took place on 19th – 25th September 2016 and was the most successful to date, with a record 6,859 supporters taking part to help distribute over 220 million gas safety messages across their communication channels.

It is fantastic to see the support for the week grow each year. The sheer volume really drove it forward in 2016. In fact, more than 40% of coverage was generated by the activities and hard work of other supporters.



### ARE YOUR VULNERABLE RELATIVES READY FOR WINTER?

With nearly 8 million older people at risk from unsafe gas appliances, it's important we make sure that they're safe and ready for the cold months ahead.

**It's good to talk**

Only **16%** of people speak to their older relatives annually about gas safety.

**3 in 4** Britons have NEVER discussed gas safety with older relatives.

**Why should we worry?**

**260** Over 65's are injured by gas appliances every year.

**1 in 9** over 75's has little or no knowledge of the danger of carbon monoxide (CO).

**The 6 signs of CO**

- Headaches
- Dizziness
- Nausea
- Lethargy
- Irritation
- Loss of consciousness

**What have we found?**

Since 2009, Gas Safe Register has found **1 in 6** gas appliances to be unsafe!

**When were your gas appliances last checked?**

For more information on how to keep you and your relatives safe and warm this winter, visit [GasSafeRegister.co.uk](http://GasSafeRegister.co.uk)

Source: Gas Safe Register 2016

### New research

This year we cast a light on the more vulnerable people in our society. New research revealed nearly 8 million older people could be at risk from unsafe gas appliances in the UK. More than 260 over-65s are injured by gas appliances every year, with gas fired heaters accounting for the majority of deaths. Worryingly, we found that older people are half as likely as other age groups to have gas work carried out by a professional Gas Safe registered engineer.

With three in four people having never discussed gas safety with older family members, we were encouraging the public to take the opportunity to do so.

# Parliamentary launch

Over 60 Guests gathered at the Houses of Parliament to launch Gas Safety Week. The reception was hosted by the Co-Chair of the All Party Parliamentary Carbon Monoxide Group, Barry Sheerman, and featured speeches from Jonathan Samuel (Gas Safe Register), Chris Bielby (GISG) and Gordon Samuel (Katie Haines Memorial Trust). The speeches were broadcast on Facebook Live and have been viewed over 4,000 times.

Parliamentarians showed their support for the week by recording messages advising their constituents about how they can stay gas safe. You can watch videos from Baroness Findlay, Tom Brake, Sir David Amess, Mhairi Black, Mary Glindon, Maria Miller, Margaret Ritchie, Jonathan Shaw, Jo Stevens, Jim Shannon, Jim Fitzpatrick, Jason McCartney, Andrew Bingham, Alex Cunningham, Daniel Zeichner and Caroline Flint.

▶ See their messages at [www.youtube.com/gassaferegister](http://www.youtube.com/gassaferegister)

“ Each year we see more innovative activities for Gas Safety Week.   
 Jonathan Samuel   
 Gas Safe Register ”



## Cause for Alarm

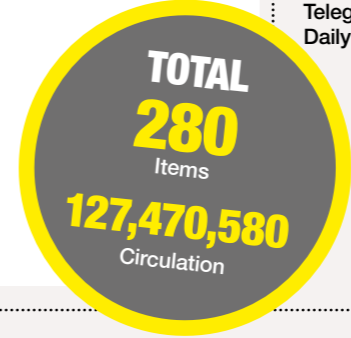
The event was host to the launch of a new video, Cause for Alarm, released by the Katie Haines Memorial Trust. The short film warns of the dangers of carbon monoxide (CO) and shows how two simple steps – getting your appliances safety checked every year and having an audible CO alarm – can save your life from this silent killer.

▶ You can view the video at [www.katiehainestrust.com](http://www.katiehainestrust.com)



# PR coverage

**PR reach**  
280 individual items of coverage were achieved across national, regional and trade media platforms. This generated an accumulative reach of over 127 million.



**Video news release**  
We worked with Merseyside Fire and Rescue to help warn the public of the danger of carbon monoxide (CO) poisoning. Station Manager, Mark Jones recalled a recent incident handled by his team, whereby a man in his eighties had collapsed after he was overcome by CO coming from a faulty gas appliance. Luckily, his stepson found him just in time and called 999. The gas supply was isolated and the property was ventilated, after the fire and rescue crew found extremely high levels of CO – 650 parts per million.  
We secured 19 items of coverage of this year's video news release, which reached almost 5 million people. The coverage was achieved across regional newspaper websites and lifestyle, healthcare and parenting sites.



▶ You can view the video at [www.youtube.com/gassaferegister](http://www.youtube.com/gassaferegister)

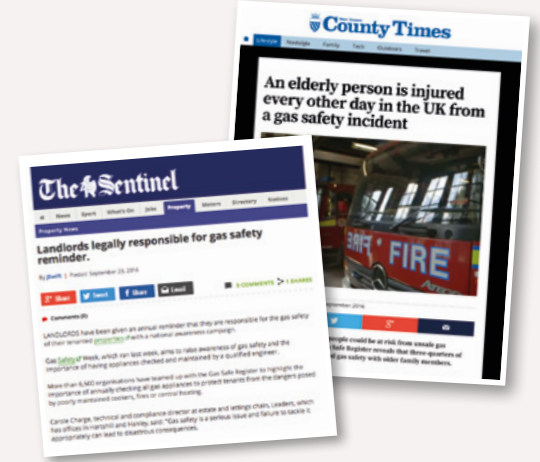
**Trade media coverage**  
In the trade media 36 items of coverage achieved a reach of 1.6 million.  
Highlights included: PHAM News, HVP, Heating and Plumbing Monthly, Installer and Builder's Merchant News.



**National media coverage**  
There were 12 items of national coverage, achieving a reach of over 50 million.  
Highlights included: Daily Express, Daily Mirror, BT.co.uk and Mums Magazine.



**Regional media coverage**  
Regionally, 164 items of coverage were achieved, with a reach of over 8 million.  
Highlights included: BBC Radio Cornwall, Eastern Daily Press, BBC Radio Merseyside, Belfast Telegraph, Heart Yorkshire, Scottish Daily Express and BBC Radio Wales.



# Online, social media and digital overview

Overall digital reach **92,386,000**  
(up a staggering 243% on GSW15)

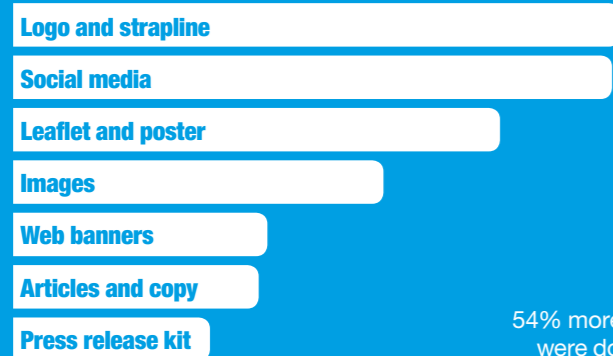
**74k** visits to [Gassaferegister.co.uk](http://Gassaferegister.co.uk) during GSW16  
**42%** increase on last year!

Gas Safe Register Facebook  
**2,274** Likes  
**14** Posts  
**3,243** Shares  
**595,970** Impressions  
**11,648** Stories about us

**THUNDER CLAP**  
**567** supporters  
**12.5 million** bringing our biggest reach ever

**4,000** The Gas Safety Week launch was broadcast on Facebook Live and was viewed over 4,000 times

## What were the most popular tools downloaded?



54% more materials were downloaded compared to GSW15.

### Who brought the biggest bang?

Partner	Reached
ImpraGas	5,229,177
Lord Sugar	5,210,743
NHS choices	202,326
Gas Safe Register	111,805
British Gas	87,309
HSE	76,042
Joseph Valente	63,296
Norfolk County Council Trading Standards	55,377
HOMEBASE	41,606
Quevilly City Council	40,430

LinkedIn posts reached... **42,570**

## @GasSafetyWeek

**657** Tweets  
**536** Retweets

## Most impressions

Jade's story: The dangers of an unchecked gas appliance  
**128,893**

**1,839** Mentions

## Biggest impact

Vents are there to ensure your gas appliances are working safely.

**30** Retweets

**909** more followers of @GasSafetyWeek on Twitter  
**64%** increase!

## @GasSafeRegister

**175** Tweets  
**788** Retweets

## Top post



**2,102** Mentions

**104** Retweets  
**128,893** Impressions

## What were people talking about?

1. Gas Safety
2. GSW16 help spread
3. Homebase
4. Spread the word
5. Gas appliances

## Competitions

Our main competition, giving one lucky person the chance to pay off their annual gas bill and get a safety check, ran throughout most of September.

**1m+** ad views

**5,148** people entered

## CO alarms

People could also win one of 25 CO alarms by sharing Doug's Top Tips.



**880** people entered

**92k+** reached by post

## Google display adverts



Encouraging people to get their gas appliances checked

**9,900+** Clicks

**3.5m+** Impressions

#GSW16 #GasSafetyWeek

**60.3m** reach

**124%**

A whopping increase since 2015!

# Getting behind the week

With over 6,800 organisations and individuals taking part in this year's Gas Safety Week we couldn't possibly include the great work carried out by everyone, so here is just a small selection of what went on during the week.



**Gas Safety Superheroes**

An enterprising group of gas engineers got together and made a real stir on social media when they launched Gas Safety Superheroes. Their colourful campaign wants registered gas engineers to celebrate the fact that they are safety superheroes and help consumers understand the importance of gas safety.

The trio of Paul Hull, Peter Booth and a mysterious gas engineer who goes by the Twitter handle of @GasManGod, whipped up a flurry of interest during

*"We wanted to come up with a different approach, driven by engineers. Regard the Card is all about getting engineers to be proactive. We should be showing our card – not waiting to be asked – and being proud that you can show your card. We want the public to get used to asking for the card and telling their friends."*  
@GasManGod

*"We are 100 per cent behind Gas Safe and Gas Safety Week and we are trying to add momentum to it."*  
Paul Hull

## Real Boiler Maintenance and Service

Once again, sole trader Ibrahim Tural got fully behind Gas Safety Week with a social media campaign and roadshow. Following its popularity last year, he again hired an F1 simulator to attract people over to his stand at the Palmers Green Festival.

He also set up a stand for two days at the Enfield Town Market, where passing shoppers were given gas safety advice. As an ongoing initiative Ibrahim will continue to run a market stand every Saturday all year round, providing a drop-in gas safety advice service for the local community.



## British Gas

A survey of more than 500 small to medium business owners, and senior managers responsible for energy, was commissioned by British Gas to coincide with Gas Safety Week, and the findings were sent to key national, trade and regional publications. Their research found that around a fifth (21%) of small businesses surveyed were not aware that by failing to have an annual gas safety check carried out, they could be invalidating their insurance. However, 82% have had a Gas Safe registered engineer visit their workplace to carry out a gas safety check within the last year.

To target consumers, British Gas ran a competition on Twitter asking the public to retweet their top gas safety tips. This was retweeted over 2,500 times and five lucky winners received a £100 voucher.



## Oakleaf Commercial Services

The Services Energy Team were 'cooking on gas' this Gas Safety Week. They started the week with a visit to Kidderminster town centre to give gas safety advice to the public. They also attended several 'Neighbourhood Natter' events during the week and the 'Showcase for Older People' event at the local town hall.

Over a dozen employees gained a nationally recognised award in Gas Safety Awareness for Staff. Staff training continued when four of their installation engineers carried out additional training on installations and repairs.



## The British Institute of Kitchen, Bedroom & Bathroom Installation (BiKBBi)

BiKBBi (formerly iKBBi) ran a successful social media campaign, sent out emails to their members and promoted gas safety on their website. Their CEO, Damian Walters, also filmed a passionate video stating why he felt it was so important for BiKBBi to take part in Gas Safety Week and encouraged others to do so too.



## Phoenix Energy Services

Once again Spanner the dog joined Phoenix Energy Services for their roadshow across shopping centres in Northern Ireland, to remind the public of the need to service their gas appliances regularly by a Gas Safe registered engineer and to install an audible CO alarm.



## Liverpool Mutual Homes

LMH's week was jam-packed. They set up a display stall at the Royal Liverpool University Hospital for the week, where information about the importance of regular servicing and the dangers of carbon monoxide was given out to over 700 visitors. Their 'advan' was the talk of the town as it toured the city in the week running up to, and during, Gas Safety Week. Many people posted on social media to say they had spotted the van.

Online you could watch their short animation, Better Gas Safe than Sorry, which promotes regular servicing of gas appliances and the importance of tenants allowing access so these checks can be carried out. They also sent a mailshot to every GP practice and Citizens Advice Bureau office in the area, which included a poster that could be printed and displayed in their waiting area.



## Impra-Gas

BBC's The Apprentice winner (2015), Joseph Valente, and his Gas Safe registered business Impra-Gas got behind the week with a social media campaign. Lord Sugar also retweeted gas safety messages throughout the week, which went out to over 5.24 million followers.



## Keepmoat

Across their London, Birmingham, Leeds and Scotland offices, Keepmoat got behind the week to raise gas safety awareness amongst their employees, clients and residents. Activities included toolbox talks, coffee mornings, leaflets, cards and poster distribution, staff wore stickers, and articles were published on the company's intranet.



## Plumb and Parts Center

Plumb and Parts Center included articles across popular trade magazines and ran a social media campaign. Their daily competition on Twitter asked Gas Safe registered engineers to post a photo of themselves with the Gas Safe logo, for a chance of winning a £20 Pizza Express voucher. Their posts achieved a reach of just over 273,000.



### Homebase

Homebase made sure their staff were aware of gas safety and the importance of having an annual service with regular internal communications. Over 40,000 followers on Twitter had the chance to see the Gas Safety Week Thunderclap message that went out at the start of the week. They also donated CO alarms to be used as competition prizes.



### ARLA and NAEA

The Association for Residential Letting Agents and The National Association of Estate Agents sent out newsletters, updated their website and promoted safety messages on social media.

### Gas Safety Week: Fighting for a Gas Safe nation

Gas Safety Week 2016 focused awareness of issues around gas safety



Gas Safety Week is an annual safety week to raise awareness of gas safety and the importance of taking care of your gas appliances. It is coordinated by Gas Safe Register.

### Which? Trusted Traders

In the lead-up to and during Gas Safety Week, Which? Trusted Traders posted an article on the News section of their website. They also ran a social media campaign.

### Liverpool Student Homes

As well as running a social media campaign LSH distributed gas safety window stickers and leaflets to landlords, and letting agents with shops, in the run-up to Gas Safety Week.

### Second Element Limited

This was the first year that Gas Safe registered business, Second Element Limited, supported Gas Safety Week and to celebrate they produced magnets, which they left on their customers boilers. They also posted gas safety messages on Facebook and Twitter.

It has proved a great idea for generating more business whilst promoting the message of gas safety at the same time ... we look forward to promoting Gas Safety Week again next year.  
Andrea Fletcher

### iPlumb Leeds

Teaming up with local boiler manufacturers Ideal Boilers and Ravenheat, and joined by Fernox and Salus Controls, iPlumb Leeds set up a stall in Morley town centre to inform the general public to always use a Gas Safe registered engineer to carry out gas work.



### IGEM

As part of Gas Safety Week IGEM held a Scottish Selection event on carbon monoxide at the Scottish Parliament. Attendees included IGEM members, Gas Safe registered engineers, MSP and parliamentary staff, members from Fife Council, RoSPA, Fife Cares, Dundee City Council, Blueard, NHS Scotland, Aberdeenshire Council and more. They also included information on their website, social media and eNewsletter that went out to over 9,000 contacts.



### Instrotech

Instrotech ran a successful online campaign, which included emailing an article promoting gas safety to over 8,000 people. They sent out updates on their Facebook, Twitter and LinkedIn channels and updated their website.

### Your Move Lettings

The staff at Your Move Lettings were very informed about gas safety by the end of the week, having decorated their office, given out leaflets, and running fun gas safety quizzes throughout the week.



### Certsure

Certsure ran a social media campaign throughout the week and employees updated their email signatures. CEO Emma Clancy filmed a couple of short videos to encourage others to support Gas Safety Week and to reminded consumers to have their gas and electrical appliances safety checked regularly.



### Futures Housing Group

Futures Housing Group manages over 9,000 homes throughout the Midlands. Asset Management Surveyor Jason Topley issued 'Topley's Top Ten Tips', alongside a short video to ensure their tenants know how to keep themselves gas safe and what to do in a gas emergency.

Our customers' safety is absolutely imperative to us so we take gas safety very seriously... We are very proud to have supported Gas Safety Week.  
Alan Brunt  
Customer Services Director

### Dixon's Group

The retail group raised awareness across their stores. Meanwhile, staff received gas safety advice via a mail drop and on-site TV screens.



### Yorkshire Housing

Yorkshire Housing ran a social media campaign sharing top safety tips and showing a day in the life of their service engineers. During their visits to properties they reminded residents how they can stay gas safe.

### Homeserve

Homeserve created an infographic highlighting the fact that gas engineers are the most trusted tradesmen. This was used alongside their trusted trader story online. They also sent out messages across their social media channels.

### C J Charles

Getting behind the 'Regard the Card' drive, MD, Colin, was proud to show off his ID card to customers. His registered business actively promoted the campaign across their social media sites and provided customers with top safety tips.



### Coast and Country

Major housing provider in Redcar & Cleveland, Coast and Country, took leaflets into every primary school in the borough – that's more than 15,000 pupils – to educate them on the dangers of CO poisoning.



### Saltire Facilities Management Ltd

Saltire raised awareness this year by holding workshops with councils and housing associations across Motherwell, Wishaw, Dumfries and Taunton.



### Sortsy

Sortsy teamed up with Tesco and City Gas NI to host events in Belfast, Knocknagoney, Newtownabbey and Antrim. As well as being given top gas safety advice, customers were in with a chance of winning a CO alarm.

### Carillion

Carillion focused on empowering their colleagues with knowledge on carbon monoxide – a member of their technical services team undertook a number of 30-minute sessions to educate colleagues on gas safety and the risks of carbon monoxide.

### NPT Homes

NPT Homes held events at supermarkets in Neath and Pontardawe and Aberafan Shopping Centre to raise awareness of gas safety.



### Swale Heating

Swale Heating offered a free CO alarm with every private boiler ordered during Gas Safety Week. The promotion was covered in a number of trade and local print media. Customers were also given a gas safety leaflet and top tips were posted on Twitter and their website.

We look forward to supporting Gas Safety Week again next year.  
Matthew Edwards  
Sales Director

# THANK YOU

**for supporting Gas Safety Week 2016 and  
making it the most successful week so far.**



Every year more and more supporters  
come on board to help bring awareness  
of important and potentially life-saving  
gas safety information to the public  
– and this year is no exception.  
We cannot wait to see what  
Gas Safety Week 2017 brings.

Jonathan Samuel,  
Gas Safe Register

**Get involved and support  
Gas Safety Week  
18<sup>th</sup> – 24<sup>th</sup> September 2017  
[GasSafetyWeek.co.uk](http://GasSafetyWeek.co.uk)**

**For more information please contact us:  
[marketing@gassaferegister.co.uk](mailto:marketing@gassaferegister.co.uk)**

