

# GAS SAFETY WEEK 2020 REPORT



## CAMPAIGN OVERVIEW

The tenth Gas Safety Week was certainly a very different one from its predecessors. Despite a challenging environment, we still saw some great investment from the industry in getting key safety messages across to the public. There were more than 4,000 pledges of support from different organisations across the industry, with a range of influential public and private sector organisations and individuals working together to promote the importance of gas safety.

We also celebrated ten years of Gas Safety Week with a website refresh and a specially created logo to mark the anniversary. The COVID-19 pandemic has resulted in creative and innovative ways of coming together in a virtual world to raise awareness, such as a

video collating the support of MPs across all political parties (which replaced the Parliamentary launch event held at Westminster). This year's success has shown us that, even in the most challenging of times, the industry is still committed to working together to ensure more people than ever before stay gas safe. We're looking forward to building on the themes of working together and community as we look towards Gas Safety Week 2021.

**“It’s been a pleasure to witness how Gas Safety Week has evolved over the last ten years. The industry has found more and more innovative ways to make the public aware of how to stay Gas Safe. I can’t wait to see what the next decade brings!”**

**Jonathan Samuel, Managing Director, Gas Safe Register**



## WE MARKED A DECADE OF GAS SAFETY WEEK

Gas Safety Week has now been running for ten years! We blew out the candles on the birthday cake with a special section on our website, detailing the ten key achievements of the week during the past decade, and celebrated the anniversary on social media during the week. Looking back, it's very gratifying to see how the week has become such an important event for the industry. We've picked up some great support and continue to find innovative new ways to promote the week.

## TEN KEY ACHIEVEMENTS OF GAS SAFETY WEEK:



**1 Launch in 2011** – The idea of an industry-wide annual awareness event comes to fruition. Gas Safety Week is born!



**2 Gas Safety Week Roadshows** – Touring the nation to encourage gas safety.



**3 GasMap** – Our interactive safety tool was launched for GSW2013 and is still going strong.



**4 Parliamentary Launch** – Gas Safety Week now gets a reception each year at the House of Commons.



**5 Doug and the Safety Squad become ambassadors** – Doug was created as a recognisable mascot for the week in 2014. In 2019, he was joined by the Safety Squad, designed to represent engineers and the different types of gas work they carry out.



**6 Digital toolkit becomes a winner** – The email toolkit we've created in recent years, full of materials designed to make it easy to support the week, has proved popular with supporters.



**7 Creative PR campaigns** – From fun competitions to a specially commissioned children's book to short films, there have been some excellent ways of getting gas safety messages across over the last ten years.



**8 Inspiring others** – The week has seen supporters really step up to the plate to spread gas safety awareness. 2016 saw the formation of the Gas Safety Superheroes, created by registered engineer Paul Hull. Engineers such as Ibrahim Tural of Real Boiler Servicing And Maintenance have taken the campaign to their hearts and support year after year in different ways.



**9 Competitions** – We've run some fun competitions over the years to help promote key safety messages, with prizes such as getting your gas bill paid for the year and Amazon vouchers.

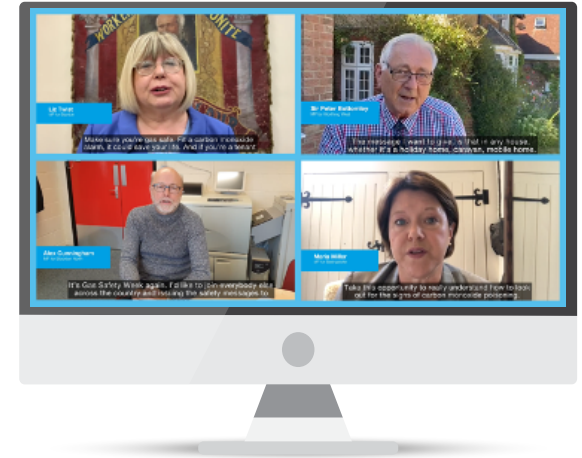


**10 Increase in supporters** – From humble beginnings in 2011, when we had fewer than 1,000 supporters (still good for a new event), we now regularly get more than 4,000 supporters every year – a massive achievement as we look to keep the nation safe.



## WESTMINSTER VIRTUAL LAUNCH

Due to the pandemic restrictions, we were unable to host a physical Parliamentary launch event at Westminster this year, so instead we decided to create a video with MPs of all political hues showing their support for the week and explaining why gas safety is important to them and their constituents. The video was shared on social media and the Gas Safety Week website.



## STAKEHOLDER SUPPORT

Over the years, we've had some great support from key industry stakeholders and Gas Safety Week 2020 was no different, with many industry organisations keen to be involved in raising awareness.

**Cadent** were very supportive on social media, sharing tips with their followers, and also lent the support of their Safety Seymour campaign, which promotes CO awareness to young children. Visitors could link to Safety Seymour resources via the Gas Safety Week website.

**SGN** again pledged their ongoing support for the week, sharing our gas safety messages on social media and providing further information on their website.

**Wales & West Utilities** supported the week again this year, sharing gas safety messages on social media and their website.

**Google Nest** disseminated information to their many installers to share with consumers during the week, and also kindly donated two Pro units to be given away as GSW competition prizes for engineers.

**Merseyside Fire & Rescue Service** are a long-standing supporter of the week and were heavily involved again this year, putting out gas safety tips and useful information on social media channels.

**Northern Gas Networks** The gas distribution network were very supportive of Gas Safety Week, using the materials on the GSW website to plan gas safety sessions in local schools. They also promoted awareness of how to report a gas emergency during the week.

You can find more information on all of our stakeholder supporters at [GasSafetyWeek.co.uk](http://GasSafetyWeek.co.uk)

**“It’s great to see so many organisations keen to get involved as we aim to reach more people with important safety messages. It shows that we’re fostering an important culture of gas safety in the industry – and it’s a lot of fun to share, too!”**

**Scott Darroch, Head of Strategic Communications and Engagement, Gas Safe Register**

## PR COVERAGE

### NEW RESEARCH

As this year's GSW theme was community safety, we looked into neighbourhood connections after the spring 2020 lockdown. Our research found that 9 in 10 (91%) people surveyed intended to stay close to their neighbours and remain part of their digital neighbourhood groups after the pandemic, but there were gaps in their gas safety knowledge, with just 9% being confident they could identify any signs of unsafe gas appliances, and only 5% being able to identify all of the signs. With this invigorating community spirit in full swing, we decided to focus on 'the ripple effect' – specifically, how one small gas safety mistake could have devastating consequences on an entire neighbourhood.

	ITEMS PUBLISHED OR BROADCAST	PEOPLE REACHED (CIRCULATION)
NATIONAL	2	3,075,890
REGIONAL	149	33,929,218
CONSUMER & LIFESTYLE	1	3,071,000
TRADE	5	18,350
BROADCAST	370	5,717,091
<b>TOTAL</b>	<b>527</b>	<b>45,811,549</b>

### NATIONAL HIGHLIGHTS

In a challenging national environment, Gas Safety Week got some excellent media coverage, including a feature on page 3 of the Daily Star which discussed the Ripple Effect video. The Metro featured our case study Kirsty Payne's story of her terrifying exposure to carbon monoxide.

### REGIONAL HIGHLIGHTS

As always, we got some great regional news coverage, with 150 pieces in different outlets up and down the country, including outlets in Yorkshire, Lancashire, the North East and West Sussex.

### BROADCAST COVERAGE

Our audio feature included contributions from Jonathan Samuel and Gas Safe registered engineer Paul Hull of the Gas Safety Superheroes and received great pick up from more than 150 radio stations, with the clip of them providing vital gas safety advice getting 370 plays in total.

### PARTNERSHIPS

#### NEIGHBOURHOOD WATCH – NEW PARTNERSHIP

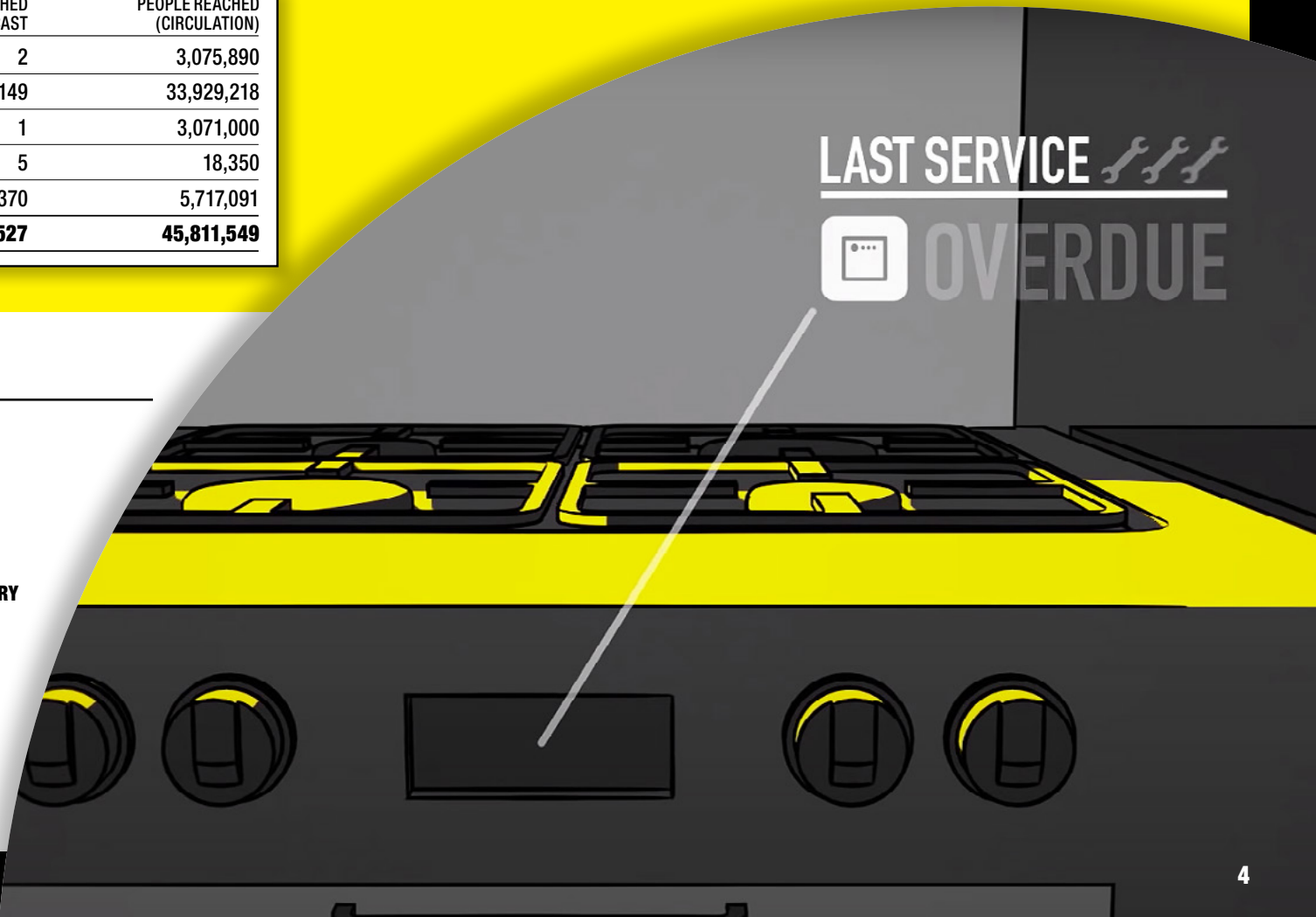
Disseminated our campaign messaging in their monthly newsletter (opened by more than 47,000 members), hosted a blog post authored by Gas Safe Register's Jonathan Samuel on their website, and shared Ripple Effect animatics and Gas Safety Week messaging across their primary social channels.

#### ROSPA

Shared a selection of Ripple Effect animatics and Gas Safety Week messaging across its primary social media channels.

#### STAYENERGYSAFE (A SUBSIDIARY OF CRIME STOPPERS)

Published the lead national press release in the form of a blog post on its website, which was shared via their social media channels.



## RIPPLE EFFECT SHORT FILM

### HERE'S SOME OF THE COMMENTS WE RECEIVED FROM VIEWERS ON YOUTUBE!

**"I totally get why this is important and it should be more common but I was watching a really relaxing video, this ad popped up and thought "oh! a cute little story!" I was really enjoying it up until the "he thought he smelled gas" and my smile faded so fast. Again, I understand the purpose behind this and it should have this effect on people but boy, going from watching cute minecraft videos to this was very jarring."**

**"I saw this ad and did not expect it to turn out like this. Actually quite moving."**

**"Omg I was all nice and relaxed with that music and thought there's going to be a nice safe happy ending.... Until he mentioned the gas smell..."**

**"This makes a great PSA about checking your gas, its narration is great, and the message is understandable, get your appliances checked."**

**"Arthur never awoke from his dream of tomatoes. That had me crying :("**

**"Best ad I've ever seen."**

**"When the narrator said he thought he could smell gas my heart rate increased by like 1000."**

### RIPPLE EFFECT SHORT FILM – PERFORMANCE. HOW DID WE DO?

'The Ripple Effect' short film was created to tie in with our theme of community safety. It highlights how an innocent gas safety mistake can affect the wider community. Set in a quiet street called Vale Close, the film shows what can happen when one of the residents unknowingly harbours unsafe gas work, and the knock-on effect this can have on the street and local neighbourhood. A short teaser was launched before the week to create interest, and the film was released on the first day of Gas Safety Week.

It was shared across all of the Gas Safe Register social media channels, on a unique website landing page, and on our YouTube channel, where we received several positive comments praising the emotional impact of the story and its hard-hitting nature. It has had more than 200,000 views on YouTube and achieved 200 shares across our social media channels when posted on the launch date of Gas Safety Week. Across all channels, the video has had 1.3 million views and more than 3 million impressions.



# DIGITAL

## SOCIAL MEDIA CALENDAR

To help our supporters plan for the week and share our content, we created a social calendar with daily themes:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Community Safety	A decade of Gas Safety Week	CO awareness	Landlords safety checks awareness for tenants	The dangers of illegal gas work	Don't DIY with gas	Winter safety

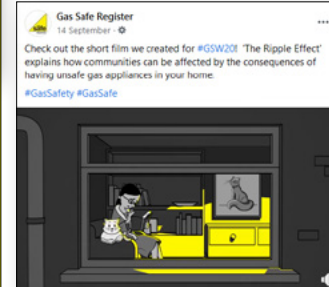
### DIGITAL REACH

**73 million+**

### GAS SAFE REGISTER FACEBOOK

**46 POSTS**  
**9 SHARES**  
**5529 LIKES AND REACTIONS**  
**2,249,741 IMPRESSIONS**

#### TOP POST:



**24,822 IMPRESSIONS**  
**789 ENGAGEMENTS**

### TWITTER @GASSAFETYWEEK

**22 TWEETS**  
**157 RETWEETS**  
**660,775 OWNER IMPRESSIONS**  
**3,931,078 AUDIENCE IMPRESSIONS**

#### TOP POST:



**25,229 IMPRESSIONS**  
**107 RETWEETS**

### TWITTER @GASSAFEREGISTER

**70 TWEETS**  
**283 RETWEETS**  
**2,805,943 OWNER IMPRESSIONS**  
**3,622,930 AUDIENCE IMPRESSIONS**

#### TOP POST:



**18,699 IMPRESSIONS**  
**58 RETWEETS**



## IMPRESSIONS

### INSTAGRAM & FACEBOOK

**3,621,231**

### IMPRESSIONS ON LINKEDIN

**23,340**

**42.7 million impressions for**

**#GSW20,**  
**#GASSAFETYWEEK,**  
**#GASSAFE, #GASSAFETY,**  
**#GASSAFETYWEEK2020**

## FACEBOOK COMPETITIONS

Consumers took part in a number of competitions throughout the week to test their awareness and understanding of being gas safe. The competitions helped to raise awareness of the symptoms of CO poisoning and the signs of unsafe gas appliances. Winners received a CO alarm, an Amazon voucher and the Bad Nana children's book about gas safety.



**406 entries**

**1,200,122 impressions**

# DIGITAL

## GOOGLE SEARCH ADS

- **9,023 IMPRESSIONS**
- **30% CLICK-THROUGH** to the Gas Safety Week website (benchmark 13.9%)

## GOOGLE DISPLAY ADVERTS

Encouraged people to get their gas appliances checked

- **MORE THAN 9 MILLION IMPRESSIONS**



## NEW THIS YEAR

- **GUMTREE**
- **3,300,784 IMPRESSIONS**

## WEBSITE VISITS

**86, 830 CONSUMER VISITS** to GasSafeRegister.co.uk during the week

## NATIVE ADS

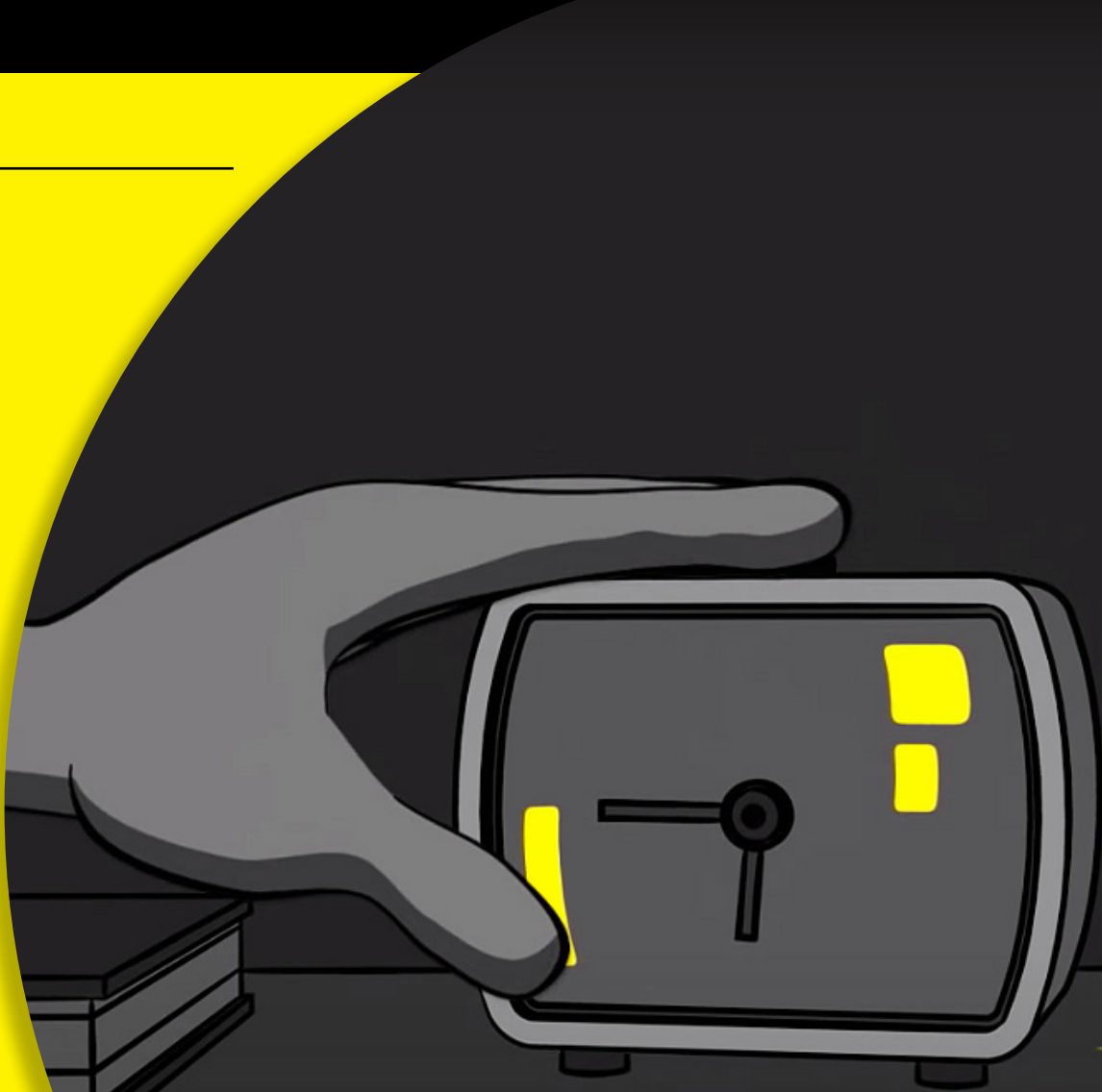
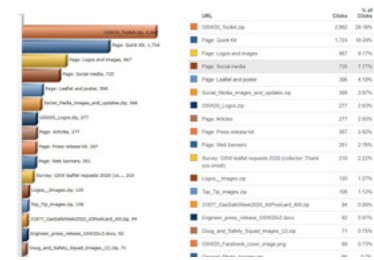
Native adverts are placed on certain websites to drive engagement with our messages.

- **JUST UNDER 10 MILLION IMPRESSIONS**
- **0.39% CTR** (benchmark 0.25%)



## WHAT WERE THE MOST POPULAR TOOLS DOWNLOADED?

- 1 Full toolkit
- 2 Quick Kit (which incorporates main elements of the toolkit)
- 3 Logos and images
- 4 Social media updates



## GETTING BEHIND THE WEEK

### GAS SAFETY SUPERHEROES

The Gas Safety Superheroes project was initially set up in 2016 to highlight the good work Gas Safe registered engineers do and is still going strong. Founded as a non-profit organisation by registered engineer Paul Hull, this year the Superheroes illustrated the importance of engineers showing their ID card to consumers, and also ran a competition giving away CO alarms.

### YOUR MOVE AND REEDS RAINS

Estate agents Your Move and Reeds Rains got behind the week, raising awareness to landlords, tenants and consumers. They also baked a tasty looking celebration cake.



### WORCESTER BOSCH

Boiler manufacturer Worcester Bosch were keen to get involved in the campaign and undertook research on gas safety, finding that an alarming one quarter of people surveyed were unaware that their boilers should be checked annually by a registered engineer. Martyn Bridges, Director of Technical Communication and Product Management at Worcester Bosch, unveiled these findings and more on 47 radio stations across the UK, reaching nearly 2 million consumers.

### KEVIN WELLING PLUMBING AND HEATING

Gas Safe registered business Kevin Welling Plumbing & Heating ran a social media competition promoting awareness of the week and giving away a free boiler service.



### CONNECT TRANSFORM SUSTAIN

Gas Safe registered business Connect Transform Sustain worked together with their client Clanmil Housing Association to launch a Gas Safety Week competition for a customer to win a £50 voucher after having a service carried out by CTS.



### ROYAL BERKSHIRE FIRE & RESCUE SERVICE

Royal Berkshire Fire & Rescue Service were very supportive of the week and promoted it across all of their social media accounts.

### JOHN ALLEN

Registered engineer John Allen of Ilkeston in Derbyshire has supported the week since it started and was this year carrying out free safety checks for consumers to mark the week. Tying into the community safety theme of the week, he also did gas safety talks and quizzes for local groups, with prizes at the end!

### HINDLE HEATING

More great support from a registered business as Hindle Heating promoted safety tips for the week on their social media accounts.



### CHRIS DULAKE

Gas Safe registered engineer Chris had the next generation on his mind when he planned his GSW activity, and held a gas safety talk at his local scout group, with the aim of getting parents and children alike invested in gas safety.

### SOLUTION DOMAIN

The software developer got into the swing of things by using their social media accounts to promote safety messages to consumers, and launched their new forms app to coincide with the week.





## CONTACT US

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THANK YOU TO EVERYONE  
WHO SUPPORTED GAS  
SAFETY WEEK 2020

GET INVOLVED – WE'RE  
ALREADY LOOKING  
FORWARD TO GAS SAFETY  
WEEK 2021:

13-19 SEPTEMBER

[GASSAFETYWEEK.CO.UK](https://www.gassafetyweek.co.uk)

FOR MORE INFORMATION,  
PLEASE CONTACT US:

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