

GAS SAFETY WEEK 2014 REPORT

Gas 
Safety
Week .co.uk

Keeping our nation safe



Summing up Gas Safety Week 2014

2014

Total reach 147 million



21.2 million on Twitter



125.6 million through media coverage



180,000 visits to the website

2013

In 2014...
4,321 supporters

An increase of...
59% on 2013
113% on 2012
321% on 2011

Gas Safety Week as it unfolded...

Gas Safety Week launched at the Houses of Parliament with 100 supporters from around the industry

2012

SMS reminders

New mobile-friendly site

Interactive house

New data added

Introduced everyone to our Gas Safe Hero, Doug

2011

Launched the new and improved Gas Map

Look how pledges for GSW have grown!

8 regional events where Doug and his phone box flew around the most dangerous cities

Generated 568 pieces of media coverage



Campaign overview

The gas industry and consumer organisations once again joined forces for the fourth Gas Safety Week, which took place from 15-21 September 2014. This annual safety awareness week is an industry-led event, coordinated by Gas Safe Register – the official list of gas engineers in the UK, Isle of Man and Guernsey – and aims to provide gas safety advice to the nation's 23 million gas users.

New research, carried out among registered engineers, revealed that at least 68,000 homes escaped from deadly gas incidents, such as gas leaks, fires, explosions and deadly carbon

monoxide poisoning, in the last year. Around half of these dangerous appliances were attributed to the fact that people had failed to get their gas appliance regularly serviced and it had been left in a poor state.

Therefore, the message to the public was clear – get your gas appliances safety checked every year by a Gas Safe registered engineer.



An engineer can only help keep you safe if they are invited into your home to check your gas appliances. It's therefore your responsibility to make sure you stay safe by regularly getting your appliances safety checked by a registered engineer.

Russell Krämer,
Chief Executive
Gas Safe Register

Introducing our hero

This year we set out to highlight the great work that registered engineers do and how their job helps save lives and keep the nation gas safe. To represent the 'everyday hero', Doug the cartoon was brought to life and was used on campaign materials such as literature, web banners and across social media.

We believe that Doug makes gas safety more accessible to the public and establishes a distinct voice for Gas Safety Week. Doug headed up a Twitter takeover on @GasSafetyWeek giving important safety advice and updates. He was also kept busy, touring the country with his yellow phone box.

For every hero there's a baddie – unregistered gas fitters! That includes you DIY'ers!

Tenants, you have to fight, for your right... to have a safe home! Tenants, know your rights.

Call one of my Gas Safe registered buddies to arrange your annual gas safety check.

Remind granddad that his gas appliances need to be serviced by me every year!



'My Gas Safe Hero'

Children's competition

To generate more excitement around the 'hero' theme, a children's competition was launched, inviting kids related to registered engineers to share pictures or drawings that told a story about gas safety. We had a fantastic response and four winners had their entry transformed into a professional comic strip, which will be used to raise awareness in schools and among the public.



Winning entry

Poppy, whose dad is a registered engineer, was chosen as the overall winner and her picture was also transformed into an animation; portraying how the courageous young 10-year-old saved her granny after she was overcome by deadly carbon monoxide escaping from the gas fire.

[You can view the animation at www.YouTube.com/gassaferegister](https://www.YouTube.com/gassaferegister)



We were extremely impressed by the quality of the entries and the passionate enthusiasm for gas safety which shone through in every picture and story.

Gordon Lishman and Chris Bielby, competition judges

Parliamentary launch



Around 100 supporters gathered for the launch, including parliamentarians, civil servants and representatives from charities and organisations from across the industry and other sectors.

Parliamentarians got behind the week by recording their own messages of support. You can view videos from David Amess MP, Clive Betts MP, Andrew Bingham MP, Annette Brooke MP, Alex Cunningham MP, Baroness Finlay MP, Jason McCartney MP, Maria Miller MP, and Sir Bob Russell MP.

▶ See their messages at
www.YouTube.com/policyconnecttv

“ Gas Safety Week 2014 is going to be bigger and more collaborative than ever before.
 Chris Bielby,
 Scotia Gas Networks

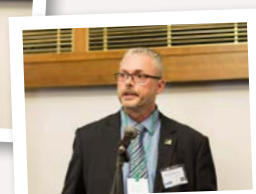
“ Gas Safety Week is a really important opportunity for us to... raise awareness about carbon monoxide and gas safety, and encourage people to take action.
 Richard Court, National Grid

Gas Safety Week 2014 was officially launched on 9 September at the House of Commons. The reception was once again hosted by Barry Sheerman MP, Co-Chair for the All-Party Parliamentary Carbon Monoxide Group (APPCOG) and featured presentations from several speakers including:

- Russell Krämer, Gas Safe Register
- Chris Bielby, Scotia Gas Networks
- Richard Court, National Grid
- Liz Watts, EdComs.



Barry Sheerman, MP



Russell Krämer



Chris Bielby



Richard Court



Liz Watts

Congratulations to Poppy

The launch also saw Poppy Worthington-Harris announced as the grand prize winner of our 'My Gas Safe Hero' competition. Poppy and her family travelled down from Stoke on Trent to collect her prize, see all the winners' comic strips for the first time, and watch the unveiling of her animation, which features Poppy's own voice.



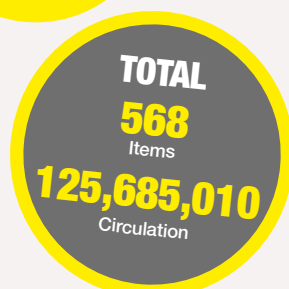
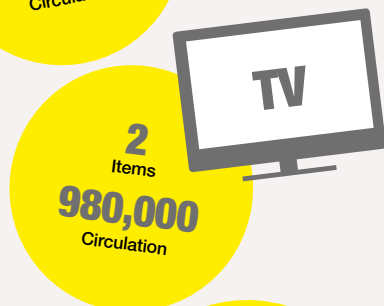
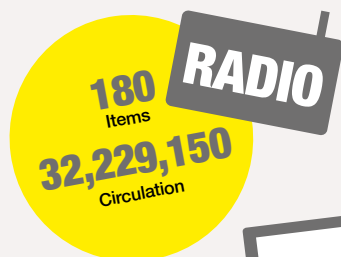
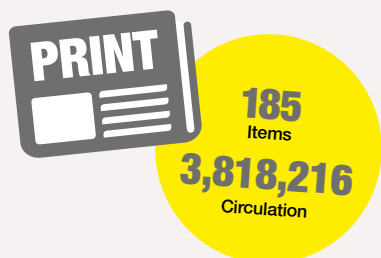
“ I was really happy that I won and very excited. I had been to London a few times but never to the House of Commons. It was really awesome, really massive and I met so many nice people. I love the cartoon and the video, all my friends are dead jealous. All my family are really proud of me.

Poppy Worthington-Harris,
 competition winner

PR campaign

PR campaign

We achieved 568 individual items of coverage across a broad range of media platforms, including national and regional radio, print and online outlets, as well as regional TV and heating and plumbing trade press. The total circulation was over 125.6 million.



New research

The challenge this year was to create an engaging national story, which still had the shock factor and made people want to take action to keep themselves gas safe. Given that the theme was to focus on the work of engineers, this year's story was about the engineer and the work of Gas Safe heroes.

New research from engineers was used to highlight how many of them have had to turn off dangerous gas appliances in people's homes due to a lack of maintenance and servicing – 57% of engineers said they had to switch off a gas appliance in the last year because it posed an immediate risk to life or property. This equates to 68,000 homes escaping from a deadly gas incident.



“When my customer tried to offer me cash in hand I suspected that the fitter before me had been an illegal. There were many dangerous mistakes I had to work on, including a gas emergency control handle that was wired up to stop it being used.

Keshav N Sorathia
Southall

“I stopped a possible fatality of two students complaining of headaches due to an appliance spilling carbon monoxide from a faulty/collapsed chimney/flue. I carried out a safety check and made safe a very dangerous situation.

Gordon Dodds
Newcastle on Tyne

“Being a Gas Safe hero, I recently replaced the rundown boiler of a stressed-out bride-to-be just days before her wedding. To keep my identity secret I take on the disguise of a tubby balding man when I'm not on hero duty.

Ian Dickson
Horsham

Media exposure

September is an extremely busy news time, therefore the campaign focused on maximising regional and local media in order to reach as many gas consumers as possible, by sharing regional specific data from the gas map, putting forward local engineers and case studies as spokespeople for media and bringing attention to regional gas safety events attended by our Gas Hero, Doug.

National media coverage

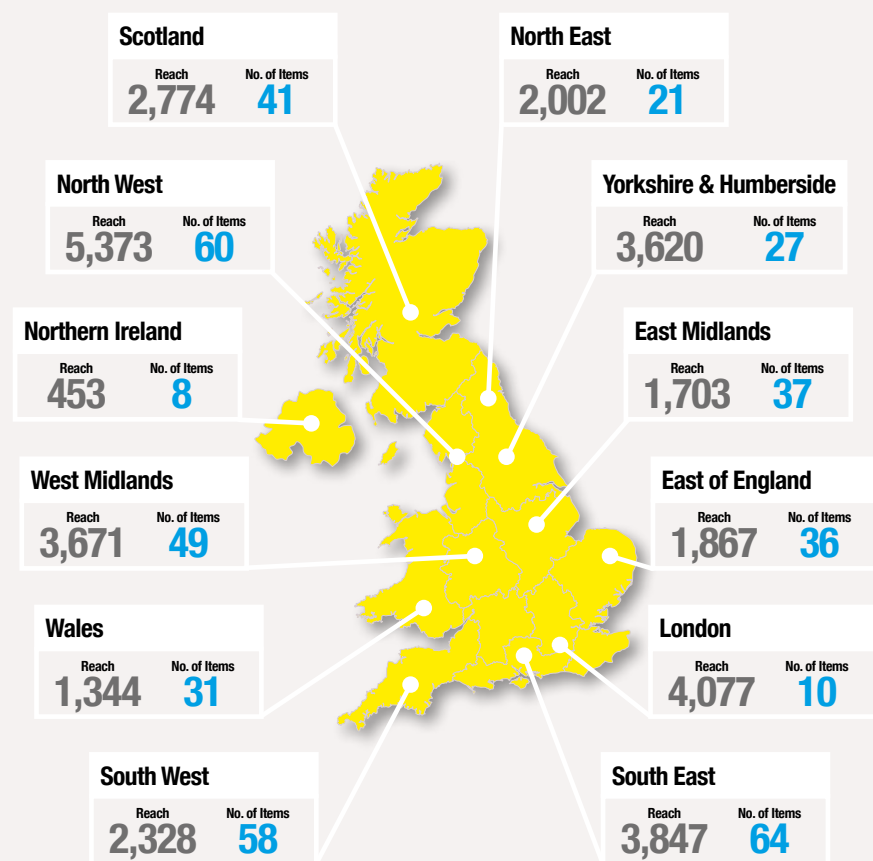
There were over 126 items of coverage, achieving a reach of over 92 million. Highlights included: The Daily Telegraph, ITV.com and Classic FM.



Regional media coverage

Regionally, 442 items of coverage were achieved, resulting in total coverage of over 33 million. Regional highlights included: ITV Central, BBC Radio Cornwall, Sunrise Radio, York Press online, St Helens Star and the Wirral Globe.

Total reach (000s) and number of items of coverage in each region



One home in six has unsafe gas appliances

UNSAFE GAS appliances lurk in one in six homes in Yorkshire and the Humber, research out today reveals.

Over half of the engineers taking part in the survey said they had found a dangerous boiler, cooker or fire that needed turning off immediately.

The vast majority of cases were blamed on people failing to get gas appliances regularly serviced. Based on the figures, Gas Safe Register, the official gas registration body for the UK, estimates 5,800 homes in the region have avoided a 'deadly' gas incident in the past year.

Results of more than 14,500 inspections in the last four years revealed that Sheffield was the most unsafe city in the region with one in five homes unsafe, narrowly followed by Bradford.

In Leeds one in six homes was considered unsafe. York has one in 10 and Hull has one in 15. In addition in the last year, the region's distribution network, Northern Gas Networks, found 4,200 unsafe appliances follow-

ing a survey of the region's consumer bodies and the public.

Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

It is co-ordinated by Gas Safe Register with support from the gas industry including retailers, manufacturers,

consumer bodies and the public. Millions of people across the UK use gas for heating, hot water and cooking, yet we take it for granted that our boilers, cookers and gas fires are safe. Sadly, faulty and poorly serviced gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

Getting the message across

The most frequently mentioned gas safety message was telling the public to 'get an annual service on their gas appliances and to make sure they always employ a registered engineer'. Of the 568 pieces of coverage secured for Gas Safety Week, 466 included this key message.

Heating and plumbing trade coverage

Great success was also achieved across gas industry publications, promoting the hero angle of the registered engineers. Compared to last year where 26 pieces of trade coverage were secured, this year we featured in 106 pieces (a reach six times greater than last year, which was 3.6 million).

Our greatest coverage yet

This year we secured 29% more pieces of coverage than last year, up from 440 to 568. We had coverage across 175 regional radio stations with 14 live interviews and an audio feature for online purposes. A video news release was played on 19 sites – a 100% increase on last year, where the video only appeared on nine sites.

Social media activity



Doug's phone box tour

Doug and his team of Gas Safe Register sidekicks hit the road, on a mission to bring gas safety messages to the masses. Joining forces with Fire and Rescue Services, local registered engineers and victims of gas incidents, events were held in shopping centres across eight cities.

Doug's eye-catching phone box was not just a convenient place for him to change into his hero attire; it was also customised with an iPad that linked to the new and improved Gas Map. Members of the public used the Gas Map to find out how safe their area is and were encouraged to sign up to receive a reminder when their gas appliances are due a safety check. They were also given a goody bag full of useful information to take home.

Check out the new improvements and features of the Gas Map, including new data, free text reminders, as well as email reminders and a better user experience.

Visit

www.StayGasSafe.co.uk



Gas Safe Register joined by Wales and West Utilities (WU) and local Gas Safe registered engineer Dylan Jones in Bristol. WU gave away free CO alarms to residents in the area.

Supporters

We had a record 4,321 pledges this year, which is almost a 60% increase on last year. It's fantastic to see the vision of a collaborative industry week come together and seeing so many different organisations and individuals getting involved for one common goal – gas safety. Here are just a few examples of the activities that supporters got up to for the week.



Keepmoat

Keepmoat adapted the materials in the supporters' toolkit to create a customised Gas Safety Week poster, a colour-in Doug competition to get children involved, and reference cards with top gas safety tips were given to residents at their event. They also updated their intranet with videos and banners.

Blackpool Coastal Housing

BCH held three events throughout the week, offering a 'one-stop shop' for gas safety and housing advice. Their gas technical staff were joined by Lancashire Fire & Rescue Service, Blackpool Trading Standards and the Housing Enforcement agency. Visitors were also able to book a free home safety inspection.



Intu Trafford Centre and National Grid

Intu Trafford Centre hosted an all-day gas safety event, which was jointly run by National Grid and Gas Safe Register. Every hour throughout the day a presentation on carbon monoxide (CO) was delivered on the shopping centre's main stage and a safety video was shown on the 40ft screen between presentations. Staff were on hand to answer questions and National Grid gave away 200 CO alarms to vulnerable visitors.

Phoenix Gas

Phoenix Energy Services had great PR coverage after taking HSENI's mascot, Spanner, for walkies to shopping centres across Northern Ireland, making sure that shoppers got the message that their gas appliances must be checked every year. They also offered promotional discounts on gas boiler servicing and a half-price offer on carbon monoxide alarms.



The more Harlow residents who understand the dangers of CO and how to protect themselves, the more lives will be saved.

Rob Halfon, MP

The MP and the Angel

Harlow MP, Rob Halfon, joined local CO Angels campaigner, Melissa Matthews to urge people to stay safe against the potentially fatal dangers of carbon monoxide.

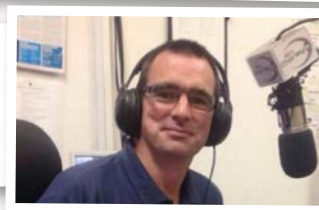


Wakefield and District Housing

Wakefield and District Housing's specialist service team provided advice at different events across Wakefield throughout the week. They also ran an offer on CO alarms for their tenants and employees.

SJL Heating

Gas Safe registered business, SJL Heating kicked-off their promotions for Gas Safety Week by visiting 102.8 Chorley FM radio to talk about all things gas safe.



“ We engaged with more people than our original target, making the event a huge success. I was also successful in gaining support from our local MP Nick de Bois over Twitter, and used other social media to promote this year's Gas Safety Week. Ibrahim Tural

Real Boiler Service & Maintenance

Engineer, Ibrahim Tural embraced this year's Gas Safety Week theme wholeheartedly. Ibrahim and his helpers donned superhero costumes at the Enfield carnival and handed out leaflets to make sure that everyone got the gas safety message, gaining online newspaper coverage for himself, his company and Gas Safety Week in the process.



Your Move

Employees really got into the spirit of Gas Safety Week, including President of @arla_uk and Your Move's Head of Lettings, Valerie Bannister. On Twitter landlords were reminded to arrange an annual gas safety check.

Gas Water Heating

Gas Water Heating Man and his boy wonder look like they could take on anything. The dynamic duo from Gas Water Heating – also known as Graham and Andy – were the stars of the Barrow-in-Furness company's Gas Safety Week Facebook promotion. The company gave away a free CO alarm when customers booked a service during September as part of their pledge to keep the Cumbrian town safe.



West Lothian Council

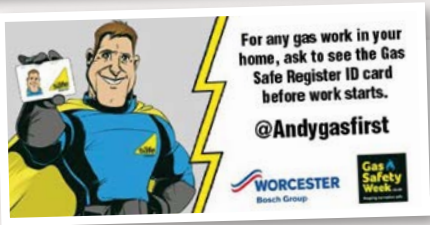
A good day out was had by all at West Lothian's Tenants and Residents Fun Day, over 200 tenants and residents from throughout West Lothian attended.

Royal Voluntary Service (RVS)

RVS updated their website, included information in their newsletters, emailed all RVS hub contacts, and ran a social media campaign across Twitter and Facebook with helpful advice.



“ We strongly support Gas Safety Week 2014 and recognise the vital importance of raising awareness of carbon monoxide poisoning amongst our growing older population and providing information through our services on how to be 'gas safe' in the home. David McCullough, Chief Executive, Royal Voluntary Service



Worcester Bosch

Following the success of last year, Worcester Bosch once again ran a #GasSafetyTips campaign on Twitter. Top tippers won a Worcester Bosch power tool.

The AA

Promoted Gas Safety Week online and ran an offer on boiler servicing. They also heavily promoted gas safety to all their staff.



Which?

Which? MD, Stephen McCluskey, promoted gas safety to employees at Which? UK. Gas safety messages were also seen by consumers throughout the week on Which? Trusted Traders Twitter account.



THANK YOU

for supporting Gas Safety Week and making it the most successful week so far!



This is the industry working together to protect the public, using lots of different tools to connect with people and get them interested. We are very proud of Gas Safety Week and it is humbling to work with you all.

Russell Krämer,
Chief Executive, Gas Safe Register

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

