

**GAS SAFETY
WEEK**
10-16 SEPT
2012

STAY GAS

SAFE



SAFETY CHECK

ALARM

FLAME

ENGINEER

Gas Safety Week 2012 Report



Campaign overview

The nation received essential gas safety advice during Gas Safety Week, 10-16 September 2012.

Gas Safety Week is an annual gas safety awareness week coordinated by Gas Safe Register, the official list of qualified gas engineers. It is supported by industry and consumer organisations and built around key gas safety advice.

Gas Safety Week's message is clear – "Stay Gas Safe!"

Badly fitted, poorly maintained or faulty gas appliances can cause gas leaks, fires, explosions and deadly carbon monoxide (CO) poisoning. Therefore it's important to only use a Gas Safe registered engineer to fit, fix or service gas appliances. And remember to get appliances safety checked every year to ensure they're working properly.

Broadcasting gas safety

There were over 340 items of broadcast coverage across TV, radio and online channels. Gas Safe Register worked with national and local programmes with hard-hitting stories about illegal gas work, dodgy landlords, and CO poisoning.

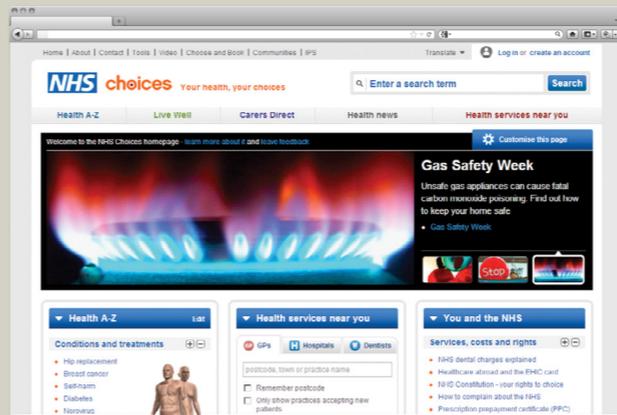
The week kicked off with an appearance on ITV's breakfast show **Daybreak**.

This was closely followed by a prominent spot on the prestigious BBC Radio 4 lunchtime consumer show **You and Yours** discussing the dangers of illegal gas work. We also secured coverage with the **Sky News** radio network who supplied the news to hundreds of local radio stations across the country.



“ We are delighted with the success of Gas Safety Week 2012, particularly as there are so many organisations across our industry who have contributed to it this year. When we decided to build on the success of last year we knew that for it to take the next step up it would need the enthusiastic support of organisations of all types and all sizes across our industry to make it work. We made that call to industry to come onboard, to pledge support, to distribute leaflets, tweet messages, to take the message out to their own staff and their own customers and they have. The response from the whole industry has been magnificent. ”

Paul Johnston, chief executive of Gas Safe Register



In the papers

A national advertising campaign in ten of Britain's daily newspapers reminded people to "Stay Alive, Stay Gas Safe" and gave them key advice on preventing the deadly consequences of carbon monoxide poisoning. Adverts appeared throughout the week to a readership in excess of **22 million**.

As well as advertising, several national newspapers carried articles based on recent research carried out by Gas Safe Register. Online, **The Mirror** and **The Independent** reported the fact that 93% of the illegal gas jobs investigated by Gas Safe Register over the past 12 months involved work that was unsafe. One in five were left in such a dangerous state that the appliance had to be turned off. **The Express**, meanwhile, reported online on the public's confusion over the specific symptoms of carbon monoxide poisoning – 54% think memory loss is the main symptom, while 51% believe that a funny taste in the mouth is a warning sign.

Targeted advertising

Advertisements also targeted people when they were most receptive to receive gas safety messages such as when paying their bill.

Adverts were placed on **2.5 million gas bill receipts** for those who pre-pay for their gas at local stores through PayPoint. Messages highlighted the importance of regular servicing, recognising carbon monoxide, and information about free safety checks that are available to certain vulnerable people.

Patients waiting in GP surgeries were also targeted with a video that highlighted carbon monoxide symptoms such as headaches, nausea and breathlessness. It urged people to seek medical help if they were worried, as well as getting appliances checked by a Gas Safe registered engineer. **NHS Choices** website also displayed information on its homepage.

Gas Safety Week had a reach approaching

140 million!



Gas safety tour

The gas safety roadshow toured the country taking the message direct to UK householders. Retail giants B&Q and Homebase were hosts to gas safety events run by the Register at stores across the country from Canterbury to Aberdeen and across Northern Ireland.

Customers found out how to stay safe just as the weather was getting colder and they were putting on their central heating. Common questions included how to find a registered engineer, what to check on the ID card, and what students need to know about gas safety.

Everyone received a goody bag full of gas safety information including a leaflet, boiler sticker, radiator key and kids' puzzle. These promotional items act as useful everyday reminders about staying Gas Safe.

Over 800 local events were also run by Gas Safe registered engineers in local libraries, elderly centres, town halls and local supermarkets. These were supported by event kits provided by Gas Safe Register. These local events ensured that gas safety information was spread far and wide across the nation.

Online activity

Gas safety messages were everywhere on the web! Google adverts made sure people knew how to find a registered engineer, whilst numerous websites displayed gas safety web banners. A video about illegal gas work and how to spot CO symptoms was distributed to popular websites, and regular e-newsletters with gas safety tips were sent out.

Social media really took over. Twitter users joined in the conversation with hundreds of tweets using the hashtag #GSW12. Popular topics included CO symptoms and taking care of gas appliances. The key campaign message to **use a Gas Safe registered engineer** appeared in over half of the tweets. Outside of industry support, **@Age_UK** and **@NHSChoices** were among the most influential tweeters.

There was a popular competition on Gas Safe Register's Facebook page to win your gas bill paid for the year. This doubled Gas Safe's followers to over 15,000 people who will now receive gas safety news direct to their newsfeed! Registered engineers and manufacturers promoted discounts and competitions on Facebook too.



“ Botched boiler installations cost consumers money, and at the very worst kill, so people should always find out if their gas fitter is Gas Safe registered. Any properly qualified engineer won't mind you checking out their registration card or calling to check. ”

Richard Lloyd, Which?



Our supporters

We were delighted by the number of organisations of all sizes and types who pledged their support for Gas Safety Week ensuring gas safety information reached even more people. Pledges of support were twice as high as last year's successful campaign and there were more than 10,000 different activities. Hundreds of registered businesses got on board as well as the industry's big-hitters, retail giants and high-profile consumer organisations.

A free Gas Safety Week supporters' kit was supplied to everyone who pledged, with information to use online, in the press, and at events.

Plumb Center and Parts Center promoted the week to engineers, as well as displaying gas safety leaflets and posters across over 500 retail outlets. Staff wore gas safety badges to show their support.

Currys developed a microsite for its 17,500 staff and raised awareness at their Contact Centre, delivery centres and installation depots with posters, leaflets and a competition.

Consumer organisation **Which?** held a live Q&A online giving boiler advice as well as taking to Twitter to spread the word.

The Health & Safety Executive for Northern Ireland (HSENI) was encouraged by the response in Northern Ireland. Gas companies Phoenix Natural Gas, FIRMUS Energy, Calor and Flogas backed the UK-wide effort.

Blackpool Coastal Housing hosted gas safety events for tenants as well as private landlords, home owners and members of the public. They also got coverage on radio and in local papers.

“We are delighted to be working in partnership with Gas Safe on this initiative. Any action that increases the awareness of gas safety, which in turn helps assist Blackpool Coastal Housing with gaining access during our service programme, can only be viewed as a positive step. ‘Gas Safety Week’ provides an excellent platform for organisations like ourselves to do this.” **Mark Shepley – Blackpool Coastal Housing**

Carillion was a huge supporter of the campaign engaging its employees and customers.

“Gas Safety Week is a calendar event for Carillion; 2012 was a resounding success. Carillion introduced a reduced cost appliance servicing scheme for Carillion employees; sent 24,000 leaflets and posters to around 240 sites providing gas safety information to Carillion employees in locations as diverse as offices, schools, hospitals, and construction sites. The message was also repeated through Team Talks and Weekly Roundups.” **Trevor Smallpeice – Carillion**

Highlights

2.5 million
gas bill receipts
with gas safety info

10,000
pledges of support

1.3 million
leaflets distributed

22 million
reached with 10 national
newspaper ads

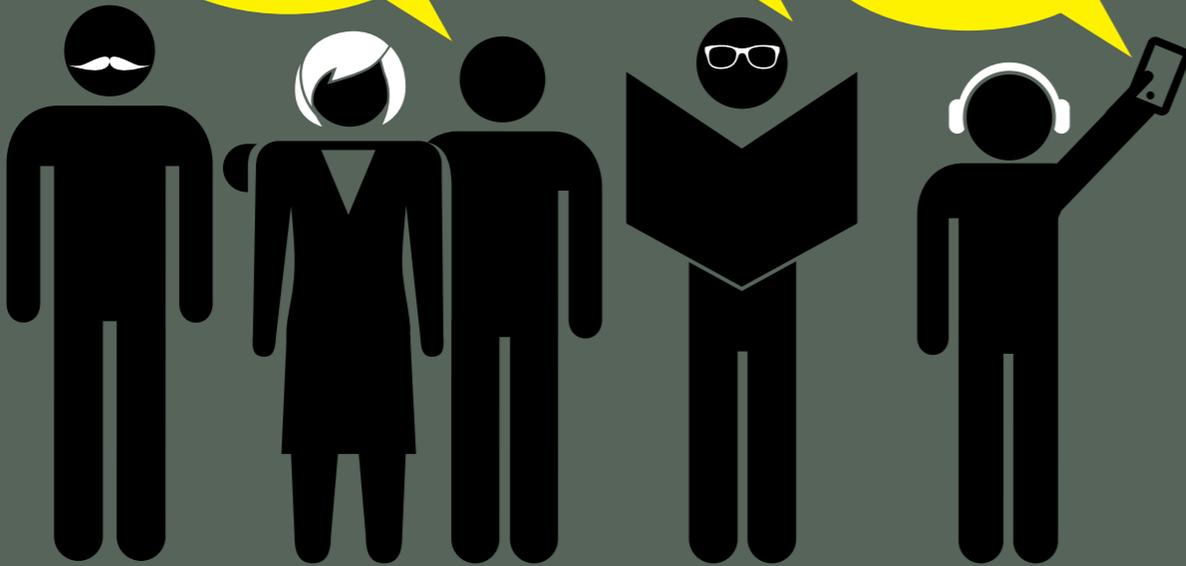
21 million
Facebook ads and
6,000 'Likes'

80 million
TV, radio, online and press
coverage

56,000
posters displayed

856
gas safety events
nationwide

Approaching
140 million
campaign reach



Get involved

We have various materials available free of charge to help you promote gas safety. Get in touch at marketing@gassaferegister.co.uk or www.GasSafeRegister.co.uk/leaflets

Look out for Gas Safety Week 2013!

GasSafeRegister.co.uk
0800 408 5500

