Summing up Gas Safety Week 2014

Total reach 147 million

- 21.2 million on Twitter
- 125.6 million through media coverage
- 180,000 visits to the website

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
- Introduced everyone to our Gas Safe Hero, Doug
- Launched the new and improved Gas Map
- Generated 568 pieces of media coverage
- 8 regional events where Doug and his phone box flew around the most dangerous cities

Look how pledges for GSW have grown!

Keeping the Nation Safe  Gas Safety Week Report 2014
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.

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.

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.

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.

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.

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.
‘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

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

Jai Bywater, age 10

Poppy Worthington-Harris, age 10

Keira Parkinson, age 6

Ruby Turton, age 7
Parliamentary launch

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

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

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 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

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.

Congratulations to Poppy

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

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

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.
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).

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>2,774</td>
<td>41</td>
</tr>
<tr>
<td>North West</td>
<td>5,373</td>
<td>60</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>453</td>
<td>8</td>
</tr>
<tr>
<td>West Midlands</td>
<td>3,671</td>
<td>49</td>
</tr>
<tr>
<td>Wales</td>
<td>1,344</td>
<td>31</td>
</tr>
<tr>
<td>South West</td>
<td>2,328</td>
<td>58</td>
</tr>
<tr>
<td>North East</td>
<td>2,002</td>
<td>21</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>3,620</td>
<td>27</td>
</tr>
<tr>
<td>East Midlands</td>
<td>1,703</td>
<td>37</td>
</tr>
<tr>
<td>East of England</td>
<td>1,867</td>
<td>36</td>
</tr>
<tr>
<td>London</td>
<td>4,077</td>
<td>10</td>
</tr>
<tr>
<td>South East</td>
<td>3,847</td>
<td>64</td>
</tr>
</tbody>
</table>
Social media activity

Gas Safety Week @GasSafetyWeek
@GasSafetyWeek was set up as a separate account on Twitter to give the week its own identity. The account was taken over by Doug, whose tweets had a noticeably less formal, chatty tone.

Gas Safety Week @GasSafetyWeek
653 followers of @GasSafetyWeek.
603 additional followers of @GasSafeRegister throughout September.

Gas Safety Week @GasSafetyWeek
A loud rumble spread across Twitter to signal the start of the week, when a pre-scripted Thunderclap message was automatically sent out by over 280 supporters, reaching more than 380,000 users.

Gas Safety Week @GasSafetyWeek
1,544 retweets of @GasSafeRegister and @GasSafetyWeek posts, throughout the week.

Gas Safety Week @GasSafetyWeek
Our most impactful tweet of the week with 121,154 impressions.

IN THE LAST YEAR

1 in 6 gas appliances inspected by Gas Safe Register in the UK were unsafe.

HALF

Half of the registered engineers had to turn off an appliance as it posed an immediate risk.

Gas Safety Week @GasSafetyWeek
7,500 tweets were sent with the hashtags #GSW14 or #GasSafetyWeek, generating an impressive 21.2 million impressions. 121% increase in reach on last year (11.6 million).

Gas Safety Week on Facebook
Over 43,000 people saw our posts throughout September. 700 people liked our posts and they were shared 510 times over Facebook.
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 (WWU) and local Gas Safe registered engineer Dylan Jones in Bristol. WWU gave away free CO alarms to residents in the area.
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.

**Supporters**

**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 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.

**S JL 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.
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.

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.

The AA
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.

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.

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.

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.

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.

Ibrahim Tural
"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."

Valerie Bannister
"Employees really got into the spirit of Gas Safety Week, including President of @arla_uk and Your Move’s Head of Lettings, Valerie Bannister."

David McCullough
"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."

Which? MD, Stephen McCluskey
"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."

Ibrahim Tural
"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."

Valerie Bannister
"Employees really got into the spirit of Gas Safety Week, including President of @arla_uk and Your Move’s Head of Lettings, Valerie Bannister."

David McCullough
"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."

Which? MD, Stephen McCluskey
"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."

Ibrahim Tural
"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."

Valerie Bannister
"Employees really got into the spirit of Gas Safety Week, including President of @arla_uk and Your Move’s Head of Lettings, Valerie Bannister."

David McCullough
"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."

Which? MD, Stephen McCluskey
"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

Get involved and support
Gas Safety Week 2015
GasSafetyWeek.co.uk

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