GAS SAFETY WEEK 2015 REPORT

FIGHTING FOR A GAS SAFE NATION
Gas Safety Week is an industry-led awareness week – coordinated by Gas Safe Register – which aims to provide gas safety advice to the nation’s 23 million gas users. The fifth Gas Safety Week took place on 14th – 20th September 2015 and was another great success, with over 5,100 supporters taking part.

New research, released for Gas Safety Week, revealed that 5.5 million people in the UK are failing to get their gas appliances safety checked each year. With more than 87,000 gas emergency call-outs to homes in the UK in the past year (including gas leaks, fires, explosions and deadly carbon monoxide poisoning) the message to the public was clear – get your gas appliances safety checked every year by a Gas Safe registered engineer. Cartoon hero Doug was the mascot for the week. Doug has become a recognised character associated with the campaign and was used by many supporters to help communicate gas safety messages to the public.

**Campaign overview**

Gas Safety Week was officially launched on 9th September at the House of Commons. The reception was hosted by Sir David Amess, member of the All Party Parliamentary Carbon Monoxide Group (APPCOG) and featured speeches from Jonathan Samuel (Gas Safe Register), Chris Belby (GISG) and Barry Sheerman (APPCOG). The event was broadcast live via Periscope and live updates were posted on Twitter.

Parliamentarians got behind the week by recording their own messages of support. You can view videos from Sir David Amess MP, Baroness Finlay of Llandaff, Mims Davies MP, Liz McInnes MP, David Zachary MP, Jason McCartney MP, Jo Stevens MP, John Woodcock MP and Margaret Ferrier MP. See their messages at www.YouTube.com/policyconnect

**A brief snapshot**

- **Total reach – 128 million!**
- **27 million** Cumulative reach of the hashtags #GSW15 & #GasSafetyWeek
- **5,123** Pledges of support, a record number!
- **45 million** reached in total on social media
- **130,000** leaflets distributed
- **67 supportes of the THUNDERCLAP** Reaching 1.4 million people
- **81 million** reached via press coverage
- **52,000** Views of the Gas Safe Register website
- **1** winner of our #GSWhero competition

**Parliamentary launch**

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**We are striving for regular servicing and maintenance of gas appliances.**

Chris Belby, GISG Industry Safety Group

**We are, as an industry, doing more to get the public talking about gas safety than ever before.**

Jonathan Samuel, Gas Safe Register

Keeping the Nation Safe Gas Safety Week Report 2015
**Keeping the Nation Safe**

**Gas Safety Week Report 2015**

**PR coverage**

**PR reach**
338 individual items of coverage were achieved across national, regional and trade media platforms including TV, radio, online and print. This generated an accumulative circulation of nearly 82 million.

**New research**
The PR campaign led with new research commissioned by Gas Safe Register that revealed more than 5.5 million people in the UK fail to get their gas appliances safety checked every year. A survey among registered engineers indicated that a check costs as little as £60 – a small price to keep your family safe and prevent damage to your home.

Additional data from National Grid revealed there were 67,000 gas emergency call-outs in 2014 and Gas Safe Register found unsafe gas appliances in one in six of the 142,000 homes it has inspected.

The findings were used to encourage the public to get their gas appliances safely checked every year by a qualified Gas Safe registered engineer.

**Video news release**
Our video news release achieved more coverage than last year, securing 23 items and achieving a reach of over 4 million people. It was covered across regional newspaper websites and lifestyle and parenting sites. The film warned of the danger of unchecked gas appliances and featured carbon monoxide victim Jade Ullrich, registered engineer Steve Davies and Gas Safe Register’s chief executive Jonathan Samuel. NHS Choices promoted the video to over 270,000 followers on social media.

**National media coverage**

There were 33 items of coverage, achieving a reach of over 55 million.

Broadcast highlights included: ITV This Morning, Kiss 100 and Big City Network radio.

Other highlights included: Yahoo.co.uk, BT.com, and a mention in the Daily Express.

**Regional media coverage**

Regionally, 272 items of coverage were achieved, reaching nearly 23 million.

Broadcast highlights included: ITV News Central, BBC South East Breakfast and BBC Radio Oxford.

Print highlights included: Glasgow Sunday Mail, the Northern Echo, the Sheffield Star, the Yorkshire Evening Post and the Southern Daily Echo.

**Regional coverage analysis (000s)**

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<thead>
<tr>
<th>Region</th>
<th>No. of Items</th>
<th>Reach</th>
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<tbody>
<tr>
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<tr>
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</tr>
<tr>
<td>South East</td>
<td>3,823</td>
<td>47</td>
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</tbody>
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**Trade media coverage**

In the trade media, 33 items of coverage were achieved, reaching over 2.5 million people.

Trade highlights included: Installer magazine and Heating Ventilating & Plumbing magazine.

**Getting the message across**

Through stakeholder engagement, tailored national and regional packages, and social media engagement, high quality and widespread media coverage was secured. This campaign shared 574 key messages across 338 items of coverage with 100% of the coverage secured raising awareness of Gas Safe Register.

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Online overview
In total, 45 million people reached!

800
Extra followers of the Gas Safety Week Twitter account.
Up 122%
Source: Brandwatch

26.9 million
Impressions of the #GSW15 and #GasSafetyWeek hashtags.
Up 27%
Source: Brandwatch

625,000
Users reached through the Gas Safe Register Facebook page.
Up 1,354%
Source: Brandwatch

Record number of pledges!
Up 18% on 2014 to 5,123.
Source: GasSafe

Supporters year on year

How did they pledge?

What were the most popular tools downloaded?

Social media updates
Leaflet and poster
Gas Safety Week logo
Images
Articles and copy
Web banners
Press release kit

The supporters toolkit holds a host of free materials that can be used to spread the gas safety message.

Here is an overview of the most popular items downloaded.

Visits to GasSafeRegister.co.uk up 13% compared to 2014

Top pages!
- Find an engineer: up 46%
- Check an engineer: up 29%
- Carbon monoxide kills: up 30%
- Getting your gas appliances checked: up 66%
- Gas Safety Week tips: up 33%

Source: Google Analytics

YouTube

The Gas Safety Week launch at the Houses of Parliament broadcast live on Periscope

Average time of videos viewed up 23%

Source: YouTube

PR story on social
44,632
Impressions
457
Engagements
162
Retweets
173,025
Total reach

Source: Twitter: @GasSafeWeek @GasSafeRegister Facebook: GasSafeRegister

Doug’s top tips

15 Tips seat
130K Impressions
620 Retweets

Check your flame is crisp and blue, yellow and floupy, could kill you.

Source: Twitter: @GasSafeWeek

Visits to GasSafeRegister.co.uk up 13% compared to 2014

Source: LinkedIn

Posts on LinkedIn
Reaching 36,000

Source: LinkedIn
This year’s strategy introduced a series of radio and online competitions with commercial media outlets, to highlight that it was Gas Safety Week and to warn that, if left unchecked, gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning. To capture the audience’s attention around gas safety, we offered several incentives throughout the week.

Events Across Shopping Centres
We spoke to members of the public at shopping centres in Newcastle, Solihull and Glasgow, giving gas safety advice and answering any question they had. Shoppers were also invited to complete an assessment to see if they qualified for a free carbon monoxide alarm. Northern Gas Networks and SGN also delivered presentations.

Radio and online competitions
Editorial competitions were featured on 25 commercial radio stations and five online sites, which had a combined audience reach of 15.5 million.

Trade competition
With the Gas Safe hero theme in mind, we challenged Gas Safe registered engineers to post pictures on social media with the hashtag #GSWhero, showing how they’ve helped to keep the nation safe during Gas Safety Week. The winner, Neil Springate from Flow-Tec Solutions, posted pictures of his customer’s boiler after he made an Immediately Dangerous situation safe. Anton generously donated a flue boiler after he made an Immediately Dangerous situation safe. Anton generously donated a flue

Gas Safety Week saw the announcement of several partnerships with key stakeholders. Initial activities kicked off during the week and joint initiatives to raise awareness of gas safety will continue throughout the year.

Free gas for a year and a gas safety check
We ran a competition on Facebook for one lucky winner to have a gas safety check or service by a Gas Safe registered engineer and have their annual gas bill paid off (up to the value of £850). To gain maximum exposure, the competition opened the week before Gas Safety Week and ran until the end of September. To be in with a chance of winning entrants had to correctly answer the question ‘How often should you have your gas appliances safety checked?’ The lucky winner was Lee Edwards from Bargoed, Wales.

Northern Gas Networks, Tyne and Wear Fire & Rescue Service and Newcastle City Council at intu Eldon Square

National Grid Metering in Touchwood

SGN and Scottish Fire and Rescue at intu Braehead

We worked with stakeholders to run events and initiatives throughout Gas Safety Week. By working together we were able to deliver vital gas safety messages to a wider audience and have a greater impact.

Real Boiler Maintenance
Registered engineer, Ibrahim Tural, really put his foot down at the Enfield Town and Country Show, by hiring an F1 simulator, which attracted over 2,000 people to his stand. As well as giving away gas safety leaflets and advice, visitors were given the chance to win one of many prizes.

Keeping the Nation Safe Gas Safety Week Report 2015

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Neil Springate, Competition winner

The competition paid off (up to the value of £850).

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Highlights included Kiss FM, Big City network, Metro Radio and BFBS, all of which have a significant reach. The total number of online entrants totalled just under 30,000. 30 lucky members of the public won a £150 Homebase voucher and a winter home safety pack. The winter pack included a smoke and carbon monoxide alarm, which were kindly donated by Morayside Fire and Rescue Service and CODEM.

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Supporters’ activities

Support for the week continued to grow with a record 5,123 pledges of support. Here are just a few examples of what supporters got up to for the week.

**YOUR MOVE**
Gas Safety Week Doug came to life at the offices of YOUR MOVE (Luton), which were teemed with people from across the company. The event aimed to raise awareness among employees to check their gas safety.

**Plumb City and Norwich Gas Centre**
Plumb City and Norwich Gas Centre borrowed a dragon sculpture from a local charity, to help draw attention to their breakfast morning, where they talked about all things gas safety.

**Oakleaf Commercial Services**
Maintenance and construction company Oakleaf Commercial Services was out and about in Kidderminster, Worcestershire, talking to people young and old.

**BeeXpress Plumbing and Heating**
Gas Safe Registered engineer, Ben Margulies, set up a small pop-up stand in his local supermarket where he spoke to over 200 people about carbon monoxide awareness and boiler servicing.

**Blackpool Coastal Housing Association**
Blackpool Coastal Housing (BCH) held a prize draw for their tenants that had allowed access for their annual gas service to be completed, within a set period.

**RNLI**
RNLI gas engineer Neil Tatchell pushed the button at Poole HQ by setting up a display at the entrance to the staff restaurant. Neil passed on the gas safety message to his colleagues and answered any technical questions they had.

**QinetiQ**
QinetiQ set up display stands at 12 of their key sites around the country. Gas Safety Week Manager, Melissa Hepplewhite, delivered a talk which had raised flags in the local community. Her talk continued to explore the daily challenges faced by gas engineers and the importance of public awareness around gas safety.

**Calico Homes**
A hands-on demo of how a gas engineer would trace and repair a gas escape was part of Calico Homes’ gas safety awareness campaign in Blackpool town centre. Calico wanted to show people the realities of gas escape, and how to minimise the risk by doing simple things such as fitting a carbon monoxide alarm in their own Homes and how to minimise the risk by doing simple things such as fitting a carbon monoxide alarm in their own homes.

**Keepmoat**
Keepmoat’s actively raised awareness amongst its employees, clients and the public and carried out a number of activities across the company. This included delivering fresh coffee mornings across the company. They also ran a social media campaign aimed at customers, highlighting the need for regular servicing of gas appliances and checking the registration details of gas engineers and having an annual gas safety check.

**British Gas**
British Gas conducted its own research, which revealed 17% of small businesses admitted they didn’t have gas safety checks. This was followed up by a social media campaign, reminding people to have their gas appliances serviced regularly and that more than 40% would take the dangerous decision to switch off their appliances.”

**Carillion**
Carillion sent out a mailing to 12,000 of their employees and sent out messages across their social media channels.

**24/7 Home Rescue Ltd**
24/7 Home Rescue Ltd ran events at Accrington Broadway, attended by local MP Graham Jones and at Blackburn Town Centre, attended by the Mayor of Blackburn. The events were featured in the Lancashire Telegraph, the Accrington Observer and local radio. Other activities included creating three fantastic top tips videos, running Facebook competitions to win a £500 prize fund, which was won by Mr Heath.

**IGEM**
IGEM posted updates on their social media channels, which were viewed by over 4,000 consumers and encouraged the public to get everyone thinking… get your gas appliances checked every 12 months and buy yourself a carbon monoxide alarm to give your family and friends.

**Phoenix Gas**
Spanner the dog joined Phoenix Gas at Bloomfield Shopping Centre in Bangor to remind shoppers to have an annual gas safety check.

**Robert Heath**
Social housing gas contractor Robert Heath updated their email banner with a Gas Safety Week message and posted messages on their social media channels. Business Development Director, Gary McPhail gave a presentation to the Contractor’s Asset Management Improvement Group.

**Plumb City and Norwich Gas Centre**
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**Keepmoat**
Keepmoat continues to support Gas Safety Week by providing a full-service gas safety awareness pack complete with engaging gas safety messages and tips to stay safe.

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THANK YOU

for supporting Gas Safety Week 2015 and making it such a huge success!

“An individual talking about gas safety alone is only going to reach a limited number of people. The value of Gas Safety Week lies in getting others involved… strength in numbers! Although gas safety is important 365 days a year, by focusing our communications in one week we are more likely to cut through in the media.”

Jonathan Samuel,
Gas Safe Register

Get involved and support Gas Safety Week 2016
19th – 25th September 2016
GasSafetyWeek.co.uk

For more information please email: marketing@gassaferegister.co.uk