

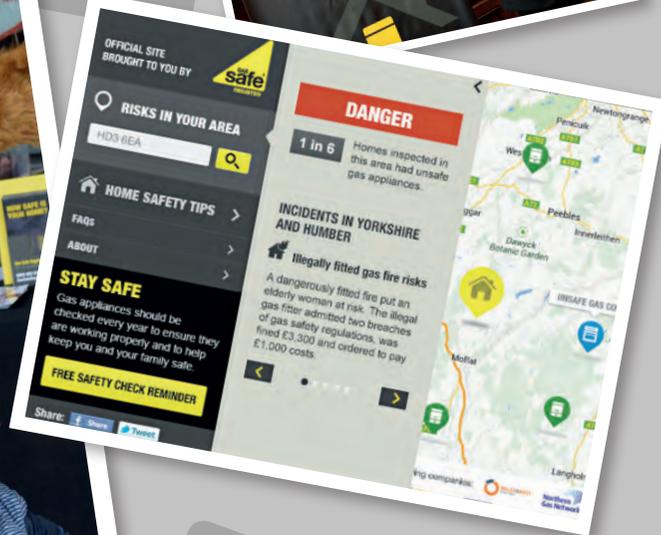
**Gas**   
**Safety**  
**Week**.co.uk

Keeping our nation safe

**Gas Safety Week 2013 Report**

---

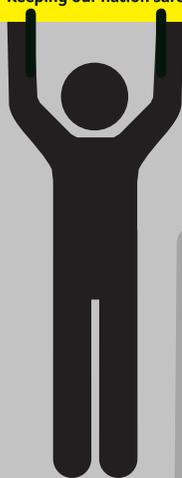




**2,700**  
PLEDGES  
BE PART OF IT



**Gas Safety Week**.co.uk  
Keeping our nation safe



Thank you to you all,  
**25,000**  
times over!  
For continuing to raise awareness of gas safety.

facebook.com/GasSafeRegister



# Campaign overview



Angela Carey and Emilia Carlisle are pictured with Peter Stewart and John Davidson from Greenwatch Lisburn, and HSENI's Communication Manager, Kathryn Lorimer at one of Northern Ireland's largest Currys stores in Sprucefield, Lisburn.

Gas Safety Week is an annual safety awareness week coordinated by Gas Safe Register, the official list of qualified gas engineers, with the support of industry and consumer organisations.

The main aim of the campaign is to provide gas safety advice to the UK's 21 million gas consumers. In many cases gas leaks, fires, explosions and deadly carbon monoxide (CO) poisoning are caused by badly fitted and maintained or faulty gas appliances.

Gas Safety Week 2013 took place on 16-22 September, focusing on the importance of having an annual gas safety check, and highlighting the measures that consumers could take to improve gas safety in their homes.

The safety check message was selected following shocking new research that shows that one in three people admit they've never had their gas appliances checked despite the

fact that 82% of people recognise that they should have an annual check. We felt it was vital that our key audiences were made aware of the importance of having all household gas appliances checked by a Gas Safe registered engineer each year. We also wanted to give them the tools to do something about it, and developed the gas map for this purpose.

The dynamic multi-channel campaign that followed spread the news about the poor state of Britain's gas appliances throughout the country, via TV, radio, national and local newspapers, social media, special events, and retail superstores.

**Russell Krämer**  
Chief Executive of Gas Safe Register

“ Our messages this Gas Safety Week are simple – get your appliances checked every year, sign up for our reminder service and only use a Gas Safe registered engineer. It could save yours and your family's lives.

Russell Krämer,  
Chief Executive  
of Gas Safe Register

# Parliamentary launch

Chris Georgiou, Dixons Retail



Chris Bielby, Scotia Gas Networks



Nick Terry, Gas Safe Register



Joanne Reinhard, Cabinet Office



Barry Sheerman, APPCOG

## Parliamentary launch

The third annual Gas Safety Week was officially launched on 12 September at the **House of Commons**, with MPs from across the political spectrum and guests representing a wide range of interests including business, education, government, third sector and voluntary organisations.

The reception was hosted by Barry Sheerman MP, Co-chair for the All-Party Parliamentary Carbon Monoxide Group (APPCOG), and featured presentations by several speakers including:

- Nick Terry, Gas Safe Register
- Chris Georgiou, Dixons Retail
- Chris Bielby, Scotia Gas Networks
- Joanne Reinhard, Cabinet Office

### ▶ Gas Safety Week launch:

[www.youtube.com/watch?v=uWa3Cp3NjM0](http://www.youtube.com/watch?v=uWa3Cp3NjM0)

## Gas map

The reception was marked by the launch of Gas Safe Register's new gas map. The map, [www.staygassafe.co.uk](http://www.staygassafe.co.uk), identifies the most dangerous postcodes in the country – it is the first time that gas data has been compared across postcodes.

### ▶ Gasmap Introduction:

[www.youtube.com/watch?v=obV-NYcf\\_yM](http://www.youtube.com/watch?v=obV-NYcf_yM)

## MP support

The nation's politicians also got behind Gas Safety Week, taking time to tweet messages of support and several MP's recorded special YouTube videos, urging their constituents to be 'Gas Safe' and be aware of the dangers of carbon monoxide poisoning.

### ▶ Jason McCartney MP (Colne Valley) supporting Gas Safety Week 2013:

[www.youtube.com/watch?v=f64rYIOhp9o](http://www.youtube.com/watch?v=f64rYIOhp9o)

## Industry support

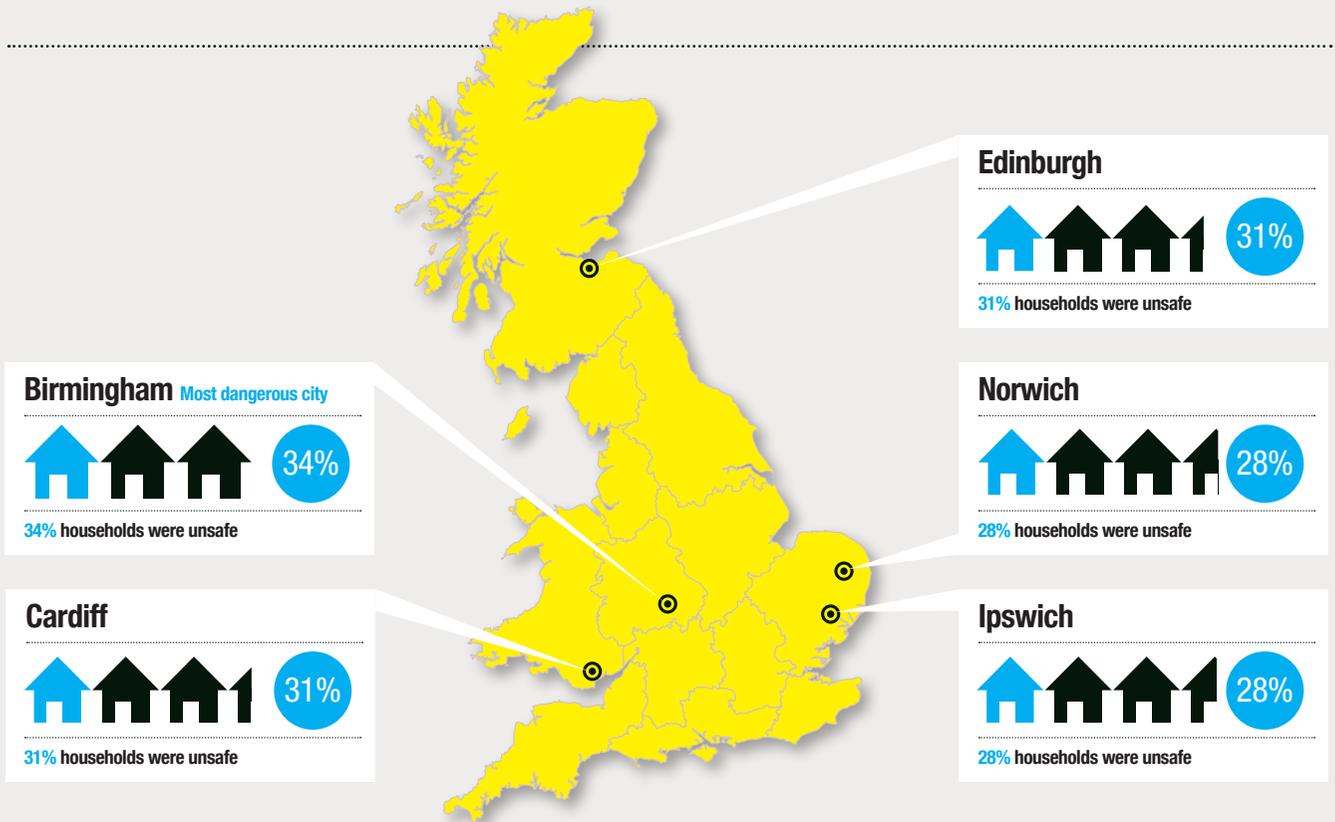
Equally important was the depth of support from stakeholders who were instrumental in the success of Gas Safety Week and the new gas map.



As the largest electrical retailer in the UK, we have a huge reach to the UK consumer, and therefore feel a duty to educate them on the safety of the gas appliances that we sell. Currys and PC World stores are holding events for Gas Safety Week nationwide... focusing on locations identified to us by Gas Safe Register.

Chris Georgiou, Dixons Retail

# Britain's most dangerous postcodes



## New gas map

To mark Gas Safety Week, consumers were invited to see for themselves exactly how many dangerous gas appliances had been found close to their own home or place of work using a new gas map.

The map, [www.staygassafe.co.uk](http://www.staygassafe.co.uk), reveals how many unsafe gas appliances, and gas incidents/emergencies have been found in an area. The results were shocking, with one in six British homes – the equivalent of over 4 million households – being found with an unsafe gas appliance. Analysis of the data showed that one in 25 homes were immediately dangerous, and if left unchecked were at risk of causing a gas fire, explosion, leak or carbon monoxide (CO) poisoning.

It is the first time that gas data has been compared across Britain's postcodes, and the map was compiled using data from several different sources. The map was built around data from Gas Safe Register, which has inspected just under 100,000 homes in Great Britain in the last three years. The map also pinpoints over 120,000 unsafe gas incidents, attended by the national gas emergency networks, including National Grid plc, Northern Gas Networks, Scotia Gas Networks and Wales & West Utilities.

## Key findings

Analysis of Gas Safe Register's inspection data also revealed some alarming findings about the nation's gas safety behaviour.

One in three gas customers in Great Britain – around 7.69 million households – admitted that they had never had their gas appliances checked or maintained. This was despite 82% of people recognising that they should do it in order to protect themselves from gas dangers.

Gas fires were identified as the most dangerous gas appliances in homes. One in three gas fires checked by the Register were unsafe, compared to one in 11 boilers and one in 13 cookers.

Birmingham was identified as the most unsafe city, with the highest number of homes found with dangerous gas appliances – one in three households were unsafe (34%). This was closely followed by Cardiff (31%), Edinburgh (31%), Norwich (28%) and Ipswich (28%).

The public is still being caught out by unregistered gas fitters, pretending to be legal engineers. Nearly 3,000 illegal gas jobs have been investigated by Gas Safe Register since 2010, of which nearly two in three (61%) left victims' homes unsafe and one in five were so dangerous that the Register had to turn off the gas appliance immediately.



The biggest challenge and achievement with the gas map was bringing all the different data sources together into one coherent body of information, and making it appealing to gas consumers. We hope this tool will educate the public about how they can stay gas safe.

Nick Terry, Gas Safe Register, Director of Marketing



# PR campaign

## Broadcast interviews



## Houses of Parliament event



Trade media engagement

Case studies

### PR campaign

This year's campaign adopted two distinct approaches following research by Gas Safe Register that identified complacency towards gas safety amongst the British public. The research showed that whilst 82% of people admitted they should have a gas safety check only one in three people actually got a check.

### Campaign objectives

The key objectives were:

- Educate gas consumers about the importance of having all gas appliances safety checked annually.
- Drive traffic to staygassafe.co.uk
- Provide advice on how to find and check an engineer is registered.
- Raise awareness of Gas Safe Register.

### Strategy

#### Focus on changing behaviour

A discrepancy between people's awareness of the need to get an annual gas safety check on appliances and the number of people who act on this information has been identified. PR activity set out to use Gas Safe Register's research, which revealed public complacency about gas safety, and collateral including the gas map and its data to develop a news story.

The call to action for the news story set out to drive traffic to staygassafe.co.uk and urge people to sign up to the reminder service.

**Continue to inform and educate the public**  
PR activity aimed to continue to inform and educate the public on the importance of gas safety risks.

### Approach

The approach that was taken was to deliver an integrated campaign that communicates with gas consumers throughout Gas Safety Week using multiple channels, targeting national and regional print, broadcast, online and social media platforms.

### Overview

#### Broadcast interviews

A number of live and pre-recorded interviews were set up with both local and national radio and TV stations.

#### Case studies

Secured a range of case studies who had fallen victim to dangerous gas work.

#### Trade media engagement

Developed a specific trade-focused news release launching the gas map and Gas Safety Week.

In advance of Gas Safety Week, the press office provided trade titles with Gas Safety Week-focused articles.

#### Video news feature

Managed the production of a video news feature which was offered to online media outlets.

Nine media outlets used the feature, achieving a total reach of over 2 million.

### News story

Using Gas Safe Register's inspections and investigations data, a news story looking at the number of unsafe homes in Britain was developed.

**To measure the quality of coverage all items were monitored to see if they included one of the four key messages:**

1. Item mentioned the gas map and included the website staygassafe.co.uk
2. Item mentioned Gas Safety Week and included the dates for the week.
3. Item advised people to get an annual gas safety check.
4. Item included a mention of the reminder service and urged people to sign up.

# In the news



Reach = Number of opportunities to see an item



## In the news

The PR campaign led with shocking new research from Gas Safe Register detailing the dangerous state of Britain's gas appliances – one in three people have never had their gas appliances safety checked. This news was delivered by a national press release and 66 regional press releases, tailored with regional specific data on unsafe gas appliances.

National and local newspapers were quick to pick up on the story, with stories in The Daily Mirror, The Daily Express and ITV News warning readers of the "Gas timebomb shock with millions at risk from deadly leaks or explosions at home", and "Tenants at risk as gas safety checks ignored" and "How safe is your neighbourhood map".

To help spread the message across the country, this was followed by radio interviews with national and regional radio stations including BBC Radio 4 'You and Yours', BBC Radio Manchester, BBC Radio Cornwall, BBC Radio Wales and BBC Radio Coventry & Warwickshire. Gas Safe Register's Nick Terry explained the dangers of carbon monoxide poisoning and not having your gas appliances safety checked each year.

## Coverage top line figures

- The campaign achieved over 500 individual items of coverage across all media platforms, including national and regional TV, radio, print and online sites.
- An accumulative reach of over 125.5 million.

## National coverage

- There were 73 pieces of national coverage with highlights including, The Sun, The Daily Mirror and BBC Radio 2.
- Total reach for national coverage was nearly 72 million.

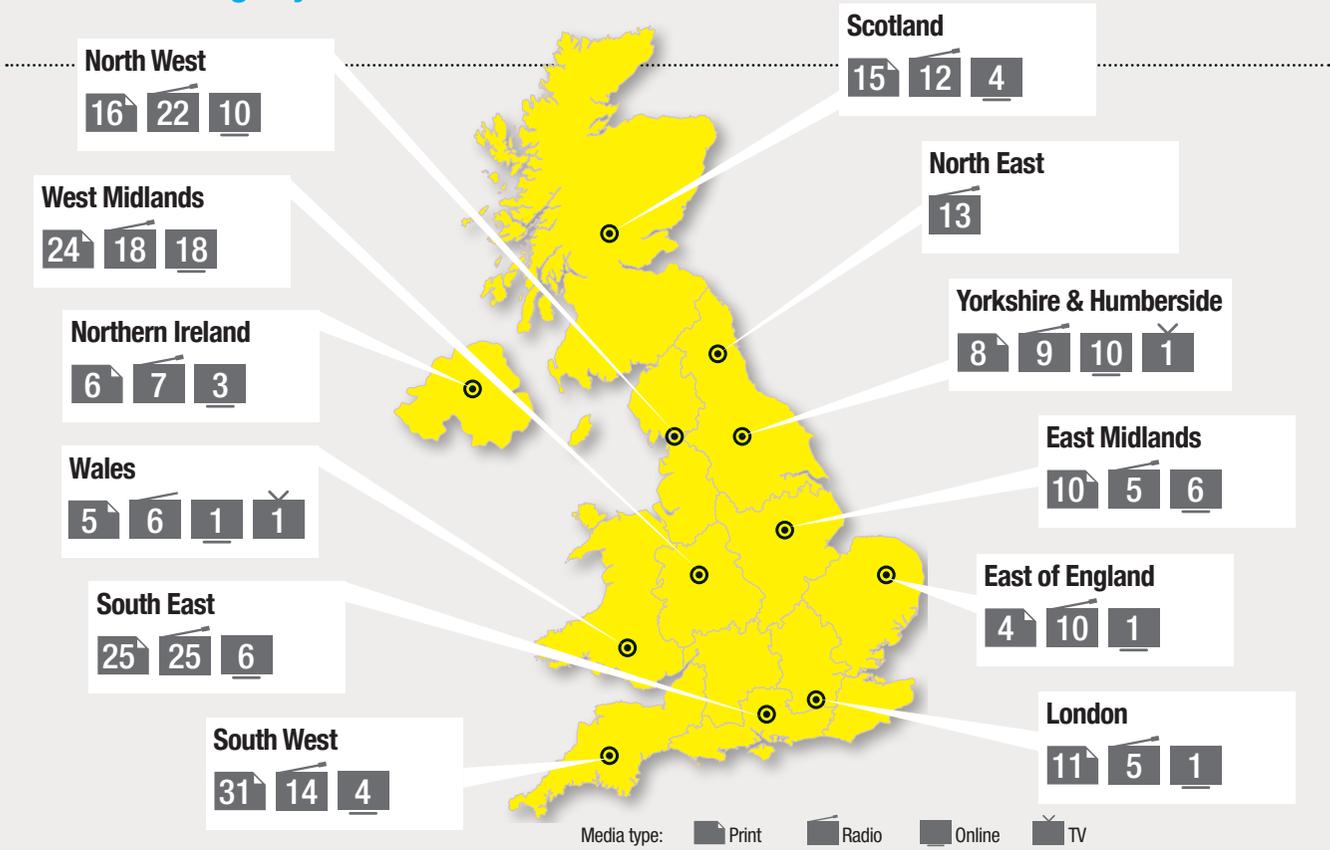
## Regional coverage

- There were 367 individual pieces of regional coverage.
- Total reach of nearly 54 million.
- Regional highlights included ITV Wales and ITV Yorkshire, these items of coverage had a combined reach of nearly 16 million.

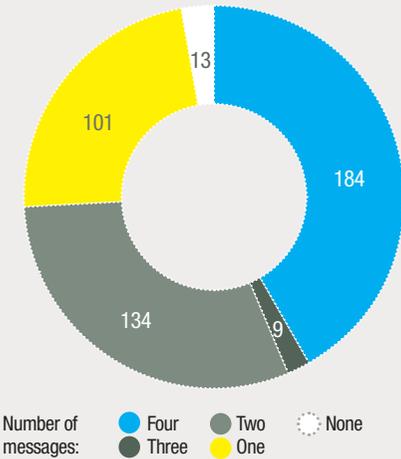


# Campaign analysis

## Items of coverage by media



### Quality of all coverage:



### Campaign analysis

This year's integrated campaign has successfully used multiple channels, targeting national and regional print, broadcast, online and social media, to reach more people than ever.

### Quality of coverage

High-quality coverage was secured for the campaign with nearly 50% of coverage reporting all four messages. This meant that in each instance the item included the website, mentioned Gas Safety Week, talked about the reminder service and urged people to get an annual gas safety check.

Only 3% (13 items) of coverage had no messages reported. In these instances, the story was run as a news in brief, simply using the figures for unsafe homes in a certain area. Alternatively, these pieces of coverage were the result of pre-recorded radio interviews that were subsequently edited.

### Coverage by media type and region

In order to achieve the widest possible reach, the campaign utilised a multi-channel approach and targeted both national and regional media. The charts above show an overview of the nation and also breaks coverage down by each region and media type.

It shows the West Midlands had the highest volume of coverage compared to other regions, with an even distribution of different media platforms reporting the story. Birmingham was revealed to be the most unsafe city in Britain in

the news story which accounts for the level of regional interest.

Conversely, with Brighton, Oxford and Southampton found to be some of the safest cities, there was widespread coverage across a range of media platforms in the South East.

In the North East the story was not reported in any print or online titles. A reason for this may have been due to the sample sizes (the GDNs had only been into 78 properties in the North East). It may also have been due to the fact no cities in the region were revealed to be particularly dangerous or safe.

### Successes of PR campaign

The key successes were:

#### Higher reach figures than in previous Gas Safety Weeks

This year the PR campaign secured coverage with a total reach of 125 million, compared to 80 million last year.

#### 4,500 visitors to staygassafe.co.uk

One of the primary objectives of the campaign, to drive traffic to staygassafe.co.uk, was achieved with more than 4,500 people visiting the site to check the risks in their area.

#### Behaviour change messages successfully communicated to the public

A third of coverage secured mentioned staygassafe.co.uk or the reminder service. In addition, just over a third of coverage included advice telling people to get their appliances checked at least once a year.

# Online activity



## New identity

The new-look Gas Safety Week hub, [www.gassafetyweek.co.uk](http://www.gassafetyweek.co.uk), was the heart of the 2013 campaign with website traffic up 33% on last year. The hub was based around a new all-inclusive brand identity, which was specially designed to appeal to supporters. This included a new logo which featured on offline and online marketing materials.

## Supporter tools

By visiting the hub, supporters were able to find out more about Gas Safety Week, and download specially created resources including new leaflets and posters, as well as materials they needed to create their own social media and online campaigns.

The hub included several new features to keep supporters informed about the campaign including a Twitter feed, an event countdown timer to act as a reminder, a pledgeometer to show the level of support, and a supporter ticker tape to acknowledge contributions to Gas Safety Week.

## Public safety

As the campaign drew nearer, the focus of the website shifted from stakeholder engagement to consumer awareness. Gas safety information was brought to the forefront with videos and tips to educate the public on how they could keep their homes gas safe including the new gas map.



Supporter tools

# Social media activity



Worcester Bosch Top tips



Twitter followers



Worcester Bosch Top tips

## Social media

This year's campaign saw a huge transformation in activity as supporters from major corporate to sole-trader Gas Safe registered businesses adopted social media to help spread the word. This had a hugely positive impact on the overall success of Gas Safety Week and extended the reach of the campaign by 9.6 million.

Prior to launch, supporters were given special pre-written messages and Gas Safety Week headers to use on their own Facebook and Twitter profiles to demonstrate their support and encourage others to support the campaign.

## Themed campaign

This year's campaign was designed with special themed days to target the different key audiences:

Monday: Launch

Tuesday: Landlords & tenants

Wednesday: Engineers

Thursday: Students

Friday: Winter preparation

Saturday: Events

## Twitter

The growth in online activity was most visible on Twitter. Over the week, 3,800 contributors sent out **8,600 tweets** using the hashtag #GSW13, and reached 9.6 million people during the week. Popular tweets included infographics based on the data from the gas map and the public's attitude to gas safety.

During the week, Gas Safe Register supported several stakeholder activities including a 'Gas Safety Tips' campaign by Worcester Bosch, which saw Gas Safe Register turn engineers' advice into Twitter images with safety advice for consumers. Similarly, Gas Safe Register supported Q&A sessions with the National Landlords Association and Baxi Boilers, answering consumers' questions about how to identify a qualified gas engineer, landlord's responsibilities and servicing.



## Facebook

Throughout the week, Facebook was used to give gas safety advice and update followers on the campaign using a series of specially developed infographics and posts to target our key audiences based on the daily themes. We also hosted a competition with the aim of increasing our Facebook audience significantly. The prize was £850 to pay for a household's gas bill for the year as well as a gas safety check or service.

The competition proved successful and Gas Safe Register acquired a further **6,000 followers** as a result of the campaign, taking our Facebook audience to over 25,000. There was a high level of interaction with the posts with consumers and engineers commenting and sharing content. Typically, this would see over 100 people liking a post and up to 50 people sharing each post.



# Gas safety roadshow



Events Map



Swansea

## Nationwide events

Gas Safe Register teamed up with **Currys PC World, B&Q, the National Fire Services and Northern Ireland HSE** to hold events in the areas identified by the new research, as the highest gas safety risk. The events were hosted at large Currys PC World and B&Q stores to ensure gas safety messages reached a large audience. Each event was supported by a Gas Safe Register team and a fire engine crew, and promoted via Facebook and Twitter to maximise the reach of each event.

Throughout the day, Gas Safe Register spoke with thousands of customers about key gas safety messages as well as answering their questions. Brand awareness was developed through the distribution of Gas Safe Register branded promotional items and it is estimated that Gas Safe Register spoke with over 6,000 people throughout the events.

Consumer messaging focused on the importance of having an annual gas safety check and the reminder service. In addition to this activity, Currys also carried Gas Safety Week branding and leaflets in around 300 stores and had Knowhow gas installers on-hand to answer consumer queries. In Birmingham, the fire service provided demonstrations on the dangers of a chip pan fire and in Bristol families were engaged with badge-making activities. Whilst in Swansea, Wales & West Utilities helped spread the message with Rufus the bloodhound!

Analysis of the events shows good results in brand awareness, and staff had the opportunity to have in-depth quality conversations with consumers.

## Supporter focus: Fire Services

Local fire services were crucial in the success of this year's campaign, supporting Gas Safety Week events across Britain and Northern Ireland with fire engines and crews from the following fire services:

- Bristol and Avon Fire Service
- West Midlands Fire Service
- Scottish Fire & Rescue Service
- West Midlands Fire & Rescue Service
- Merseyside Fire & Rescue Service
- Humberside and West Yorkshire Fire & Rescue Service
- Welsh Fire & Rescue Services
- Northern Irish Fire & Rescue Service

## Supporter focus: HSENI

Northern Ireland's third annual Gas Safety Week saw an action-packed schedule of awareness-raising, with the Health and Safety Executive for Northern Ireland (HSENI) hosting an event at one of Northern Ireland's largest Currys stores in Belfast and recording strong support from a range of key stakeholders – Phoenix Energy Services, Flogas and Firmus Energy, local Gas Safe registered engineers, Northern Ireland Fire & Rescue Service (NIFRS), the Consumer Council, RoSPA, and local councils.



# Supporters



## Stakeholder activity

2013 is the year that Gas Safety Week really caught fire. A record number of 2,700 pledges meant that support was already up more than 25% on the previous year, before it started.

Supporters ranged from sole-trader Gas Safe registered businesses to giant corporates, each playing a vital part in getting the gas safety messages out to the British public. We are very grateful to everyone involved and here are just a few examples.

### Liverpool Mutual Homes Trust

Liverpool Mutual Homes (LMH) took to the road to help protect its tenants from the dangers of gas – in an ‘advan’. The van travelled around homes, reminding tenants to allow LMH access to their properties to carry out free gas safety checks. Chief executive Steve Coffey said: “Checking gas appliances in our homes every year is non-negotiable; we need to get in and make sure they’re safe. The awareness campaign was aimed at the tenants who make it hard for us to access their homes”.

### Distribution Networks

The Gas Distribution Networks were key supporters of Gas Safety Week and instrumental in the creation of the gas map, which included data from 120,000 emergency call-outs by National Grid plc, Northern Gas Networks, Scotia Gas Networks and Wales & West Utilities. It is the first time that gas data has been compared across Britain’s postcodes.

## Supporter focus: Currys



Currys and its Knowhow installation and repair service were key supporters. Between them, they co-hosted six gas safety events in their megastores, in conjunction with Gas Safe Register and local fire and rescue services.

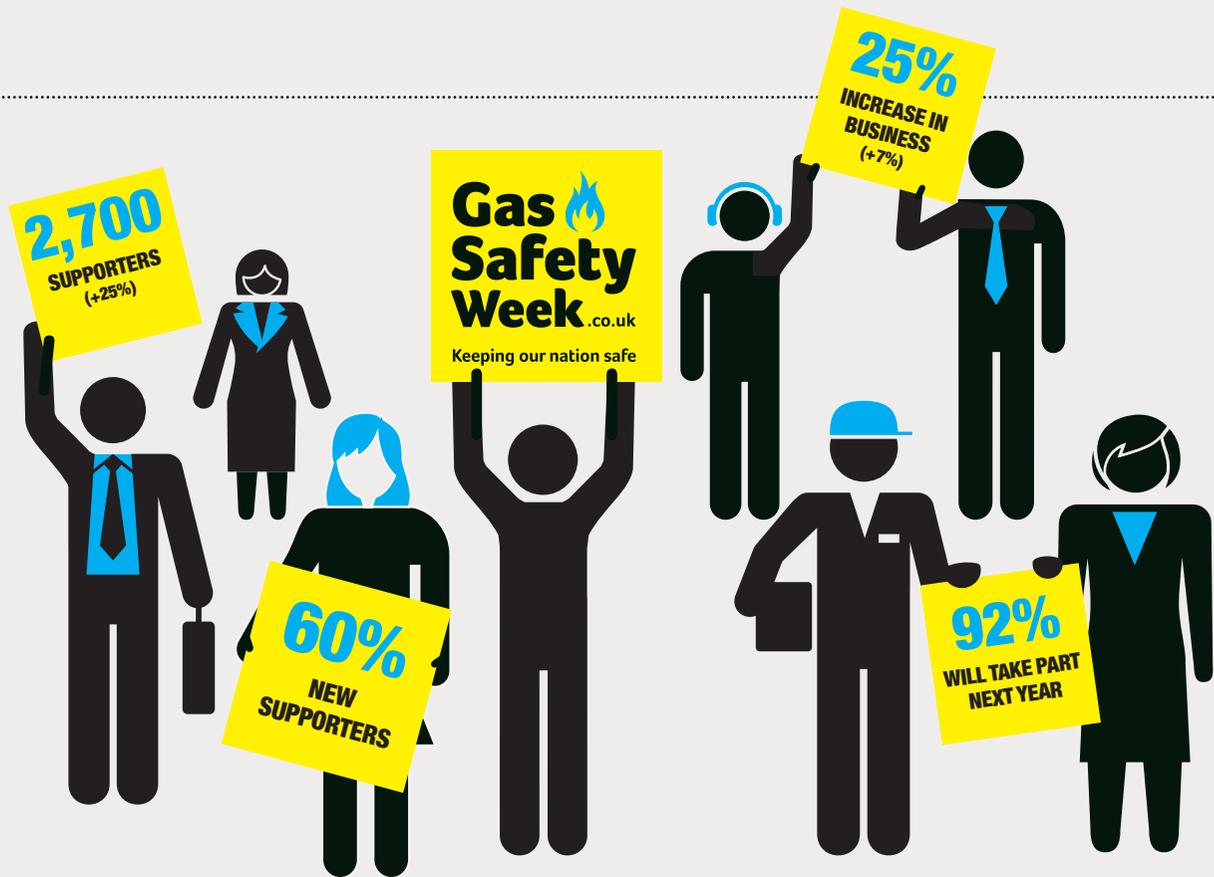
As well as their visible presence on the high street, stores across the country offered half-price installation on all gas cooking appliances throughout Gas Safety Week whilst installation staff wore t-shirts emblazoned with safety messages. Currys didn’t stop there; then taking the message to their staff with a dedicated gas safety intranet, and displaying gas safety information in their customer service centres and delivery depots across the country. In the online sphere, they promoted Gas Safety Week on the homepage of their website and shared their support with their 36,000 Twitter followers.

“Gas Safety week is an initiative Currys and PC World have supported for a number of years, and this year is no different. We aim to educate customers and ensure anyone purchasing a cooker understands the risks of getting a friend or relative to install their cookers for them.”

Lara Brittain, Currys and PC World’s Head of Category for Freestanding Cooking and Built In Appliances



# Highlights



## Highlights

We are delighted with the success of Gas Safety Week 2013. Industry and stakeholders took up the campaign with unparalleled enthusiasm that saw a record number of businesses pledging their support. In spite of challenging economic conditions, everyone worked together to deliver the biggest and best Gas Safety Week to date.

The combination of TV, regional media, social media, and local events ensured comprehensive coverage of our target audiences – from homeowners and landlords to students and the vulnerable. The campaign has also seen a huge step change with supporters adopting digital marketing to help spread gas safety messages to an even greater audience. The following page shows just some of the highlights.

## Your views

As Gas Safety Week marks its third year, we are continually looking at how to improve the effectiveness of this public safety campaign. Your views are crucial to the ongoing improvement of Gas Safety Week, and here is what a few of you had to say:

“AHS Ltd were proud to pledge their support to Gas Safety Week this year and look forward to continuing to do so in years to come. We understand the importance of using a Gas Safe engineer and the risks if you don’t and we will help spread the word in any way we can!”

**Lizzi Holt, Alexandra Heating Services Ltd**

“We at Barham & Moore definitely feel Gas Safety Week was a worthwhile campaign. It was also good to see so many other companies in the industry taking part. Congratulations for a well-organised campaign.”

**Dave Barham, Barham Print**

“I will most definitely pledge my support in 2014 and will continue to raise awareness... If I have managed to save one life and avert a serious tragedy throughout this campaign it has been well worth the effort. Thank you Gas Safe, for your great work.”

**Glenn Miller, Miller Contracts Group Ltd**

“The literature provided for Gas Safety Week really helped us to get the message out to our residents.”

**Melissa Marston, Axiom Housing Association**



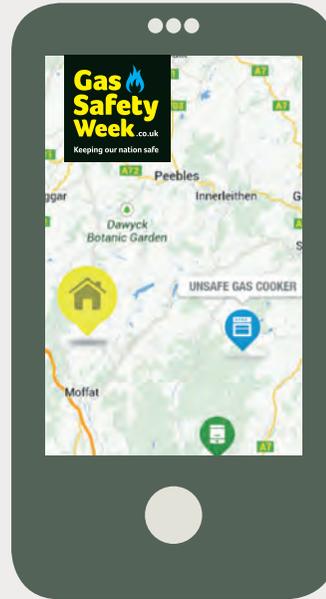
The best Gas Safety Week so far. Identifying where dangerous situations had been found really brought home the message that gas safety, awareness of the dangers of carbon monoxide and how to avoid being poisoned must be a priority for everyone.

Stephanie Trotter, OBE  
President & Director  
of CO – Gas Safety

# Gas Safety Week in numbers

**125m**

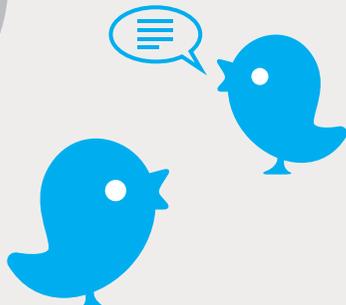
**REACH  
PRESS & RADIO**



The first ever gas map was published as part of Gas Safety Week

**500**

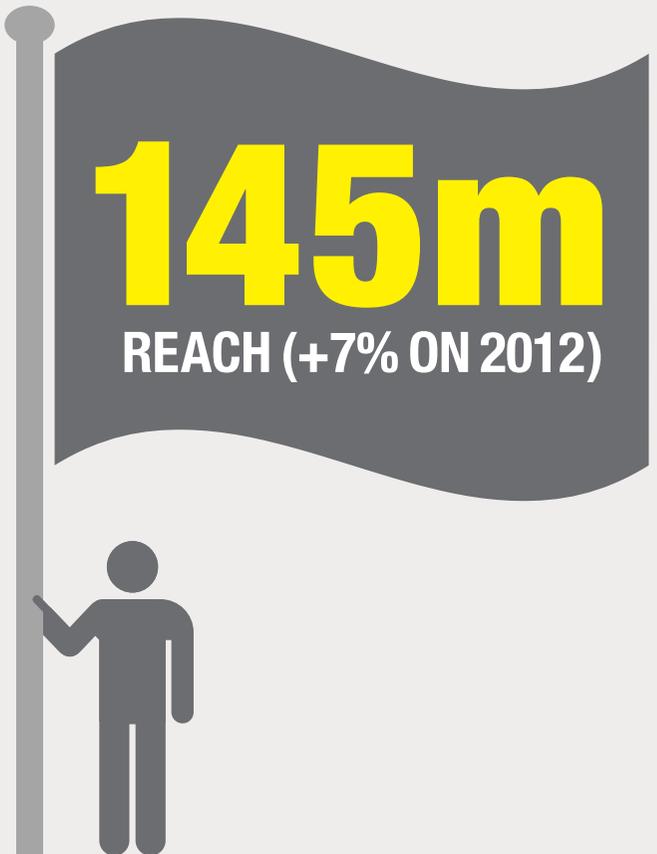
Pieces of media coverage



**8,000  
followers**  
on Twitter which is  
a 9.6 million reach

**145m**

**REACH (+7% ON 2012)**



**2,700**  
**SUPPORTERS**  
(+25% on 2012)

**25,000**  
likes on Facebook,  
a 3.5 million reach



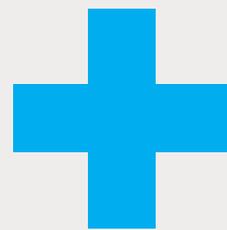
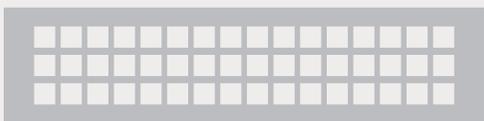
50 guests from industry  
and business attended  
the Parliamentary launch

New  
supporters  
**+60%**



**8**  
regional events took place  
in the highest-risk areas  
around the country

**141,000**  
Website visits (+33% YOY)



**92%**  
of supporters will  
take part next year

**THANK**



**To all who supported  
Gas Safety Week and made  
it the success it was.**

**15-21 September 2014**  
**Pledge your support now**  
[www.gassafetyweek.co.uk](http://www.gassafetyweek.co.uk)

**For more information please contact us:**  
[marketing@gassaferegister.co.uk](mailto:marketing@gassaferegister.co.uk)

