Gas Safety Week is an annual awareness week that aims to provide gas safety advice to the nation’s 23 million gas users, as badly maintained and poorly fitted gas appliances can cause gas leaks, fires, explosions and carbon monoxide poisoning.

Taking place at the start of the heating season, Gas Safety Week is a timely reminder for consumers to arrange for their gas appliances to be safety checked by a Gas Safe registered engineer and for tenants to check that their landlord has arranged this.

It is coordinated by Gas Safe Register – the only official register of gas engineers – but it has always been a collaborative effort between the gas industry, consumer organisations, charities and individuals, all looking to help keep the nation gas safe.

This year we cast a light on the more vulnerable people in our society. New research revealed nearly 8 million older people could be at risk from unsafe gas appliances in the UK. More than 260 over-65s are injured by gas appliances every year, with gas fired heaters accounting for the majority of deaths. Worryingly, we found that older people are half as likely as other age groups to have gas work carried out by a professional Gas Safe registered engineer.

New research

This is a record year

The sixth Gas Safety Week took place on 19th – 25th September 2016 and was the most successful to date, with a record 6,859 supporters taking part to help distribute over 220 million gas safety messages across their communication channels.

It is fantastic to see the support for the week grow each year. The sheer volume really drove it forward in 2016. In fact, more than 40% of coverage was generated by the activities and hard work of other supporters.

A brief snapshot

Total reach 220 million!

<table>
<thead>
<tr>
<th>Year</th>
<th>Total supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>922</td>
</tr>
<tr>
<td>2012</td>
<td>1,968</td>
</tr>
<tr>
<td>2013</td>
<td>2,700</td>
</tr>
<tr>
<td>2014</td>
<td>4,321</td>
</tr>
<tr>
<td>2015</td>
<td>5,123</td>
</tr>
<tr>
<td>2016</td>
<td>6,859</td>
</tr>
</tbody>
</table>

New research

This year we cast a light on the more vulnerable people in our society. New research revealed nearly 8 million older people could be at risk from unsafe gas appliances in the UK. More than 260 over-65s are injured by gas appliances every year, with gas fired heaters accounting for the majority of deaths. Worryingly, we found that older people are half as likely as other age groups to have gas work carried out by a professional Gas Safe registered engineer.

With three in four people having never discussed gas safety with older family members, we were encouraging the public to take the opportunity to do so.
Over 60 Guests gathered at the Houses of Parliament to launch Gas Safety Week. The reception was hosted by the Co-Chair of the All Party Parliamentary Carbon Monoxide Group, Barry Sheerman, and featured speeches from Jonathan Samuel (Gas Safe Register), Chris Bielby (GISG) and Gordon Samuel (Katie Haines Memorial Trust). The speeches were broadcast on Facebook Live and have been viewed over 4,000 times.

Parliamentarians showed their support for the week by recording messages advising their constituents about how they can stay gas safe. You can watch videos from Baroness Findlay, Tom Brake, Sir David Amess, Mhairi Black, Mary Glindon, Maria Miller, Margaret Ritchie, Jonathan Shaw, Jo Stevens, Jim Shannon, Jim Fitzpatrick, Jason McCartney, Andrew Bingham, Alex Cunningham, Daniel Zeichner and Caroline Flint.

See their messages at www.youtube.com/gassaferegister

Cause for Alarm
The event was host to the launch of a new video, Cause for Alarm, released by the Katie Haines Memorial Trust. The short film warns of the dangers of carbon monoxide (CO) and shows how two simple steps – getting your appliances safety checked every year and having an audible CO alarm – can save your life from this silent killer.

You can view the video at www.katiehainestrust.com

Each year we see more innovative activities for Gas Safety Week. Jonathan Samuel, Gas Safe Register

PR reach
280 individual items of coverage were achieved across national, regional and trade media platforms. This generated an accumulative reach of over 127 million.

Video news release
We worked with Mersyside Fire and Rescue to help warn the public of the danger of carbon monoxide (CO) poisoning. Station Manager, Mark Jones recalled a recent incident handled by his team, whereby a man in his eighties had collapsed after he was overcome by CO coming from a faulty gas appliance. Luckily, his stepson found him just in time and called 999. The gas supply was isolated and the property was ventilated, after the fire and rescue crew found extremely high levels of CO – 650 parts per million. We secured 19 items of coverage of this year’s video news release, which reached almost 5 million people. The coverage was achieved across regional newspaper websites and lifestyle, healthcare and parenting sites.

You can view the video at www.youtube.com/gassaferegister

Trade media coverage
In the trade media 36 items of coverage achieved a reach of 1.6 million. Highlights included: PHAM News, HVP, Heating and Plumbing Monthly, Installer and Builder’s Merchant News.

National media coverage
There were 12 items of national coverage, achieving a reach of over 50 million. Highlights included: Daily Express, Daily Mirror, BT.co.uk and Mums Magazine.

Regional media coverage
Regionally, 164 items of coverage were achieved, with a reach of over 8 million. Highlights included: BBC Radio Cornwall, Eastern Daily Press, BBC Radio Merseyside, Belfast Telegraph, Heart Yorkshire, Scottish Daily Express and BBC Radio Wales.
Online, social media and digital overview

**Overall digital reach** 92,386,000
(up a staggering 243% on GSW15)

Gas Safe Register Facebook
- 2,274 Likes
- 14 Posts
- 3,243 Shares
- 595,970 Impressions
- 11,648 Stories about us

4,000 The Gas Safety Week launch was broadcast on Facebook Live and was viewed over 4,000 times

What were the most popular tools downloaded?
- Logo and strapline
- Social media
- Leaflet and poster
- Images
- Web banners
- Articles and copy
- Press release kit

54% more materials were downloaded compared to GSW15.

THUNDERCLAP
- 12.5 million bringing our biggest reach ever
- 567 supporters

Who brought the biggest bang?

<table>
<thead>
<tr>
<th>Reach</th>
<th>Posts reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lord Sugar</td>
<td>5,229,177</td>
</tr>
<tr>
<td>chosen choices</td>
<td>5,210,743</td>
</tr>
<tr>
<td>British Gas</td>
<td>202,326</td>
</tr>
<tr>
<td>TOG</td>
<td>111,805</td>
</tr>
<tr>
<td>Joseph Valente</td>
<td>87,309</td>
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<tr>
<td>Norfolk County Council Trading Standards</td>
<td>76,042</td>
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<tr>
<td>HOMEBASE</td>
<td>63,296</td>
</tr>
<tr>
<td>Yorkshire</td>
<td>55,377</td>
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<tr>
<td>Arco</td>
<td>41,606</td>
</tr>
<tr>
<td>Stanley</td>
<td>40,430</td>
</tr>
</tbody>
</table>

LinkedIn posts reached... 42,570

@GasSafetyWeek
- Most impressions
  - 657 Tweets
  - 536 Retweets
  - 1,839 Mentions
- Biggest impact
  - 30 Retweets

@GasSafeRegister
- Top post
  - 175 Tweets
  - 788 Retweets
  - 2,102 Mentions

What were people talking about?
1. Gas Safety
2. GSW16 help spread
3. Homebase
4. Spread the word
5. Gas appliances

Competitions
Our main competition, giving one lucky person the chance to pay off their annual gas bill and get a safety check, ran throughout most of September.

CO alarms
People could also win one of 25 CO alarms by sharing Doug’s Top Tips.

Google display ads
Encouraging people to get their gas appliances checked

#GSW16
#GasSafetyWeek

60.3m reach
124% A whopping increase since 2015!

@GasSafetyWeek
657 Tweets
1,839 Mentions
128,893 Impressions

@GasSafeRegister
175 Tweets
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Who brought the biggest bang?

Reach

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- chosen choices 5,210,743
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- HOMEBASE 63,296
- Yorkshire 55,377
- Arco 41,606
- Stanley 40,430

#GSW16
#GasSafetyWeek

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124% A whopping increase since 2015!
Getting behind the week

With over 6,800 organisations and individuals taking part in this year’s Gas Safety Week we couldn’t possibly include the great work carried out by everyone, so here is just a small selection of what went on during the week.

Gas Safety Superheroes

An enterprising group of gas engineers got together and made a real stir on social media when they launched Gas Safety Superheroes. Their colourful campaign wants registered gas engineers to celebrate the fact that they are safety superheroes and help consumers understand the importance of gas safety.

The trio of Paul Hull, Peter Booth and a mysterious gas engineer who goes by the Twitter handle of @GasManGod whipped up a flurry of interest during Gas Safety Week – and since – with their “Regard the Card” drive, encouraging gas engineers to always show their ID card to customers without being prompted. They also launched a petition to prevent others from doing so too.

We are 100 per cent behind Gas Safe and Gas Safety Week and we are trying to add momentum to it.

Paul Hull

Real Boiler Maintenance and Service

Once again, sole trader Ibrahim Tural got fully behind Gas Safety Week with a social media campaign and roadshow. Following its popularity last year, he again hired an F1 simulator to attract people over to his stand at the Palmers Green Festival. He also set up a stand for two days at the Enfield Town Market, where passing shoppers were given gas safety advice. As an ongoing initiative Ibrahim will continue to run a market stand every Saturday all year round, providing a stop in gas safety advice service for the local community.

We wanted to come up with an awareness approach driven by what every engineers to do to protect the public. We tried to think different – and both people when you can get your card. We want to use the power of the network and telling their family.

British Gas

A survey of more than 500 small to medium business owners, and senior managers responsible for energy, was commissioned by British Gas to coincide with Gas Safety Week, and the findings were sent to key national, trade and regional publications. Their research found that around a fifth (21%) of small businesses surveyed were not aware that by failing to have an annual gas safety check carried out, they could be invalidating their insurance. However, 82% have had a Gas Safe registered engineer visit their workplace to carry out a gas safety check within the last year.

Target consumers, British Gas ran a competition on Twitter asking the public to retweet their top gas safety tips. This was retweeted over 2,500 times and five lucky winners received a £100 voucher.

Keepmoat

Across their London, Birmingham, Leeds and Scotland offices, Keepmoat got behind the week to raise gas safety awareness amongst their employees, clients and residents. Activities included toolbox talks, coffee mornings, leaflets, cards and poster distribution, staff wore stickers, and articles were published on the company’s Intranet.

We are 100% behind Gas Safe and Gas Safety Week, and we are trying to add momentum to it.

Paul Hull

Oakleaf Commercial Services

The Services Energy Team were ‘cooking on gas’ this Gas Safety Week. They started the week with a visit to Kidderminster town centre to give gas safety advice to the public. They also attended several ‘Neighbourhood Natter’ events during the week and the ‘Showcase for Older People’ event at the local town hall.

Over a dozen employees gained a nationally recognised award in Gas Safety Awareness for Staff. Staff training continued when four of their installation engineers carried out additional training on installations and repairs.

Plumb and Parts Center

Plumb and Parts Center included articles across popular trade magazines and ran a social media campaign. Their daily competition on Twitter asked Gas Safe registered engineers to post a photo of themselves with the Gas Safe logo, for a chance for winning a £20 Pizza Express voucher. Their posts were published on the company’s intranet.

Liverpool Mutual Homes

LMH’s week was jam-packed. They set up a display stall at the Royal Liverpool University Hospital for the week, where information about the importance of regular servicing and the dangers of carbon monoxide was given out to over 700 visitors. Their ‘advert’ was the talk of the town as it toured the city in the week running up to, and during, Gas Safety Week. Many people posted on social media to say they had spotted the van.

Online you could watch their short animation, Better Gas Safe than Sorry, which promotes regular servicing of gas appliances and the importance of tenants allowing access so these checks can be carried out. They also sent a mailshot to every GP practice and Citizens Advice Bureau office in the area, which included a poster that could be printed and displayed in their waiting area.

The British Institute of Kitchen, Bedroom & Bathroom Installation (BIKBBI)

BIKBBI (formerly iKBBI) ran a successful social media campaign, sent out emails to their members and promoted gas safety on their website. Their CEO, Damien Walters, also filmed a passionate video stating why he felt it was so important for BIKBBI to take part in Gas Safety Week and encouraged others to do so too.

Plumbing Training Services

Plumbing Training Services ran a social media campaign, submitted many articles to local and national media and continued their social media campaign, sending out emails to their members and promoted gas safety on their website.

Impra-Gas

Impra-Gas got behind the week with a social media campaign. Lord Sugar also retweeted them on Twitter.

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Phoenix Energy Services

Once again Ipanner the dog joined Phoenix Energy Services for their roadshow across shopping centres in Northern Ireland, to remind the public of the need to service their gas appliances regularly by a Gas Safe registered engineer and to install an audible CO alarm.

Impra-Gas

BBC’s The Apprentice winner (2015), Joseph Valente, and his Gas Safe registered business Impra-Gas got behind the week with a social media campaign. Lord Sugar also retweeted gas safety messages throughout the week, which went out to over 5.24 million followers.

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Homebase

Homebase made sure their staff were aware of gas safety and the importance of having an annual service with regular internal communications. Over 40,000 followers on Twitter had the chance to see the Gas Safety Week Thunderclap message that went out at the start of the week. They also showcased CD alarms to be used as competition prizes.

ARLA and NAEA

The Association for Residential Letting Agents and The National Association of Estate Agents sent out newsletters, updated their website and promoted safety messages on social media.

Which? Trusted Traders

In the lead-up to and during Gas Safety Week, Which? Trusted Traders posted an article on the News section of their website. They also ran a social media campaign.

Liverpool Student Homes

As well as running a social media campaign, Liverpool Student Homes also ran a social media campaign.

Second Element Limited

This was the first year that Gas Safe registered business, Second Element Limited, supported Gas Safety Week. They produced magnets, which they left on their customers’ boilers. They also posted gas safety messages on Facebook and Twitter.

Instrotech

Instrotech ran a successful online campaign, which included emailing an article promoting gas safety to over 8,000 people. They sent out updates on their Facebook, Twitter and LinkedIn channels and updated their website.

I.G.E.M.

As part of Gas Safety Week I.G.E.M held a Scottish gala dinner event on carbon monoxide at the Scottish Parliament. Attendees included I.G.E.M members, Gas Safe registered engineers, MP’s and parliamentary staff, members from Fife Council, Police Scotland, Dundee City Council, Bluebell, NHS Scotland, Aberdeenshire Council and more. They also included information on their websites, social media, and Twitter that went out to over 9,000 contacts.

The Dispute Resolution Ombudsman

CEO Kevin O’Neill’s top tip to consumers is to always use a Gas Safe registered engineer to carry out gas work.

Your Move Lettings

The staff at Your Move Lettings were very interested about gas safety by the end of the week, having decorated their office, given out leaflets, and running fun gas safety quizzes throughout the week.

Certsure

Certsure ran a social media campaign throughout the week and employees updated their email signatures. CEO Emma Darrow filmed a couple of short videos to encourage others to support Gas Safety Week and to remind customers to have their gas and electrical appliances safety checked regularly.

Futures Housing Group

Futures Housing Group manages over 9,000 homes throughout the Midlands. Their Management Surveyor, Jason Triglop, issued “Safety’s Top Ten Tips”, alongside a short video to ensure their tenants know how to keep themselves gas safe and what to do in a gas emergency.

C J Charles

Getting behind the ‘Regard the Card’ drive, MD, Colin, was proud to show off his ID card to customers. His registered business actively promoted the campaign across their social media sites and provided customers with top safety tips.

Saltire Facilities Management Ltd

Saltire raised awareness this year by holding workshops with councils and housing associations across Motherwell, Wishaw, Dumfries and Taunton.

Dixons Group

The retail group raised awareness across their stores, media campaigns and social media channels.

Coast and Country

Major housing provider in Redcar & Cleveland, Coast and Country, took leaflets into every primary school in the borough – that’s more than 15,000 pupils – to educate them on the dangers of CO poisoning.

Sortsy

Sortsy teamed up with ‘Spicato and City’ Gas Safe to host events in Belfast, Knockmoy and Antrim. As well as giving top gas safety advice, customers were in with a chance of winning a CO alarm.

NPT Homes

NPT Homes held events at supermarkets in Neath and Pontardawe and Abertawe Branching Centre to raise awareness of gas safety.

Carillion

Carillion focused on encouraging their colleagues with knowledge on carbon monoxide – a member of their technical services team undertakes 4 number of 30 minute sessions to educate colleagues on gas safety and the risks of carbon monoxide.

Saltire

Saltire Facilities

Saltire Facilities

Swale Heating

Swale Heating offered a free CO alarm with every private boiler ordered during Gas Safety Week. The promotion was covered in a number of trade and local print media. Customers were given a gas safety leaflet and top tips were posted on Twitter and their website.

Swale

Swale

Dixon’s Group

Dixon’s Group

Futures Housing

Futures Housing

Carillion

Carillion

Sortsy

Sortsy

NPT Homes

NPT Homes

Coast and Country

Coast and Country

Dixons Group

Dixons Group

Gas Safety Week Report 2016
THANK YOU

for supporting Gas Safety Week 2016 and making it the most successful week so far.

Every year more and more supporters come on board to help bring awareness of important and potentially life-saving gas safety information to the public – and this year is no exception. We cannot wait to see what Gas Safety Week 2017 brings.

Jonathan Samuel,
Gas Safe Register

Get involved and support Gas Safety Week
18th – 24th September 2017
GasSafetyWeek.co.uk

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