



GAS SAFETY WEEK 2018 REPORT

GSW18 HIGHLIGHTS

17-23
SEPTEMBER
2018



73.1m
REACH VIA
PRESS
COVERAGE

TOTAL REACH
132 MILLION

81,285
VISITS TO
GASSAFEREGISTER.CO.UK

EVENTS HELD
AROUND THE
COUNTRY BY
SUPPORTERS

5 COMPETITIONS

DIGITAL
REACH
59 MILLION

LAUNCHED AT
HOUSES OF
PARLIAMENT
THE SPEECHES HAVE BEEN VIEWED

1,800+
TIMES ON FACEBOOK LIVE

53,000
HARD COPY LEAFLETS
AND POSTERS
SENT OUT

CAMPAIGN OVERVIEW

Gas safety is important all year round, but it is not always a household's top priority. Gas Safety Week aims to change that by providing a timely platform at the start of the heating season for everyone to talk about gas safety. Collectively achieving a greater impact and putting gas safety at the forefront of people's minds. With over 4,000 supporters taking part, there were over 132 million opportunities to see gas safety messages.

Continuing the success of last year, the campaign focused on Family Matters. Households were reminded about the importance of having their gas appliances checked every year, to help protect their loved ones from gas leaks, fires, explosions and carbon monoxide (CO) poisoning.



PARLIAMENTARY LAUNCH

Over 60 guests gathered at the Houses of Parliament to launch Gas Safety Week. The reception was hosted by the Rt Hon. Maria Miller MP and Eddie Hughes MP. Barry Sheerman MP (APPCOG), Jonathan Samuel (Gas Safe Register), Gordon Lishman (Gas Safe Charity), Tom Ruxton (HEET) and Ibrahim Tural (Real Boiler Servicing & Maintenance Ltd) also spoke at the event, and their speeches have been viewed over 1,800 times via Facebook.



"MY CHALLENGE TO YOU IS TO THINK ABOUT HOW WE BURST THE BUBBLE AND TAKE GAS SAFETY MESSAGES BEYOND OUR IMMEDIATE AUDIENCES, CHALLENGE ASSUMPTIONS AND FIND WAYS OF CONNECTING."

JONATHAN SAMUEL
GAS SAFE REGISTER



Parliamentarians were keen to show their support for the week and recorded their own safety messages. You can view videos from Baroness Finlay, Barry Sheerman, Jack Brereton, Scott Mann, Sir David Amess, Eddie Hughes, Jim Fitzpatrick, Caroline Nokes, Bill Grant and John McNally.

Watch their messages at
www.YouTube.com/gassaferegister



CHILDREN'S COMPETITION AND ACTIVITIES

DESIGN A GAS SAFETY WEEK BADGE COMPETITION

In keeping with the Family Matters theme, young children were invited to design a Gas Safety Week badge. We had a fantastic response of almost 100 entries, and two lucky winners – Daisy Gibson (age 5) and Roven Fernando (age 8) – have seen their designs turned into badges, which are being used to help promote gas safety.

The competition was judged by the Gas Safe Charity, who kindly donated a £100 voucher to each winner for a family day out.



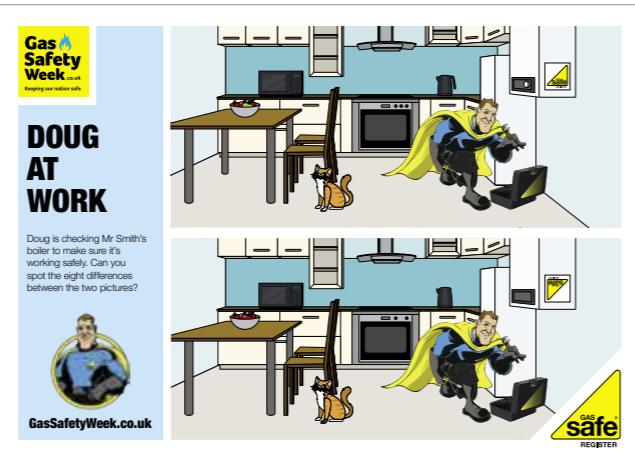
DAISY (MIDDLE) AND HER SCHOOL FRIENDS



ROVEN FERNANDO

DOUG'S PUZZLES

New for this year, the supporters' toolkit and the Gas Safety Week website included a fun activity section for young children. Gas Safety Week mascot Doug introduced four fun puzzles, which included a dot-to-dot that revealed Doug holding his Gas Safe ID card, a maze that helped reunite Doug with his tools, a word search to find Gas Safety Week-related words, and a spot the difference showing a scene of Doug hard at work.



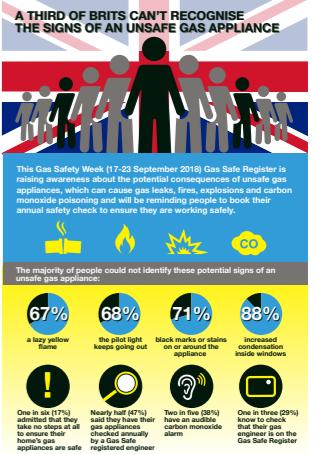
PR COVERAGE

PRE-GAS SAFETY WEEK

New research was carried out to identify consumer awareness of gas safety and the signs of an unsafe gas appliance. The majority of people failed to identify that the following were potential signs of an unsafe gas appliance:

- Black marks or stains on or around the appliance (71%)
- A lazy yellow flame (67%)
- Excess condensation (88%)
- Pilot lights that keep going out (68%)

In addition, two in three people did not know they should check their engineer is Gas Safe registered, and worryingly one in six don't take any steps to ensure their gas appliances are safe.



GAS SAFETY WEEK NEWS STORY

The main news story was launched at the start of Gas Safety Week, revealing further research that 76% of people own a smoke alarm but less than half of people (47%) own an audible carbon monoxide alarm.

Carbon monoxide (CO) is known as a silent killer as you cannot see, smell or taste it. A new video highlighted this fact and brought home the message about ensuring your gas appliances are safety checked every year by a qualified Gas Safe registered engineer, as unsafe gas appliances can produce CO. The story was well received by the media and was picked up by national, regional and trade press, including a double-page spread in The Sun.



THE Sun

DAILY Mirror

YourHome HomeStyle Installer Moms Mag

PRINT
ONLINE
RADIO

56 ITEMS 5,900,000 REACH



30 ITEMS 1,400,000 REACH



23 ITEMS 3,900,000 REACH



196 ITEMS 43,200,000 REACH



33 ITEMS 18,300,000 REACH

TOTAL
338 ITEMS 73,100,000 REACH



DIGITAL SNAPSHOT

DIGITAL REACH OVER 59 MILLION

DAILY TOPICS

Communications on social media focused on different topics throughout the week. To help convey these messages in an engaging way a new video was launched each day, achieving 1.9 million combined impressions.

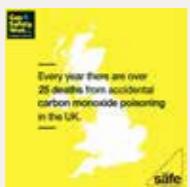
MONDAY FAMILY SAFETY

479,434
IMPRESSIONS



TUESDAY CARBON MONOXIDE

230,342
IMPRESSIONS



WEDNESDAY RENTING

253,419
IMPRESSIONS



THURSDAY ILLEGALS

216,439
IMPRESSIONS



FRIDAY EVERYDAY HEROES

231,437
IMPRESSIONS



SATURDAY DON'T DIY WITH GAS

293,280
IMPRESSIONS



SUNDAY SAFETY AT HOME

251,017
IMPRESSIONS



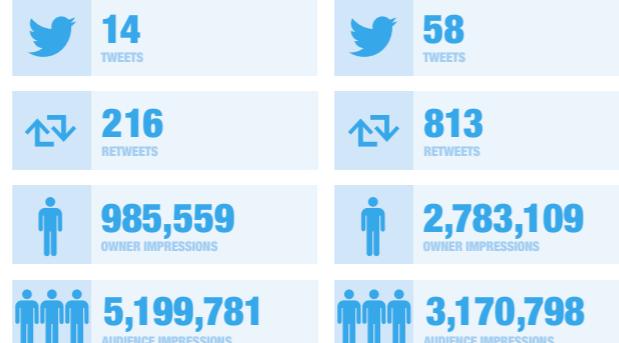
GAS SAFE REGISTER FACEBOOK

TOP POST

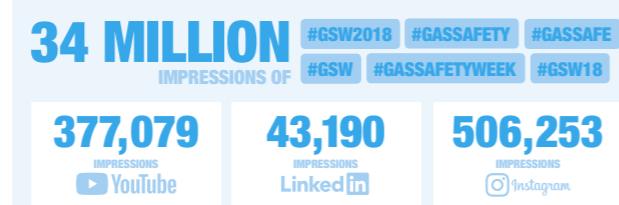


TWITTER @GASSAFETYWEEK

@GASSAFEREGISTER



TOP POST



COMPETITIONS

FACEBOOK COMPETITIONS

Consumers took part in three fun competitions for chances of winning a CO alarm and a £100 voucher – and they picked up safety tips along the way.

3 IN A ROW



SPOT THE GAS SAFE LOGO



CAPTURE THE EXPLOSION

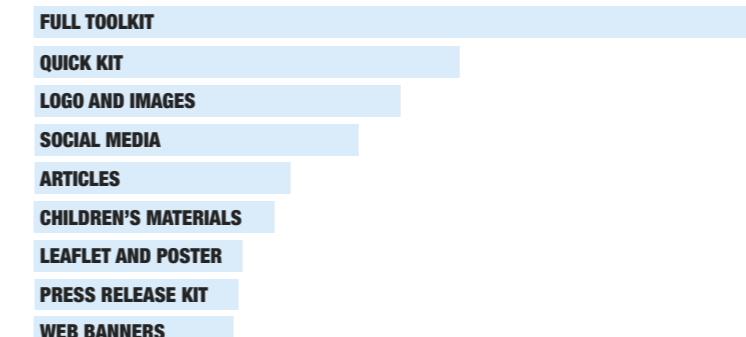


EVERYDAY HERO COMPETITION

Over 130 engineers shared their story about how they've kept the nation safe. Six stories were shortlisted and put to an online vote during Gas Safety Week. With over a quarter of the votes the winner received an Anton eVo3 flue gas analyser kit for his story 'Going beyond the call of duty'.



WHAT WERE THE MOST POPULAR TOOLS DOWNLOADED?



ONLINE ADVERTISING

GOOGLE SEARCH ADS

25,623
IMPRESSIONS

17.32%
CLICKS THROUGH TO THE GAS SAFETY WEEK WEBSITE

GOOGLE DISPLAY ADS

Encouraged people to get their gas appliances checked.



OVER 5 MILLION
IMPRESSIONS

32% INCREASE
ON 2017

NATIVE ADS



OVER 6 MILLION
IMPRESSIONS

GETTING BEHIND THE WEEK

Gas Safety Week continues to be a great success thanks to the thousands of supporters who get involved and help promote gas safety messages to their audiences. Here is just a small selection of some of the fantastic activities that took place this year.

ENGIE

Across the Midlands, the north of England and Scotland, ENGIE pulled out all the stops with a packed schedule of activities taking place throughout the whole week, which helped raise awareness of gas safety amongst their employees, clients and the wider community.

Their teams visited primary schools and construction sites to talk about the dangers of gas. CO alarms were installed in over 30 homes free of charge. They also teamed up with Tesco to set up a stand at a local store to give away CO alarms as well as essential safety advice to the public. Branded stickers, posters, and gas safety booklets in multiple languages were printed and distributed. Staff were kept up to date with daily emails filled with information, facts and quizzes, and some staff had technical training sessions with Kane International.



"IT'S IMPORTANT THAT GAS APPLIANCES ARE SAFE TO USE, AND ALONGSIDE GAS SAFE REGISTER, WE WANT PEOPLE TO UNDERSTAND THE REAL RISK UNSAFE GAS WORK POSES AND HELP PEOPLE STAY SAFE."

TONY LEACH

ARLA

ARLA supported Gas Safety Week with a fantastic double-page spread in the September/October edition of Property Professional Magazine, which offered top safety advice, shared case studies and encouraged others to take part in the week.

Tying in with the Gas Safety Week themes calendar ARLA also sent out a mailer to almost 7,000 letting agents on the Wednesday of Gas Safety Week.



REAL BOILER MAINTENANCE AND SERVICE

Last year, sole trader Ibrahim Tural launched the first Gas Safety Week Enfield Community Event and following its success, brought it back with even more gusto. The event saw local families enjoy a rally simulator, a rodeo sheep, face painting, live music, cheerleading displays, competitions and much more, and of course they were given important gas safety advice.

"FOR US AS A BUSINESS SUPPORTING GAS SAFETY WEEK IS A NO-BRAINER. IT'S A GREAT MARKETING TOOL THAT I WOULD LIKE TO ENCOURAGE OTHER ENGINEERS TO TAKE FULL ADVANTAGE OF."

IBRAHIM TURAL

WHICH?

Lots of areas of the Which? group contributed to Gas Safety Week, making it a real success. To mark the start of Gas Safety Week Which?'s home page featured an article around 'best buy' and 'don't buy' CO alarms to educate consumers on CO safety, including how to install and test them. Articles also appeared on Which? Conversation.

1,000 CO alarms were handed out via selected Which? Trusted Traders, and to multiply the success of their campaign, they contacted boiler manufacturers to encourage them to follow suit – Viessmann and Ferroli matched this and sent out 1,000 CO alarms each. CO safety leaflets were handed out with the alarms and to customers getting a service or install.

Social media also played a big part throughout the week, including a new video for students about gas safety that was created by Which? University – it was also posted on the university website.

LIBERTY GROUP

The Liberty Group really went to town with activities taking place beforehand and every day during Gas Safety Week. Before the week began staff, clients and stakeholders were invited to take part and nominate a Gas Safety Hero to recognise the great work that their gas engineers do.

They also shared the toolkit with their clients and encouraged them to get involved with Gas Safety Week.

During the week their inbound phone message informed people that it was Gas Safety Week and gave out key messages about CO and the importance of gas servicing. They manned a stand in The Cube at Corby Borough Council for the week and their engineers delivered gas safety leaflets to over 6,500 tenants in England and Wales. They also dual branded materials from the toolkit to use on Twitter. Trade blogs were published by Karen Sloan (COO) about Gas Safety Week, and Derek Corbishley (MD) about the work that Liberty does to tackle illegal gas work.

Staff were also given important key messages, which were shown on bespoke screensavers, the staff intranet and screens around the office.



RICHARD GROVER PLUMBING AND HEATING

Registered business Richard Groves Plumbing and Heating got behind Gas Safety Week by sharing and posting social media updates every day throughout the week.



PETER BOOTH & GAS MAN GOD

Two of plumbing and heating's Twitter stars reinforced the importance of annual servicing and the Gas Safe ID card on local radio. @PBPlumber (Peter Booth) and the mysterious @GasManGod took special guest spots on Ben Jackson's show on BBC Radio Leicester to discuss all things boilers as the nation started to switch on its heating. Between them, the dynamic gas duo explained the difference between annual servicing and a boiler breakdown, the problems of frozen condensate pipes, and the dangers of illegal gas work.

"YOU CAN ASK ANY GAS ENGINEER TO SHOW YOU THEIR CARD. WE PAY A LOT OF MONEY TO GET THEM AND TO BE QUALIFIED AND WE'RE HAPPY TO SHOW THEM."

PETER BOOTH



CRIMESTOPPERS

Crimestoppers ran a campaign to raise awareness around gas meter tampering and gas theft. Their dedicated website StayEnergySafe.co.uk highlights the issues around energy theft being a non-victimless crime in terms of the financial costs of meter cheaters being passed onto customers, but more importantly the real dangers that tampering with a gas meter can cause, such as leaks, fires and explosions. Crimestoppers issued a press release and published articles online and across social media.



TOGETHER HOUSING

Year 6 pupils in Halifax were treated to a visit by Together Housing, who gave a valuable lesson about safety in the home.

The session included videos, activity sheets and a spot the hazard interactive challenge. By the end, pupils were able to identify potential hazards around the home, especially the dangers of faulty gas appliances.

"IT'S NEVER TOO EARLY TO TEACH CHILDREN ABOUT GAS SAFETY. IN FACT KIDS CAN OFTEN IDENTIFY HAZARDS BETTER THAN ADULTS BECAUSE THEY RELY ON THEIR INSTINCTS AND ARE QUICK TO POINT OUT SOMETHING THAT SEEMS WRONG."

GEOFF WALLIS

Outside of the classroom, the housing association urged tenants not to miss their annual boiler check appointment and reminded tenants to only use a registered engineer to maintain their own gas appliances in their properties.

STOPCOCKS

Hattie Hasan, founder of women-only plumbers Stopcocks, took to YouTube to give some special top tips that every householder needs to know:

- Make sure you know where your gas meter is, and how to turn it off using the emergency control valve.
- Don't vape in the event of a gas escape; that produces a spark. Don't turn on light switches, and make sure you open a window.
- Always ask to see your gas engineer's ID card, and check their registration number and competencies.



HATTIE HASAN

Gas Safe engineer Christina Birch set up a stall in her local town of St Albans, and said "Despite the rain there was lots of interest".



EAST RIDING OF YORKSHIRE COUNCIL HOUSING MAINTENANCE

The East Riding of Yorkshire Council Housing Maintenance supported Gas Safety Week by holding a Gas Safe Roadshow at Beverley Leisure Centre, offering top tips to stay safe to council tenants and the wider community. They were also supported in their efforts by Ideal Boilers.



SALTIRE

Saltire raised awareness this year by holding workshops with councils and housing associations in Motherwell, Wishaw and Taunton and they received positive feedback from the communities they spoke to.



J TOMLINSON

J Tomlinson got right behind Gas Safety Week, running a week-long campaign. It kicked off just ahead of Gas Safety week with activities and materials at the Nottingham City Homes Annual Fun Day. Parents received leaflets, while children took part in gas safety specific puzzles and quizzes. They also ran a six-day quiz on Twitter, testing people's knowledge of gas safety, and winners were entered into a prize draw.

SAFE GAS

Registered business Safe Gas ran a Facebook competition in Northern Ireland giving away a free boiler service to the first 10 people to spot all the dangers in the picture below.



WILTSHIRE COUNCIL

Wiltshire Council pledged their support to publicise Gas Safety Week to schools in the area and encouraged them to add the event to their calendars. They also asked schools to raise awareness in newsletters that went home to parents.



As well as sending out online comms on social media and email banners, Wiltshire Council had a stand at Bookers Cash & Carry in Trowbridge and were giving out gas safety advice to customers.



"WE REALLY BELIEVE IN SUPPORTING GAS SAFETY WEEK AS WE VALUE OUR CUSTOMERS' SAFETY."

PAUL SCOTT

NORTHWICH HEATING

Northwich Heating gave away and fitted four carbon monoxide alarms to their customers and also shared gas safety top tips on Facebook.

CO HOME SAFETY

Website retailer CO Home Safety offered 10 per cent off all CO alarms.

THIRTEEN GROUP

Housing Association Thirteen Group and their team of Gas Safe registered engineers toured around Stockton, Middlesbrough and Hartlepool to give gas safety advice to local residents. They showcased a number of non-Gas Safe registered works undertaken, to highlight the real dangers of illegal gas work.



IGEM

In support of Gas Safety Week the IGEM Scottish Section brought together gas industry experts to present on the latest initiatives and developments into carbon monoxide research. Speakers included Adrian McConnell (Gas Safety Trust), Chris Bielby (APPCOG), Dr Euan Sandilands (NPIS) and Scott Darroch (Gas Safe Register). The event was sponsored by Gas Tag and Clare Adamson, MSP for Motherwell and Wishaw and the Chair of the Scottish Accident Prevention Council Home Safety Committee.



HEATLINK SERVICES LTD

HeatLink Services Ltd set up an exhibition stand and were so pleased with its success they plan to run it again next year, and may consider expanding it to a week-long tour around Norwich.



BARNSLEY METROPOLITAN BOROUGH COUNCIL

The message from Barnsley Council's Environmental Health Officers was clear: 'Watch out, we're tackling illegal gas work!' In a drive to raise awareness about the importance of gas safety in kitchens across the borough, they were cracking down on irresponsible caterers who were putting profits ahead of safety. They raised awareness to help ensure only qualified Gas Safe registered engineers are employed to work on commercial gas systems in kitchens, cafes and takeaways. Gas safety leaflets were also given out to the general public at their stall in Barnsley town centre.



CRAWLEY BOROUGH COUNCIL

The people of Crawley weren't going to miss the important gas safety message: 'Keep safe, get your gas appliances checked' with this huge banner above the town hall entrance.

UTILITA

Utilita made sure their staff were fully up to speed on gas safety with themed emails, leaflets and a quiz. They also gave away gift bags for children at their head office and Gosport shop front.

GASCARE SERVICES (BARWELL) LTD

Registered business Gascare Services (Barwell) Ltd put the toolkit to good use this year, and found the social media updates and images particularly useful.

"WE REALLY ENJOYED BEING A PART OF THE GAS SAFETY WEEK AWARENESS TEAM THIS YEAR. WE FOUND THE MATERIALS PROVIDED TO BE FABULOUS TO WORK WITH AND MADE KEEPING EVERYONE AWARE AND INFORMED SO EASY... CAN'T WAIT FOR NEXT YEAR."

JEFF SPRATT

A screenshot of a Facebook post from Gascare Services Barwell Ltd. The post shows a phone screen with the status bar "02-UK 15:06 41%". The main content of the post is a message from Jeff Spratt: "Well, the wind is blowing a gale out there today! keep wrapped up warm everyone and remember its GAS SAFETY WEEK THIS WEEK!!!". Below the message are standard Facebook interaction icons for likes, comments, and shares.

PHOENIX ENERGY SERVICES

Phoenix Energy Services and Spanner the gas safety dog embarked on a regional roadshow of shopping centres in Northern Ireland. Bangor families went barking mad for Spanner, who used his tools to promote key safety messages and offer advice to householders on staying gas safe at a special Phoenix Energy Services Stand at Bloomfield Shopping Centre.

"WE CONTINUE TO SUPPORT GAS SAFETY WEEK, WHICH PROVIDES PHOENIX ENERGY SERVICES WITH A GREAT OPPORTUNITY TO RAISE THE PROFILE OF GAS SAFETY WITH CONSUMERS. IT IS IMPORTANT THAT CUSTOMERS ARE AWARE OF THE NEED TO SERVICE GAS APPLIANCES REGULARLY."

PAUL MCKEE, GENERAL MANAGER



PANDA PLUMBING AND HEATING LIMITED

Weekend shoppers at Walkden town centre were given free gas safety advice and were in with a chance of winning a home gas safety inspection, carbon monoxide alarms and panda bear toys, courtesy of Panda Plumbing and Heating Limited.



LOGIC4TRAINING

Logic4training created a Gas Safe Card checklist to remind engineers of when and where they should be showing their Gas Safe ID card. The Gas Safe Card checklist is designed to help keep consumers safe by encouraging engineers to spread the Gas Safe message, while ensuring that gas engineers make the most of their important badge of competence.

WORCESTER BOSCH

Worcester Bosch helped to get the word out on local radio, reaching more than 1.5 million people. Director of marketing and technical support Martyn Bridges took to the airwaves to talk about the importance of making sure that boilers are serviced every year – and choosing a Gas Safe registered engineer. The interview was aired on 50 local radio stations, including Radio Cardiff, Birmingham Business Radio and Cross Counties Radio.

LEEDS & YORKSHIRE HOUSING ASSOCIATION

Leeds & Yorkshire Housing Association created an informative poster for its customers.

IDEAL BOILERS

Ideal boilers and their West Bromwich Albion football mascot Boiler Man encouraged fans to be safe and warm this winter by tweeting a link to their blog, which gave the following advice:

1. Get your boiler checked before winter kicks in.
2. Use a Gas Safe registered engineer for your annual gas check.
3. Make sure you test your CO alarm to ensure it's working properly.
4. Check the water pressure on your boiler is within the correct limits.
5. Insulate condensate pipes to reduce the risk of freezing.

A screenshot of a blog post from Boiler Man (@idealboilerman). The post title is "Top 5 tips to stay safe and warm this winter". It includes a quote from Boiler Man: "It's Gas Safety Week this week and I want all my fans to be safe and warm this winter. Head over to the @ideal_boilers blog to read their top tips on staying safe this winter." Below the quote is a link to the blog post: "Follow Ideal Boilers (@idealboilers) As it's Gas Safety Week we have put together a blog with 5 tips to help you through the winter months ahead. You can read it here: [http://bit.ly/2DQG5fz](#)".



GET INVOLVED IN
GAS SAFETY WEEK
16-22 SEPTEMBER 2019

FOR MORE INFORMATION VISIT
GASSAFETYWEEK.CO.UK