CAMPAIGN OVERVIEW

2019 saw the ninth annual Gas Safety Week take place with a bang, as almost 5,000 organisations and individuals did their part to keep the nation safe. One in every five gas appliances investigated by Gas Safe Register between April 2018 and March 2019 were unsafe, and unsafe gas appliances can cause gas leaks, fires, explosions and carbon monoxide (CO) poisoning. Anyone who uses gas in their home needs to be aware of the risks and how to keep safe, and Gas Safety Week certainly brought this to the forefront of people’s minds as there were almost 80 million collective opportunities to see important safety messages. This year there was a focus on keeping the most vulnerable people gas safe.

MEET THE GAS SAFETY SQUAD

Doug has been the campaign’s emblem for several years and this year he was joined by four new friends in the fight to keep the nation safe. Introducing the Gas Safety Squad – Aisha, Bob, Leon and Olivia - who represent the everyday gas engineers. They appeared across the materials in the toolkit, on the leaflet and poster (which saw a 23% increase in orders of hard copies). It's been great to see supporters utilise the new characters across their materials.

WESTMINSTER LAUNCH EVENT

Over 60 guests gathered at the Houses of Parliament in Westminster to launch Gas Safety Week. The event was attended by MPs, Gas Safe registered engineers, charity representatives and other industry stakeholders. The event gave everyone a chance to share ideas and talk about their plans for the week (and year!) ahead. The reception was hosted by Barry Sheerman MP (APPCOOG) and included speeches from Jonathan Samuel (Gas Safe Register) and Gordon Lishman (Gas Safe Charity), which have been viewed over 800 times via Facebook.

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SCOTTISH PARLIAMENT EVENT

The event was sponsored by SGN and hosted by Clare Adamson MSP for Motherwell and Wishaw, in coordination with IGEM and Gas Safe Register. Guests gathered to hear speeches from Fiona Hodgson (SNIPEF), Grant Taylor (SGN), Ian McCluskey (IGEM) and Scott Darroch (Gas Safe Register).
New research published for Gas Safety Week highlighted the confusion about the signs of unsafe gas appliances amongst those who care for a vulnerable loved one. Three quarters of the people asked said that safety was a key reason for checking in on their loved one, yet 92% were not aware of all the potential signs of an unsafe gas appliance. This is particularly worrying as one in five homes investigated by the Gas Safe Register were found to have unsafe gas appliances.

We were thrilled to have partnered with renowned children’s author, Sophy Henn, author of the Bad Nana series to launch a new book to boost gas safety and awareness. All to ensure people are safe in their homes.

The book sees Jeanie, aged 7 ¾, and her little brother Jack, help her nan (aka Bad Nana) save a neighbour from carbon monoxide poisoning after spotting the signs and symptoms. The book’s aim is to bring the issue to the attention of children, parents and the vulnerable people they care for, all delivered with Sophy’s signature dose of fun.

We urged people to protect themselves and their loved ones by getting clued up on gas safety and to familiarise themselves with the signs and symptoms of unsafe gas appliances. To bring the message home we also shared Kirsty Payne’s story of how she had a lucky escape from carbon monoxide that was leaking from her AGA.

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Our TV ad ran on Sky Adsmart TV and targeted expectant parents. Babies are particularly vulnerable to the effects of carbon monoxide and this audience are also likely to be engaged in home safety messages in preparation for their new arrival.

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**DIGITAL SNAPSHOT**

**DIGITAL REACH OVER 73 MILLION**

**GAS SAFE REGISTER**

**FACEBOOK**

**TOP POST**

- **40 shares**
- **1,306 likes**
- **1,760 views**
- **2,151,370 impressions**

**TWITTER**

**GASSAFETYWEEK**

**TOP POST**

- **18 tweets**
- **143 retweets**
- **1,113,147 impressions**

**GOOGLE SEARCH**

**ADVERTISING**

**ENCOURAGED PEOPLE TO GET THEIR GAS APPLIANCES CHECKED**

- **14.8 MILLION IMPRESSIONS (ALMOST 200% INCREASE ON 2018)**

**TWITTER@ GASSAFEREGISTER**

**TOP POST**

- **55 shares**
- **745 retweets**
- **3,677,069 video impressions**
- **4,123,510 audience views**

**GOOGLE DISPLAY**

**ADVERTISING**

**NEW FOR THIS YEAR, SPOTIFY ADS INFORMED LISTENERS THAT IT WAS GAS SAFETY WEEK AND REMINDED THEM TO HAVE THEIR GAS APPLIANCES CHECKED BY A GAS SAFE REGISTERED ENGINEER.**

**SPOTIFY**

New for this year, Spotify ads informed listeners that it was Gas Safety Week and reminded them to have their gas appliances checked by a Gas Safe registered engineer.

**CONSUMERS TOOK PART IN A SERIES OF FUN COMPETITIONS FOR CHANCES OF WINNING A CO ALARM AND A £50 AMAZON VOUCHER. THE SAFETY SQUAD’S QUIZZES HIGHLIGHTED KEY SAFETY INFORMATION INCLUDING THE WARNING SIGNS OF AN UNSAFE GAS APPLIANCE, THE SYMPTOMS OF CARBON MONOXIDE, THE FOUR GAS RISKS, AND TOP TIPS.**

**FACEBOOK COMPETITIONS**

Consumers took part in a series of fun competitions for chances of winning a CO alarm and a £50 Amazon voucher. The Safety Squad’s quizzes highlighted key safety information including the warning signs of an unsafe gas appliance, the symptoms of carbon monoxide, the four gas risks, and top tips.

**NATIVE ADVERTISING**

**WHICH TOOLS WERE THE MOST POPULAR DOWNLOADS?**

**FROM THE WEB**

- **17th – 23rd September**
- **4.9 MILLION IMPRESSIONS**
- **0.34% CTR (BENCHMARK 0.25%)**

**FULL TOOLKIT**

- **QUICK KIT**
- **LOGO AND IMAGES**
- **SOCIAL MEDIA**
- **ARTICLES**
- **LEAFLET AND POSTER**
- **PRESS RELEASE KIT**
- **WEB BANNERS**
GETTING BEHIND THE WEEK

PLATFORM HOUSING GROUP
Social housing landlord Platform Housing Group issued a press release and ran a dedicated social media campaign educating customers on gas safety. Engineers such as Georgina King (pictured repairing a boiler) joined in on the fun.

IMSERV EUROPE LTD
Gas Safe registered business IMServ Europe Ltd held some productive seminars on gas safety, generating discussions on carbon monoxide awareness and the importance of ensuring people have a CO alarm in their property.

MATTHEWS PLUMBING
Registered business Matthews Plumbing ran competitions on Facebook, giving away over £450 worth of CO alarms, and promoting gas safety tips on their page.

HABINTEG NI HOUSING ASSOCIATION AND CONNECT TRANSFORM SUSTAIN (CTS)
Habinteg worked with facilities management contractor CTS to provide support for the week on social and to dispense vital gas safety advice to tenants.

BOILERGUIDE
Using the new Safety Squad characters introduced for this year’s Gas Safety Week, Boilerguide created an innovative and fun comic aimed at children aged from 8 to 11, which aimed to promote gas safety in an entertaining and informative way. Over 150 copies were printed and delivered to local schools in the area, and it proved a big hit!

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UNITED LIVING
Developer and refurbisher United Living promoted the week internally and to residents, ensuring details were on their noticeboard and internal bulletins.

AICO
Alarm manufacturer Aico got on the road to support GSW19. Their Mobile Demonstration Unit visited five different UK cities, from Middlesbrough to Plymouth, with the aim of promoting carbon monoxide awareness and giving important gas safety advice to the public. They also ran a gas safety quiz on social media, with the lucky winner receiving a bundle of carbon monoxide alarms and an iPad.

GETTING BEHIND THE WEEK

“WE ONLY USE GAS SAFE REGISTERED ENGINEERS TO CARRY OUT GAS REPAIRS AND MAINTENANCE TO ALL OUR PROPERTIES. ENSURING WE ACHIEVE THE HIGHEST SAFETY STANDARDS FOR OUR CUSTOMERS REMAINS AT THE VERY HEART OF WHAT WE DO.”
KARL HODGKINS
Compliance and Gas Manager

“WE HAD A GREAT GAS SAFETY WEEK AND LOVED TAKING PART AGAIN.”
GRACE WAND
Sales Manager
THIS IS THE NINTH YEAR WE HAVE COORDINATED GAS SAFETY WEEK, AND I AM STILL AMAZED AND MOVED BY HOW THE INDUSTRY AND ITS STAKEHOLDER’S HAVE EMBRACED THE IDEA AND MADE IT PART OF THE FABRIC OF WHAT WE ALL DO. THE GAS INDUSTRY IS Driven BY ITS DESIRE TO BE SAFER, TO BE BETTER, AND TO CONTINUALLY IMPROVE.

I AM ALWAYS PROUD TO BE PART OF THIS PAN INDUSTRY CAMPAIGN AND I HOPE YOU ARE TOO.

THIS CONSTANT IMPROVEMENT, AND THE SHARING OF IDEAS AND INITIATIVES, HAS ALWAYS BEEN AT THE HEART OF GAS SAFETY WEEK – IT REALLY IS A CAMPAIGN WITH A PURPOSE.

JONATHAN SAMUEL, GAS SAFE REGISTER
GET INVOLVED IN
GAS SAFETY WEEK
14-20 SEPTEMBER 2020

FOR MORE INFORMATION PLEASE CONTACT
US: MARKETING@GASSAFEREGISTER.CO.UK