



A FEW WORDS FROM JONATHAN SAMUEL, CEO

“I’d like to share some of our highlights over the year, a successful year that was focused on looking at new and improved ways of delivering the service and meeting expected targets.”

The consumer and engineer feedback surveys for the year are encouraging and they offer a range of perspectives, which has driven the direction of some of the changes we have implemented, such as extended opening hours for our customer service and technical advice team, website redesign, a review of standard correspondence, and our open dialogue with engineers, using more digital platforms.

Inspection by the Register is of course a key activity for us, all businesses are subject to it, the type of inspection and frequency is determined by their relative risk. I am delighted to tell you that targets set for inspections were exceeded.

Raising awareness of gas safety and the need to use a Gas Safe registered engineer to carry out gas work is an integral part of our role. I’m pleased to share the success of our gas safety campaign activity that reached millions of people with gas safety advice, and built recognition of the Gas Safe brand. This included the ‘Better Gas Safe Than Sorry’ television advert, supported by an aligned social media campaign, and Gas Safety Week, which continues to be a central point for industry campaigning and participation.

The website remains a key hub for information for both consumers and engineers, reaching over 4 million visits,

an increase of 20% on the year before, indicating a growing trend for new customers to access information via the web. There is still however a high demand for a telephone service for both consumers and registered engineers. We’ve also been pleased to start new initiatives in 2019-20, such as the Open Channel Facebook Live broadcasts for engineers, where we discuss issues affecting the industry and respond to live queries from Gas Safe registered businesses. We are excited to continue developing these seminars, amongst other ideas, into 2020-21.

Jonathan Samuel,
CEO of Gas Safe Register

SERVICE LEVEL AGREEMENT STATISTICS: ANNUAL BREAKDOWN

The following Service Levels have an annual service measurement period



SERVICE LEVEL AGREEMENT 1:

Total number of inspections carried out
53,628
Target 53,362

SERVICE LEVEL AGREEMENT 4:
Support to HSE – % of urgent requests responded to within 1 hour

100%
Target 100%

SERVICE LEVEL AGREEMENT 5:
Support to HSE – % of urgent requests actioned within 3 working days

100%
Target 100%

SERVICE LEVEL AGREEMENT 6:
Support to HSE – % of on-site requests (other than urgent) responded to within 24 hours

100%
Target 100%

SERVICE LEVEL AGREEMENT 7:
Support to HSE – % of on-site requests actioned within 10 working days

100%
Target 100%

SERVICE LEVEL AGREEMENT 2:
Total number of previously unseen businesses inspected

17,471
Target 15,200

SERVICE LEVEL AGREEMENT 8:
% of illegal gas sites visited within 10 working days of illegal gas work being reported

99%
Target 95%

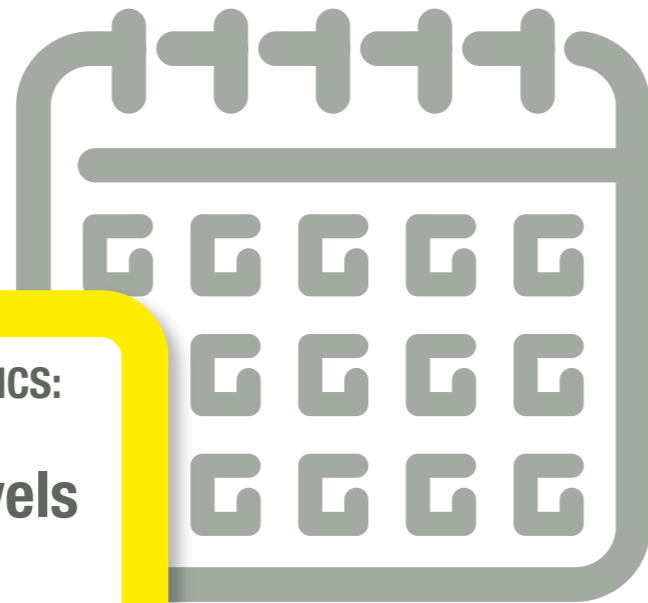
SERVICE LEVEL AGREEMENT 9:
Total number of justified complaints about the service

7*
Target <20

SERVICE LEVEL AGREEMENT 10:
% of complaints about the service responded to within 5 working days

99%
Target 95%

* Note – these can mainly be attributed to incorrect applications of our processes, and we have used these as an opportunity to identify areas for further development and training.



**SERVICE LEVEL AGREEMENT STATISTICS:
MONTH BY MONTH BREAKDOWN**

The following service levels have a monthly service measurement period

SERVICE LEVELS NUMBER OF MONTHS THAT THE TARGET WAS MET

SERVICE LEVEL AGREEMENT 3:
Complaint visits carried out within 10 working days of receipt

TARGET ACHIEVED
12 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 11:
% of contact centre telephone calls answered within 60 seconds by contact centre staff

TARGET ACHIEVED
11 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 12:
% of technical calls answered within 180 seconds by technical staff

TARGET ACHIEVED
11 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 13:
% of correspondence (letters and emails) responded to within 5 working days
(Combined target for contact centre and technical)

TARGET ACHIEVED
12 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 14:
% Availability of systems and infrastructure – Phone lines

With the exception of scheduled downtime

TARGET ACHIEVED
11 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 15:
Availability of systems and infrastructure – Website

With the exception of scheduled downtime

TARGET ACHIEVED
10 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 16:
Availability of systems and infrastructure – Database

With the exception of scheduled downtime

TARGET ACHIEVED
12 MONTHS OUT OF 12

SERVICE LEVEL AGREEMENT 17:
% of applications and registration changes processes and ID cards issues

Within 5 working days during April to January and 10 working days during February to March

TARGET ACHIEVED
9 MONTHS OUT OF 12

SERVICE LEVELS MONTH BY MONTH BREAKDOWN

SERVICE LEVEL AGREEMENT 3:

Number of complaint visits carried out within 10 working days of receipt (Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

SERVICE LEVEL AGREEMENT 11:

% of contact centre telephone calls answered within 60 seconds by contact centre staff (Target 90%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
86.54%	97.00%	98.00%	95.24%	97.33%	96.76%	96.97%	97.00%	96.00%	96.00%	94.00%	93.20%

SERVICE LEVEL AGREEMENT 12:

% of technical calls answered within 180 seconds by technical staff (Target 90%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
88.00%	94.99%	91.14%	97.99%	96.00%	95.00%	93.99%	96.17%	94.99%	97.41%	96.52%	95.99%

SERVICE LEVEL AGREEMENT 13:

% of correspondence (letters and emails) responded to within 5 working days (combined target for Contact Centre and Technical) (Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

SERVICE LEVEL AGREEMENT 14:

% Availability of systems and infrastructure – Phone lines (with the exception of scheduled downtime)(Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
100%	100%	100%	100%	99.08%	100%	100%	100%	100%	100%	100%	100%

SERVICE LEVEL AGREEMENT 15:

Availability of systems and infrastructure – Website (with the exception of scheduled downtime) (Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
92.25%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99.98%	100%

SERVICE LEVEL AGREEMENT 16:

Availability of systems and infrastructure – Database (with the exception of scheduled downtime) (Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

SERVICE LEVEL AGREEMENT 17:

% of applications and registration changes, processes and ID card issues within 5 working days during April to January and 10 working days during February to March (Target 100%)

APR 2019	MAY 2019	JUNE 2019	JULY 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020
99.65%	100%	100%	100%	100%	99.62%	100%	99.98%	100%	100%	100%	100%

(Figures on target in black – figures under target in red)

BREAKDOWN OF KEY PERFORMANCE INDICATORS:
Here's how we performed in relation to our three KPIs in 2019-20



Consumer Awareness

61.01%

Target 59.70%

Increasing and sustaining consumer awareness of the importance of Gas Safety, including the risk of Carbon Monoxide poisoning, and awareness of the Gas Safe Register brand and the consumer services provided by GSR.
(Percentages measured by 1,000 consumer surveys per quarter)**

Consumer Interaction*

80.38%

Target 81.30%

Through regular interaction with consumers ensure that levels of service are maintained at a 'satisfactory' level.
(Percentages measured by a rolling monthly survey of consumers and data from the internal IVR)

Engineers Interaction

79.40%

Target 78.20%

Through regular interaction with engineers ensure that levels of service are maintained at a 'satisfactory' level.
(Percentages measured by a rolling monthly survey of engineers and data from the internal IVR)

"I'm really pleased with the overall performance from the business in 2019-20, with some challenging targets achieved and even exceeded."

JONATHAN SAMUEL, CEO

* In reference to both KPIs and SLAs, rounding up and statistical variances will contribute towards the total or average figure obtained at the end of the year and will influence if they are above, on or under target. This can account for 'near-miss' figures such as those recorded for KPI2 and SLAs 14, 15 and 17.

** 950 of these were conducted online and 50 face to face.

Total number of registered businesses:

77,162

Number of businesses in Northern Ireland:

705

Number of businesses in Great Britain:

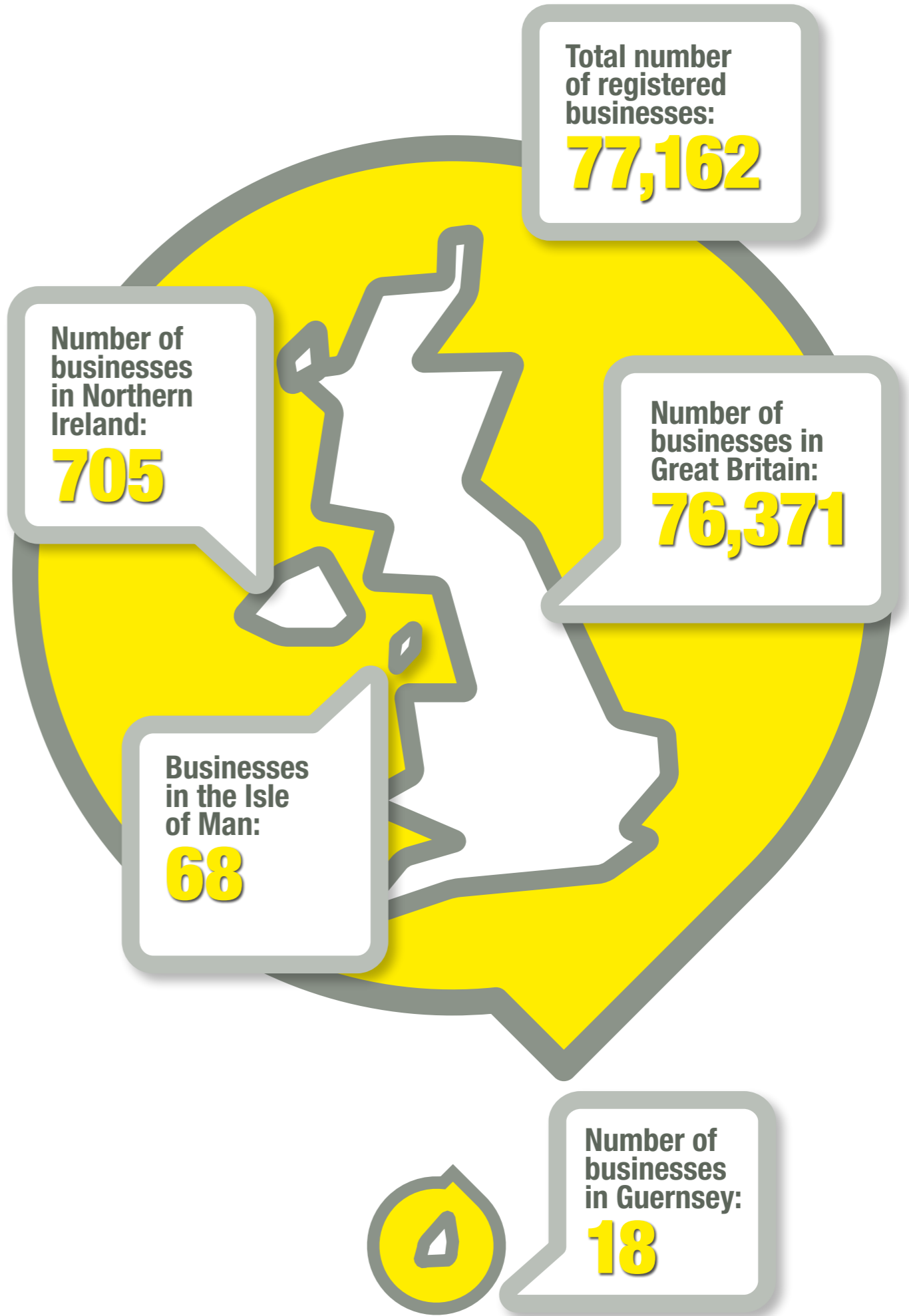
76,371

Businesses in the Isle of Man:

68

Number of businesses in Guernsey:

18



All figures accurate up to the end of the day on 31 March 2020

KEY STATISTICS AND DETAILS:
Here's how we performed
in relation to our three
KPIs in 2019-20



TOP THREE ISSUES FOUND UPON INSPECTION:

1. Appliance safety on boiler installations
2. Flue construction for appliances
3. Installation of meters

AWARENESS AND COMMUNICATIONS



Number of registered
engineers by
31 March 2020:

131,773

Number of new
businesses accepted
onto Register 2019-20:

6,099

Number of consumer letters/
emails responded to within
agreed timescales:

74,373

Number of technical emails/
letters responded to within
agreed timescales:

2,864

INSPECTIONS

Number of
inspection
event attendees:

8,307

Number of
inspection events:

239*

Total number of registered
businesses inspected:

24,294



“Our risk-based inspection programme continues to identify areas for improvement amongst registered businesses, and we also remain committed to identifying and stamping out illegal gas work.”
 BOB KERR, GAS SERVICES DIRECTOR

INVESTIGATIONS

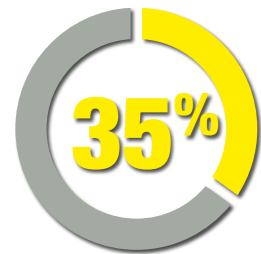
Total number of defects found on gas work classed as At Risk (AR) or Immediately Dangerous (ID):

9,823*

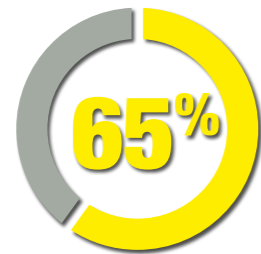
Number of reports received regarding unregistered fitters:

1,848

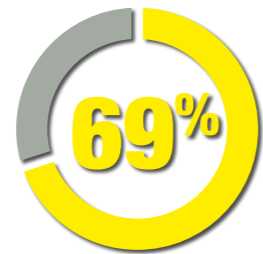
Defects attributed to registered businesses 3,417



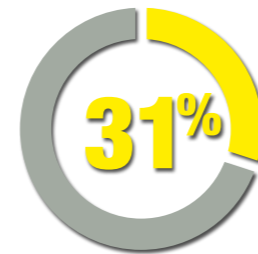
Defects attributed to unregistered fitters 6,406



Number of investigations with no site visit 1,281**



Number of investigations undertaken of unregistered gas work 567



(64.2% of which were classed as either AR or ID)

* Note on the classifications – an ID category means an installation which is considered an immediate danger to life and property if left operating. These appliances are either disconnected immediately by the inspector or reported to the Emergency Services Provider if there is no consumer permission to do this.

An AR category means one or more recognised faults have been found that could constitute a danger to life and property without further faults developing. The inspector will turn off the appliance, which shouldn't be used again until it is fixed by a Gas Safe registered engineer.

** This figure can be attributed to factors such as: no response from customers to arrange an inspection work being corrected by Gas Safe registered engineers and on further questioning no gas work had been undertaken.

CUSTOMER SERVICE CALLS

Total calls answered by Customer Services within agreed timescales:

263,392

Total calls answered by Technical Helpline within agreed timescales:

75,826

“It’s been a busy year – as the number of registered businesses and engineers continue to increase, so does the amount of customer contact we have. The team has dealt with multiple challenges and continued to work really smoothly and professionally.”

VICKY LINCOLN, MARKETING AND CUSTOMER SERVICES DIRECTOR

TOP THREE CUSTOMER QUERIES DEALT WITH BY CUSTOMER SERVICES:

1. Building Regulations Compliance Certificates – Checks and PDFs. There were 48,980 notification certificates requested in 2019-20
2. Checking a business is Gas Safe registered and checking their details, resulting in a total of 23,906 calls over this period
3. Raising concerns over gas work

TOP THREE ENGINEER QUERIES DEALT WITH BY CUSTOMER SERVICES:

1. Making and checking Building Regulations Compliance notifications
2. Website issues – logging in, renewing, resetting passwords
3. Qualification checks and ordering new ID cards

THE YEAR IN MARKETING:

This year saw some successful and innovative campaigns aiming to increase consumer awareness of gas safety. Highlights included:

Gas Safety Week 2019: The industry's annual awareness week achieved a digital reach of over 70m, with just under 100,000 visits to the Gas Safety Week website, a 50% increase on 2018. The supporting PR campaign picked up 60 items of coverage and reached 5.5m people, supported by the production of a high-quality Bad Nana tie-in book aimed at young families, which is still available to read on GasSafetyWeek.co.uk!

Winter campaign 2019: Our consumer awareness campaign to promote the Gas Safe brand as the only sign of a legally qualified engineer achieved great pick up and coverage, featuring across print, radio, TV and digital platforms. Our 'bacon butty' launch event saw us dispensing hangover cures to 700 hungry shoppers at the Birmingham Bullring, emphasising the similarity between the symptoms of CO poisoning and a bad hangover. We got great coverage from the likes of ITV News, The Sun, TalkRadio and the Daily Mirror, with 52 pieces of total coverage and 6 national hits. We also saw an uplift in visits to the website of 30% over the same period in the previous year.

Brand awareness raising: Our PR and other campaigning work was also closely aligned to our overall push to raise consumer awareness of the Gas Safe Register. This campaign, which ran in phases throughout the year, was a significant increase in the volume and scope of our paid-for activity, and will continue as part of our awareness raising activity across the remainder of the contract.

Increased social media profile: Our social media following across all four platforms has increased in the past year, allowing us to promote key safety messages to more consumers and get across important information to engineers. We now have over 90,000 followers for our accounts on Facebook, Twitter, Instagram and LinkedIn.

"Gas Safety Week continues to grow year on year as it approaches its tenth anniversary. It's great to have the full support of the industry as we aim to raise awareness of key safety messages."

SCOTT DARROCH, HEAD OF COMMUNICATIONS

CONNECTING ONLINE



Total number of visits to the website:

4,303,644

Number of unique visits to website:

2,570,320

Number of unique visits to engineer section of the website:

334,284

Total number of visits to engineer section of the website:

573,201

Total find/checks of an engineer performed via the website:

7,287,668

TOP 3 IMPROVEMENTS MADE TO OUR SERVICE OVER THIS PERIOD:

Change Trading Title online: Registered business can now submit changes to their trading title online, making this process quicker and easier.

Reduction of Direct Debit payment setup period: It is now more straightforward for engineers to set up Direct Debit renewal payments, with a reduced period of time required before they are set up (one week compared to six previously)

Contact Us page on website: The navigation of the Contact Us page has been changed, allowing both consumers and engineers to be able to find the right port of call for their query quickly and efficiently.

CONTACT US:

ONLINE: marketing@gassaferegister.co.uk

www.gassaferegister.co.uk

PHONE: 0800 408 5500

FACEBOOK: www.facebook.com/GasSafeRegister/

TWITTER: twitter.com/GasSafeRegister

LINKEDIN: www.linkedin.com/company/gas-safe-register/

INSTAGRAM: www.instagram.com/gassaferegister/

