

Gas Safety Week Report 2025



Overview

Marking its fifteenth year, Gas Safety Week continues to highlight the importance of following gas safety advice, including ensuring gas appliances have been annually checked by a Gas Safe registered engineer. This year's theme, **Looking after your Home, Friends and Family**, reminded the public to not only take care of their own gas safety, but encouraged ways in which they can look after and share gas safety advice with those around them.

- For Gas Safety Week 2025, Gas Safe Register challenged the norms on what the public think they can do, versus what they can actually do. We teamed up with TV presenter Nick Knowles who shared his top tips on safer DIY, along with new research that highlighted how over-confidence in doing difficult and potentially dangerous home improvement projects may have serious consequences. From a costly endeavour to a life-threatening situation, the research showed that some tasks are just not worth tackling yourself.
- To support the campaign digitally, images and video assets from the toolkit were used in paid advertising on Google Display Network and Meta channels.
- As always, social media played a pivotal role in the campaign's success and broad reach. Organic content was posted by many in line with the topic of the day, and the Gas Safety Week account on X aimed to share as many supporter posts as possible.
- Around 60 guests attended a reception held at the Houses of Parliament in support of the week. The occasion provides an opportunity for supporters to share their contribution to this pan-industry campaign and updates about how together we can continue to raise awareness of gas safety and carbon monoxide.
- Year on year, Gas Safety Week support remains strong, showing the importance and commitment various individuals, engineers, businesses and others have in raising gas safety awareness.

Gas Safety Week Toolkit

New and updated assets were included in this year's supporter toolkit. This featured social media static and video assets and pre-written posts for supporters to share on their channels — once again available in English and Welsh; images and logos for use across communications; press release templates to drum up support within their communities; articles and factsheets to educate the public; and leaflets and posters to help spread the word on gas safety.



“

“This year's Gas Safety Week has been an outstanding success – not only from the extent of coverage from media, but from the brilliant and outstanding support from the industry.

We've seen across multiple channels how supporters really took to Gas Safety Week, to sharing its core messages, as well as this year's theme with their audiences. Showing a level of engagement and interest that underpins just how vital the week is to strengthening awareness of gas safety.

We would like to thank everyone who contributed support to the week. This year we have seen a tremendous impact on bringing gas safety awareness to the UK, especially as we head towards winter.

We are looking forward to including your feedback in plans for Gas Safety Week 2026 and develop the campaign so that we can all create another grand splash next year.”

– Rob Denman,
Director of Gas Services at Gas Safe Register

Parliamentary Reception

Paul Davies, MP for Colne Valley and Chair of the All-Party Parliamentary Carbon Monoxide Group (APPCOG) hosted a reception on behalf of the Gas Safe Register at the Houses of Parliament on 11th September.



From left to right – Simon Main, Oliver Lancaster, Paul Davies, Gordon Lishman, Rob Denman.

The reception united industry professionals, gas safety champions and parliamentarians to address the critical importance of gas safety issues and highlighted the Gas Safety Week campaign. The event provided a platform for various supporters to share their inspirational work in tackling gas safety issues and show their contribution to the week. Giving the industry the chance to come together with the common goal of keeping the nation gas safe, and despite some challenges with a tube strike, we had a full house and very much enjoyed meeting with people face to face.

Rob Denman from Gas Safe Register addressed guests at the reception, introduced the campaign focus, and thanked all participants for their contribution to this long-running campaign.

Gordon Lishman the Chair of the Gas Safe Charity shared some of the work the charity has been doing to raise awareness of gas safety and carbon monoxide poisoning by working with trusted intermediaries to reach the most vulnerable in society.

Simon Main also from the Gas Safe Charity talked about the “think CO” workshops they have been running across the UK.

Oliver Lancaster, Chief Executive Officer of Institution of Gas Engineers and Managers (IGEM) talked about how the large business forum and IGEM are sharing information with not only gas engineers but other trades to ensure gas safety is not compromised inadvertently, demonstrating great support for the campaign and shared goals.

Speakers

- **Paul Davies**, MP for Colne Valley
- **Rob Denman**, Gas Safe Register
- **Gordon Lishman**, Gas Safe Charity
- **Simon Main**, Gas Safe Charity
- **Oliver Lancaster**, IGEM



PR Coverage

NEW RESEARCH

Consumer research, undertaken by Gas Safe Register, looked to investigate overconfidence amongst homeowners in taking on difficult — and potentially dangerous — home improvement projects to avoid the costs of professional help that could result from, at best, a costly mess to fix, or, at worst, putting themselves and others in harm's way.

This research came from the social media climate of quick hacks and DIY influencers chasing social media clout and the abundance of how-to guides and DIY videos at everyone's fingertips. It's no surprise the public could be overconfident in taking on the hardest and most dangerous home improvement projects.

The study of 2,000 adults revealed 5% of adults think they could successfully install a gas boiler; a task that should only be taken on by a qualified Gas Safe professional. A similar percentage of adults also think they could build a house

with only online reference materials to guide them.

Men were shown to be generally more overconfident than women. With twice as many men believing they could easily do a stand-up comedy routine using their own material. 27% of men are confident they could navigate somewhere without a map or GPS, compared to just 12% of women. 48% believe men are the most confident in everyday life, compared to just 8% who believe the same of women.

We asked questions about DIY confidence

32%

reckon they could change a car battery without professional help.

40%

say they do DIY to specifically impress others, such as their partner.

28%

tackle even the trickiest of tasks for social media clout.

26%

do DIY to save money and avoid paying a professional.

38%

of adults say they've regretted trying to tackle a task themselves they weren't qualified to take on.



PR Coverage

SUPPORT FROM NICK KNOWLES

Gas Safe Register teamed up with DIY expert Nick Knowles to warn households of the dangers of overconfidence in tackling potentially dangerous home improvement tasks. Nick shared his top tips from the press release and accompanying infographic on his Instagram. He also discussed the research during a broadcast day alongside Gas Safe Register spokesperson, Rob Denman.

“Having confidence is great, but in the right circumstance. Through my time presenting, I’ve seen many instances where that “do it yourself” mentality has worked. But being overconfident with certain elements of home improvement – particularly when it comes to things like gas or electrical appliances – can be deadly, probably illegal, and should only be done by professionals.”

— Nick Knowles



1 IN 20

adults think they could build a house using only online tutorials as reference



5%

even think they could successfully install a gas boiler



58%

fear people are generally overconfident when it comes to home improvements



1. Never DIY. Always call an expert.

It may be tempting to watch an online video and fix it yourself, but don't! Always use a Gas Safe registered engineer – there's over 130,000.



2. Check you're using a Gas Safe registered engineer.

Only tradespeople registered with Gas Safe are legally permitted to work on gas. You can find your local engineers at [GasSafeRegister.co.uk](https://www.gas-safety.co.uk).

3. Get an annual gas safety check.



Get a local Gas Safe registered engineer out to your home every 12 months to check everything over, for a gas 'MOT'.

4. Know the warning signs.



The flame on your gas hob and boiler should be crisp and blue, not lazy and yellow. Look out for dark, sooty staining on or near the appliance, and any strange or unexpected sounds.

5. Get CO savvy.



Carbon monoxide (CO) is odourless, colourless and tasteless – headaches, dizziness, nausea, and breathlessness are common warning signs of a leak.

6. Turn the gas off in an emergency.

Make sure you know where your gas Emergency Control Valve (ECV) is in your home (often next to the gas meter).



7. Add a carbon monoxide alarm.



There are audible alarms that alert you to CO, as well as specialist alarms for the deaf or hard of hearing.

Gas Safety Week
.co.uk

Keeping our nation safe

TV presenter and DIY veteran Nick Knowles shares his top tips for giving it a go at home:

- 1. Respect the craft**
Don't underestimate the skill required for many jobs: I've seen instances where people think they can give plastering a go because people who do it day in, day out make it look so easy. But trust me, you'll end up with more on the floor than the walls.
- 2. Be click smart**
The internet is your friend. Take care with the guidance you're getting (try to take advice from reputable channels like a well-known DIY store) and the tasks you're tackling, though.
- 3. Know your (DIY) limits!**
Don't take on more than you can achieve and be realistic about what you can do yourself. For example, it's usually pretty easy to take a kitchen out – but very difficult to put one in, so there are some jobs that should definitely be left to the professionals.

PR Coverage

COVERAGE

The news story and broadcast day resulted in **458 pieces** of coverage across radio, online, and print, along with **36,439 views** on Nick Knowles' social media video. The total coverage throughout Gas Safety Week successfully brought wide reaching attention to gas safety awareness with the strong inclusion of Gas Safety Week and key safety messaging throughout.

Total PR
circulation:

243+
MILLION

Total pieces
of coverage:

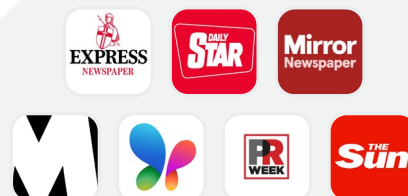
458

Print and
online pieces:

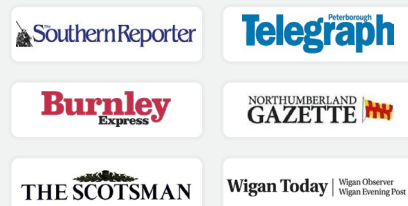
81

Broadcast
coverage pieces:

370+



Sunderland Echo



National highlights:

A total of 13 national titles (three print, nine online, and one trade article) covered the research, including, The Sun, Daily Star, Daily Express, Daily Mirror, PRWeek and MSN. With an exclusive Nick Knowles interview with the Metro, which had a 38k daily circulation.



13 National hits

Regional highlights:

There were 68 regional articles, with titles including The Scotsman, Peterborough Telegraph, Burnley Express, The Southern Reporter and more.



68 Regional hits

Broadcast highlights:

It was a great success for the broadcast day, which resulted in 26 interviews with Nick Knowles, which featured across over 40 BBC radio stations, such as BBC Radio 5 Live, Southwest and Essex. As well as other radio stations including, That's TV, Wycombe Sound and LDC Radio. As well over 300 commercial radio coverage syndicated from Nick's interview with Radio News Hub, totalling around 370+ broadcast pieces, with a listenership of around 181 million.



26 interviews with Nick Knowles
181+ million listenership

Digital Overview

SOCIAL MEDIA SCHEDULE

Throughout the week supporters aligned messages with this year's schedule of daily topics.

MONDAY



Looking after your home, friends and family

TUESDAY



Carbon monoxide awareness

WEDNESDAY



Renting (advice for landlords and tenants)

THURSDAY



Gas emergency

FRIDAY



Avoid illegal cowboys

SATURDAY



Don't DIY with gas

SUNDAY



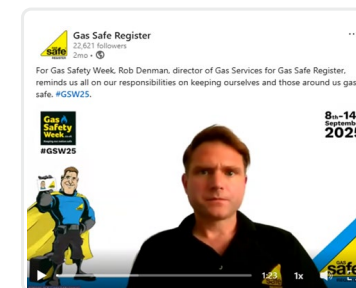
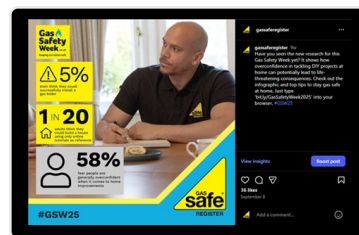
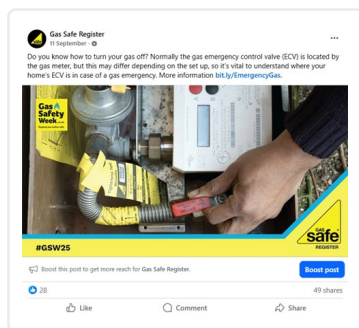
Spot the warning signs

Digital Reach:

26+ MILLION



Digital Overview



FACEBOOK (Gas Safe Register)

- Posts: **27**
- Impressions: **100,146**
- Engagement rate average: **2.55%**

Top performing post

- Impressions: **16,414**
- Engagement rate average: **1.22%**

INSTAGRAM (@GasSafeRegister)

- Posts: **33**
- Impressions: **24,380**
- Engagement rate average: **2.18%**

Top performing post

- Reach: **1,571**
- Engagement rate average: **2.86%**

TWITTER (@GasSafeRegister)

- Posts: **29**
- Impressions: **8,923**
- Engagement rate average: **2.03%**

Top performing post

- Impressions: **856**
- Engagement rate average: **0.58%**

TWITTER (@GasSafetyWeek)

- Posts: **31**
(including pre-GSW)
- Impressions: **5,364**
- Engagement rate average: **4.21%**

Top performing post

- Impressions: **1,398**
- Engagement rate average: **1.86%**

LINKEDIN (Gas Safe Register)

- Posts: **4**
- Impressions: **5,041**
- Engagement rate average: **5.54%**

Top performing post

- Impressions: **2,231**
- Engagement rate average: **8.56%**

Digital Overview

Banner ads based on the toolkit assets were created to promote and bring awareness to gas safety topics via digital advertising using Google Display Network. The toolkit static and video assets were also used on Meta platforms (Facebook and Instagram) to promote these topics.

To support the PR activity, the infographic was adapted into a carousel and in-feed posts, which were promoted on Meta platforms (Facebook and Instagram).

HIGHLIGHTS



25.7 million impressions delivered across all channels.



Meta (Facebook and Instagram) campaigns reached 5 million people, delivering over **11.9 million impressions**.



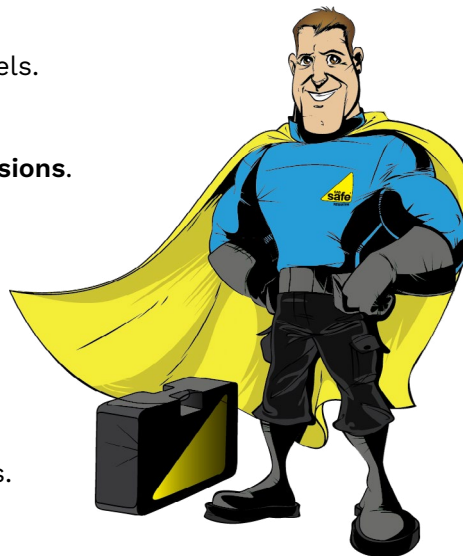
Google Display delivered **13.7 million impressions**, driving more than **11,000 clicks**.



The CO awareness ad was the top performer, generating **3.2 million impressions**.



Over **33,000 clicks** were generated in total, driving meaningful engagement alongside broad awareness.



WEB SESSIONS

During Gas Safety Week (8th-14th September) there were **102,760 sessions** on the Gas Safe Register website, of which **61,883** were actively engaged sessions.



Gas Safety Week .co.uk
Keeping our nation safe

Beware the silent killer

You cannot see, taste or smell carbon monoxide

[Read more](#)

GAS safe
REGISTER

Getting behind the week

Gas Safety Week 2025 saw a great turnout of support. Individuals, engineers, businesses, charities, and other supporters came together to create a nation-wide splash on awareness for gas safety.

ACTIVITIES AND QUOTES

Cadent

Cadent, the largest gas distribution network, took part with the aim of celebrating gas safety heroes, from first gas emergency call handlers to first call operative engineers. Cadent made a series of videos highlighting how engineers go above and beyond to save a life, the 24/7 customer centre team handling gas emergency calls, Cadent's safe+well initiative for their colleagues, and sharing key gas safety advice and tips.

Dave Garner, Director of Safety, said

"We are proud once again to support Gas Safety Week highlighting the importance of gas safety. We are also taking the opportunity to celebrate our gas emergency workers, highlighting the critical job they do in keeping

the nation gas safe 24/7 by sharing their stories and more about their important roles. Whilst it's vital we share gas safety advice and tips all year round, this week provides a spotlight to reach more people and we fully support the theme of looking out for others. We recognise that communities rely on each other and we all have responsibility to look out for others whether that's neighbours, family or even a stranger in the street, to ensure that we share important advice of how to stay gas safe."



Kier Group

Kier Group introduced Jaz, a multilingual virtual Gas Guru. Jaz delivered key gas safety messages in over 20 languages – ensuring everyone, regardless of background, could engage with our safety standards. Teams across the business embraced the video, reinforcing the importance of identifying safe practices, especially when working near existing gas installations, and where applicable ensuring gas appliances are isolated & re-commissioned by Gas Safe registered engineers.



"I'm proud to support Gas Safety Week and its vital message. It's crucial for all of us to prioritise the safety of our loved ones by ensuring our gas appliances are regularly checked by a qualified, Gas Safe registered engineer. Together, we can create a safer home environment for our families, friends and communities. Our teams are trained to safely undertake gas work in our customers' homes, and we always go further by helping customers understand what to do if they ever need support with gas safety."

OVO Energy

Scott Wilkins,
VP of Customer Fulfilment

Getting behind the week

ACTIVITIES AND QUOTES

SGN

SGN, the gas distribution network for south of England and across Scotland, showed their support for Gas Safety Week by utilising their Safe & Warm teams to distribute gas safety and energy efficiency information to their customers. They made a handful of films showing this activity to share and communicate across their channels.

"At SGN, safety is at the core of everything we do, driving our commitment to the welfare of both our customers and colleagues. Gas Safety Week provides a great opportunity to reinforce essential safety practices and raise awareness of the dangers of carbon monoxide, which is one of the reasons we have consistently supported this vital campaign since its launch in 2011."



Humberside Fire & Rescue Service

The fire and rescue service held a gas safety community engagement event for the week, which was a huge success. Generating interest from the general public and from the local retail outlets. Moving forward they are looking to hold similar events in the future.

WM Robin Puplett, from Blue Watch, West Hull Fire Station, said

"It was a huge success. We had lots of interest from the general public and also the local retail outlets. Moving forward we are already looking to hold similar events in the future and think this will work well at any time of the year, not just Gas Safety Week. Thanks again for your advice, support and the pens and pencils."



RLMC Projects Ltd

A small family firm, who has been carrying out gas work for the past 40 years, did their part in raising gas safety awareness, by setting up a Gas Safety Week stall at their local library in Loughton Essex. Throughout the week, they spent time handing out leaflets and chatting with the local public on gas safety.

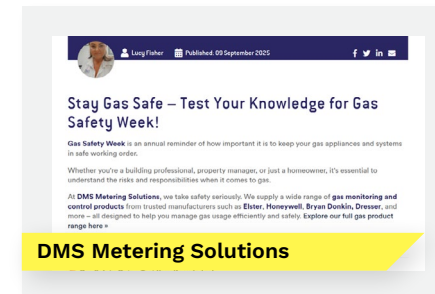
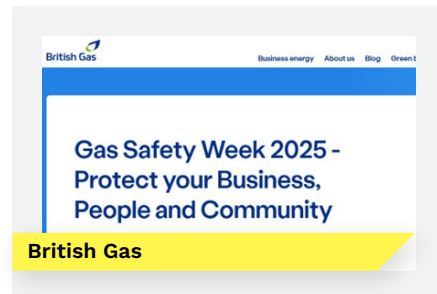
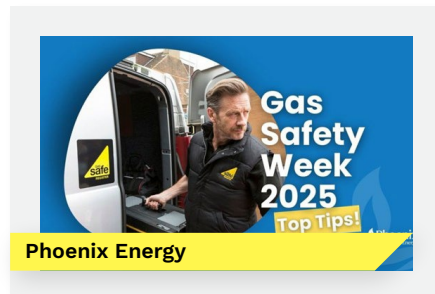
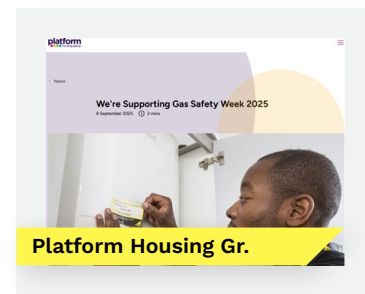
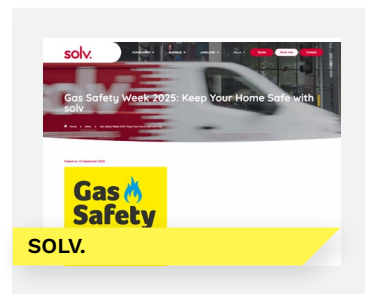
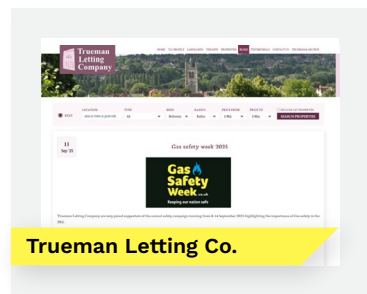
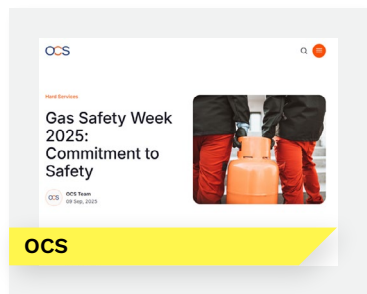
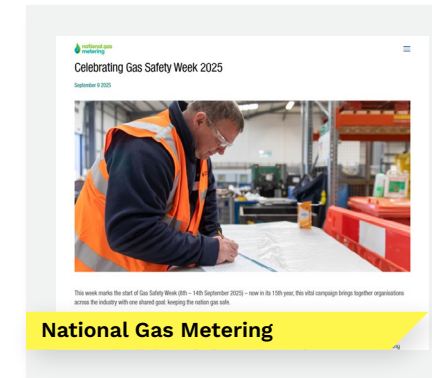
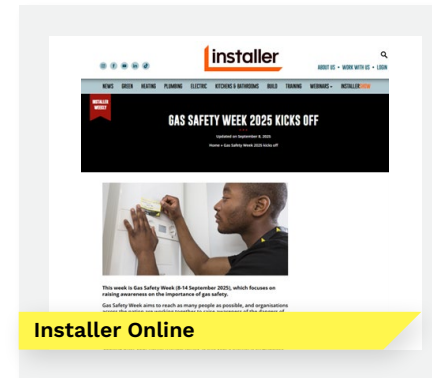
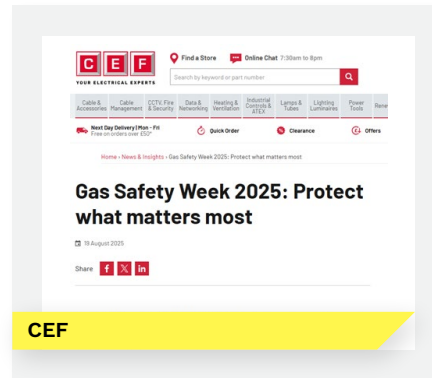


"Regular gas safety checks by a qualified professional are crucial, as a faulty boiler can pose a serious risk to life. Taking simple steps like booking an annual service can make all the difference to a home's safety. Which? Trusted Traders is proud to partner with Gas Safe to promote best practice across the industry and help consumers stay safe in their homes."

Which? Trusted Traders
Phil Amy, Commercial Director

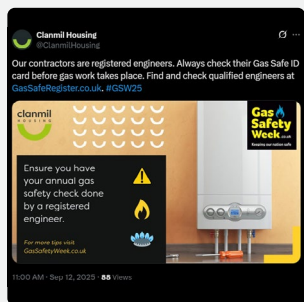
Getting behind the week

ONLINE ARTICLES OF SUPPORT

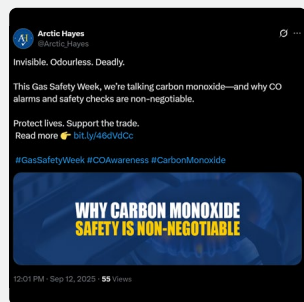


Getting behind the week

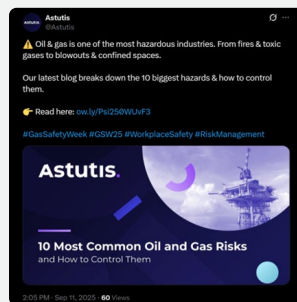
SUPPORT ACROSS SOCIAL MEDIA



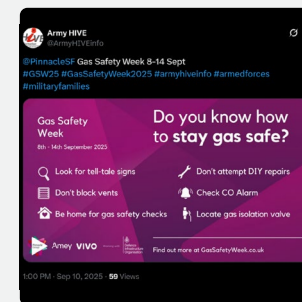
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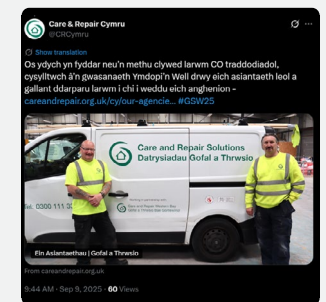
Arctic Hayes



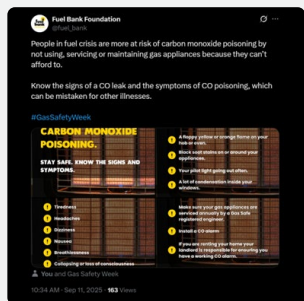
Astutis



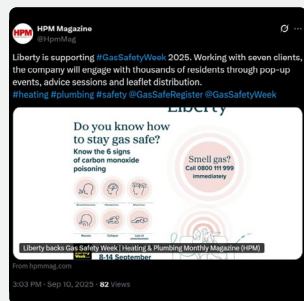
Army HIVE



Care & Repair Cymru



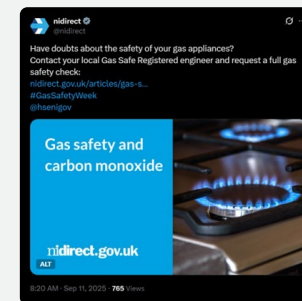
Fuel Bank Foundation



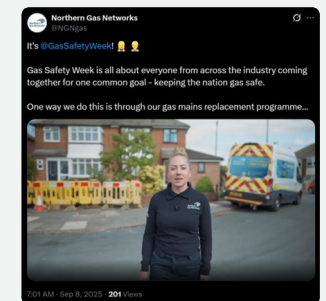
HPM Magazine



Liquid Gas UK



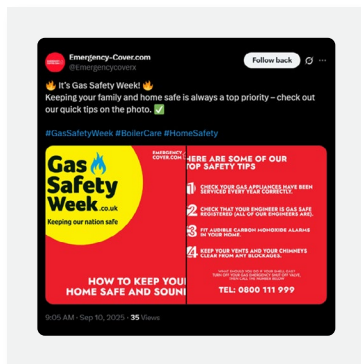
NIDirect



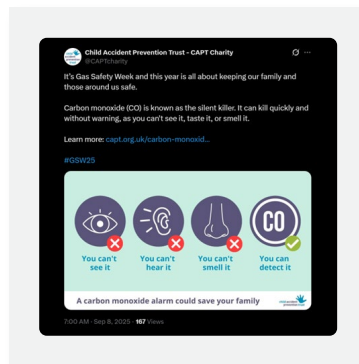
Northern Gas Networks

Getting behind the week

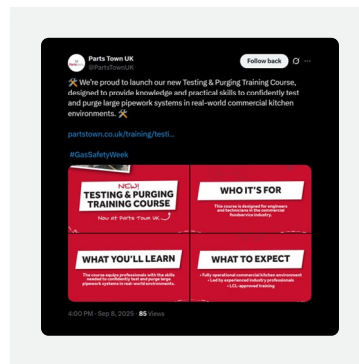
SUPPORT ACROSS SOCIAL MEDIA



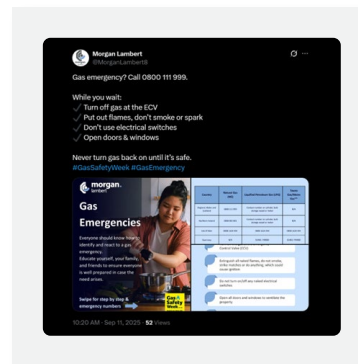
Emergency-Cover.com



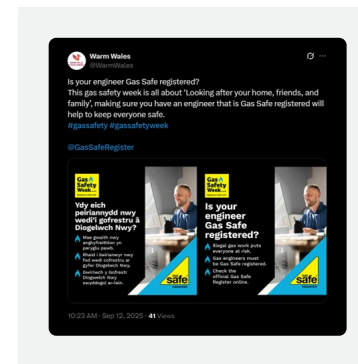
CAPT Charity



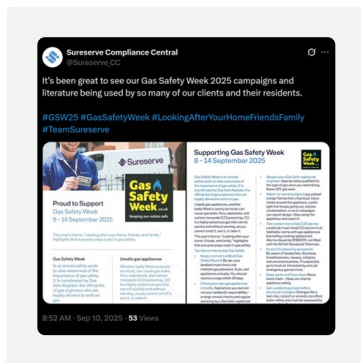
Parts Town UK



Morgan Lambert



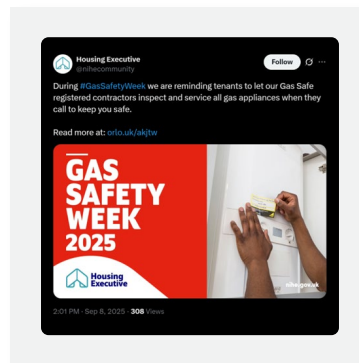
Warm Wales



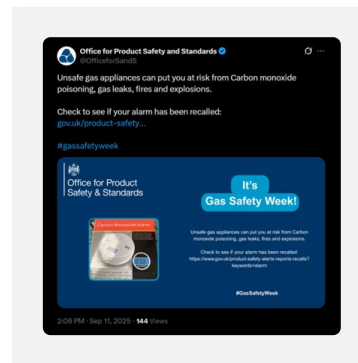
Sureserve Compliance Central



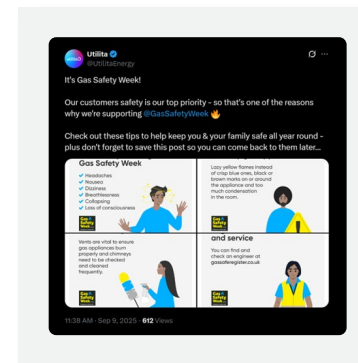
Two Rivers Housing



N.I. Housing Executive



Office for Product Safety and Standards



Utilita Energyworks

Getting behind the week

SUPPORT ACROSS SOCIAL MEDIA



Causeway Coast & Glens Borough Council



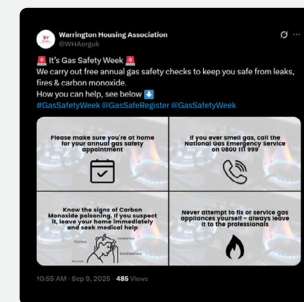
Paul Davies, MP



SmellTaste



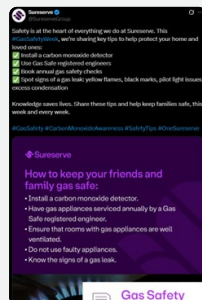
Water Safe UK



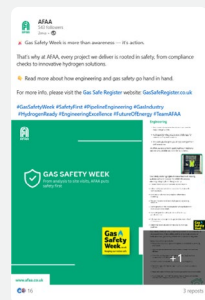
Warrington Housing Association



Stevenage Council



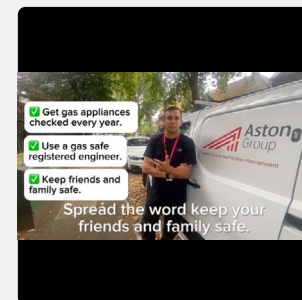
Sureserve Group



AFFA



Yorkshire Housing



London borough of Waltham Forest and Aston Group



Eden May

Thank you to all who supported **Gas Safety Week 2025**

Take part in Gas Safety Week

14th – 20th September 2026

GasSafetyWeek.co.uk

