

GAS SAFETY WEEK REPORT 2021



Gas Safety Week  **.co.uk**

Keeping our nation safe



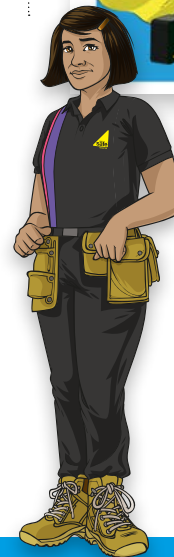
CAMPAIGN OVERVIEW

Building on the successes of previous years, *Gas Safety Week 2021* was another excellent campaign, which saw key industry organisations, stakeholders and customers get on board to promote gas safety. We saw thousands of pledges of support and great activity from key stakeholders and supporters. While we retained the focus on community safety from 2020's week, we also looked to expand on this by introducing a 'No Excuses' theme, unpicking the excuses people use to put off having their annual gas safety check (along with other household tasks), and highlighting why it is imperative to have theirs done. Highlights included working with *Educating Yorkshire's* Matthew Burton to get the message out there on the

importance of gas safety checks and setting up an Excuses Booth in Norwich to find out the public's favourite excuses. We produced another video in which MPs across all parties supported the week, giving their constituents advice on how to stay gas safe and encouraging them to get involved. We also ran our popular 'The Sign' advertising in the national press throughout the week, featuring in 9 titles including *The Sun*, *the Daily Mail* and *The Times*, with a total circulation of over 5 million. With another successful week now behind us, we're already excited about the potential of Gas Safety Week 2022, which is scheduled for 12-18 September.

“As Gas Safety Week enters its second decade, it's great to see that the industry remains committed to keeping the nation safe and is coming up with ever evolving, innovative and creative ways of getting key safety messages across. I'm excited to see what next year brings!”

Jonathan Samuel, Chief Executive, Gas Safe Register



The Safety Squad and the Gas Safety Week Toolkit

The Safety Squad returned for another year of promoting gas safety, appearing on images and banners, which were sent out to supporters in the Gas Safety Week toolkit.

This included:

- Images of Doug and the Safety Squad
- Articles, copy for websites and press releases
- A Gas Safety Week Microsoft Teams virtual background
- Leaflet and poster
- Pre-made social media updates
- Web banners

MP VIDEO

We decided to mark the great support Gas Safety Week gets from MPs across all parties by putting together a video of them explaining why Gas Safety Week is so important to them. The MPs involved were a mix of longstanding supporters of Gas Safety Week and new faces who had come on board to support the campaign. The video was shared on social media and the Gas Safety Week website.

MPs supporting included:

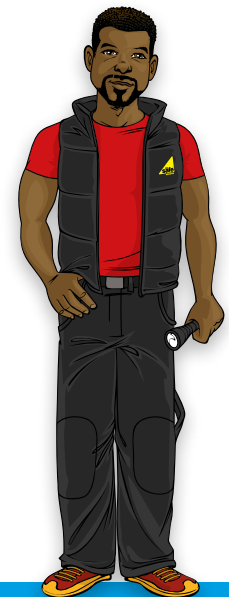
- Stephanie Peacock (Barnsley East)
- Liz Twist (Blaydon)
- Sir David Amess (Southend West)
- Sarah Olney (Richmond Park)
- Alex Cunningham (Stockton North)
- Jason McCartney (Colne Valley)
- John McNally (Falkirk)
- Barry Sheerman (Huddersfield)

“Gas Safety Week is a fantastic opportunity to raise awareness and ensure that everyone is properly informed when it comes to gas safety.”

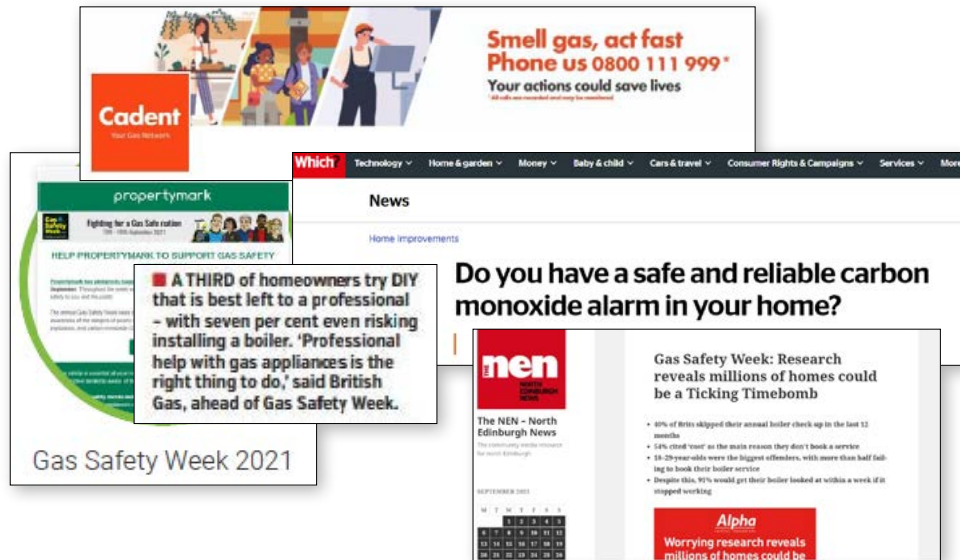
Sarah Olney, MP for Richmond Park

“I am delighted to be supporting the eleventh annual Gas Safety Week. I would encourage all my constituents to have your gas appliances checked annually using a Gas Safe registered engineer and to make sure you are gas safe by fitting a carbon monoxide alarm – it could save your life.”

Jason McCartney, MP for Colne Valley



STAKEHOLDER SUPPORT



We were once again proud to get some great support for Gas Safety Week from key industry stakeholders. Here's a snapshot of what some of them got up to for the week:



British Gas

British Gas gave the week a boost when they launched a PR campaign and teamed up with the Daily Mirror to give away 1,000 carbon monoxide (CO) alarms to customers, after carrying out research into how many UK homes potentially lack a CO alarm. The campaign featured in other national newspapers as well as the Mirror, the Sun, the Daily Express and the Star, which achieved a total reach of 107.1m.

IGEM (Large Business Forum)

The Large Business Forum (LBF) at IGEM focused on the Gas Safety (Installation and Use) Regulations, with reference to Regulation 8 which places legal duties on all trades to keep gas installations safe. The headline “*Staying safe during building projects - repairs & refurbishments*”, appealed to gas professionals and social housing groups to spread the word amongst fellow tradespeople of the dangers of interfering with existing gas installations when working in buildings. The forum has refreshed their two free risk assessments to help tradespeople ensure they do not contravene Regulation 8 and have included other carbon fuels.

The risk assessments are free to download from the IGEM Large Business Forum website. IGEM also shared some case studies during the week focusing on their members and their role in gas safety, and these were shared across their social media channels.

Which? Trusted Traders

The consumer advice champion carried out research that showed around 4 in 10 people don't have their boilers serviced annually and posted this in an article on their website. They emphasised the importance of regular gas safety checks and servicing and provided advice on carbon monoxide signs and symptoms.

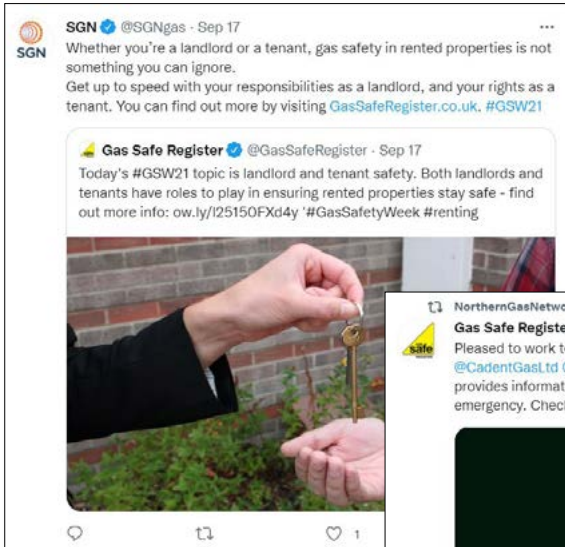
Cadent

Cadent supported the week with social posts, infographics and banners promoting the gas emergency number. In addition, they featured a gas safety video on their website, shared a GIF which was jointly produced with the other GDNs and Gas Safe Register to promote the emergency number. and raised awareness of the week to all internal employees with a Gas Safety Week article.

Propertymark

Propertymark sent two Gas Safety Week emails out to their membership base, one before the week and one during the week, both of which achieved around a 25% view rate (over 1,500 opens). They also put out supportive posts on their Twitter, LinkedIn and Facebook accounts.

STAKEHOLDER SUPPORT



Northern Gas Networks

NGN ran a week-long advertising campaign with West Yorkshire Police on Facebook and Twitter. They also promoted the national gas emergency number using a GIF created with Gas Safe Register and the other Gas Distribution Networks and were on hand to share Gas Safe Register's social posts.

Wales & West Utilities

Wales & West Utilities used the week to encourage everyone in Wales and South West England to ensure they had their safety check ahead of winter, and shared key safety messages, along with the jointly produced GIF, on their social channels.

SGN

SGN supported the daily themes of the week and promoted content on their social media channels, websites and to partners they work with, as well as supporting Gas Safe Register's communications and sharing the emergency number GIF.

Alpha Heating Innovation

Alpha carried out new consumer research, which revealed that 40% of Brits have not had an annual boiler service in the past 12 months, with 54% citing cost as the main reason for this. The research got coverage in the national media.

“Once again, we’ve enjoyed great support from the industry for the week, and the coverage both we and key partners have enjoyed has really helped us get out important gas safety messages to the public.”

**Scott Darroch,
Head of Strategic Communications
& Engagement, Gas Safe Register**



PR COVERAGE



Total reach
193m

“Excuses don’t stop when we leave school. We all lead busy lives and find little reasons here and there that sometimes help us justify putting off or avoiding things. But there are no excuses for not taking gas safety seriously in our homes. From personal experience, I know that unsafe and unchecked appliances – cookers, boilers, gas fires – can be deadly. Taking action is easy though – it’s so important that we educate ourselves on the warning signs of gas safety, and that we choose prevention over cure.”

Matthew Burton



This year’s Gas Safety Week theme was community safety, with an added focus on the excuses the public use to put off important tasks like an annual gas safety check. Research carried out ahead of the week found that a potential 7 million homes in the UK (1 in 4) have dangerous gas appliances, with 1 in 3 people (31%) using excuses to get out of a gas safety check, despite 79% of people saying they would never make excuses if it put a loved one’s safety at risk. We worked with *Educating Yorkshire’s* Matthew Burton, who as one of Britain’s best-known teachers has heard virtually every excuse in the book, to get the message out there that there should be no excuse when it comes to gas safety, and you should always ensure you have an annual gas safety check.

Engineer research

Before Gas Safety Week, we carried out some research with Gas Safe registered engineers, asking them for the most common or simply unique excuses customers used for not having their annual gas safety check. Insights from over 500 engineers showed that many customers were reluctant to book a check if nothing was obviously wrong

with their gas appliances. Some of the more off the wall excuses included using a wine bottle cork to stop gas coming out of the wall, opening windows to stop the smell of gas and claiming the parrot doesn’t like gas fitters!

Regional highlights

As ever, we enjoyed strong regional coverage for Gas Safety Week, with publications up and down the country running the excuses story and our work with Mr Burton, including Belfast Live, The Scotsman and the Yorkshire Post.

Broadcast coverage

Mr Burton and Bob Kerr, Head of Gas Safe Register’s Field Services Team, featured on 173 broadcast pieces, including national outlets such as Times Radio, LBC News, and Sky News Radio, whose syndication network allowed for a potential reach of over 280 regional radio stations.

Coverage type	Items published or broadcast
Regional print/online	165
Broadcast interviews	173
Number of overall pieces	338

PR COVERAGE

'No excuse' approach needed to gas safety in our homes

We all can be guilty of making excuses to get out of or put off doing things we know we should be doing, with avoiding household chores the top reason for excuse-making.

New research from Gas Safe Register - the UK's official registration body for gas engineers and gas businesses - highlights that one in three of us have used excuses to get out of having our home gas appliances safety checked, despite the majority saying we would never make excuses if our loved ones' safety was at risk.

Yet, the latest inspection figures from the safety body demonstrate just how real these risks are and why excuses aren't worth making. **Nearly 7 million homes** in the UK - one in four - now house potentially dangerous gas appliances, including boilers, cookers and gas fires. If left unchecked, these faults can pose a threat to life from gas leaks, fires, carbon monoxide poisoning, and explosions.

This is why we're partnering once again with Gas Safe Register for this year's **Gas Safety Week**, running from 13th - 19th September.

As Gas Safety Week, they are urging all homeowners to get into the habit of booking an annual safety check with a registered gas engineer, and to become familiar with the signs and symptoms of unsafe gas appliances.

Top tips for being BETTER GAS SAFE. SORRY

1. Learn the six main symptoms of carbon monoxide (CO) poisoning - **headaches, nausea, dizziness, breathlessness, collapse and loss of consciousness** and teach them to others, including your neighbours. Unsafe gas appliances can put you at risk of CO poisoning, gas leaks, fires and explosions.
2. **Check your and your neighbours' gas appliances for warning signs** that they are not working properly e.g. lazy yellow flames instead of crisp blue ones, black sooty marks or stains on or around the appliance and high levels of condensation in the room.
3. Fit an **audible carbon monoxide alarm**. This will alert you if there is carbon monoxide in your home.
4. Have all your gas appliances safety **checked every year** by a Gas Safe registered engineer - **sign up for a free reminder**.
5. Only use a **Gas Safe registered engineer** to fit, fix and service your gas appliances. You can find and check an engineer at [www.gas-saferegister.co.uk](#)
- 6.

Excuses

Partnerships

For the second year running, we secured a valuable partnership with community support network Neighbourhood Watch. They got on board with our message of community safety and published key safety tips, along with details of how members can support Gas Safety Week, in the September edition of their monthly newsletter. The newsletter has a distribution list of over 600,000 and was opened by over 40,000 individuals.

Excuses booth

We also set up an excuses booth in Norwich's Castle Quarter shopping centre. Our research found that Norwich was one of the least gas safe cities in the UK with 1 in 3 gas appliances found to be unsafe. It was a good place to house our video booth, in which we encouraged members of the public to confess their most tongue in cheek excuses.

We also ran a competition to encourage entries, with one lucky entrant winning a Google Nest alarm.

Passers-by were also handed out useful gas safety leaflets and a carbon monoxide alarm. The day yielded a number of productive conversations with members of the public about gas safety, as well as some humorous content from the video booth which we made use of on social media. The videos had over 850,000 impressions and 100,000 video views, plus a positive engagement rate of 11%.



DIGITAL

SOCIAL MEDIA CALENDAR

To align our activity for the week with that of our supporters, we set up a social media calendar, which detailed the themes we were looking to concentrate on for each day.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Community safety (and no excuses)	Gas emergency procedure	The good work done by registered engineers	The risks of unsafe gas work	Gas safety in rented properties	Avoid a DIY gas disaster	Keep safe all round and look for the sign of a registered engineer

FACEBOOK COMPETITIONS

Gas Safe Register ran three consumer awareness competitions on Facebook across the week, with entrants being encouraged to find the Gas Safe Register logo, fill in the blank and identify the symptoms of carbon monoxide poisoning. Winners received a CO alarm and a £50 Amazon voucher.

ENTRANTS: 771 (ACROSS 3 COMPETITIONS)
IMPRESSIONS: 295,000



IMPRESSIONS FOR #GSW21, #GASSAFETYWEEK, #GASSAFE, #GASSAFETY, #GASSAFETYWEEK2021, #GSW2021: 37,819,566

GAS SAFE REGISTER FACEBOOK

43 POSTS DURING THE WEEK
TOTAL REACH: 1,748,728
REACTIONS & COMMENTS: 4,522
SHARES: 949

TOP POST:



REACH: 36,135
ENGAGEMENTS: 193

GAS SAFETY WEEK TWITTER

TWEETS: 5
RETWEETS: 274
OWNER IMPRESSIONS: 69,808
AUDIENCE IMPRESSIONS: 2,237,388
ENGAGEMENTS: 122

TOP POST:



IMPRESSIONS: 1,535
ENGAGEMENTS: 34

GAS SAFE REGISTER TWITTER

TWEETS: 73
RETWEETS: 5
OWNER IMPRESSIONS: 2,714,326
AUDIENCE IMPRESSIONS: 1,126,355
ENGAGEMENTS: 1,610

TOP POST:



IMPRESSIONS: 16,257
ENGAGEMENTS: 264

GAS SAFE REGISTER INSTAGRAM

TOTAL REACH: 9,538
REACTIONS AND COMMENTS: 590

TOP POST:



REACH: 5,200
LIKES: 100

GAS SAFE REGISTER LINKEDIN

TOTAL IMPRESSIONS: 33,051

TOP POST:



IMPRESSIONS: 5,567
REACTIONS AND COMMENTS: 82
SHARES: 17

DIGITAL ADVERTISING

TOTAL DIGITAL REACH FOR THE WEEK:

Over 70 million



GOOGLE DISPLAY NETWORK:

12,683,095 impressions



NEW FOR THIS YEAR – VERIZON:

1,525,085 impressions



FACEBOOK:

3,710,022 impressions



TWITTER:

991,045 impressions



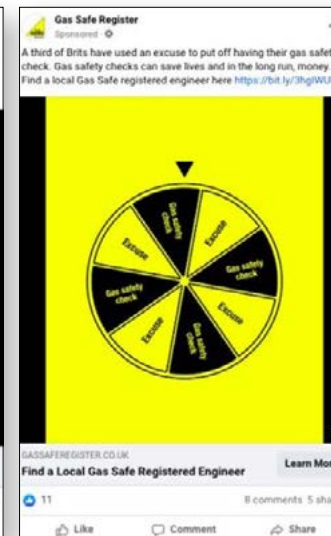
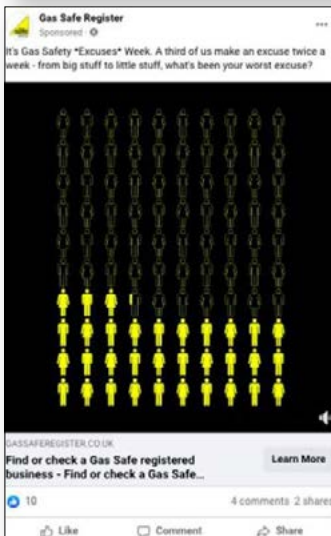
YOUTUBE:

1,100,723 impressions



CONSUMER VISITS TO GASSAFEREGISTER.CO.UK DURING THE WEEK:

67,440



SUPPORTERS' ACTIVITIES

JOHN AND LEVI ALLEN

Looking to spread the theme of community safety and help out locally, Gas Safe registered engineer John Allen and his apprentice grandson Levi carried out free gas safety checks for customers as part of the week.

NORTHAMPTON PARTNERSHIP HOMES

The housing association supported Gas Safety Week by creating two informative gas safety videos on YouTube in which a Gas Compliance officer and Tenant Liaison officer explained why gas safety checks were important and the process they go through to ensure homes are safe.

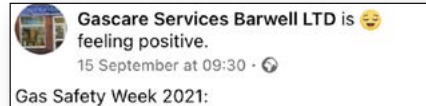
GAS ASSIST PLUMBING & HEATING LTD

Lorraine and Colin Cooke, of registered business Gas Assist Plumbing & Heating Ltd, released a press release, which appeared in local newspaper The Burton Mail, getting the week yet more media coverage!



GASCARE SERVICES BARWELL LTD

This registered business passionately supported the week on their social media channels, posting supportive safety messages and gas safety advice tips that tied in with the daily themes of the week.



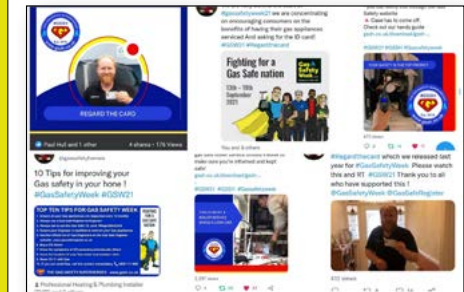
We at GasCare Services train all of our engineers to Gas Safe standards and encourage them all to continue on with their training and ever expanding

Be confident & safe when choosing us for your home!
#GSW21 #GasSafetyWeek



GAS SAFETY SUPERHEROES

Formed in 2016, the Gas Safety Superheroes continue to go from strength to strength as a group of registered businesses both trying to raise awareness of gas safety to customers and encourage other engineers to show their credentials and be proud of being Gas Safe registered. They posted a range of supportive posts on their social media channels and ensured their website also showcased the week.



SUPPORTERS' ACTIVITIES

MARK VITOW LTD

As a distributor of Tesla UK products, Mark Vitow Ltd teamed up with the manufacturer to offer special deals on safety products for the week and displayed the GSW logo on these products for the duration of the week. They also created a flyer to raise awareness of this and posted about it on their social media channels.



CONNECT TRANSFORM SUSTAIN

Another big supporter of Gas Safety Week, registered business CTS teamed up with local housing associations to spread the word on gas safety to tenants across Northern Ireland. They also ran competitions with entrants who tested their carbon monoxide alarm or had their gas appliances serviced, giving them a chance of winning a £50 voucher!



VOKERA

The manufacturer was keen to support the week and ran a 'Gas Safety Week Tip of the Day' offering advice across all of their social media channels.



THIRTEEN

Housing developer and registered business Thirteen took the opportunity to celebrate the great work done by their registered engineers, as well as reminding consumers about the importance of gas safety checks and running competitions on social media. Gas Safety Week also marked the week with some of their apprentices becoming qualified Gas Safe registered engineers!



SUPPORTERS' ACTIVITIES

PLUMBCARE

Plumbcare published some case studies for the week on their website. These were real jobs identified by registered engineers, the effects of which could have been minimised or avoided, had appliances been serviced regularly. Plumbcare were keen to put this message out during the week and promoted it via social media.



Gas Safety Week 2021: the risks of not servicing your boiler annually

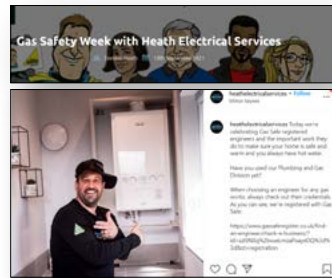
Did you know that 27% of UK homeowners don't have their boilers serviced every year, as is recommended? Maybe they're busy, maybe it's to save money, or maybe they just think it's not necessary but there are many risks associated with skipping boiler services as one of its main purposes is to spot issues early before they become big problems.

This year for Gas Safety Week (13-19 September), we've created 3 case studies that demonstrate what can happen when these safety checks don't get done. Each is a real job that we have attended and all could have been avoided.

[READ THE CASE STUDIES HERE](#)

HEATH ELECTRICAL SERVICES

This business provided an informative blog on their website using Gas Safety Week imagery to provide important information on staying safe. They also shared valuable tips on their social media channels.

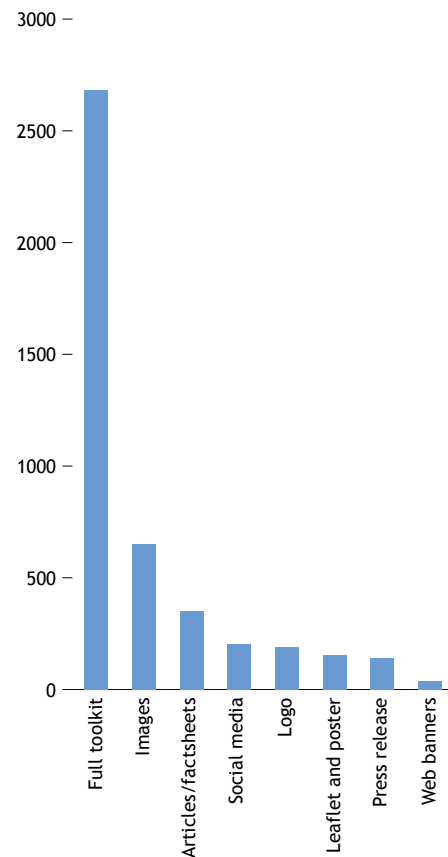


JASON BURTON

This sole trader came up with an ingenious use of Gas Safety Week leaflets and posters - putting them on his company vehicle, so he was a travelling source of gas safety advice during the week!



What were the most popular tools downloaded from the GSW Toolkit?



THANKS TO EVERYONE WHO SUPPORTED GAS SAFETY WEEK 2021

We're already looking forward to **Gas Safety Week 2022: 12-18 September**

GasSafetyWeek.co.uk
For more information, please contact marketing@gassaferegister.co.uk

