

**Gas
Safety
Week**.co.uk

Keeping our nation safe

GAS SAFETY WEEK 2019 REPORT



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.

LET ME INTRODUCE YOU TO MY NEW FRIENDS!!!!



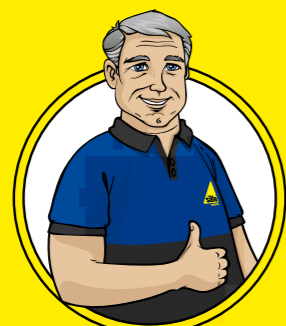
DOUG

MEET THE GAS SAFETY SQUAD

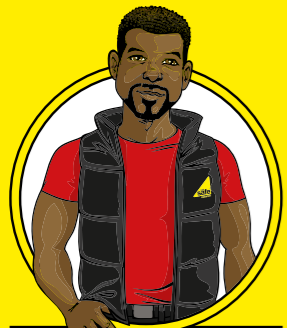
Doug has been the campaign's emblem for several years and this year he was joined by four new friends in the fight to keep the nation safe. Introducing the Gas Safety Squad – Aisha, Bob, Leon and Olivia – who represent the everyday gas engineers. They appeared across the materials in the toolkit, on 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.



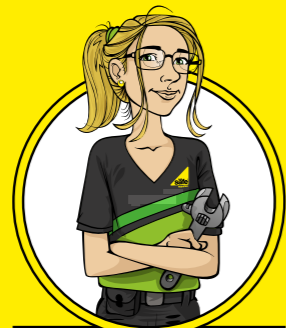
AISHA



BOB



LEON



OLIVIA

“WE WANTED TO BROADEN THE WAY WE REPRESENT GAS SAFE REGISTERED ENGINEERS TO BETTER REFLECT THE NATION AS WELL AS THE INDUSTRY, AND WITH AN EYE ON THE FUTURE AS WELL AS THE PRESENT.”

**SCOTT DARROCH,
GAS SAFE REGISTER**

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 (APPCOG) and included speeches from Jonathan Samuel (Gas Safe Register) and Gordon Lishman (Gas Safe Charity), which have been viewed over 800 times via Facebook.



“THE CULTURE OF SAFETY IN THE GAS INDUSTRY IS A STRONG ONE, AND WE APPRECIATE HOW HARD THE INDUSTRY WORKS TO MAINTAIN IT. WE KNOW YOU SUPPORT THE IMPORTANCE OF GAS SAFETY EVERY DAY, NOT JUST FOR THIS ONE WEEK OF THE YEAR.”

“I BELIEVE, BY PROVIDING A WAY FOR INDUSTRY AND OTHER COMMUNITY PARTNERS TO FOCUS THAT YEAR-ROUND PASSION, WE REACH MILLIONS MORE PEOPLE WHO MAY NOT YET REALISE THE IMPORTANCE OF GAS SAFETY.”

JONATHAN SAMUEL, GAS SAFE REGISTER



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

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.

MORE THAN HALF OF CARERS DID NOT KNOW THESE WARNING SIGNS OF AN UNSAFE GAS APPLIANCE:

- INCREASED CONDENSATION** 76%
- SOOTY STAINS ON OR AROUND AN APPLIANCE** 55%
- FLOPPY YELLOW FLAMES** 54%

THERE WAS ALSO CONFUSION AROUND THE SYMPTOMS OF CARBON MONOXIDE POISONING.

- 49% DID NOT KNOW BREATHLESSNESS IS A SYMPTOM**
- 38% DID NOT KNOW NAUSEA IS A SYMPTOM**
- 32% DID NOT KNOW HEADACHES ARE A SYMPTOM**

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.

PR REACH



7 ITEMS CIRCULATION **2,707,613** **5** ITEMS CIRCULATION **52,650**



32 ITEMS CIRCULATION **1,128,100** **16** ITEMS CIRCULATION **1,637,209**

TOTAL

60 ITEMS CIRCULATION **5,525,572**

Reach: an opportunity to see a message about gas safety

BETTER GAS SAFE THAN SORRY

BAD NANA: BETTER GAS SAFE THAN SORRY STORY WAS AT THE HEART OF THE CAMPAIGN.



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.

"I'M DELIGHTED TO BE WORKING WITH GAS SAFE REGISTER. MY HOPE IS THAT THIS BOOK WILL ENTERTAIN CHILDREN, PARENTS, GRANDPARENTS AND CARERS ALIKE, WHILE AT THE SAME TIME SPREADING AN IMPORTANT MESSAGE ABOUT GAS SAFETY."

SOPHY HENN

INFLUENCERS

THE STORY WAS PROMOTED BY PARENTING INFLUENCERS CHARLOTTE TAYLOR, INSTADADDY, MYBABAINSTA AND YSIS, WHICH COLLECTIVELY ACHIEVED:

950 LIKES

56,000 VIEWS

The story was also picked up by well-known titles including Good Housekeeping, My Baba, Female First, TV's Dr Dawn Harper and Harper Collins.

DIGITAL SNAPSHOT

DIGITAL REACH OVER 73 MILLION



SKY ADSMART

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.

THIS ACHIEVED OVER 33,000 IMPRESSIONS



883 ENTRIES
470,508 IMPRESSIONS

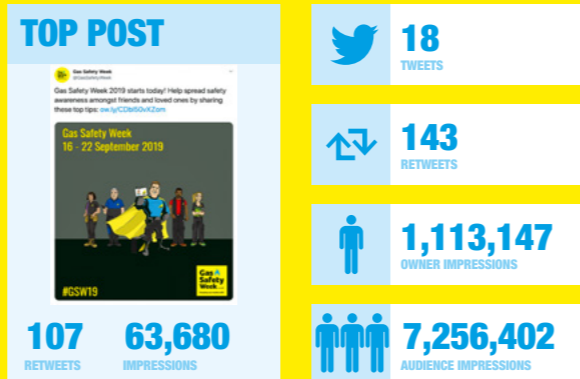
FACEBOOK COMPETITIONS

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.

GAS SAFE REGISTER FACEBOOK



TWITTER@GASSAFETYWEEK



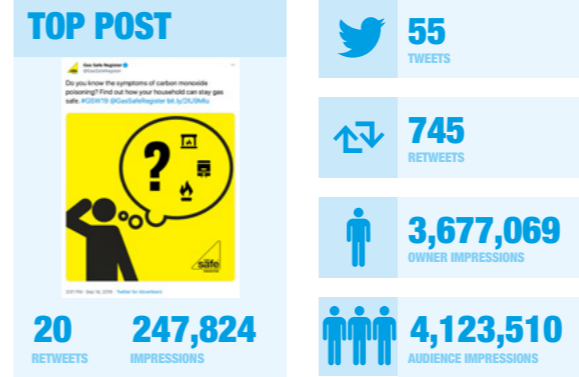
1,693,916 IMPRESSIONS

33,777 IMPRESSIONS

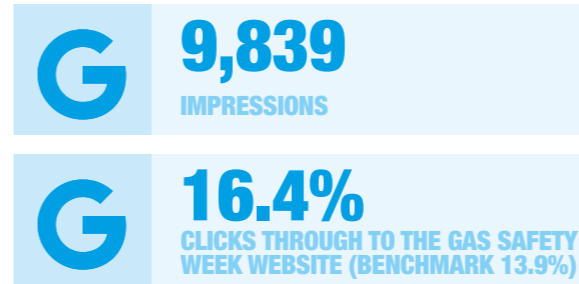
#GSW19 #GASSAFE
#GASSAFETYWEEK #GASSAFETY
#GASSAFETYWEEK2019

32 MILLION IMPRESSIONS

TWITTER@GASSAFEREGISTER



GOOGLE SEARCH ADVERTISING



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.

226,389 IMPRESSIONS

96,386 CONSUMER VISITS TO GASSAFEREGISTER.CO.UK DURING THE WEEK (53% INCREASE ON 2018)

GOOGLE DISPLAY ADVERTISING

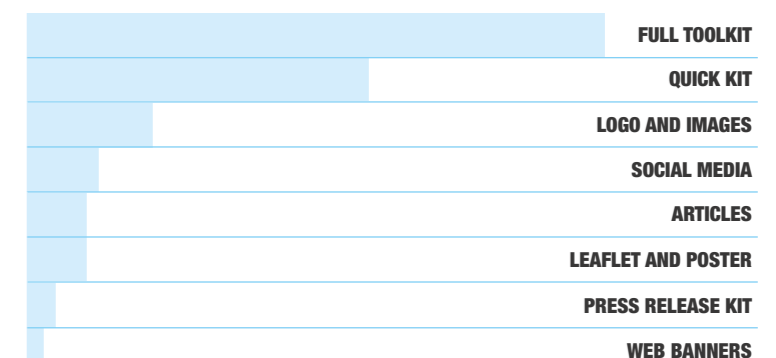
ENCOURAGED PEOPLE TO GET THEIR GAS APPLIANCES CHECKED
14.8 MILLION IMPRESSIONS (ALMOST 200% INCREASE ON 2018)

Gas Safety Week 17th – 23rd September
Time to check your gas fire?
Find out more >

NATIVE ADVERTISING



WHICH TOOLS WERE THE MOST POPULAR DOWNLOADS?



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

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

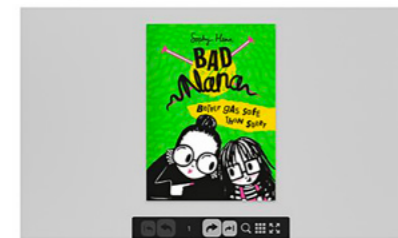
Gas Safe registered business IMServ Europe Ltd held some productive seminars on gas safety, generating discussions on carbon monoxide awareness and the importance of ensuring people have a CO alarm in their property.

30DAYS 30WAYS UK

The annual September preparedness campaign got involved with the Bad Nana book, including it in the children’s resources section of their website.

BETTER GAS SAFE THAN SORRY STORY

Best-selling children’s author, Sophie Hearn, creates new book to help educate families and keep older people safe



We’re very excited to have partnered with renowned children’s author, Sophie Hearn, 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.



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.



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.



UNITED LIVING

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



The comic is available on their website as a downloadable PDF: www.boilerguide.co.uk/articles/gas-safety-squad-comic-kids-gas-safety-week

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!

PHOENIX GAS

More fantastic support from Phoenix Gas as their gas safety mascot Spanner the dog toured the shopping centres of Belfast promoting gas safety to the general public. They also held a training session for the team at RADAR, a danger awareness centre which educates young people about dangers in a controlled environment.

“GAS SAFETY WEEK PROVIDES AN IMPORTANT PLATFORM TO RAISE THE PROFILE OF GAS SAFETY WITH CONSUMERS, AND TO HIGHLIGHT THE ADDITIONAL SAFETY FEATURES OF NATURAL GAS WHEN COMPARED WITH OTHER FUELS.”

PAUL MCKEE
General Manager

Day in the life of a gas engineer

All gas engineers in the UK have to be Gas Safe registered. The Gas Safe Register manages the register of legally qualified gas engineers in the UK and aims to protect people from unsafe gas work.

There are more than 130,000 gas engineers on the register, who will all have had their gas work assessed to make sure they are safe to work on gas.

So what does it take to become a qualified gas engineer?



GREENSQUARE GROUP

Property developer GreenSquare published two articles on their website; one aimed at consumers which gave gas safety advice, and a ‘day in the life of an engineer’ feature which focused on engineer training and a typical day. They also provided some excellent support on social media.

GASCARE SERVICES BARWELL LTD

This registered business ran competitions on social media to win a free service, with an encouraging response! They also put out gas safety tips on their social channels during the week.

“WE HAD A GREAT GAS SAFETY WEEK AND LOVED TAKING PART AGAIN.”

GRACE WAND
Sales Manager



YTIC (YOUR TRAINING AND INSPECTIONS CENTRE)

YTIC created a video, accessible on their YouTube channel, which reminded consumers of the importance of having their gas appliances serviced regularly.



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.



HAPPYDOG PLUMBING & HEATING

This registered business had fun supporting Gas Safety Week, using staff to create images portraying the signs and symptoms of carbon monoxide poisoning. These were shared on social media and they gave out CO alarms to all homeowners who didn't have one during the week.



ADEY

Manufacturer ADEY got in on the Gas Safety Week action by publishing a blog on their website giving information on the dangers of unsafe appliances. They also shared gas safety tips on their social media feeds.

“ADEY WERE PROUD TO SUPPORT GAS SAFETY WEEK THIS YEAR AND HELP RAISE AWARENESS OF THE DANGERS OF UNSAFE GAS APPLIANCES.”

CHARLOTTE FORD
Digital & Content Marketing Executive

IPSWICH BOROUGH COUNCIL

Ipswich council sent 10 letters out to catering businesses who use gas cooking equipment. These letters resulted in a serious leak being detected and work rectified at one property. All 10 properties have since received an up-to-date certificate or were in the process of doing so.



GUILDFORD GAS TRAINING – GUILDFORD COLLEGE (TONY REES)

Registered engineer Tony Rees arranged a full week of activities aimed at educating the next generation of Gas Safe registered engineers at his local training college. Guests included Paul Hull of the Gas Safety superheroes, Peter Booth and Gas Man God, Rob Berridge, Testo, Tesla, Betateach and Gas Safe Register who contributed to a podcast about gas safety. Tony's action-packed week attracted a lot of industry attention and was a great way for engineers and students to get behind Gas Safety Week.

“A GREAT WEEK HAD BY ALL.”

TONY REES
Registered Gas Engineer



T BROWN GROUP

Gas Safe registered business T Brown Group got ahead of the game, contacting their clients during the spring and summer seasons to arrange an event each day. Activities included coffee mornings, drop-in advice centres and a community outreach programme which involved knocking on doors to spread the word about gas safety! They also held community fun days before the week educating consumers on important gas safety issues.



AXIS EUROPE PLC

This registered business had a very busy week holding gas safety advice drop-in centres for consumers. Real life testimonials illustrated the potential dangers posed by carbon monoxide. They also ran presentations in multiple locations for employees, and they partnered with Swan Housing Group and Riverside Housing to promote the campaign via a combination of dual branded literature, drop-in advice centres and a big push on social media.

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

JOHN HAYES CEO



CTS PROJECTS

This business was happy to get behind Gas Safety Week by teaming up with clients in order to raise awareness of the potential dangers of poorly maintained gas appliances to tenants.



GAS SAFETY SUPERHEROES

Another busy week for the Safety Superheroes – they ran a Facebook competition to win a boiler and control. To win, engineers had to take a selfie with their Gas Safe Register ID card, using the hashtag #RegardTheCard and post it on Twitter. They also showcased their visual guide to boiler servicing to help both engineers and customers fully understand what's involved in a gas boiler service.

“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





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**GET INVOLVED IN
GAS SAFETY WEEK
14-20 SEPTEMBER 2020**

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