

GAS SAFETY WEEK REPORT 2023



Gas Safety Week  [.co.uk](https://www.gas-safety-week.co.uk)
Keeping our nation safe



CAMPAIGN OVERVIEW

The annual awareness campaign has enjoyed support from key industry organisations, stakeholders and customers over the years – and this year was no exception – all uniting with a shared commitment to promote gas safety. Gas Safety Week 2023 was marked by its theme of diversity. This theme celebrated the rich tapestry within the community of gas engineers, acknowledging their diverse backgrounds, qualifications and the wide array of tasks they undertake to keep the nation safe. It served

as a powerful reminder that the commitment to gas safety knows no boundaries and is upheld by professionals from a broad spectrum of backgrounds and expertise. During GSW23, we collaborated with Gas Safe registered engineers to create the limited edition Gas Safety Guardians calendar. The campaign began with a face to face launch event at the House of Commons (the first in three years!), attended by parliamentarians, setting the stage for the week.

On the digital front, our active social media presence engaged a wide audience, while our extensive PR efforts secured substantial news coverage, emphasising the importance of gas safety. Notably, supporters, including Members of Parliament, united to create informative videos, further amplifying the campaign’s reach and impact. The holistic approach ensured that GSW23 achieved success, enhancing awareness and education about gas safety across the nation.

The Safety Squad and the Gas Safety Week Toolkit:

Once again, the Safety Squad took the forefront as champions for gas safety. Their vibrant images and banners featured prominently in the promotional materials.

The toolkit encompassed:

- Images and logos
- Social media updates and assets
- Press release
- Articles and factsheets
- Leaflet and poster
- Web banners
- Virtual background



“As a campaign, Gas Safety Week is at its best when campaign supporters really get behind the message and share it with their own audiences. We always say we want it to be a choir, not a solo voice.

This year has been a brilliant case in point – we had a theme which supported the incredibly diverse range of work and personal experiences of Gas Safe registered engineers and which gave us wonderful stories and images to share. We had support from Parliamentarians, large companies, small companies, housing associations, trade associations, national papers, local papers, and from people all across the country. Now THAT’S a diverse group.

Thank you to everyone who supported, we will look at all the feedback and continue to build on and improve how we campaign. See you in 2024.”

Scott Darroch, Director of Marketing & Communications, Gas Safe Register



PARLIAMENTARY LAUNCH

On 5th September, a launch event at Westminster marked the commencement of Gas Safety Week. Hosted by Barry Sheerman MP on behalf of the Gas Safe Register, the reception welcomed prominent parliamentarians, including Baroness Finlay and Jim Shannon MP, alongside gas safety champions, and helped set the stage for Gas Safety Week 2023.

Attendees heard a series of enlightening speeches that delved into the critical aspects of gas safety. Topics ranged from the imperative need for carbon monoxide awareness to the commendable 'Think CO' program, which aims to spread awareness about the gravity of carbon monoxide poisoning. Additionally, there were compelling discussions on the indispensable role of registered engineers in ensuring gas safety within our homes and communities.

Speakers:

- Gordon Lishman, Gas Safe Charity
- Jonathan Samuel, Gas Safe Register
- Lily Clarke, Gas Safe registered engineer
- Barry Sheerman MP, APPCOG
- Hilary Bath, Think CO, Gas Safe Charity

MP Videos

MPs across parties, recorded personal videos sharing their perspectives on why Gas Safety Week held such significance. The MPs featured represented a diverse blend of long-standing supporters of

Gas Safety Week and fresh faces who joined to support the campaign. These insightful videos were shared across social media platforms and YouTube, amplifying the message of gas safety to a broader audience.

MPs supporting included:

- Alex Cunningham (Stockton North)
- Liz Twist (Blaydon)
- Stephanie Peacock (Barnsley East)
- Barry Sheerman (Huddersfield)
- Jim Shannon (Strangford)



“Gas Safety Week is when we all come together to raise awareness of the importance of gas safety.”
Jim Shannon, MP for Strangford

“I’d encourage everyone to have their gas appliances checked annually using a Gas Safe registered engineer, and make sure you’re gas safe and fit a carbon monoxide alarm – it could save your life.”
Liz Twist, MP for Blaydon



Lily Clarke, Gas Safe registered engineer



Jonathan Samuel (left) and Barry Sheerman MP (right)



Left to right: Gordon Lishman, Jonathan Samuel, Lily Clarke, Barry Sheerman and Hilary Bath

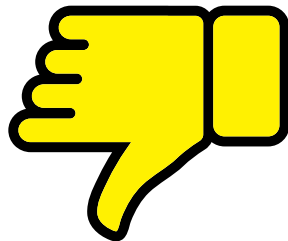
PR COVERAGE

CONSUMER RESEARCH

Research commissioned by Gas Safe Register highlighted the importance of trust when hiring tradespeople. Gas Safe registered engineers emerged as the most trusted group among respondents, with 82% having greater peace of mind when they know their engineer is Gas Safe registered. 79% of individuals who hired a non-qualified or unregistered tradesperson regretted their decision. This emphasises the importance of verifying gas registration before any gas-related work is carried out.



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of consumers have greater peace of mind when they know their engineer is Gas Safe registered



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of consumers who hired a non-qualified or unregistered tradesperson regretted their decision



• GAS SAFETY GUARDIANS CALENDAR

• The Gas Safety Guardians calendar, unveiled during Gas Safety Week, a first of its kind calendar that introduced gas engineers as real-life guardians of gas safety, sharing their stories and safety advice. Each month featured an essential gas safety tip to keep homes and communities safe. The calendar proved popular with over 400 downloads of the digital copy. Printed copies were also given away as prizes on social media.



PR COVERAGE CONTINUED

MEDIA COVERAGE

Throughout the campaign week, we achieved a total of 76 pieces of positive coverage across national, regional and online media.

NATIONAL HIGHLIGHTS

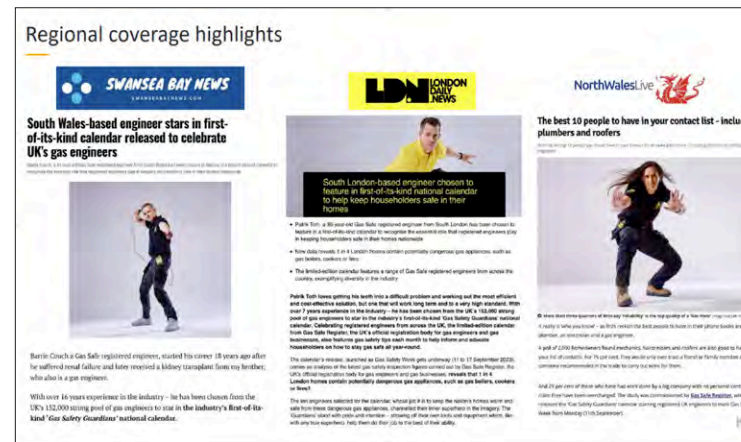
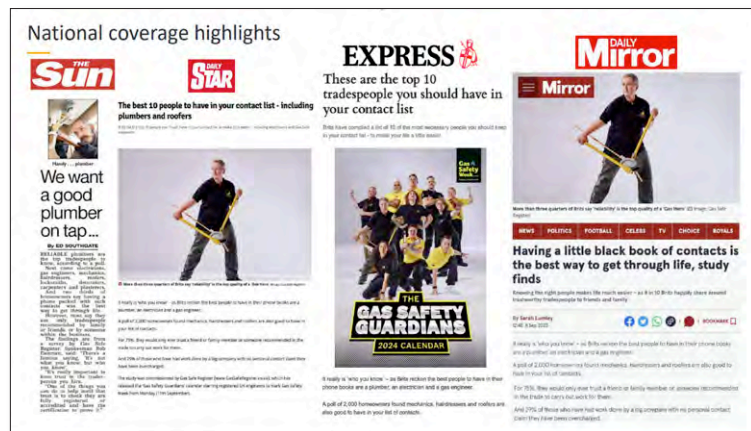
A total of seven national media outlets, including Daily Express, Daily Mirror and Daily Star, featured stories highlighting Gas Safety Week, Gas Safe Register and the Gas Safety Guardians calendar. These articles not only provided brand

exposure but also helped reinforce the importance of gas safety on a national scale. The front cover of the Gas Safety Guardians calendar featured in much of the coverage, providing a visual anchor for the campaign.

REGIONAL HIGHLIGHTS

The impact of Gas Safety Week 2023 extended to the regional level as well with 29 pieces of coverage amplifying our message across various localities. Furthermore, a range of local news outlets spotlighted individual

engineer's involvement in the calendar, celebrating their dedication and commitment to gas safety within their communities.



PR reach

- 76 total coverage secured
- 7 National hits
- 9.6 million circulation

Lily Clarke, Plumbing and Gas Assessor from London, who starred in the 'Gas Safety Guardians' calendar, said:

"Gas Safe registered engineers like me love what we do, and I'm so proud to make an important contribution to the community. By attending schools and events in London I hope to help more young female apprentices into the trade – breaking down stereotypes and showing there is no one size fits all – all whilst keeping our communities safe."

DIGITAL SNAPSHOT

DIGITAL REACH OVER 55 MILLION

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SOCIAL MEDIA CALENDAR

The week's social media communications were themed to address different topics throughout the week.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Showcasing the diversity of gas engineers</p> 	<p>Risks of unsafe gas appliances - raising awareness of CO, gas leaks, fires and explosions</p> 	<p>Renting a property - advice for tenants and landlords</p> 	<p>Avoid illegal fitters - always use a Gas Safe registered engineer</p> 	<p>Buying/selling a home - what to consider when buying selling a property</p> 	<p>Don't DIY, always use a Gas Safe registered engineer</p> 	<p>Safety tips as we head towards the colder winter months</p> 

DIGITAL SNAPSHOT CONTINUED

GAS SAFE REGISTER FACEBOOK

- Posts: 27
 - Impressions: 346,603
 - Comments: 2,801
 - Page likes: 259
- Top post**
- Impressions: 12,83
 - Post interactions: 35
 - Shares: 44



X @GASSAFETYWEEK

- Posts and shares: 171
 - Owner impressions: 161,148
 - Audience impressions: 724,129
 - Engagement rate: 13.6%
- Top post:**
- Impressions: 4,131
 - Retweets: 32
 - Likes: 34



X @GASSAFEREGISTER

- Posts: 22
 - Owner impressions: 912,936
 - Audience impressions: 768,333
 - Engagement rate: 43.14%
- Top post:**
- Impressions: 3,157
 - Likes: 23
 - Engagement rate: 2.15%



INSTAGRAM

- Posts: 26
 - Impressions: 33,372
 - Engagement rate: 31.28%
 - Likes: 368
- Top post:**
- Impressions: 3,360
 - Engagement rate: 1.23%
 - Likes: 38



LINKEDIN

- Posts: 6
 - Impressions: 16,301
 - Engagement rate: 20.31%
 - Shares: 42
- Top post:**
- Impressions: 5,244
 - Reactions: 146
 - Reposts: 48



DIGITAL ADVERTISING

Several online ads ran throughout Gas Safety Week, which reminded consumers to book their annual gas safety check with a Gas Safe registered engineer, and also encouraged people to download the Gas Safety Guardian's calendar.

GOOGLE DISPLAY NETWORK

- Impressions: 21,221,758



YOUTUBE

- Impressions: 3,257,325



FACEBOOK/INSTAGRAM ADS

- Impressions: 10,254,905



FACEBOOK COMPETITION

A Facebook competition encouraged the public to spot the Gas Safe Register logo, which was missing from Doug's shirt. One winner received a £50 Amazon voucher, a CO alarm and a copy of the Gas Safety Guardians calendar. 50 runners up were also selected to win a CO alarm and calendar.

- Impressions: 394,719
- Entrants: 2,003



GETTING BEHIND THE WEEK

Gas Safety Week continues to achieve remarkable outcomes, owing much of its success to the invaluable contributions of numerous supporters who passionately joined us to promote crucial gas safety messages to their audiences.

Here, we highlight a selection of the outstanding activities they undertook during the 2023 campaign.



BRITISH GAS

British Gas, a dedicated supporter of Gas Safety Week 2023, garnered substantial media attention as several national publications covered research commissioned by the company. This research prominently featured expert advice from British Gas engineer, Sunny Solanky.

These are the top tips to keep your home gas safe

Research reveals many UK homeowners wouldn't be a dangerous gas leak, putting their health at serious risk

By ANDREW YOUNG
08:41, Sun, Sep 10, 2023



Money > News Money

GASSED OFF Hundreds of homeowners lack confidence in spotting gas leaks, study finds

MARK VITOW

Mark Vitow, a staunch supporter of Gas Safety Week 2023, partnered with Tesla UK to offer exclusive pricing on gas cooker and catering hoses equipped with innovative Firesafe technology, designed to automatically shut off gas supplies in the event of a fire. They upheld stringent safety standards with BSI approvals and actively promoted this safety-enhancing offer through social media, Gas Safety Week Deals flyers distributed to customers and a dedicated GSW banner on their website. Mark Vitow further demonstrated their commitment to gas safety by running a one-day sale on essential products like gas leak detector spray and gas test gauges, contributing to the promotion of safe gas practices.



GETTING BEHIND THE WEEK CONTINUED

IHEAT

iHeat, a dedicated supporter, utilised their Instagram platform @iheatonline to share essential gas safety information and tips daily. Their posts covered a wide range of topics including the importance of CO alarms, gas safety guidelines, steps to take when detecting a gas leak, recognising CO poisoning symptoms and how to verify an engineer is Gas Safe registered. They creatively engaged their audience with a TikTok video featuring their office dogs, emphasising the need for Gas Safe registered engineers. iHeat also organised a gas safety quiz to test knowledge and highlighted concerning gas safety statistics. In addition, they provided a comprehensive gas safety guide on their blog, offering valuable resources for those seeking detailed information on staying gas safe.



YORKSHIRE COUNCIL

Yorkshire Council joined forces with the gas and electrical team from East Riding of Yorkshire Council to host an impactful roadshow at four leisure centres within their region. At these engaging events, they emphasised the importance of carbon monoxide awareness, educating attendees about the signs and symptoms to watch out for. They provided valuable information about the regular servicing of gas appliances and were readily available to address any gas-related queries from the public. To make the event more interactive, they featured a spinning wheel with exciting prizes. Attendees had the opportunity to receive free CO detectors, water bottles, torches, keyrings and pens. Furthermore, their gas contractor company generously offered vouchers for 15% discount on any gas-related work, further incentivising gas safety measures and showcasing their commitment to promoting safer homes and communities.



STOKE ON TRENT COLLEGE

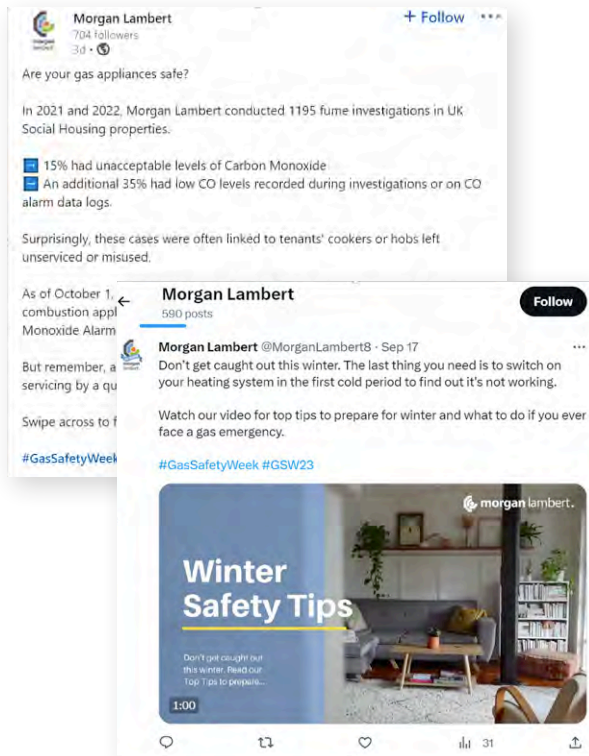
Stoke on Trent College, organised an impactful gas safety day tailored to students during Gas Safety Week 2023. This event aimed to educate and empower students with essential knowledge and practices to ensure their safety when it comes to gas appliances and usage.



GETTING BEHIND THE WEEK CONTINUED

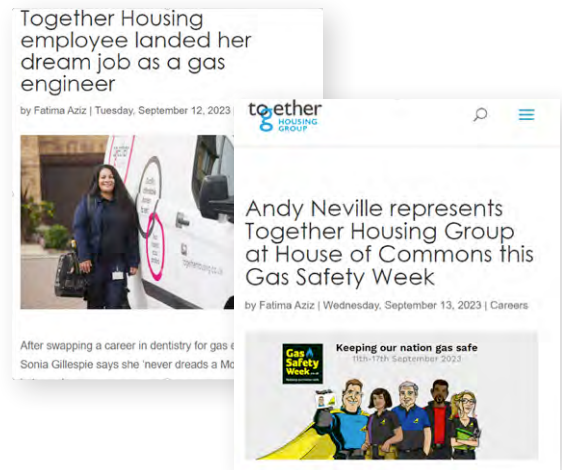
MORGAN LAMBERT

Morgan Lambert, actively participated in Gas Safety Week 2023 by leveraging their social media platform to disseminate critical gas safety messages.



TOGETHER HOUSING

Together Housing made a noteworthy contribution during Gas Safety Week by publishing two informative blogs. The first blog showcased a remarkable success story featuring Sonia Gillespie, an employee at Together Housing who achieved her dream job as a gas engineer. This inspiration narrative highlighted the opportunities and achievements within the gas industry. The second blog covered the parliamentary launch event ahead of GSW, which was attended by Together Housing's Services Manager Andy Neville. Together Housing showcased their active participation and commitment to promoting gas safety.



IGEM

IGEM's Large Business Forum (LBF), demonstrated its unwavering commitment to Gas Safety Week by emphasising the paramount importance of gas safety in the building environment. The LBF urged gas professionals to educate fellow tradespeople, including fire safety professionals and those involved in 'fire stopping' about the hazards associated with tampering with existing gas installations in buildings. To facilitate gas safety on such projects, the LBF produced informative sheets on sealing sleeves for 'fire stopping' and their impact on gas safety. They also refreshed their two risk assessments for property refurbishments and repairs, now encompassing other fuels and activities, catering to non-gas workers/organisations as well as registered gas engineers responsible fire protection and property refurbishments. Additionally, the LBF addressed the increased use of LPG cabinet heaters during rising fuel poverty concerns, providing an information sheet for visual inspections. All these resources are readily available for free download on IGEM's website.

GETTING BEHIND THE WEEK CONTINUED

UTILITA

Utilita supported GSW by actively engaging their audience through numerous social media posts. These posts consistently emphasised essential gas safety messages, covering topics such as recognizing signs of CO poisoning and stressing the significance of using Gas Safe registered engineer.



MID ULSTER DISTRICT COUNCIL

Mid Ulster District Council demonstrated their commitment by leveraging their social media presence. Their posts received notable engagement, with impressive statistics that included 2,858 post impressions, reaching 2,761 accounts and garnering 53 engagements.

THE ROYAL YACHTING ASSOCIATION

The Royal Yachting Association dedicated its efforts to educating users of the UK's inland waterways about essential safety practices concerning carbon monoxide and gas. Their focus encompassed safe LPG usage onboard, recognising the signs and symptoms of CO poisoning and offering valuable insights into proper ventilation requirements. Emphasis was placed on the importance of not altering LPG installations and the necessity of regular appliance inspections to ensure safety.



TALON

Talon organised a creative super-hero themed giveaway to underscore the utility of its ID clips in identifying gas, hot water and cold-water pipelines. Mike Morris, the marketing manager, emphasised that these Identification Clips simplify the process of identifying the purpose of each pipe within a complex network of pipework. This streamlines the work for both future installers and homeowners, ensuring that they can readily and safely determine the function of each pipe in their residences.




GETTING BEHIND THE WEEK CONTINUED

SOCIAL MEDIA PARTICIPATION:

Liquid Gas UK
2,374 followers
8h • Edited •

This week, its Gas Safety Week!

We're pledging our support to the campaign led by the Gas Safe Register ...see more



Sureserve Group
2,765 followers
8h •

This week we are supporting Gas Safety Week, an annual event to raise awareness of gas safety and the importance of taking care of your gas appliances. It is coordinated by Gas Safe Register, the official list of gas engineers who ...see more



Gas Safety Week
Keeping our nation safe

We are proud to be supporting Gas Safety Week 2023


Keeping our nation gas safe
11-17 September 2023

SureserveGroup

15 2 reposts

Fusion21
4,671 followers
7h •

We're proud to support Gas Safety Week! Did you know, that our heating and renewables framework is specifically designed to support you and your communities? Worth over £500 million, our framework is managed by C ...see more



FUSION21

Gas Safety Week
Keeping our nation safe

We help to sustain healthy and safe communities through

Halton Housing
8,086 followers
8h •

✓ | We are proud to support Gas Safety Week 2023, taking place all this week!

As a responsible landlord, we have a legal duty and responsibility to en: ...see more



Proudly supporting Gas Safety Week

Gas Safety Week
Keeping our nation safe

Bionic
22,641 followers
7h •

🔥 If your business is cooking on gas, it's important to make sure all your appliances are well-maintained and used safely. Check out the quick safety tips below then go to the Bionic blog for more detailed info ...see more

Gas Safety Week 2023 • 5 pages

Gas Safety Week is here!

Remember to book your annual safety check with a Gas Safe registered engineer



National Gas
6,471 followers
1w •

There's only 7 days to go until #GasSafetyWeek! An annual event, its aim is simple: keeping the nation gas safe.

We have gas appliances all around us: at home, in the workplace, or in gyms, hospitals, and libraries. If they fail to work properly, appliances release carbon monoxide - a poisonous gas, with no smell or colour that can make you seriously ill without warning.

With the prominence of gas appliances, there's a few simple ways you can keep you and your loved ones safe:

- ✓ Check your gas appliances every year
- ✓ Keep vents free to ensure air flow
- ✓ Get a gas safety check

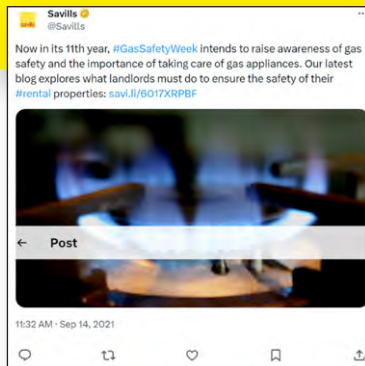
If you smell gas or need safety advice, call the Gas Emergency Services hotline on 0800 111 999. Alternatively, you can find and book an engineer visit via the Gas Safe Register website at [GasSafeRegister.co.uk](https://www.gasregisters.co.uk), or call their free helpline on 0800 408 5500.

#GSW23

GETTING BEHIND THE WEEK CONTINUED

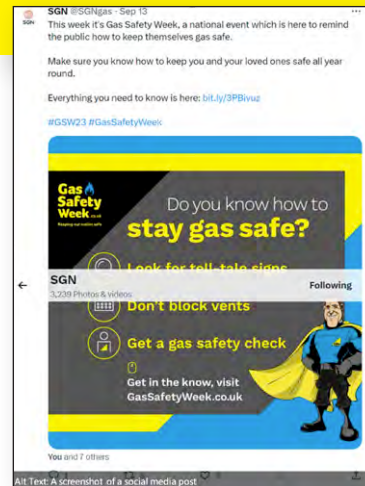
Theresa Wallace, Head of Customer Relations, Savills:

“Each year Savills is proud to support Gas Safety Week and this year is no exception. Raising awareness of gas safety remains of great importance to us and we continually work to educate our landlords about the obligations involved and work to ensure all our properties meet the requirements. As agents, we play a critical part in ensuring tenants are living in safe and habitable properties and gas safety sits at the top of this priority list.”



Dan Edwards, Social Impact Programme Lead at SGN:

“Safety is one of our core values at SGN and our top priority both for our customers and our colleagues. Gas Safety Week is an excellent opportunity to share important gas safety messaging and raise awareness of the dangers of carbon monoxide as part of this national safety campaign, which is why we’ve supported this campaign since it launched in 2011.”



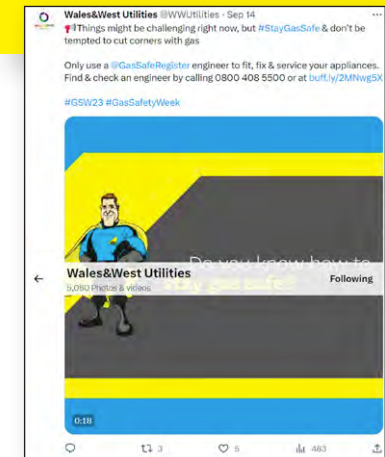
Noelene Maguire, Membership Development Manager, Liquid Gas UK:

“We’re proud to support and promote Gas Safety Week 2023 to raise awareness of the importance of keeping appliances well maintained and serviced. We’ve been providing safety guidance and LPG standards for over 45 years and it’s at the heart of what we do at Liquid Gas UK. We work closely with the Gas Safe Register team to ensure we provide the very latest in LPG guidance, engineering and safety practices.”



Clive Book, Head of Emergency Services at Wales & West Utilities:

“At Wales & West Utilities our top priority is to keep our customers and colleagues safe. We’re proud to have supported Gas Safety Week since it was set up, and it’s a great annual opportunity to remind us all of the simple steps we can all take to stay Gas Safe.”



GETTING BEHIND THE WEEK CONTINUED

Raj Kakar-Clayton, Managing Director at Which? Trusted Traders:

“Whether you live in a small flat or a large mansion, your home should be equipped with carbon monoxide (CO) alarms to warn against high levels of carbon monoxide, which has the potential to kill in minutes.

“The dangers apply to everyone, not just to elderly or vulnerable people, so for Gas Safety Week we encourage you to take some time to ensure your carbon monoxide alarm is up to scratch. Which? recommends that a good alarm should sound when it detects the gas and it should be loud enough to alert everybody in the house.

“It’s also important to ensure your gas appliances, including your boiler, are checked regularly by a registered trader to ensure they’re safe and working as efficiently as possible. Working with Gas Safety Register, Which? Trusted Traders is encouraging everyone to tackle this task ahead of winter.”



Eileen Brown Customer Experience Director at Northern Gas Networks:

“As the gas distribution network for the North of England, we are proud to support this year’s Gas Safety Week. We supply gas to more than 2.7 million homes and businesses across our region, providing our customers with gas safety advice is an essential part of what we do on a daily basis.

CO is a poisonous, colourless and odourless gas that can cause serious harm to health or even result in death so it is really important to have an audible alarm fitted and to notice the warning signs.

Our emergency gas engineers use lifesaving carbon monoxide detection equipment every day. Over the 2022/23 reporting period, 3,843 suspected Carbon Monoxide (CO) emergencies were reported to NGN. Of which, 442 were confirmed as cases where carbon monoxide was present, which means at least 442 lives were potentially saved due to having an alarm.

For Gas Safety Week 2023, our key focus will be about raising the profile of the National Gas Emergency Service telephone number - 0800 111 999 – and the importance of saving that into your mobile phone.”



Mark Belmega, Director of Sustainability and Social Purpose, Cadent:

“Cadent is once again proud to support Gas Safety Week. As the UK’s largest gas distribution network and the operator of the National Gas Emergency telephone service, we actively promote gas safety to help keep people informed on what to do if they smell gas, or suspect carbon monoxide. With Britain continuing to feel the pinch, we recently conducted research which revealed that almost half of households would tamper with their own boilers to save money and are only having their boilers serviced every three years, rather than annually. However, when it comes to protecting your family and those living in your home, it’s vital that gas safety remains a priority.”



THANK YOU TO EVERYONE WHO SUPPORTED GAS SAFETY WEEK 2023



**Gas
Safety
Week**.co.uk

Keeping our nation safe

**Get involved in Gas Safety Week:
9th-15th September 2024
GasSafetyWeek.co.uk**

**For more information,
please contact us:
marketing@gassaferegister.co.uk**

