



# GAS SAFETY WEEK 2017 REPORT



# GSW17 HIGHLIGHTS

TOTAL REACH

**282 MILLION**

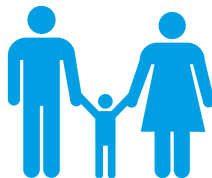


**7,831**

PLEDGES



THIS YEAR'S THEME  
**FAMILY  
MATTERS**



**218 MILLION  
REACH VIA  
PRESS COVERAGE**

(20% OF WHICH WAS THIRD-PARTY COVERAGE)

**LAUNCHED AT  
HOUSES OF  
PARLIAMENT**

THE SPEECHES HAVE BEEN  
VIEWED 3,400 TIMES ON FACEBOOK LIVE



**1.7** **MILLION  
REACH**

THUNDERCLAP:  
672 SUPPORTERS

**64** **DIGITAL REACH  
MILLION**

**93,000 VISITS**

TO [GASSAFEREGISTER.CO.UK](http://GASSAFEREGISTER.CO.UK) – UP 26% ON GSW16

**64,000+**

HARD COPY LEAFLETS  
AND POSTERS SENT OUT



**EVENTS HELD AROUND THE  
COUNTRY BY SUPPORTERS**

**5,000+**

ENTRIES TO OUR COMPETITIONS



# CAMPAIGN OVERVIEW

A record 7,831 supporters came together for the seventh Gas Safety Week, which took place on 18-24 September 2017. The annual awareness week – co-ordinated by Gas Safe Register – provides a platform for the gas industry, consumer organisations, charities and individuals to focus all our communications about gas safety in one week. This Gas Safety Week there were over 282 million opportunities to see gas safety messages, generating interest in the media and having a greater impact amongst the public.

The theme this year was *family matters*. We drove the message home about the importance of having your household’s gas appliances safety checked every year to help protect your family from gas leaks, fires, explosions and carbon monoxide (CO) poisoning.

**CARBON MONOXIDE IS KNOWN AS THE ‘SILENT KILLER’ AS YOU CANNOT SEE, SMELL OR TASTE IT.**



## PARLIAMENTARY LAUNCH

Over 60 guests gathered at the Houses of Parliament to launch Gas Safety Week. The reception was hosted by the co-chair of the All Party Parliamentary Carbon Monoxide Group, Barry Sheerman MP, and featured speeches from Jonathan Samuel (Gas Safe Register), Eddie Hughes (MP for Walsall North), Lawrence Slade (Energy UK), Paul Hull (Gas Safety Superheroes) and Gordon Lishman (Gas Safe Charity). The speeches were broadcast on Facebook Live and have been viewed over 3,400 times.

Parliamentarians were keen to show their support for the week and recorded their own safety messages. You can view videos from Baroness Finlay, Barry Sheerman, Alex Cunningham, Maria Miller, Sheryll Murray, Sir David Amess, Daniel Zeichner, Douglas Chapman and Jim Fitzpatrick.

**Watch their messages at**  
[www.YouTube.com/gassaferegister](http://www.YouTube.com/gassaferegister)



**“CHANGE IN THE INDUSTRY IS ENTIRELY DEPENDENT ON CONSUMER EDUCATION. EDUCATION COMES FROM THE CONVERSATIONS WE HAVE WITH OUR CUSTOMERS.”**

**PAUL HULL, GAS SAFETY SUPERHEROES**



CHARLOTTE TAYLOR AND PAUL HULL (GAS SAFETY SUPERHEROES)



BARRY SHEERMAN MP AND STEPHANIE TROTTER, OBE (CO-GAS SAFETY)



LAWRENCE SLADE



GORDON LISHMAN

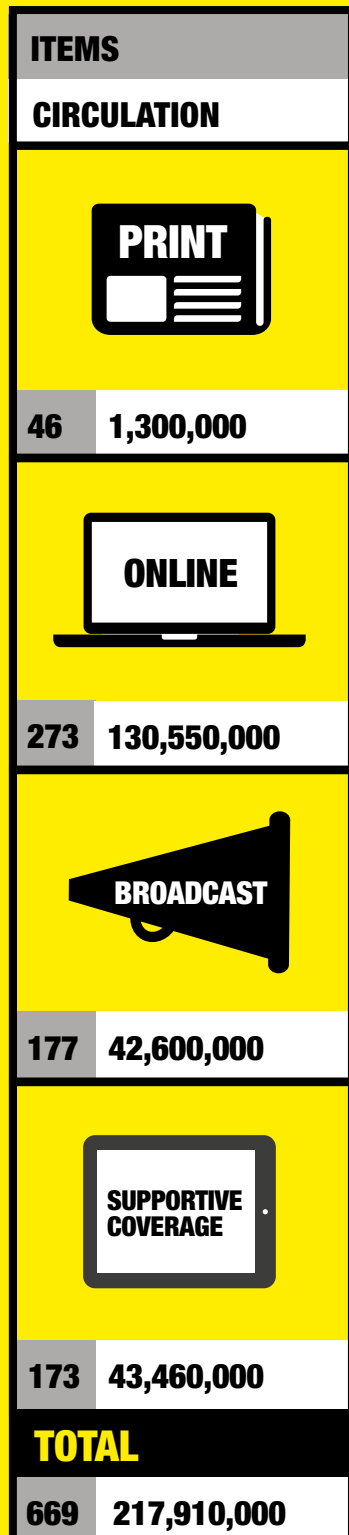


EDDIE HUGHES MP

# PR COVERAGE

We achieved 496 individual items of coverage across national, regional and trade media platforms, achieving a reach\* of over 174 million. An additional 173 items generated by Gas Safety Week supporters reached over 43 million, giving a combined reach of almost 218 million.

\*REACH: AN OPPORTUNITY TO SEE A MESSAGE ABOUT GAS SAFETY.



## THEME & APPROACH

Family matters was the theme for this year's Gas Safety Week. To achieve greater coverage we launched two waves of activity (before and during the week), which were both supported by new research.

To create further press interest, we partnered with a celebrity doctor, Netmums, and bloggers who had experienced carbon monoxide poisoning at home. We also worked closely with The National Fire Chiefs Council (NFCC), NHS Choices and MPs.



## PRE-GAS SAFETY WEEK

The week prior to Gas Safety Week we released new research that revealed 12 million households (46%) are putting themselves at risk, by not having a carbon monoxide (CO) alarm at home. The majority of people (75%) said they were worried about safety in the home and 83% did have a smoke alarm. We were encouraging consumers to view gas safety with the same regard and take proactive action by having their gas appliances checked and installing a CO alarm.

Helping to convey this message on a personal note was Danielle Duggins, who runs the Someone's Mum blog. Danielle told us why she is now always gas safety vigilant after she found out that her boiler had been emitting deadly CO into the loft of her family's home. Danielle's story was promoted via her blog site, social media and during the week she gave an interview with Sky News Radio.

**"I WAS FACED WITH THE REALISATION THAT I MIGHT HAVE BEEN POISONING MY BABIES DUE TO MY OWN NEGLIGENCE – IT WAS TOO MUCH."**

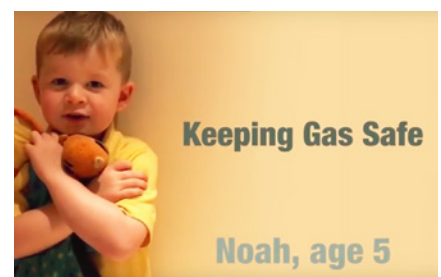
DANIELLE DUGGINS, BLOGGER OF SOMEONE'S MUM



## CHILDREN'S TOP TIPS

To bring the family matters theme to life we encouraged children to send us recordings of their top gas safety tips. These were used to create short videos that were shared on social media and across websites.

You can watch these adorable videos at [www.youtube.com/gassaferegister](http://www.youtube.com/gassaferegister)



# GAS SAFETY WEEK ACTIVITY

Our core story was released at the start of Gas Safety Week and revealed that almost a third of people (32%) did not recognise the symptoms of carbon monoxide (CO), misdiagnosing them for other illnesses such as concussion (37%), meningitis (36%), a panic attack (27%), a stroke (22%) and the flu (19%).

Jo Brooks, of the Mum Friendly blog, had experienced the symptoms of CO poisoning for several months and put it down to a persistent virus. When Jo had a gas safety check it was discovered that a loose flue had caused the CO poisoning. We also teamed up with Dr Ranj Singh (CBeebies Get Well Soon) and urged the public to learn the symptoms of CO poisoning and what action to take if they, or someone they know, may be suffering from it.

Jo and Dr Ranj joined us for a radio broadcast day. Live and pre-recorded interviews went out to stations across the UK, including BBC Radio Surrey, Wireless Group North West, Radio Yorkshire, SFM Radio and talkRADIO. In total we had almost three hours of air time across news bulletin and feature programming. Further coverage was achieved through competitions that ran across 18 radio stations and 77 news websites. The winners received a home safety kit, including a CO alarm, smoke alarm and a £50 voucher.

**“CO POISONING CAN BE FATAL SO IT’S IMPORTANT THAT WE RAISE AWARENESS THIS GAS SAFETY WEEK SO THAT FAMILIES CAN TAKE THE RIGHT PRECAUTIONS AND STAY SAFE.”**

DR RANJ



**“I KNOW WE ARE INCREDIBLY LUCKY AND THAT IT COULD HAVE BEEN A LOT WORSE FOR US. I URGE ALL FAMILIES TO MAKE SURE THEY KNOW THE SYMPTOMS OF CO POISONING AND MAKE SURE THEY GET AN ANNUAL GAS SAFETY CHECK.”**

JO BROOKS

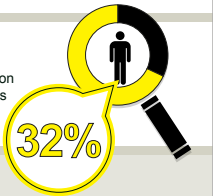


## CO POISONING SYMPTOMS AND MISDIAGNOSIS

Carbon monoxide (CO) is known as the **SILENT KILLER** as it has no smell, taste or colour - its symptoms include headaches, dizziness, nausea, breathlessness, collapse and loss of consciousness

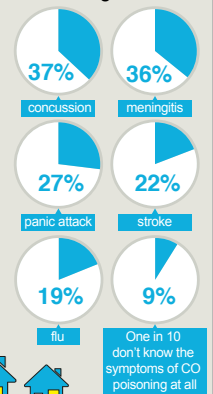
**Almost a third**

of people do not recognise carbon monoxide (CO) poisoning and its symptoms, misdiagnosing symptoms for other illnesses



Nearly half of the nation's homes don't have a CO alarm, which could leave more than **12 million** households across the UK at risk from CO poisoning.

CO poisoning is **most likely** to be misdiagnosed as...



**46%**

### DANGEROUS GAS APPLIANCES

Gas appliances should be checked every year by a Gas Safe registered engineer to make sure they're working efficiently and safely. CO alarms should also be used to help keep you and your family safe in your home.



To find out about dangers in your area visit [www.StayGasSafe.co.uk](http://www.StayGasSafe.co.uk).



## NETMUMS



We worked with parenting site NetMums who ran a 'spot the Gas Safe Register logo' competition on Facebook. They also sent out a post that warned their followers about CO and linked to the Gas Safe Register website for further information. This had a combined social reach of 230,000. Here's what their followers had to say:

**“GAS SAFE ARE DOING MORE AND MORE GREAT WORK, KEEPING OUR HOMES SAFE WITH AWARENESS WEEKS AND MEDIA PUBLICITY. KEEP IT UP GUYS.”**

OANA MARIA ONICA

**“A GREAT WAY TO RAISE AWARENESS.”**

LISA ROBERTSON










**“VERY IMPORTANT TO SEE.”**

SHIRLEYWHIRLEY TRAINER

# DIGITAL SNAPSHOT

DIGITAL REACH 64 MILLION

## WHO BROUGHT THE BIGGEST BANG?

COMPANY	FOLLOWERS
 NHS choices	211,351
 Birmingham City Council	126,549
Joseph Valente	60,616
 CRIMESTOPPERS 0800 555 111	57,901
 SCREWFIX	49,364
 HOMEBASE	47,156
	40,604
 CHESHIRE FIRE & RESCUE SERVICE	39,909
 sm	38,461
 Fife FIRE & RESCUE SERVICE	34,739

**672**  
SUPPORTERS  
**1.7M**  
REACH



## WHAT WERE THE MOST POPULAR TOOLS DOWNLOADED?

QUICK KIT

LOGO & STRAPLINE

IMAGES

SOCIAL MEDIA UPDATES



LEAFLET AND POSTER

WEB BANNERS

ARTICLES & COPY

PRESS RELEASE KIT

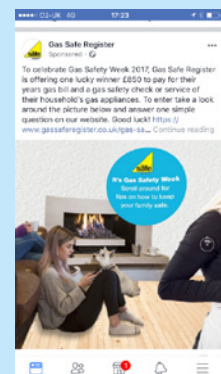
## GAS SAFE REGISTER FACEBOOK

<b>26</b> POSTS	<b>2,019</b> SHARES	<b>655,790</b> REACH
 <b>1,765 PEOPLE LIKED THIS</b>		
 <b>360° IMAGE HIGHLIGHTED TOP GAS SAFE TIPS AS WELL AS PROMOTED OUR MAIN COMPETITION.</b>		

### FAVOURITE FACEBOOK COMMENTS

**"I HAVE GOT MY GAS ENGINEER COMING NEXT MONTH TO CHECK MY HEATING AND GAS FIRE I ALWAYS FEEL HAPPIER ONCE IT IS DONE :) YOU NEVER KNOW!"**


MARIE F NICKLIN



**"WOW! HOW AMAZING WOULD THIS BE! GREAT ADVICE TOO! IT'S SOMETHING I HAD NO IDEA ABOUT. ALWAYS HAPPY TO HEAR HOW TO KEEP MY HOME SAFE, HAVING TWO SMALL CHILDREN!"**

CORINNA JENNINGS


## SNAPCHAT



### GEO-TARGETED FILTER


IN BUSY CENTRES

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### 10,489 IMPRESSIONS





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### 79 PEOPLE SNAPPED WITH FILTER

**21,986**  IMPRESSIONS

## @GASSAFETYWEEK

	<b>43</b> TWEETS
	<b>435</b> RETWEETS
	<b>1,293,542</b> OWNER IMPRESSIONS
	<b>4,088,803</b> AUDIENCE IMPRESSIONS

42% MORE FOLLOWERS SINCE GSW16

### TOP POST

44,086 IMPRESSIONS  
168 RETWEETS



## GOOGLE DISPLAY ADVERTS





ENCOURAGED PEOPLE TO GET THEIR GAS APPLIANCES CHECKED

3.8M  
IMPRESSIONS

10,461  
CLICKS



## @GASSAFEREGISTER

	<b>56</b> TWEETS
	<b>761</b> RETWEETS
	<b>2,852,063</b> OWNER IMPRESSIONS
	<b>4,074,353</b> AUDIENCE IMPRESSIONS

### TOP POST

12,025 IMPRESSIONS  
47 RETWEETS



45.5 MILLION  
IMPRESSIONS

#GSW17 #GASSAFETYWEEK  
#GSW #GSW2017 #GASSAFE  
#GASSAFETY

93,013 VISITS

TO GASSAFEREGISTER.CO.UK

## COMPETITIONS

### GRAND PRIZE

To enter, consumers had to visit GasSafeRegister.co.uk and tell us how often their gas appliances should be checked.

ALMOST  
**5,000**  
ENTRIES

**£850 PRIZE**  
TO PAY FOR YOUR ANNUAL  
GAS BILL AND SAFETY CHECK

### CO ALARMS

Twitter users entered our daily CO alarm giveaway by sharing Doug's top tips.

**200+**  
PEOPLE ENTERED  
**30,000+**  
IMPRESSIONS  
OF TOP TIPS POST

### Fancy winning a carbon monoxide alarm?

Simply share Doug's top tips for your chance to win a CO alarm!



- ✓ Get your appliances checked every year
- ✓ Only use a Gas Safe registered engineer
- ✓ Always ask for your engineer's ID card



GasSafeRegister.co.uk

### ENGINEER'S PRIZE

We were looking for a #GSWHero. Engineers sent us their photos showing how they keep the nation safe.

Bill Tuck of BPT Gas Services won a power tool set worth £300 that was generously donated by Homebase.

**#GSWHERO**  
BILL TUCK OF BPT GAS SERVICES

**POWER TOOL KIT**  
#GSWHERO PRIZE

**CHANCE TO WIN!**  
Ozito power tool kit worth over £300!

Are you a Gas Safe registered engineer? If so, post a picture on Twitter that shows how you're keeping the nation safe this Gas Safety Week.

Use the hashtag #GSWHero in your post to qualify.

Worth over £300

In partnership with **HOMEBASE**

Terms and conditions apply

# GETTING BEHIND THE WEEK

With over 7,800 organisations and individuals taking part in this year's Gas Safety Week we couldn't include everyone, so here is just a small selection of supporters' activities during the week.

## REAL BOILER SERVICING & MAINTENANCE

Sole trader Ibrahim Tural pulled out all the stops, co-ordinating the first Enfield Gas Safety Week Community Event. The event was opened by the Mayor of Enfield and saw a great turnout. There was fun for the whole family with face painting, cheerleaders, a bouncy castle, F1 simulator, competitions, a safety hunt and local DJ, Radio JJ.



A 'colour in Doug' children's competition proved very popular. The winner grabbed themselves an arts and craft set and their parents won a smart thermostat, with runners-up receiving a CO alarm. Following its success Ibrahim says he already has plans for next year's event!



## GAS SAFETY SUPERHEROES

Gas Safety Week marked Gas Safety Superheroes' first birthday. They've been busy this past year, encouraging fellow engineer heroes to always show customers their Gas Safe ID cards, promoting annual servicing and working to improve apprenticeships and training.

**"IF WE WANT TO END THE SILENCE, THE STIGMA AND THE SCARY LACK OF KNOWLEDGE AROUND GAS SAFETY, WE MUST MAKE TIME TO TALK – ENGINEER TO CUSTOMER."**

GAS SAFETY SUPERHEROES

This Gas Safety Week they launched a campaign called 'Time to Talk' to help educate and empower customers to see their boiler as more than just 'a white box on the wall'.

To keep the momentum going throughout the week there was a different topic of discussion each day:

- MONDAY** SPOTTING SAFETY
- TUESDAY** WHAT A SERVICE LOOKS LIKE
- WEDNESDAY** REGARD THE CARD
- THURSDAY** FLUE SAFETY
- FRIDAY** CO SAFETY

1 in 6 Boilers in the UK are unsafe. It's Time to Talk to your customers to improve knowledge, insight and understanding of Gas Safety.

**# STOP THE STIGMA**



## KEEPMOAT REGENERATION

Keepmoat Regeneration's week was jam-packed with activities taking place up and down the country, giving advice to the public, industry colleagues and clients.

In Scotland they hosted awareness talks and distributed over 100 gas safety packs to subcontractors. They installed CO alarms in properties in South Lanarkshire, and visited local primary schools in Glasgow to teach children about the importance of gas safety.

In the North employees had interactive discussions with clients and tenants about gas safety. Toolbox talks and gas cooker awareness training sessions were delivered across 45 of their sites. Their Gas Safe registered engineers carried out free gas safety checks on properties in the Leeds areas of Beeston Hill, Holbeck and Little London.

Employees in London hosted gas bayonet training, launched a gas safety quiz to site and contract managers, and handed out gas safety cards to staff, clients, and their supply chain.



**"GAS SAFETY IS IMPORTANT ALL YEAR ROUND, BUT IT'S NOT ALWAYS A HOUSEHOLD'S TOP PRIORITY. GAS SAFETY WEEK GAVE US THE OPPORTUNITY TO SHINE A SPOTLIGHT ON GAS SAFETY AND RAISE AWARENESS OF SAFE BEHAVIOURS IN OUR COMMUNITIES."**

DAVE SHERIDAN



# WOLSELEY PLUMB CENTER TOUR

A team of industry advocates took to the road, touring Wolseley Plumb Center branches in Ilkeston, Nottingham, Mansfield, Tamworth, Burton and Derby. They were determined that engineers should be proud to wear and show their Gas Safe ID card – and got their point across by taking a huge 2m x 1m replica ID card everywhere with them. The tour was a follow-up to last year's Twitter campaign #RegardTheCard.

The road trip team were gas engineer Peter Booth; Tim Pollard, head of renewables at Wolseley; Valliant sales director Simon Whysall, and Twitter masked man of mystery GasManGod.

**"THE GAS SAFETY WEEK INITIATIVE IS REALLY IMPORTANT FOR AWARENESS FOR BOTH CONSUMERS AND INSTALLERS. WE CAME UP WITH THE IDEA FOR A ROAD TRIP AS WE FELT THAT MEETING WITH AND TALKING TO INSTALLERS DIRECTLY ABOUT GAS SAFETY IS INVALUABLE."**

SIMON WHYSALL

**"THE WELCOME WE RECEIVED IN BRANCHES WAS GREAT. IT MADE ME FEEL PRIVILEGED TO BE ENCOURAGING MY PEERS TO PROMOTE THEIR SKILLS TO HOMEOWNERS. IT'S A SKILL THAT ONLY THEY CAN DO LEGALLY AND SHOULD BE COMMENDED FOR."**

PETER BOOTH

# ARLA PROPERTY MARK

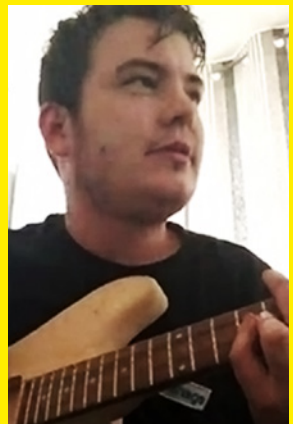
ARLA sent out messages on social media and issued a press release, which was picked up by property websites. They included a double-page feature in *Property Professional* magazine that highlighted case studies of gas-related prosecutions brought against landlords, which brought home the message to their 37,000 readers.



# INSTALLERS FIRST

Installers First and Gas Safe registered engineer Mark Grieves went on the hunt to find someone to create an unforgettable tune that would stick in the mind. According to research jingles rattle around our heads for an average of 58 minutes a week!

The winner was James Elmy, from Beckenham in Kent. His ukulele-accompanied ditty summed up the message perfectly, reminding people to "Make sure that you check the card/I'm sure it's not very hard to do." James hopes his jingle will help people all over the UK to put gas safety first by getting a regular boiler check, and to only employ Gas Safe registered engineers.



JAMES ELMY

# YOUR MOVE

Southampton lettings company Your Move combined two topics on everyone's minds: baking cupcakes and gas safety. They made sure all their landlords and tenants knew about gas safety whenever they emailed or talked on the phone. They ran quizzes based on the daily updates from Gas Safety Week, and encouraged branches to put posters in their windows. Finally, they finished off with a dress-down day in Gas Safety Week colours!



**"THE TEAM GENUINELY ENJOYED BEING PART OF GAS SAFETY WEEK AND GETTING A SERIOUS MESSAGE ACROSS TO OUR STAFF, LANDLORDS AND TENANTS."**

BALLY PONE

**"GAS ENGINEERS ARE THE UNDISPUTED AND PROVEN LINK BETWEEN THE PUBLIC, GOVERNING BODIES AND THE INDUSTRY, AND ARE BEST PLACED TO ENSURE THAT PUBLIC AWARENESS IS ACHIEVED."**

MARK GRIEVES

## GETTING BEHIND THE WEEK

### VAILLANT GROUP

Vaillant got on board with a variety of activities. As well as their participation in the tour of Wolseley Plumb Center branches, they ran a social media campaign that gave different gas safety messages every day. Their service reminder letters to customers included a Gas Safety Week poster featuring mascot Doug and reminded customers to make sure their gas appliances are checked every year. Emails included a Gas Safety Week banner too.

### TOGETHER HOUSING

Making sure your gas appliances work is essential for your safety, Together Housing told their tenants. The social housing association, which covers 37,000 properties across the north of England, produced five videos to advise their tenants about: gas safety, the importance of an annual check, the impact of a missed appointment, what to do if there is a gas leak and a gas tightness test.



### HERTFORDSHIRE FIRE & RESCUE SERVICE

Hertfordshire FRS, alongside local housing associations and their Gas Safe registered contractors, set up stands in Tesco in Hatfield and Borehamwood to give customers safety advice. The events also led to 50 home fire safety visits.



### SCOTTISH GAS NETWORK & IGEN

Hosted by MSP Clare Adamson, the SGN exhibition highlighted the development of a vulnerable customer package; the risks of carbon monoxide and locking cooker valve campaign.

In addition IGEN's event focused on the SGN study into appliance servicing and installation. The study involved a team of Gas Safe registered engineers and inspected nearly 8,000 properties and almost 11,000 appliances across four towns in Scotland. This has provided a unique insight into appliance health, servicing and messaging around CO.

**“AS CONVENOR OF THE CROSS-PARTY GROUP ON ACCIDENT PREVENTION AND SAFETY AWARENESS AT THE SCOTTISH PARLIAMENT, I HAVE THE PRIVILEGE OF WORKING ALONGSIDE ORGANISATIONS WHO DEDICATE THEMSELVES TO RAISING AWARENESS OF GAS SAFETY MATTERS ALL YEAR ROUND.”**

CLARE ADAMSON MSP

### LIVERPOOL MUTUAL HOMES

LMH ran a social media campaign offering gas safety advice and discounted gas safety checks to LMH Group staff and leasehold customers. They sent round gas safety tips to their staff, included articles on their website about the importance of being gas safe and reminded tenants to allow engineers access to the property to carry out their annual gas safety check.



### SWALE HEATING

Swale Heating gave away a free CO alarm with every boiler installation purchased during Gas Safety Week as well as offering top safety tips and information about carbon monoxide on their website.

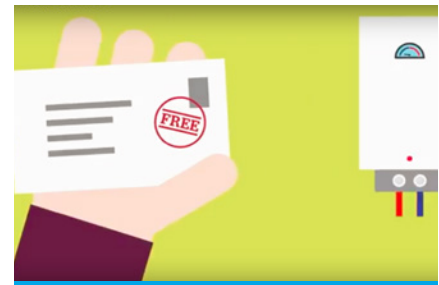
### ATAG HEATING TECHNOLOGY

ATAG gave away free CO alarms with their boilers to mark Gas Safety Week and were proud to support the #RegardTheCard campaign.



### THE REGENDA GROUP

The north-west social housing provider marked Gas Safety Week by launching a 10-month programme to fit CO alarms in all its 13,000 properties. They also promoted the importance of gas safety checks with a fun video and provided gas safety advice on their website.



### NOTTINGHAM CITY HOMES

Nottingham City Homes spoke to around 300 members of the public and gave out safety information across three events in Nottingham.

### BARROW BOROUGH COUNCIL

Barrow Borough Council environmental health officers got in touch with 77 takeaway businesses in the region as part of a campaign to reduce the dangers of gas in their work.

### CONTRACT BUILDING SERVICES

CBS published an article on their website and ran a social media campaign promoting gas safety during the week.

# PHOENIX ENERGY SERVICES

Phoenix Energy Services and Spanner the dog embarked on a roadshow of shopping centres in Northern Ireland. Spanner met shoppers at The Kennedy Centre, Belfast, offering advice to householders on staying safe.



**“WE CONTINUE TO SUPPORT GAS SAFETY WEEK, WHICH PROVIDES PHOENIX ENERGY SERVICES WITH A GREAT OPPORTUNITY TO RAISE THE PROFILE OF GAS SAFETY WITH CONSUMERS AND TO HIGHLIGHT THE ADDITIONAL SAFETY FEATURES OF NATURAL GAS IN CONSIDERATION OF OTHER FUELS.”**

PAUL MCKEE

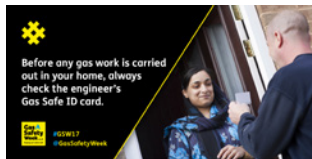
# TESLA UK

Tesla UK added special tags to 10,000 cooker hoses, which went to national and independent merchants. The tags featured campaign superhero Doug on one side and the company's own gas safety messages on the other.



# YORKSHIRE HOUSING

Yorkshire Housing showed its customers what it was doing to keep them safe, in real time. Through social media, the affordable housing provider posted photos and videos of its gas engineers while they were working: they serviced boilers, checked gas pressure, tested for gas escapes, fitted carbon monoxide alarms – and made sure that they showed their ID card. They also ran a series of gas safety tips.



# CIPHE

CIPHE urged consumers to have their appliances checked annually, so they can be assured they are working safely and efficiently. They also highlighted the growing black market in counterfeit or non-compliant boiler parts and encouraged engineers to be vigilant.

**“ONCE AGAIN THE INSTITUTE IS PROUD TO SUPPORT GAS SAFETY WEEK AND WORK WITH OUR FRIENDS OVER AT GAS SAFE TO PROMOTE GAS SAFE REGISTERED ENGINEERS.”**

KEVIN WELLMAN

# WALES AND WEST UTILITIES

WWU made sure that its customers were ready for winter and stayed gas safe at the same time, with an eye-catching and informative series of messages.



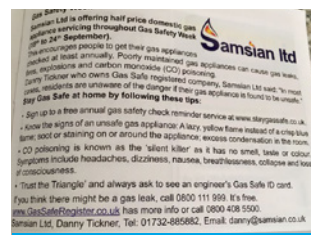
# VOKERA

Vokera highlighted the importance of CO alarms and reinforced the need to have a working CO alarm in all homes where there is a gas appliance.

**“AS WE KNOW, THE DANGERS OF CARBON MONOXIDE LEAKS ARE DEADLY AND BY SUPPORTING THIS INITIATIVE WE CAN RAISE AWARENESS TO THE WIDER PUBLIC. IT IS VITAL THAT EVERY HOME THAT HAS A GAS APPLIANCE HAS A CO ALARM.”**  
NEIL MATTOCK

# SAMSIAN LTD

Samsian Ltd helped local people find out all about the dangers of gas – and they got a bargain too. Owner Danny Tickner made sure that his business was highly visible in the Kings Hill Directory, which was delivered to more than 5,000 local homes and businesses. His article encouraged people to get a gas safety check, and warned of the dangers of poorly maintained appliances. The company offered half-price servicing throughout the week.



# BIRMINGHAM TRADING STANDARDS

Birmingham Trading Standards showing their support for Gas Safety Week.





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**THANK YOU FOR SUPPORTING GAS  
SAFETY WEEK 2017 AND MAKING IT  
THE MOST SUCCESSFUL WEEK SO FAR.**

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**“AS GAS SAFETY WEEK CONTINUES TO BUILD YEAR ON YEAR AND BECOMES A KEY INDUSTRY EVENT, I’D LIKE TO THANK ALL OF THE SUPPORTERS WHO HAVE HELPED TO MAKE IT SUCH A SUCCESS BY FINDING FUN, INNOVATIVE AND CREATIVE WAYS TO PROMOTE GAS SAFETY. AS WE LOOK TOWARDS 2018, OUR CHALLENGE IS TO MAKE GAS SAFETY WEEK EVEN BIGGER!”**

JONATHAN SAMUEL, GAS SAFE REGISTER

**Get involved and support:**

Gas Safety Week  
17-23 September 2018  
[GasSafetyWeek.co.uk](http://GasSafetyWeek.co.uk)

**For more information please contact us:**

[Marketing@gassaferegister.co.uk](mailto:Marketing@gassaferegister.co.uk)

