

Gas Safety Campaign

Introduction

The Northern Gas Networks (NGN) Gas Safety campaign is designed to deliver information on generic gas safety, and specific advice on carbon monoxide issues to people across the North of England. The Gas Safety campaign is a rolling programme, designed to reach all sections of our communities.

The main elements of the campaign are the Crucial Crew and PlaySafe/StaySafe programmes; community events; radio advertising and a new programme to promote awareness of carbon monoxide using strategic partnerships with regional Fire and Rescue Services.

Playsafe and Crucial Crew

Crucial Crew events are multi-agency initiatives where children are transported to a central location where they receive safety information covering a wide range of utility and infrastructure activities, such as gas, electricity, railways, police etc. Since the formation of NGN, we have more than doubled the number of the events we take part in and are actively seeking further opportunities across our region. PlaySafe/StaySafe is an NGN-designed briefing, where employees visit local schools to give gas-specific safety advice. Both formats are designed to be child-friendly and relevant to the National Curriculum. Attendees receive support material to reinforce the key gas safety messages.

PlaySafe was developed as a method of delivering generic gas safety advice but specifically it supports NGN's mains replacement program, where 528km of old metallic gas mains are replaced each year. This work brings disruption and inconvenience to main roads, minor roads and housing estates and is often carried out during school holidays.

These sessions help us reach a specific target audience with important safety messages. The presentations are delivered by a team of dedicated Customer Liaison Officers (CLOs), supplemented by operational engineers, using bespoke support materials.

As well as delivering safety advice to primary school children, they also provide our Customer Liaison Officers the opportunity to publicise potentially disruptive road works schemes to a wide audience thus keeping people informed about our works.

Community Events

Increasingly, NGN aims to have a presence at a range of community events across our region. These provide an ideal platform to promote generic gas safety messages and raise brand awareness of NGN.

In July 2009, we attended the Great Yorkshire Show which attracts around 120,000 visitors annually. During the three-day event, we distributed more than 100,000 educational, gas and carbon monoxide safety and corporate information leaflets.

Additionally, farmers and landowners on whose land NGN has underground assets were invited to make a visit, to enable them to be reminded of the need to contact NGN before carrying out work near our equipment – a vital safety reminder. In addition, we also attend community events, such as local carnivals and fetes. This is often tied into our mains replacement activity. These are used to distribute safety leaflets and also to explain the scope of our mains replacement projects and why the work is necessary. As well as the safety aspect, we believe this is also an ideal way to support the communities in which we are working and help to mitigate the inconvenience which is inevitably caused by our road works.



A PlaySafe briefing in action.

Gas Safety Campaign

Radio Advertising

During the winter of 2009/10, we invested more than £20,000 to carry out a radio advertising campaign to promote gas safety and the National Gas Emergency Service telephone number (0800 111 999). Instead of commissioning an advert using anonymous actors, we used our own employees to record the voiceover. This was also then used to generate additional media coverage, thus re-emphasising the gas safety message, in newspapers across the north of England.

The radio advert can be accessed via <http://www.northerngasnetworks.co.uk/cms/24.html> and clicking on radio advertisement 1 or 2.

Promoting Carbon Monoxide Awareness

NGN has supported the Kirklees Carbon Monoxide Awareness Group for five years; support is provided through funding and manpower. An annual campaign is held to raise awareness of the issue with coverage generated in both print and broadcast media.

Additionally, we have recently launched a programme to work with regional fire and rescue services. As of March 31st, 2010, 50,000 carbon monoxide information leaflets had been distributed to West Yorkshire Fire and Rescue Service (the largest service in the NGN region). They are distributing the leaflets to vulnerable customers via their programme of home safety visits. We hope to replicate this agreement with all the other fire and rescue services within our region. We are also distributing them to students via the accommodation offices of regional universities

Monitoring and Measurement

The delivery of the campaign is regularly measured and monitored. Progress is checked against the annual plan, in terms of numbers of people reached, information distributed and to ensure coverage of the whole geography of the NGN area. Additionally, coverage in the regional media is tracked to ensure beneficial coverage is achieved.

Examples of media coverage generated by these activities can be found in the Appendix.

Playsafe and Crucial crew:

In 2008 NGN set a target of delivering gas safety talks and presentations to 5,000 schoolchildren across our region.

The target was achieved and subsequently increased to 15,000. This was surpassed, with a total of 21,924 children receiving safety briefings during 2009/10.

Although it is difficult to measure the success of these programmes, anecdotal evidence suggests that road works carried out in areas that have received a Playsafe presentation suffer less interference damage as a result.

Radio Advertising

The four-week radio campaign had a reach of 1,481,000 people across the North of England.

Carbon Monoxide Awareness

During 2009/10 we distributed more than 70,000 carbon monoxide leaflets either direct to the public or via fire and rescue services and university housing offices.



Some of the 21,000 children who received an NGN safety briefing in 2009/10.



You're never too young to learn about gas safety.

Gas Safety Campaign Appendix

Examples of media coverage in 2009/10.

Halifax Evening Courier 23rd October 2009

Sarah's the voice of gas safety

A LEEDS finance worker swapped her desk for the recording studio to promote gas safety.

Sarah Napier, 30, lent her voice to a fortnight radio campaign to publicise 0800 111 999 – the freephone number to call if you smell gas. She was one of 12 Northern Gas Networks and United Utilities employees to take part.

Gas bosses hope the catchy jingle, which will air on commercial radio stations will grab the attention of listeners.



"It certainly made a change from my day job," said Sarah, who works in the finance

team for United Utilities.

She added: "I've never even been in a radio studio before so I jumped at the chance to get involved."

"It felt a bit strange at first to hear my voice go out on air but I am getting used to it and I hope it reminds people to call if they smell gas."

Anyone who does smell gas should call the free emergency helpline on 0800 111 999 and follow this safety advice.

- Do not smoke or light matches;
- Do not turn electrical

switches on or off;

- Open doors and windows to get rid of gas;
- Turn off the gas at the meter (unless you need to switch on a light to find it).

The adverts were recorded at Get Carter Productions, Tyne and Wear.

Northern Gas Networks is the company which owns all the gas mains in the North East, Yorkshire and northern Cumbria.

It employs United Utilities to carry out the day-to-day running of the network on its behalf.

Yorkshire Evening Post 26th October 2009

Peter goes on the air

Radio voice: gas engineer Peter Leech records his part of the advert



GAS engineer Peter Leech had a change from the day job when he took to the radio studio to record a new gas safety campaign.

The 56-year-old, who works in Halifax, was one of a dozen employees of Northern Gas Networks and United Utilities to take part in the campaign.

The advert, which promotes the national gas emergency service number, is being aired on commercial radio stations across the north of England.

Dave Hutchison, head of Health and Safety at Northern Gas Networks, said: "Because our region stretches from Yorkshire in the south up to the Scottish borders and across to northern Cumbria, I wanted to feature a range of regional accents on the adverts – and who better to do that than our own employees."

Gas emergency engineer Mr Leech, who has worked in the gas business for 37 years, said: "It made a

change from my day job responding to calls about gas leaks in the Halifax area.

"I've never even been in a radio studio before so I jumped at the chance to get involved."

"It felt a bit strange at first to hear my voice go out on air but I am getting used to it and I hope it reminds people who to call if they smell gas."

The emergency number is 0800 111 999.

Shields Gazette 24th March 2010

Stay safe message

'PLAY safe, stay safe' was the message passed on to South Tyneside schoolchildren ahead of the Easter holidays.

Pupils from Albert Elliott Primary School in Whiteleas, South Shields, have been working with Northern Gas Networks and United Utilities to learn how to act safely and responsibly while roadworks are in place close to their school.

SAFETY ... Jacqueline Whitaker from Northern Gas Networks with pupils from Albert Elliott Primary School.

During the visit, the children were shown the dangers of playing near excavations, as well as getting the chance to try on personal protective equipment and view barriers, cones and signage in a safe environment.

Peter Bates, operations manager at United Utilities said: "The pupils are now great ambassadors for safety in the region."

"They are helping us to spread the message that roadworks are just like building sites and need to be treated with respect."



Gas Safety Campaign Appendix

PLAYSAFE STAYS SAFE



What should you do if you smell gas?
If you smell gas at any time call the
emergency 24hr freephone number

0800 111 999*



* All calls are recorded and may be monitored
www.northerngasnetworks.co.uk

Please let us know how you feel about your
recent experience with Northern Gas Networks
by completing this short survey.

Name _____

Address _____

Postcode _____

Telephone no. _____

Charity of your choice _____

Stick modulars in this line

Please do not use this form to register a formal
complaint. Call our customer service team on
0845 6340508.

PLAYSAFE STAYS SAFE

Please circle the most appropriate score
(1 = poor, 10 = excellent)

How was the school approached to arrange a visit to
your school?

Letter / Telephone / Visit

Did you find this contact method acceptable?

Yes / No

How do you feel our staff represented our company?
1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

How relevant do think the presentation was to the children?
1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Was the content appropriate for the age of the children?
1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Please rate our visual aids

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Do you think the presentation could be improved?

Yes / No

If Yes, how?

Please rate the presenter

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Please rate our supporting material
i.e. leaflets, bookmarks etc

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Please rate the overall service

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Thank you for taking the time to complete this card.

Please modulars left and stick separate before returning - no stamp required

We source feedback from every safety presentation we make
to continue to improve the relevance of the message.