

Our safety agenda

Discretionary Reward Scheme 2010/2011

Safety is at the heart of our culture; it is woven into everything we do and is evident in our enviable operational safety performance.

It is our mission to extend this safety culture beyond the operational to the benefit of our customers and stakeholders. To achieve this, we have two key objectives:

- to reduce injuries associated with our works to members of the public, (MOP), after they rose to a concerning 24 in 2008; and
- to raise awareness of: general gas safety, the gas emergency number, and carbon monoxide among vulnerable groups (young people, the elderly, students, tenants etc).

This is a rolling programme of safety-focused activity that builds on our achievements in 2009/10 and displays a commitment to going above and beyond to engage with our employees and stakeholders in making measurable safety improvements.

Youngsters learn to keep safe around Howden gas excavations

Safety-conscious pupils from Howden Junior School learnt to be cautious around road excavations recently. Northern Gas Networks visited the school to teach children how to avoid harm while gas maintenance works are carried out in Howden as part of a £2.1m investment across the East Riding of Yorkshire. Currently, around 1.2km of old metal gas mains is being replaced with modern plastic pipe along streets close to the school, including Bellicross Lane, Springfield, Hailgate, Hull Road, Avenue, Thorpe Road, Avenue, Thorpe Road and a short section of Hull Road. Northern Gas Customer Liaison Officer Sarah Meakin gave a safety talk to pupils, hitting home the dangers associated with playing too close to excavations. The children also got to view barriers and signs in a safe environment and learnt what to do if they smell gas. Sarah was thrilled with their co-operation and said: "The pupils from Howden Primary are now great ambassadors for safety in the area. They are helping us to spread the message that road works are just like building sites and need to be treated with respect. Playing near them or tinkering with equipment like barriers, pipes and signs can put them and other people at risk." Area Operations Manager Richie Read said: "Safety is paramount in everything we do, but we can't be at every road works site 24-hours a day. We really appreciate the help that the pupils from Howden Primary are giving us in spreading this important safety message." Safety ambassadors, from left, Nathan Hargrave, Jared Robinson, Mia Smith and Amelia O'Grady with Sarah Meakin (Northern Gas Networks) and Jade Orchard (Morgan Sindall plc). (24-03-10 SU)



Youngsters from the Wold School in Hull learning the Playsafe message

Our actions...

We have an established, structured programme in place that combines:

- an internal, culture change campaign;
- an in-school education programme;
- social marketing; and
- grass-roots community activity.

In addition we have ramped-up our public information campaigns on gas safety and carbon monoxide awareness to compliment and extend our core activity further.

Our top line results...

- Our 'It's Your Call' culture change campaign has succeeded in reducing injuries to MOP from 24 to 4 (2008-2010) – to date in 2011, there have not been any.
- We have visited more than 250 schools, at their invitation, to give 'Play Safe, Stay Safe' presentations, delivering key safety messages direct to 44,000 young people. The result: zero MOP incidents on our sites involving young people wherever a Play Safe has taken place.
- We have delivered a gas-safety focused social marketing campaign via a two-week radio advertising campaign. Adverts were broadcast on the north's 12 regional commercial radio stations. The campaign reached a broad-spectrum listener group with a reach (number of listeners) of 1.2 million.
- We have distributed a further 46,500 carbon monoxide information leaflets and delivered a number of CO awareness campaign in the media. The November 2010 campaign resulted in eight articles across a variety of publications with a combined circulation figure of 164,000 (as measured by Durrants).


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A changing culture

Discretionary Reward Scheme 2010/2011

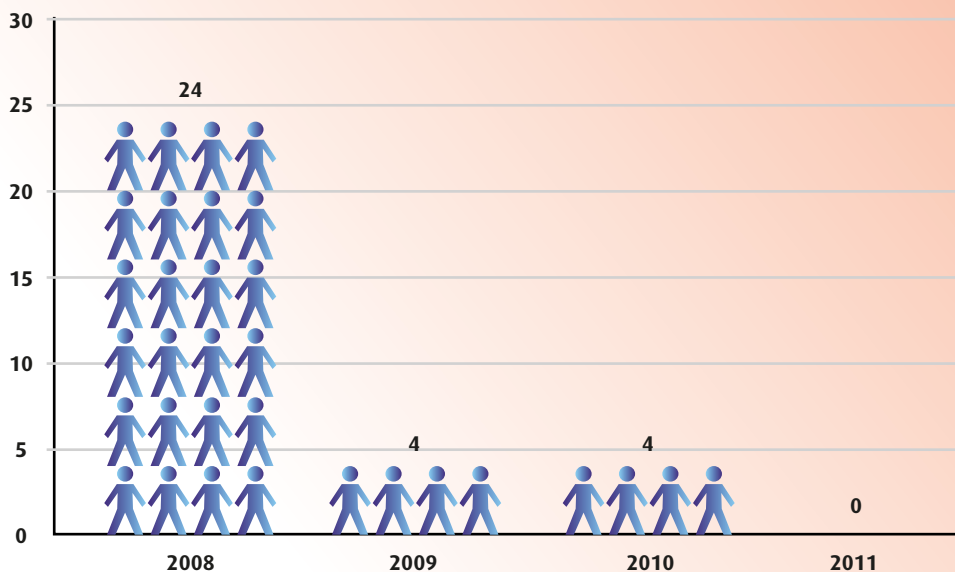
Culture change – engaging with our people and stakeholders

After identifying a worrying upward trend in injuries to MOP in 2008, we devised the award-winning culture change programme 'It's Your Call' (IOSH Best Achievement in a Utility and Offshore, 2010). The programme is on-going and features:

- An internal communications campaign that targets site safety, galvanising our 1,100 employees in a war on unsafe streetworks
- A public information campaign delivered as part of our 'Play Safe, Stay Safe' campaign
- A proactive media campaign to publicise Play Safe events and our key safety messages. The campaign featured in 12 newspapers across our region with a combined circulation figure of more than 250,000.
- New operational standards for guarding equipment and a reduction in the lengths of open excavations

The results speak for themselves; injuries to MOP fell from 24 in 2008 to 4 in 2010. To date, we have yet to experience any injuries to MOP in 2011.

Injuries to Members of the Public (MOPs)



Broadcasting the message – a social marketing campaign

During 2009/10 we invested more than £20,000 in a social marketing campaign to promote gas safety and the National Gas Emergency Service telephone numbers via radio advertising. This advert also features on our website. We built on this activity during 2010/11 by investing almost £10,000 in a further two-week campaign which aired on radio stations across our region during February 2011.

- The adverts were broadcast on 12 commercial radio stations across the north of England.
- The campaign had a reach (number of listeners) of more than 1.2million
- Each listener had, on average, four chances to hear the message during the campaign (OTH – opportunities to hear)

(Campaign analysis provided by Get Carter)



YORK gas worker Chrissie Noble has hit the airwaves after featuring in a radio campaign promoting gas safety.

Chrissie is one of a dozen

emergency and we thought the radio campaign was a good way of reaching a lot of people with this important message.

"Because our region




Northern Gas Networks

Spreading the safety message

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In-school education - 'Play Safe, Stay Safe' and 'Crucial Crew'

The Play Safe, Stay Safe campaign was launched in 2009 and goes from strength to strength. Through this programme we have communicated key gas safety messages to more than 44,000 young people at more than 250 primary schools across the north of England. Since its inception, we have not had any injuries to MOP on sites where these presentations have been delivered.



- Play Safe, Stay Safe is an award-winning interactive education programme delivered in schools by operational employees in areas affected by our mains replacement activity.
- Last year, a core team of eight Customer Liaison Officers carried out more than 250 'Play Safe, Stay Safe' presentations and Crucial Crews in primary schools across Yorkshire, northern Cumbria and the North East at the school's invitation.
- Play Safe, Stay Safe gives advice on safe and responsible behaviour around roadworks to encourage youngsters to think twice before tampering with or playing near excavations.
- It also delivers any gas safety messages for young people and adults.
- During 2010, we strengthened the programme with a 'Play Safe' song and video. This video now features on our website and is available to view on YouTube. It is also regularly shown at Play Safe events.
- To extend our reach, each pupil takes home branded promotional items that feature the gas safety code and 0800 111 999 number (National Gas Emergency Service).
- We add value to this activity by generating publicity in local media when a Play Safe is carried out. This further extends our reach, ensuring that we communicate vital safety messages to the widest possible audience.
- 'Crucial Crew' events are multi-agency initiatives for primary schools, held at a central point, and featuring a variety of safety-based scenarios.
- Since our network was founded almost six years ago, we have more than doubled the number of these events we support and actively seek new opportunities.


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Combatting the silent killer

Raising awareness of carbon monoxide (CO) continues to be a key part of our strategy and approach to delivering gas safety advice to our stakeholders. Our activity includes:

- Press releases are issued across the year with a seasonal campaign in October and November as people start to turn their central heating back on. This generates valuable media coverage and is an effective way of raising awareness. The seasonal campaign generated 12 articles in newspapers across our region with a combined circulation figure of more than 164,000.
- We continue to support campaigns delivered by Kirklees Carbon Monoxide Awareness Group (KCOAG) with funding and manpower. We supported additional activity at Huddersfield University in 2010 to share safety messages with the often hard to reach student renter population.
- We continue to distribute carbon monoxide information leaflets to fire and rescue services in our region. We have extended this activity to several housing associations, who have distributed the material to their tenants. We have also offered leaflets to all regional universities, and will do so again in 2011.
- A new direction for us in 2010 was a small scale trial of CO enabled Gasgoseekers. Two FCOs trialled the products and of seven incidents of suspected CO, it was found to be present in three cases. The engineers were able to isolate the affected appliances. We are now looking at rolling out the CO enabled Gasgoseekers across the business.

Cold weather sparks safety warning on home appliances

● CARBON MONOXIDE

Emergency Service on 0800 111 569 and an engineer will come round straight away to make the situation safe.

He added that the best way of avoiding CO problems was to get gas, solid fuel and oil appliances serviced annually by a properly qualified engineer.

In the case of gas appliances, engineers must be on the Gas Safe Register - formerly known as CORGI.

CO warning signs

● Carbon monoxide (CO) is a colourless, odourless and poisonous gas that can be given off when gas or coal appliances are not working properly.

● Symptoms of CO exposure are flu-like and can include chest or stomach pain, nausea and vomiting, breathlessness, feeling tired or orange and sight problems.

● Signs to look out for are an orange flame, extra condensation, pilot lights blowing out and soot marks.

● If you spot any of these signs call 0800 111 999 immediately and an engineer will come and make the appliance safe - free of charge.

● You may be entitled to a free annual safety check of gas appliances if all of the adults in your home are eligible for the Priority Services Register. Contact your registered gas supplier for further details.

● If you live in rented accommodation it is your landlord's responsibility to have your appliances checked every year - if you haven't got a certificate that confirms a check has taken place insist your landlord has this done.



© Northern Gas Networks' Ken Gray

Community investment

We strongly believe in actively seeking out opportunities to invest and engage at grass-roots level with the communities in which we work as it offers a strategic opportunity to deliver key gas safety messages direct to customers and stakeholders. Our activity includes an annual green-grant scheme and involvement with a range of community events across our region.

- The Northern Green Networks grant programme is dedicated to providing financial support to grass-roots environmental projects across the north of England. It is also a vehicle for communicating directly with selected opinion-formers on who we are, what we do and gas safety-issues.
- Now in its fourth successful year, Northern Green Networks has invested £240,000 in helping 68 green dreams come to life across the North East, northern Cumbria and Yorkshire.

Northern Green Networks 2010



Grants from Northern Gas Networks making our communities a better place to live

Northern Gas Networks



Appliance warning issued by gas firm

Householders are urged to get their gas appliances checked after an increase in carbon monoxide (CO) alerts in the North.

On average, about 7,000 people across the North East report possible fumes in their homes each year.

Ken Gray, the networks head of emergency operations, said: "Although carbon monoxide is a silent killer, it is easy to avoid."

Find an engineer on the Gas Safe Register, formerly known as Corgi, in the phone book.

Cumbrians to avoid silent killer

per cent of people in Cumbria own a audible CO alarm and 22 per cent do not get their gas appliances checked every year.

Mr Gray said: "A tell-tale sign that your gas appliance is not working properly is a yellow flame. It should be blue. The only exception to this is a decorative gas fire which is designed to have yellow flames."

"Also, look out for sooty marks on the appliance as this can also indicate a problem."

"If in any doubt, stop using the appliance and open the windows. Call the emergency service on 0800 111999 and an engineer will come round straight away to make the situation safe."

"Safety is our number one priority. Our emergency service is free and we would rather be called to a false alarm than not be called at all."

"However, we do not service or repair appliances. Once we have made sure you are safe, you need to get your own engineer to check your own internal system. Don't wait for an emergency - get your appliances serviced now."

In Brief

Get appliances checked

EAST YORKS: Experts are urging people in the region to get their gas appliances checked.

Northern Gas Networks warning comes following a spate of carbon monoxide alerts across the North.

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