

DISCRETIONARY REWARD SCHEME

SAFETY CAMPAIGN



**WALES & WEST
UTILITIES**

***WORKING TO KEEP
OUR CUSTOMERS SAFE***



'Smell Gas' campaign

Advertising the gas emergency service was historically carried out by National Grid until Network Sale in 2005 when all GDNs were required to advertise the service. Working together, NGT and the sold networks undertook a joint advertising campaign which was renamed the 'National Gas Emergency Service' and took place for a number of years on both radio and television.

Having reviewed the outcomes over time, the joint advertising campaign was subsequently stood down and all GDNs agreed to undertake their own awareness campaigns within their own networks.

Plans for Wales & West Utilities' 'Smell Gas' campaign began in 2009 with the company unveiling its unique mascot 'Clive the Bloodhound' on the streets of major towns and cities in Wales and the South West in January 2010.

Tim Pryor Devon Partnership NHS Trust

"I am an Occupational Therapist working in North Devon with people who suffer with dementia. One of the increasing problems we are currently being faced with is the safety surrounding the management of gas appliances for this client group. The initial idea is to trial your material within our Local North Devon Service but if people find it of use we may approach the College of Occupational Therapists to see if it would be of help more widely to our colleagues."

Martin Jones 3Gs Development Trust Limited

"We are a community based Advice Centre in the heart of Gurnos, Merthyr Tydfil. We would be interested in spreading the word about your Smell Gas campaign to our residents and we cover

an area with over 10,000 inhabitants and 3,000 properties as well as our 'Drop In' Advice shop which serves around 250/300 people per week."

Ms. McG Ilfracombe, North Devon

"Whilst at her day centre, my elderly mother recently received your rather splendid leaflet and fridge magnet. I work as a trainer for a company that provides support services to adults with learning disabilities, many of whom are embarking on the next stage of independence by moving out of supported living accommodation into their own flats in the community.

"These leaflets would be really beneficial to them and I am hoping you could let me have some to distribute whilst I facilitate Safety in the Home awareness sessions with them."

Building the campaign

As part of the campaign, Wales & West Utilities (WU) produced a series of short information films featuring Clive highlighting the dangers of gas and what to do in the event of a gas leak. The films, which appear on WU's website, have been distributed to colleges and universities for use in student restaurants and public areas.

Cartoon strips illustrating Clive's 'Smell Gas' know-how, along with information leaflets and posters, fridge magnets, stickers and other promotional give-aways which have subsequently been added to the campaign, all carry the National Gas Emergency Service number.

Since the campaign began, more than 200,000 leaflets and other promotional material have been distributed across Wales and the South West to a wide audience including local authorities, community and town councils, housing associations, universities and colleges and community



centres. Supplies of information have also been sent to Members of Parliament and Welsh Assembly Members for use in their constituency offices. Organisations which provide support to adults with learning difficulties and scout groups throughout the region have also been targeted to receive the promotional material.

Special promotional events, to coincide with Bank Holidays, have also been staged at major shopping malls in towns and cities throughout WWU's network. **To encourage awareness in youngsters, specially produced 'goodie bags' containing crayons, a key ring, eraser, fridge magnet, book mark and a colouring leaflet – all emblazoned with Clive – are being distributed during the shopping mall promotions which are scheduled to continue throughout the ongoing programme of activities.**

Hospital and community radio stations have also been used to spread Clive's message and wherever Wales & West Utilities has the opportunity – through its various community-based sponsorship activities – Clive and the 'Smell Gas' material are promoted.

Students spread 'Smell Gas' message

For example, Wales & West Utilities is working with the Royal Welsh College of Music and Drama whose students (themselves provided with 'Smell Gas' information material) hone their artistic skills by going out to local community groups to entertain. Groups including older people, mothers with young children, school children and other mixed groups enjoy the students' talents through their acting, singing and dancing. At these special 'Outreach' events, the students promote WWU's 'Smell Gas' message, distributing leaflets, fridge magnets and stickers to delighted audiences.

Youngsters learn about Gas

At Technquest, the hands-on science centre in Cardiff Bay, a new exhibit has been developed to promote gas safety thanks to support from WWU. The exhibit is part of the 'Smell That Goes Pop' project which includes integrating gas safety messages into the successful gas-related science theatre shows which have impressive interactive demonstrations and explain the powers and the dangers of gas.

Education material for teachers and pupils has also been developed through consultation with WWU including worksheets and information to further increase gas safety awareness.

Deputy Chief Executive Officer of Technquest, Anita Shaw said: "We were delighted to work with Wales & West Utilities on the 'Smell That Goes Pop' exhibit, linked to the gas safety shows. They will provide a memorable hands-on and exciting experience for the audience to learn about gas."

Gas Detectives

Still working with Technquest, a new educational project has been developed for youngsters which teaches about gas and the dangers of CO poisoning.

The unique project, called The Gas Detective, is an innovative and exciting workshop for pupils aged seven to eleven (Key Stage 2) that raises their awareness of what gas is, its uses and what to do in the event of a gas emergency.

Nearly 2,500 youngsters across Wales are experiencing the new workshop, which is led by a Technquest presenter. Using the incredible skills and imagination of Technquest and harnessing the enthusiasm and energy of youngsters is a magic mix to push home these safety messages. It is also a great educational tool with innovative visual material and props, to give the young people a taste of science.

Some of the exercises include a 'smelly' test where pupils have five unidentified different smells that they have to categorise from a range of choices including a substance that smells like gas, a rose and other popular household smells. Other exercises include gas pipe detection and gas pressure.

Teacher packs are again provided to build on learning from the workshops and to sustain and grow knowledge and awareness of gas safety.

Older folk meet Clive

A new initiative for older people, set up by officers from Avon & Somerset police has also received help from WWU.

The officers work voluntarily with senior citizens to make them less likely to be the targeted victims of crime and to help with the devastating aftermath on older people of scams and deceptions. Regular talks are held at specially arranged meetings when the officers explain recent scams and highlight key safety messages. As part of WWU's support, the officers hand out 'Smell Gas' and CO poisoning awareness promotional material.

A specially produced newsletter for these older people, called the Senior Siren, has been sponsored by WWU and includes a regular reminder of what to do in a gas emergency. Regulars at the talks receive fridge magnets and stickers and some valuable tips from Clive the Bloodhound. The police officers will be taking the 'Smell Gas' message to all of its future planned talks.

Telephone Directory Advertising

Wales & West Utilities, along with all the GDNs, also continues to provide the National Gas Emergency Service number in telephone directories across the UK and this is planned to continue into the foreseeable future.



CO Poisoning Awareness Campaign

WWU has been promoting the CO Poisoning Awareness message for some while and this campaign, like the 'Smell Gas' campaign, is growing year on year.

Information leaflets are distributed to older people throughout the region via various means including WWU's strong links with Avon & Somerset Police, with Age Cymru and other voluntary organisations. In addition, the CO message is being rolled out to Letting Agencies and Estate Agents (who will be including the leaflet in their information packs), Universities and Colleges and student 'fresher' events. Local authorities have also received supplies of the CO leaflet, as have Members of Parliament and Welsh Assembly Members for display in their constituency offices and surgeries.

The CO leaflet is also handed out to families during the 'Smell Gas' shopping mall promotional events and WWU engineers distribute the useful leaflet when they respond to gas emergencies and when they visit properties as part of the company's 30-year gas mains replacement programme.

New 'thriller' film in the making

A new film highlighting the dangers of CO poisoning is also being produced by WWU. Called The Silent Killer, the film is based on a Hitchcock-like suspense thriller and tells the story of a young girl who comes home to find her grandmother collapsed on the floor suffering from CO poisoning.

Building on its strong 'Smell Gas' links with the Royal Welsh College of Music and Drama, aspiring actors from the College have been recruited to take part in the film which will be rolled out to Universities and Colleges, local authorities, community centres and other key organisations. A pilot scheme is also being considered to roll out the film to Doctors' surgeries. The film will also appear on WWU's website.

Lifeskills for Young and Old alike

Wales & West Utilities is a long-term supporter of Life Skills – the Bristol-based education initiative – which has introduced WWU's 'Smell Gas' campaign and CO poisoning awareness campaign as part of its educational tour programme.

Designed as a realistic village, Lifeskills is an interactive safety education centre which has been developed to teach people how to deal with potentially difficult or dangerous situations in a safe environment. Lifeskills currently runs four different programmes which are specifically designed to educate Year 6 Primary schoolchildren (10-11 years), adults with learning difficulties, children with special educational needs and older people. This unique visitor experience is a nationally recognised safety centre of excellence, where – since WWU began its support four years ago – some 40,000 school children have received sound advice on all aspects of safety, including gas awareness.

CO Analysis

One of the issues with monitoring CO is that there is very little data regarding the location of alarms and CO hotspots, apart from those linked to fatalities.

In a bid to understand the number of CO Alarm calls received in the network throughout 2010/11, Wales & West Utilities has invested in a process which is analysing this information to allow the company to proactively target areas with a low penetration of alarms or high rate of proven CO calls to help with WWU's ongoing gas safety campaign.

As it is developed, this data will also capture the number of calls WWU's engineers attend which are false alarms or battery failures.

Since April 2010, WWU has been called to 5,819 CO alarms and on 11% of these occasions, obvious signs of Carbon Monoxide have been found with a further 8% suspected CO poisoning.

Working with specialist groups

WWU is also working with specialist groups to highlight the dangers of CO poisoning and what to do in a gas emergency. In North Devon, a team of Occupational Therapists working with people who suffer with dementia have recognised the increasing problems being faced for this group of people on safety surrounding the management of gas appliances.

Wales & West Utilities is working with the team and providing promotional material which will be distributed across North Devon Memory Cafes and to Complex Care Teams.

Wales & West House Spooner Close
Celtic Springs Coedkernew Newport NP10 8FZ
T. 029 2027 8500 www.wwutilities.co.uk

Wales & West Utilities Limited
Registered in England and Wales: No. 5046791



**WORKING TO KEEP
OUR CUSTOMERS SAFE**