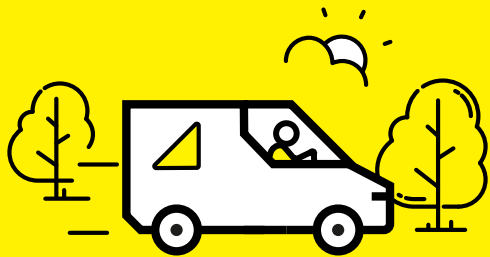


# Gas Safe Register At a Glance Report 2023/24



“  
The core purpose of Gas Safe Register is to continue to raise awareness of the importance of always using a Gas Safe registered business to install, commission and service gas appliances.  
”

A few words from Jonathan Samuel,  
Gas Safe Register CEO

“Welcome to our latest At a Glance – a roundup of the past year for the Gas Safe Register.”

**This year has been as exciting for Gas Safe Register as in previous years. Political turmoil and the cost-of-living crisis are a constant backdrop as we continue to deliver services to registered businesses and members of the public.**

The core purpose of Gas Safe Register is to continue to raise awareness of the importance of always using a Gas Safe registered business to install, commission and service gas appliances. With the cost of living remaining high on the agenda for all and a choice between ‘heating and eating’ continuing to be a choice many are having to make; the importance of regular maintenance and servicing of gas appliances can seem hard to instil. But with creative campaigns, working with external partners and thoughtful placement of our advertising, we are ensuring the profile of the Register and awareness of our gas safety messages are maintained.

The theme for Gas Safety Week 2023 was diversity. Diversity across the skills of the engineers, the work undertaken, the qualifications held, and environments registered engineers and businesses work within.

One of the campaign assets for Gas Safety Week was a calendar celebrating that diversity with real engineers posing as superheroes and sharing their favourite gas safety tip.

The Gas Safety Guardians calendar 2024 was a first-of-its-kind calendar celebrating registered engineers from across the UK, to help inform and educate householders on how to stay gas safe all year-round.

The joined-up marketing approach Gas Safe Register adopts ensures our audiences receive consistent messages and Gas Safety Week is an annual milestone in our message delivery.

In other parts of the business the Field Services Team successfully met its inspection target by completing 60,147 inspections and continue to optimise processes to maximum effect. The Customer Services Team consistently delivered against their targets helping consumers and answering customer and engineer calls.

Whilst this was to be the first year of the new contract, we find ourselves in an unprecedented ‘sixth’ year extension so that a new procurement exercise can be conducted. For the next year, and whilst we focus on the rebid activity, we continue to drive innovation and deliver the best service we possibly can.

Our goal is always working together to achieve a Gas Safe home for all.

**Jonathan Samuel**  
CEO of Gas Safe Register



## Service Level Agreement Statistics: Annual Breakdown

The following Service Levels have an annual service measurement period

### Service Level Agreement 1

Total amount of inspections carried out

60,174  
Target 54,475

### Service Level Agreement 2

Total number of previously unseen businesses inspected

15,764  
Target 17,000

### Service Level Agreement 4

Support to HSE – % of service requests responded to within 1 hour

100%  
Target 100%

### Service Level Agreement 5

Support to HSE – % of urgent requests actioned within 3 working days

100%  
Target 100%

### Service Level Agreement 6

Support to HSE – of onsite requests (other than urgent) responded to within 24 hours

100%  
Target 100%

### Service Level Agreement 7

Support to HSE – of onsite requests actioned within 10 working days

100%  
Target 100%

### Service Level Agreement 8

% of illegal gas sites visited within 10 working days of illegal gas work being reported

99%  
Target 95%

### Service Level Agreement 9

Total number of justified complaints about the service

1  
Target <10

### Service Level Agreement 10

% of complaints about the service responded to within 5 working days

100%  
Target 95%





## Key Performance Indicators

“

We are now providing our services against evolving expectations and attitudes towards how satisfaction is measured by the public, alongside a general backdrop of reduced feedback levels. Given these circumstances, we have maintained a reasonable score for consumer satisfaction. In contrast to the increased satisfaction level expressed by registered businesses who fund the register.

”

Mark Rolfe  
Head of Gas Safety  
Improvements

### Consumer Awareness

61.9%

(Target 62%)  
An increase of 1% on the 2022-23 score

Increasing and sustaining consumer awareness of the importance of gas safety, including the risk of carbon monoxide poisoning, and awareness of the Gas Safe Register brand and the consumer services provided by GSR (percentages measured by 1,000 consumer surveys per quarter).

### Consumer Satisfaction

71.6%

(Target 74%)  
A decrease of 0.1% on the 2022-23 score

Through regular interaction with consumers ensure that levels of service are maintained at a 'satisfactory' level. (Percentages measured by a rolling monthly surveys and data from the internal IVR).

### Engineer Satisfaction

77.6%

(Target 72%)  
An increase of 10.9% on the 2022-23 score

Through regular interaction with engineers ensure that levels of service are maintained at a 'satisfactory' level. (Percentages measured by a monthly survey of engineers and data from the internal IVR).



## Number of Gas Safe registered businesses

As of 31st March 2024

Number of businesses  
in Northern Ireland:

935

Number of businesses  
in the Isle of Man:

65

Number of businesses  
in Guernsey:

9

Total number of  
registered businesses:

76,630

Number of  
businesses in  
Great Britain:

75,617

Number of businesses  
in Jersey:

4





## Key Statistics and Details

---

Number of registered  
engineers by  
31st March 2024:

150,729

---

Number of consumer  
letters/emails responded  
to within agreed  
timescales:

65,012

---

Number of new  
businesses accepted onto  
the Register 2023-24:

5,056

---

Number of technical  
emails/letters responded  
to within agreed  
timescales:

3,561

## Inspections

“

Another busy year here at Gas Safe Register providing our services to the general public and registered business. It's been an exciting year, thanks to the hard work and commitment of my colleagues, we were able to achieve our operational objectives.

”

Rob Denman  
Head of Professional & Field Services

---

Total number of registered businesses inspected:

28,902

---

Top three issues found on inspections:

1. Flue construction on appliances
2. Appliance safety on boiler installs
3. Installation of fires





## Investigations

---

Total number of defects found on gas work classed as At Risk (AR) or Immediately Dangerous (ID):

7,116

---

Number of reports received regarding unregistered fitters:

1,048

---

Defects attributed to registered businesses (AR and ID):

2,438

---

Defects attributed to unregistered fitters (AR, ID and NCS):

924

---

Number of investigations with no site visit:

591

---

Number of site investigations undertaken of unregistered gas work:

457

## Customer Service Calls

“

The Customer Service Team continue to work hard to support our customers, whether consumers or registered businesses. Our aim is to make any contact with us as seamless as possible and to support callers with their query from start to finish. We have and will continue to review ways to make processes and communication easier for all that contact us, ensuring gas safety is at the very heart of all we do.

”

Michelle Sinfield  
Head of Customer Services

---

Total calls answered by Customer Services within agreed timescales:

168,205

---

Total calls answered by Technical Helpline within agreed timescales:

54,054

---

Total admin received by Customer Services:

65,012

---

### Top three consumer queries dealt with by Customer Services:

1. Requesting a copy of a Building Regulation Compliance Certificate – not received
2. Find and check a business
3. Query regarding Landlord Gas Safety Record/annual check

---

### Top three engineer queries dealt with by Customer Services:

1. Virtual Inspection Event (VIE) queries – logging on and getting access
2. Logging into the website, renewing registration and 2FA
3. Notifying work



## Connecting online

---

Total number of visits to the website:

6,004,070

Number of unique visits to website:

3,670,788

Total find/checks of an engineer performed on the website:

23,481,090

---

Total number of visits to engineer section of the website:

911,946

Number of unique visits to engineer section of the website:

383,233

---

### Top three improvements made to our service over this period:

---

1. Refresh of the engineer website – refresh the look and feel to assist users in making the most of the resources available and to simplify some of the available processes used by registered businesses.
2. Automated data retention policy applied to CRM – a contractual and legal change to ensure all data which is held and processed by the Register is and remains compliant with GDPR meaning that data is only retained for defined periods and then deleted in-line with our privacy policy.
3. Two-factor authentication deployed to engineer website – another contractual requirement which provides increased security to protect sensitive data and information provided by registered businesses using the engineer website.

“

Raising awareness of the Gas Safe Register and making the public aware of the risks of unsafe and illegal gas work are our priorities. With each marketing campaign we learn more about our audiences, which means our campaign delivery is constantly improving.

”

Scott Darroch  
Marketing Director

## Spring campaign

Our spring campaign focused on addressing essential home maintenance tasks often overlooked by homeowners. Collaborating with financial expert and TV presenter Emmanuel Asuquo, alongside our spokesperson Rob

Denman, we highlighted the concept of “Cash Leaks in the Home”.

The campaign aimed to encourage homeowners to prioritise necessary home maintenance during the spring months, spotlighting

the potential savings and avoidance of costly repairs in the future. Our goal was to instil proactive habits, urging homeowners to address maintenance tasks promptly and the significance of early detection of warning signs,

ultimately contributing to financial security.

Our efforts resulted in over 100 pieces of coverage across various media platforms, including local BBC radio stations, London Live TV, regional and trade publications.

## Gas Safety Week

Gas Safety Week 2023 celebrated its 13<sup>th</sup> year with the theme of Diversity, shining a light on the varied backgrounds and qualifications of gas engineers. The campaign started off with a launch event at the House of Commons, attended by parliamentarians and supporters, setting the tone for the week.

The GSW campaign has consistently garnered support from key industry

organisations, stakeholders and consumers, with Gas Safety Week 2023 being no exception. Participants joined forces with a shared dedication to promote gas safety.

During GSW23, we collaborated with Gas Safe registered engineers to produce the limited-edition Gas Safety Guardians calendar. A pioneering initiative that depicted gas engineers as real-life

guardians of gas safety, sharing stories and safety advice. Each month featured an essential gas safety tip to ensure the safety of homes and communities, with over 400 digital downloads and printed copies distributed as social media prizes.

Our digital presence engaged a broad audience through active social media participation, while extensive PR efforts secured substantial news coverage, emphasising

the significance of gas safety. Notably, supporters including members of Parliament, came together to create informative videos, broadening the campaign’s reach and impact.

Gas Safety Week continues to yield remarkable results, owing much to the invaluable contributions of numerous supporters who passionately join us in promoting crucial gas safety messages to the audience.

## Winter campaign

Our winter campaign was dedicated to increasing awareness of Gas Safe Register, gas safety and emphasising the importance of using registered gas engineers. Leveraging a combination of TV, radio, newspapers and online ads, along with two significant PR phases in November and January, we aimed to educate the nation.

During the first phase, coinciding with Carbon Monoxide Awareness Week in November, we highlighted the risks associated with single room heating and emphasised the importance of annual gas safety checks, proper ventilation, carbon monoxide alarms and knowledge of gas emergency procedures. This was aimed at educating people with the

knowledge needed to ensure safety when dealing with gas at home. We received over 63 pieces of coverage, including broadcast, regional and trade media for the first phase.

In the second phase, we focused on grandparents, recognising their vital role in childcare and shedding light on the importance of gas safety. With the support of DJ Tony Blackburn OBE, gas

safety expert Rob Denman and social media influencers Jess and Norma, we amplified our message and extended our reach to a wider audience. We received 96 pieces of coverage for this, featuring in national publications such as The Sun, the Daily Express and the Daily Star.

## Contact us:

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

[GasSafeRegister.co.uk](http://GasSafeRegister.co.uk)

0800 408 5500

