



**BE
WINTER
READY**

Be Winter Ready

Campaign toolkit

Introduction

Thank you for supporting the Be Winter Ready campaign, helping members of the public to better-prepare for power cuts and gas emergencies that may result from extreme winter weather.

This toolkit contains a range of information and resources to help you raise awareness of Be Winter Ready through your channels. It includes:

1. Information about the campaign
2. Key messages for Be Winter Ready
3. The Be Winter Ready logo and basic brand guidelines
4. Template copy
5. A leaflet and poster
6. A quote from Energy Networks Association
7. Social media posts
8. A template press release

The assets referenced in this toolkit can be downloaded from the ENA website at www.energynetworks.org/news/public-information/be-winter-ready-toolkit.html

If you have any questions about Be Winter Ready or these resources, please contact matthew.pringle@energynetworks.org

1. About the campaign

Since 1990, gas and electricity network companies have invested £80bn in the UK's energy networks. Gas and electricity supply is now more reliable than ever before. However, storms, floods and other extreme winter weather can still damage or disrupt energy supplies.

That's why the gas and electricity networks have come together to help members of the public prepare in case they have a power cut or gas emergency this winter.

The Be Winter Ready campaign will launch on Thursday 2nd November, the inaugural Be Winter Ready Day. Through the campaign, the energy networks are sharing tips and information to help people get ready for winter.

We want to work with trusted organisations to help share this information as widely as possible.

2. Key messages

- The UK's gas and electricity grid companies have joined forces to launch Be Winter Ready. This campaign raises awareness of how to prepare if you have a power cut or gas emergency this winter.
- Since 1990, gas and electricity network companies have invested £80bn in the UK's energy networks. Gas and electricity supply is now more reliable than ever before. However, severe winter weather can still damage or disrupt energy supplies.
- The Be Winter Ready campaign is urging people to take the following steps to prepare for the winter months:
 - **Know your free emergency numbers** - in a power cut dial 105 or, for a gas emergency, dial 0800 111999.
 - **Prepare your home** – keep a torch handy and get your appliances serviced by a Gas Safe registered engineer to prevent carbon monoxide poisoning. Vulnerable households can get extra support by signing up to the Priority Services Register. Contact your gas or electricity network to find out more. Visit www.energynetworks.org to find out who your network operator is.
 - **Keep your eyes open** – keep an eye on the weather forecast and, if you have a power cut or a gas emergency, check on your neighbours.

3. Campaign logo and usage guidelines

A logo has been created to provide a national identity for this campaign.

It is available in full colour and mono versions.

You can download the Be Winter Ready logos and brand guidelines from the ENA website at www.energynetworks.org/news/public-information/be-winter-ready-toolkit.html



4. Template copy

Here is some template copy about Be Winter Ready that you may wish to use on your website or in other communications, such as newsletters or magazines.

We have provided two versions suitable for different word counts

Long copy

Are you ready for winter?

As the nights get colder and darker, the chances of severe weather increase. Storms, floods and other extreme conditions can cause damage to network infrastructure and disrupt your energy supply.

That's why the UK's gas and electricity network companies have come together to launch the Be Winter Ready campaign. The campaign aims to help the public better-prepare for power cuts and gas emergencies that may result from bad winter weather.

To Be Winter Ready, you should:

- **Know your free emergency numbers** - in a power cut dial 105 or, for a gas emergency, dial 0800 111999.
- **Prepare your home** – keep a torch handy and get your appliances serviced by a Gas Safe registered engineer to prevent carbon monoxide poisoning. Vulnerable households can get extra support by signing up to the Priority Services Register. Contact your gas or electricity network to find out more. Visit www.energynetworks.org to find out who your network operator is.
- **Keep your eyes open** – keep an eye on the weather forecast and, if you have a power cut or a gas emergency, check on your neighbours.

In recent years the chances of unplanned problems with electricity and gas supply have reduced dramatically. Since 1990, network companies have invested £80bn in improving the reliability of local energy networks in the UK. As a result, on average, electricity customers have a power cut just once every two years and gas distribution customers will have their gas supply interrupted without advance notice just once every 40 years.

Despite this, our gas and electricity networks can be affected by natural events, with severe winter weather potentially causing significant damage. The gas and electricity network operators are urging the public to Be Winter Ready. Make sure you're prepared in case you have a power cut or gas emergency.

Short copy

Are you ready for winter?

As the nights get colder and darker, the chances of severe weather increase. Since 1990, gas and electricity network companies have invested over £80bn to make the UK's gas and electricity supply more reliable than ever before. But storms, floods and other extreme weather can still cause damage and disruption.

That's why the UK's gas and electricity network companies have come together to launch the Be Winter Ready campaign. The campaign aims to help the public better-prepare for power cuts and gas emergencies that may result from bad winter weather.

To Be Winter Ready, you should:

- **Know your free emergency numbers** - in a power cut dial 105 or, for a gas emergency, dial 0800 111999.
- **Prepare your home** – keep a torch handy and get your appliances serviced by a Gas Safe registered engineer to prevent carbon monoxide poisoning. Vulnerable households can get extra support by signing up to the Priority Services Register. Contact your gas or electricity network to find out more. Visit www.energynetworks.org to find out who your network operator is.
- **Keep your eyes open** – keep an eye on the weather forecast and, if you have a power cut or a gas emergency, check on your neighbours.

5. Leaflet and poster

A leaflet and poster have been created, which can be downloaded from the ENA website at www.energynetworks.org/news/public-information/be-winter-ready-toolkit.html



6. Social media posts

We have provided a set of posts and accompanying copy that you may wish to use on your social media channels.

Jpegs of the posts (sized for Twitter and Facebook) can be downloaded from the ENA website at www.energynetworks.org/news/public-information/be-winter-ready-toolkit.html



				
<p>Facebook copy</p>	<p>The UK’s gas and electricity supply is more reliable than ever before. But severe winter weather can still cause damage and disruption.</p> <p>Be prepared in case you have a power cut or gas emergency. Find out more http://bit.ly/2ySR74A</p>	<p>Be prepared in case you have a power cut or gas emergency. Know your emergency numbers, prepare your home and keep an eye on the weather. Find out more http://bit.ly/2ySR74A</p>	<p>Do you know the free emergency numbers to call if your energy supply is disrupted this winter? Dial 105 in a power cut or 0800 111999 for a gas emergency.</p> <p>Find out more http://bit.ly/2ySR74A</p>	<p>The UK’s gas and electricity networks have joined forces to launch Be Winter Ready. The campaign aims to raise awareness of how to prepare if you have a power cut or gas emergency this winter.</p> <p>Find out more http://bit.ly/2ySR74A</p>
<p>Twitter copy</p>	<p>Gas and electricity is reliable, but winter weather can cause disruption. Make sure you’re prepared http://bit.ly/2ySR74A #BeWinterReady</p>	<p>Make sure you and your home are prepared in case of a power cut or gas emergency http://bit.ly/2ySR74A #BeWinterReady</p>	<p>Dial 105 in a power cut or 0800 111999 for a gas emergency http://bit.ly/2ySR74A #BeWinterReady</p>	<p>The Be Winter Ready campaign launches today. Make sure you’re prepared for winter weather http://bit.ly/2ySR74A #BeWinterReady</p>

7. Quote from Energy Networks Association

Energy Networks Association (ENA) is the organisation that represents electricity and gas network operators. The following quote from ENA has been approved for use in any communications about Be Winter Ready:

David Smith, Chief Executive of ENA, said:

“Significant investment in the networks means that power cuts and gas emergencies are not a regular or widespread occurrence. Our gas and electricity networks deliver safe and reliable energy 24 hours a day, 365 days a year. Investment in resilience measures means power cuts have decreased by 9% over the last year and by over 50% in the last 15 years.”

“The networks constantly review the resilience of infrastructure and there are robust plans in place to deal with the damage caused by extreme weather. However, we want customers to know there are things they can do to ‘Be Winter Ready’ and ensure that those customers who do have a power cut or gas emergency know exactly who to call so that they can get reconnected quickly and be as fully prepared as possible.”

8. Template press release

You can use the press release copy on the following page if you would like to publically highlight your support for Be Winter Ready.

PRESS RELEASE

<Organisation> backs call for public to Be Winter Ready

<Organisation> is supporting a new campaign that urges people to be prepared for bad weather this winter and know what to do if they have a power cut or gas emergency.

The Be Winter Ready campaign has been launched by the UK's gas and electricity networks. Since 1990, the networks have invested over £80bn to make the UK's gas and electricity supply more reliable than ever before. However, storms, floods and other extreme conditions can sometimes cause significant damage and disruption.

To Be Winter Ready, the public are being urged to:

- **Know your free emergency numbers** - in a power cut dial 105 or, for a gas emergency, dial 0800 111999.
- **Prepare your home** – keep a torch handy and get your appliances serviced by a Gas Safe registered engineer to prevent carbon monoxide poisoning. Vulnerable households can get extra support by signing up to the Priority Services Register. Contact your gas or electricity network to find out more. Visit www.energynetworks.org to find out who your network operator is.
- **Keep your eyes open** – keep an eye on the weather forecast and, if you have a power cut or a gas emergency, check on your neighbours.

<Name> from <organisation> said: “We are backing Be Winter Ready as it’s important that people think about winter and be prepared for any bad weather that could cause disruption and damage to local communities. If you’re prepared, it can help reduce the impact of a power cut or gas emergency on you or your family. Following these three simple steps will help ensure that people know exactly what to do and who to contact to get the support they need.”

More information about the campaign can be found at www.energynetworks.org/news/public-information/be-winter-ready.html

Thank you