



DIGITAL TOOLKIT

Scottish and Southern Electricity Networks

March 2024



Scottish & Southern
Electricity Networks

Powering our
community



CONTENTS

Digital Toolkit	3
Newsletter / Targeted Email	4
Website	5
Posters	6
Social Media	7
Contact	8

To download any resources mentioned in this toolkit please [click here](#) to visit our community toolkit.





DIGITAL TOOLKIT

This toolkit has been designed so you can select what elements will work best for your channels and service users.

This toolkit will give you opportunities to have conversations about the Priority Service Register (PSR) and the resilience it offers your communities, giving them peace of mind during a power cut.

A power cut can be particularly distressing and difficult. That is why we offer extra help and support during a power cut, but also during our everyday conversations with our customers.

By promoting the PSR with the communities you work with, you will be helping our welfare teams to provide extra support to where it is needed most.

The following copy has been written from the perspective of all utilities, as we recognise that in some geographical areas your organisation may serve multiple suppliers or networks.

If you want any of these materials in different languages or formats, please contact us.

We hope you find this helpful.

In the following pages you will find information that can be used for your newsletters, emails, information sections on your websites and discussion points for coffee mornings or team meetings.



NEWSLETTER / TARGETED EMAIL

Please feel free to copy and paste any elements of this information in your newsletters or emails.

HAVE YOU EVER THOUGHT HOW A POWER CUT WOULD IMPACT YOUR HOUSEHOLD?

The Priority Services Register (PSR) is free to join. It helps utility companies, including energy suppliers, electricity, gas and water networks look after customers who have extra communication, access or safety needs.

It helps us tailor our services to support households who need extra help, and support them during a power cut, gas or water supply interruption.

YOU ARE ELIGIBLE IF YOU:

- Use medical equipment reliant on electricity or water.
- Are blind or partially sighted.
- Are deaf or hard of hearing.
- Are of pensionable age.
- Have a disability.
- Live with children under five.
- Have a chronic illness.
- Have anxiety, depression or any mental health condition.
- Loss or impairment of smell.
- Need documents translated into another format or language.
- Temporarily need extra support.

BENEFITS OF THE PSR:

- Dedicated Priority Services line available 24 hours a day.
- Communication in a format that suits your needs, e.g. British Sign Language, braille, textphone, easy read, audio CD, or language other than English.
- Proactively contact you, or your nominated contact if we need to switch off your power to carry out essential maintenance.
- During an unplanned power cut, you will receive proactive updates 24 hours a day.
- Safety advice tailored to your needs, e.g. braille, textphone, easy read, audio CD, or language other than English.
- Peace of mind through a password service.

REGISTER:

- Call us on 0800 294 3259 to register or request a leaflet.
- The Deaf or hard of hearing you can contact us by textphone on 0800 316 5457.
- You can register online. Using your postcode, we work together to make sure that your property receives all the support services covered by the Priority Services Register. By telling us once, we update your PSR request with your energy supplier (the company you pay your bills to) and your regional network companies including electricity, gas and water.
- To find out more or register [click here](#) for England.
- To find out more or register [click here](#) for Scotland.





WEBSITE

Please feel free to copy and paste any elements of this information on your website

We all rely on electricity day to day, but for some, a power cut can be worrying or difficult. That is why we offer extra help and support during a power cut. Registering for our Priority Services helps us to help you when you need it most.

The Priority Services Register (PSR) is free to join. It helps utility companies, including energy suppliers, electricity, gas and water networks look after customers who have extra communication, access or safety needs. It helps us tailor our services to support households who need extra help, and support them during a power cut, gas or water supply interruption.

YOU ARE ELIGIBLE FOR FREE PSR SERVICES IF YOU:

- Use medical equipment reliant on electricity or water.
- Are blind or partially sighted.
- Are deaf or hard of hearing.
- Are of pensionable age.
- Have a disability.
- Live with children under five.
- Have a chronic illness.
- Have anxiety, depression, or any mental health condition.
- Loss or impairment of smell.
- Need documents translated into another format or language.
- Temporarily need extra support.

To find out more or register [click here](#) for England.
To find out more or register [click here](#) for Scotland.

LINKS TO OTHER HELPFUL ADVICE FROM SCOTTISH AND SOUTHERN ELECTRICITY NETWORKS:

- [Preparing for a power cut](#) - SSEN.
- [For free and impartial expert energy efficiency advice Energy advice](#) - SSEN.





POSTERS

Here are regional posters that you can use to promote the PSR in your communities.

If you are holding an event of coffee morning here are some discussion points that might help:

- Would you know what to do in a power cut?
- Do you have a neighbour, friend or family member who would struggle if power was off?
- Are you dependent on power for electrical equipment?
- Would a power cut worry people in your household or cause confusion?
- Do you have a plan if there is a power cut?
- Do you know who is eligible to be on the Priority Service Register?
- Are you on the Priority Service Register?

To download these posters please [click here](#) to visit our community toolkit.

In-person event poster example

DO YOU NEED EXTRA SUPPORT IN A POWERCUT?

DO YOU LIVE WITH A CHRONIC ILLNESS, CARE FOR YOUNG CHILDREN OR SOMEONE WITH DEMENTIA OR HAVE COMMUNICATION NEEDS?

Registering for our Priority Services means we can help you when you need it most.

- Regular updates
- Safety advice
- Communication in a format you need such as large print or an alternative language
- Dedicated 24hour helpline

For more information join us

- Date _____
- Time _____
- Venue _____
- Hosted by _____

Scottish & Southern Electricity Networks

Regional poster examples

DO YOU NEED EXTRA SUPPORT IN A POWERCUT?

DO YOU LIVE WITH A CHRONIC ILLNESS, CARE FOR YOUNG CHILDREN OR SOMEONE WITH DEMENTIA OR HAVE COMMUNICATION NEEDS?

Register for free Priority Services and we can provide you with:

- Regular updates
- Safety advice
- Communication in large print, Braille, alternative languages or BSL
- Dedicated 24hour helpline

Visit us psrcotland.com or call us on 0800 294 3259

Scottish & Southern Electricity Networks

DO YOU NEED EXTRA SUPPORT IN A POWERCUT?

DO YOU LIVE WITH A CHRONIC ILLNESS, CARE FOR YOUNG CHILDREN OR SOMEONE WITH DEMENTIA OR HAVE COMMUNICATION NEEDS?

Register for free Priority Services and we can provide you with:

- Regular updates
- Safety advice
- Communication in large print, Braille, alternative languages or BSL
- Dedicated 24hour helpline

Visit us thespr.co.uk or call us on 0800 294 3259

Scottish & Southern Electricity Networks



SOCIAL MEDIA ASSETS

Here you will find social media assets to promote the Priority Services Register on your social media channels.

Thank you for helping raise awareness of this essential service that all utilities offer.

Here are some suggested words to go alongside your social media posts, we hope you find these helpful, but please feel free to use your own. Instagram does not support links within the captions so may want to amend the text to direct people to the links in the image itself.

By signing up to SSEN's free Priority Services Register you can access extra support during a power cut. The dedicated Priority Services line is available 24 hours a day.

- If you live in England click here to register: thepr.co.uk
- If you live in Scotland click here to register: psrscotland.com

SSEN's free Priority Services Register supports those with chronic illnesses, mental health, young children and more. Find out how you can access additional support:

- If you live in England click here to register: thepr.co.uk
- If you live in Scotland click here to register: psrscotland.com

Do you have a neighbour, friend or family members who would struggle if the power was off? By registering for SSEN's free Priority Services, a dedicated team will contact you, or your nominated contact if they need to switch off your power to carry out essential maintenance.

- If you live in England click here to register: thepr.co.uk
- If you live in Scotland click here to register: psrscotland.com

To download these assets please [click here](#) to visit our community toolkit.

England examples



Scotland examples



CONTACT

For more information regarding this toolkit and how to use it please contact **networksCVteam@sse.com**

To download any resources mentioned in this toolkit please [click here](#) to visit our community toolkit.



Scottish & Southern
Electricity Networks

Powering our
community