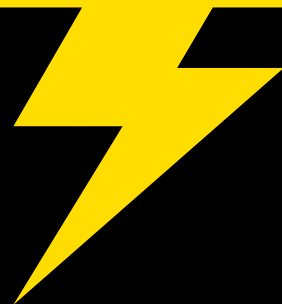

AN INTRODUCTION TO 105

And How You Can Support Its Launch

**POWER CUT?
CALL 105**



WHAT IS 105?

105 is a new three-digit number that people can call to report or get information about power cuts.

You can also call 105 with any welfare concerns related to a power cut, or if you are worried about the safety of over or underground electricity cables or substations.

105 is free of charge and will put you through to your electricity network operator. You can call 105 from most landlines and mobile phones.

It will be launched in September 2016 and will be available to people in England, Scotland and Wales.

The powercut105.com website will be live for launch, providing people with more information and signposting them to their network operator.



WHY IS IT BEING INTRODUCED?



A lot of people don't know who to call to report or get updates about power cuts, with many wrongly calling the energy supply companies they pay their bills to.



105 aims to solve this problem, providing people with an easy-to-remember number that will put them straight through to their local electricity network operator.



This is particularly important when there is bad weather as severe storms can cause major disruption to electricity supply into homes and businesses.



105 is just one of the ways you can contact your network operator. They can still be contacted directly by phone on their 0800 number or via their website – and most can be reached through social media too.



WHO IS BEHIND 105?

105 is jointly funded by electricity network operators.

Electricity network operators are the companies that manage and maintain the underground cables, overhead lines and substations that bring electricity into homes and businesses.

There are several electricity network operators. The larger ones each cover a different region within Great Britain.

Wherever you live, 105 will put you through to the right network operator.



105 IS SUPPORTED BY THE GOVERNMENT



“ British families and businesses need to know where to turn if they find themselves without power during severe weather or other incidents. A single three-digit number cuts through the confusion and puts people in touch with the information they need, when they need it ”



Rt Hon Amber Rudd

Former Secretary of State for Energy and Climate Change





CONSUMER AWARENESS CAMPAIGN



September 2016

The number will be launched through a PR story and supporting content on social media.

The 105 website will be live and we will be working with stakeholders to raise awareness of 105 through their channels.

An advertising campaign will go live across radio, digital and outdoor.



Autumn/winter 2016/17

The advertising campaign will continue, with bursts throughout autumn and winter.

PR, social media and work with stakeholders will continue.



HOW YOU CAN SUPPORT THE LAUNCH OF 105

Can you help us to raise awareness of 105 through your channels, once the service is launched in September?

We can provide:

- Copy for newsletters, websites and magazines
 - 105 imagery
 - Tips on what to do in a power cut
 - Comment from our spokespeople
 - Social media assets
 - An animated film explaining 105
-

You can download these resources from the following link:
<http://www.energynetworks.org/info/powercut105.html>

We can also work with you to co-create bespoke content specifically for your channels.

We want to continue to work with partners to raise awareness of 105 in the longer-term.



THANK YOU

