

UK Power Networks: '105'

On 6th September a new national phone number “105” will be launched by electricity network operators for customers to call should they need to report or get information about a power cut in their area.

Key points to note about this service are:

- Dialling 105 will put customers through to their local electricity network operator – the company that manages the cables, power lines and substations that deliver electricity into homes and businesses in their area.
- 105 is just one of the ways that customers can contact their electricity network operator. They can also contact them by phone or via their website, and most network operators are on social media too.
- 105 is a free service for people in England, Scotland and Wales.
- Customers can call 105 no matter who they choose to buy electricity from.
- Customers can also call 105 if they spot damage to electricity power lines and substations that could put anyone in danger. If there's a serious immediate risk, they should call the emergency services too.

A consumer awareness campaign will run from September through to next spring and will include PR, media advertising, social media and coordinated messaging through partner channels.

Hopefully you can help us to raise awareness of this important new national 105 service through your channels, once the service is launched. We can provide you with materials **for use from 6th September**:

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

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

Attached is a slide deck with more details about this valuable new service. In addition, a Stakeholder Toolkit which includes creative collateral you might wish to use, along with the brand guidelines, has been produced. It can be downloaded from [here](#) and the password is “poWercuT105”.

Vulnerable customers who would like to sign up to our Priority Services Register can still call 0800 169 9970, email psr@ukpowernetworks.co.uk or apply online at www.ukpowernetworks.co.uk/priority.

If you have any questions or would like any further information, do let me know. Also, if you are able to support awareness raising of 105, please can you let us know when, where and how you can help by contacting/emailing me or Toni Calder, our Marketing Manager (toni.calder@ukpowernetworks.co.uk). Thanks a lot for your help.

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