



# Preparedness campaign

Winter 2025-26

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## Background to campaign

We've developed this communications toolkit focus on seasonal preparedness actions residents can take based on two important elements that were highlighted by the [UK Public Survey of Risk Perception, Resilience and Preparedness 2025: Headline Findings - GOV.UK](#)

- 43% of national survey respondents reported they were aware of the Priority Service Register, 57% state they were not aware
- 51% who felt they were slightly or not at all prepared for an emergency/disaster

It's designed to help you share clear, practical messages to raise awareness about the Priority Services Register amongst vulnerable residents and their family and friends, and how to sign up to it. It's also aims to improve general household resilience by educating people about how to create a household emergency plan and encouraging them to download our 'In Case of Emergency' form.

The toolkit provides ready to use content that can be adapted for social media, websites and other channels. There are also posters and leaflet that can be printed and given to residents who may benefit from accessing information offline.

## Assets in this toolkit

- Editorial
- Key lines for frontline staff
- Leaflets
- Posters
- Social media videos, images & copy

# Editorial

## **Plan for the unexpected – join the Priority Services Register and create an In Case of Emergency plan**

Emergencies are rare but Surrey Prepared is encouraging residents to take a few simple, practical steps to plan for unexpected events such as power outages, severe weather, flooding or other local disruptions.

By [creating an In Case of Emergency plan](#) and [joining the Priority Services Register \(PSR\)](#)—a free service that helps utility companies provide extra support to those who may need it – residents can feel more confident that they are ready for the unexpected.

### **Are you eligible for the PSR?**

The PSR is a free and confidential service offered by utility companies to ensure people who may need extra help are supported during power cuts, gas or water supply interruptions, and other

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service disruptions.

You may be eligible if you:

- Use medical equipment that relies on electricity or water
- Are of pensionable age
- Live with children under the age of five
- Have a disability, sensory or mobility needs
- Are recovering from a serious illness
- Need communication support (e.g. sight or hearing loss)

### **Join the PSR**

[Check if you're eligible and register](#) on the PSR website or call your regional gas or electricity distributor:

- UK Power Networks: 0845 601 4516
- SSE Networks: 0800 294 3259 (some areas of Surrey)
- SGN

### **Create you household's emergency plan**

[Use the In Case of Emergency form on our website](#) and take a few minutes to talk with your household about:

- How to leave your home safely in case of fire or gas leak
- Where to meet if you can't return home
- How to stay in touch with each other
- Who might need extra help - such as neighbours or relatives
- Make sure everyone knows what to do and where to find key items.

### **Prepare a grab bag**

A grab bag can help if you need to leave home quickly or stay elsewhere for a short time. You can build it gradually.

Include things like medication and essential documents like ID and insurance information, a first aid kit, a torch, a battery powered or wind-up radio, bottle water, baby food and some cash.

Use the [information on the Surrey Prepared website](#) to help you feel better prepared for emergencies, however rare. A little planning now can go along way:

- Check if you're eligible and [join the Priority Services Register](#)
- Prepare your households [In Case of Emergency Plan](#)

# Print assets

## Posters

There are A4 posters available to promote each of the campaign messages:

- 1) the PSR
- 2) In Case of Emergency Plan



**Surrey Prepared**

### Need extra support during power, gas or water disruptions?

**Join the Priority Services Register (PSR)**  
A free service to help you stay safe and supported

You may be eligible if you:

- Use medical equipment that relies on electricity or water
- Are of pensionable age
- Live with children under five
- Have a disability, sensory or mobility needs

**Mrs. Patel** received a heated blanket and hot meal during a winter power cut.

**Tom's** dialysis machine was prioritised during a planned outage.

**The Walker family** received bottled water during a supply issue.

- Get priority updates and support
- Accessible communication options
- Nominate someone to speak on your behalf

Sign up at [www.thepsr.co.uk](http://www.thepsr.co.uk)  
**UK Power Networks:** 0845 601 4516  
**SSE Networks:** 0800 294 3259  
**SBN:** 0800 912 3700

Ask a friend or visit your local library for help registering.



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### Be Ready, Stay Safe

Feel confident and prepared for the unexpected

Emergencies are rare, but planning ahead helps you stay safe and supported.

- Create a household emergency plan
- Prepare a grab bag with essentials
- Know how to turn off utilities
- Keep exits clear and test smoke alarms
- Stay informed via local radio and social media
- Check on neighbours who may need help

**Download our In Case of Emergency Plan** today to prepare your home for the unexpected.

Or speak to your local library for help accessing resources.

## Leaflets

There are also DL leaflets available to promote each of the campaign messages:

- 1) the PSR
- 2) In Case of Emergency Plan



**Surrey Prepared**

### Need extra support during power, gas or water disruptions?

**Join the Priority Services Register (PSR)**  
A free service to help you stay safe and supported



**Surrey Prepared**

### Create your household In Case of Emergency Plan

Simple steps to help you feel confident and ready for the unexpected.

We have a form to help you prepare on our website.

Emergencies are rare, but planning ahead can help you and your household feel more secure and supported if something unexpected happens - like a power cut, severe weather, or a local disruption.

**This leaflet offers practical advice to help you prepare calmly and confidently.**

## Social media assets

For each topic there are the following assets:

- Video
- Social media images
- Suggested copy

### Priority Services Register

#### Video:



#### Suggested copy:

With a child under five, the Walker family joined the Priority Services Register and received priority updates during a water supply issue. Bottled water was delivered to their home within hours.

If you live with young children, have a health condition, or are of pensionable age, you may be eligible too.

Find out if you're eligible and sign up today at <https://www.thepsr.co.uk/> or call:

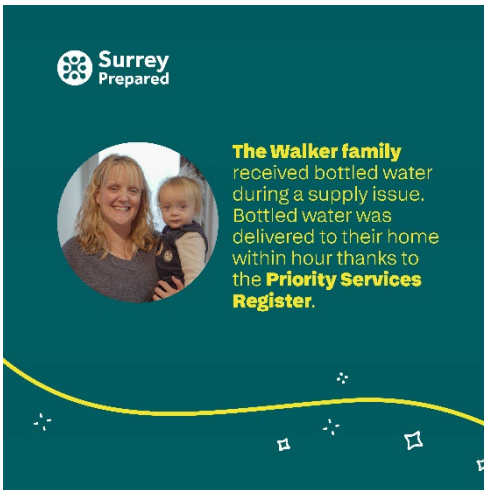
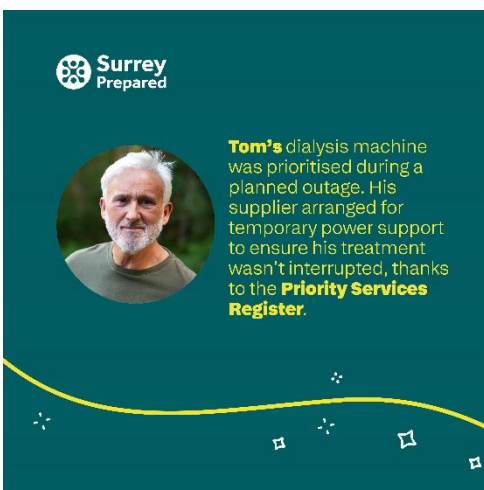
UK Power Networks: 0845 601 4516

SSE Networks: 0800 294 3259

SGN: 0800 912 1700

#SurreyPrepared #PriorityServicesRegister

**Images:**



**Suggested copy 1:**

Do you or someone you know need extra support during a power cut or water disruption? The Priority Services Register is a free service that helps ensure vulnerable residents are looked after during utility interruptions.

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Find out if you're eligible and sign up today at <https://www.thepsr.co.uk/> or call:

UK Power Networks: 0845 601 4516

SSE Networks: 0800 294 3259

SGN: 0800 912 1700

#SurreyPrepared #PriorityServicesRegister

**Suggested copy 2:**

When Mrs. Patel experienced a winter power cut, she received a welfare check and a heated blanket—thanks to the Priority Services Register.

If you're of pensionable age, have a health condition, or live with young children, you may be eligible too.

Find out if you're eligible and sign up today at <https://www.thepsr.co.uk/> or call:

UK Power Networks: 0845 601 4516

SSE Networks: 0800 294 3259

SGN: 0800 912 1700

#SurreyPrepared #PriorityServicesRegister

**Suggested copy 2:**

During planned power outage Tom's home dialysis machine was prioritised. His provider contact him and arranged for temporary support to ensure his treatment wasn't interrupted.

If you have a health condition, are of pensionable age or live with young children, you may be eligible too.

Find out if you're eligible and sign up today at <https://www.thepsr.co.uk/> or call:

UK Power Networks: 0845 601 4516

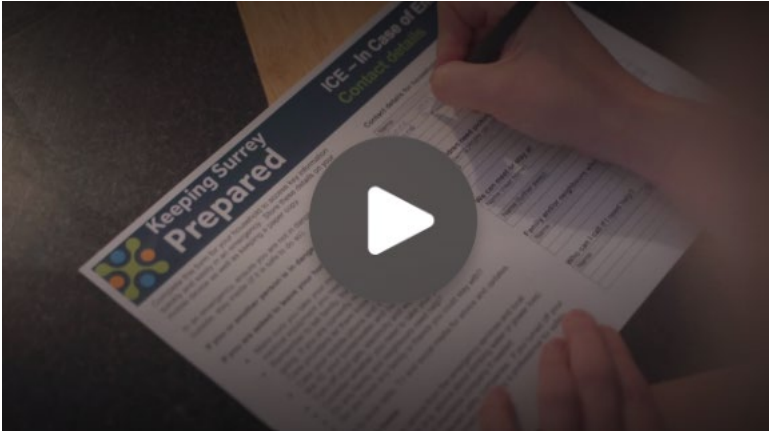
SSE Networks: 0800 294 3259

SGN: 0800 912 1700

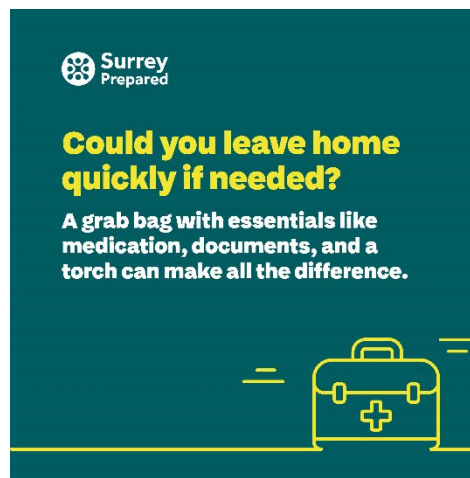
#SurreyPrepared #PriorityServicesRegister

## In Case of Emergency Plan

### Video



### Images



#### Caption 1:

Emergencies are rare—but a little planning can go a long way.

Create an In Case of Emergency Plan to help you and your family feel confident and ready. Download our guide and get started today:

<https://www.surreycc.gov.uk/community/emergency-planning-and-community-safety/emergency-planning/prepare-for-emergencies/homes-prepared/emergency-information-leaflet>

#SurreyPrepared #InCaseofEmergencyPlan

#### Caption 2:

Could you leave home quickly if needed?

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A grab bag with essentials like medication, documents, and a torch can make all the difference. Start building yours today—one item at a time.

Download our In Case of Emergency Plan here:

<https://www.surreycc.gov.uk/community/emergency-planning-and-community-safety/emergency-planning/prepare-for-emergencies/homes-prepared/emergency-information-leaflet>

#SurreyPrepared #InCaseofEmergencyPlan

