

Prepare today. Safer tomorrow.

Partner pack

Northern Gas Networks

Thank you for your support

Northern Gas Networks' **'Prepare today. Safer tomorrow.'** campaign shares simple, practical advice to help people keep their homes and families safe and warm - and everyday life running smoothly.

Community organisations, charities, local authorities, health services and other trusted partners and stakeholders have an important role in sharing the messages.

You can help ensure important safety information reaches as many people as possible through your own channels and networks.

Our campaign will run throughout the winter months.

Please get involved, however you can, to support the launch and help spread the word.

Thank you for your support with helping to keep our northern communities safe and warm.



Northern Gas Networks

Campaign advice

Our campaign brings together advice on:

- Recognising the warning signs of a potentially unsafe gas appliance and what to do
- Ensuring boilers and gas appliances receive an annual service from a Gas Safe registered engineer.
- Carbon monoxide awareness, fitting an alarm and testing it regularly
- What to do if you smell gas or suspect carbon monoxide
- Preparing homes for colder weather and top tips for energy saving
- Getting extra support through the free Priority Services Register and our trusted partners
- How we invest to improve the reliability and resilience of our gas network and are here for customers 24/7



Northern Gas Networks

How you can help

Please support our campaign by:

- Engaging with our social media posts by liking and sharing them.
- Tagging us in any social media post you share about the campaign.
- Displaying graphics on your digital screens.
- Including an article in your newsletter, website or community bulletin with a link to our **‘Prepare today. Safer tomorrow.’** campaign page.
- Discussing relevant messages during conversations or community activities.
- Sharing information about the free Priority Services Register and encouraging people to check if they are eligible to join.

We understand you may not be able to share everything in the pack. Any support to amplify the messages is greatly appreciated. Please use the formats that best suit your audience and channels.



Northern Gas Networks

Winter-ready leaflet

– promote and share online

Northern Gas Networks has produced a new leaflet in partnership with Northern Powergrid, Northumbrian Water and Yorkshire Water.

The winter-ready guide offers important gas, electricity and water information to help people prepare and stay safe and warm this winter.

It also promotes extra support through the free Priority Services Register and provides key contact details for each organisation in one handy leaflet.

Please look for opportunities to upload a copy to your website and promote it on your channels.

Visit the useful information section on our campaign page to download full partner pack.

For printed copies, contact communications@northerngas.co.uk



Northern Gas Networks

A4 posters

– print and put up

We have produced three A4 posters which you can email, place on your website, share on social media or print locally and display in your organisation or networks.

If you have a community network and could distribute the posters more widely, please contact communications@northerngas.co.uk to see if we have additional printed copies available.

Visit the useful information section on our campaign page to download full partner pack.







Northern Gas Networks

Display screens
– add to your rotation

We have produced a series of graphics for your digital display screens.

You can use these at any time, not just during our campaign.

The graphics are in 16:9 landscape format.

If your screens are portrait, let us know so we can explore providing 9:16 portrait versions.















Northern Gas Networks

Social media

– like and share

Please follow us on Facebook, X, Instagram and LinkedIn so you can like, share and comment on our posts.

If you share our posts, please tag us.

Facebook: @northerngasnetworks
LinkedIn: @northern-gas-networks
Instagram: @northerngasnetworks
X: @NGNgas
YouTube: @northerngasnetworks

After the launch, please help us keep awareness up by sharing our ongoing content.

If you spot any graphics we are using and think they would be useful on your channels, contact us on communications@northerngas.co.uk.



Northern Gas Networks

Campaign videos
– share or post

You can also share content from our campaign's YouTube playlist.

The short videos cover gas safety, carbon monoxide awareness, Priority Services and locking cooker valves.

As part of your posts include links to our video which can be found on our dedicated YouTube playlist.

Visit youtube.com/@NorthernGasNetworks



Northern Gas Networks

Newsletter copy

Copy guidance

We have produced newsletter copy in three lengths for different channels. You can copy the article text from this pack. Partners are welcome to add a brief introduction explaining why the information is relevant to their community.

Please retain:

- campaign title **Prepare today. Safer tomorrow.**
- emergency number 0800 111 999
- supplied and approved safety information,
- meaning of gas and carbon monoxide advice, and
- agreed short-form campaign URL northerngasnetworks.co.uk/staysafe

A selection of images to accompany articles can be found in our partner pack.



Northern Gas Networks

Short article

Simple steps for a safer tomorrow

The message is simple: **Prepare today. Safer tomorrow.**

Northern Gas Networks is encouraging people to take a few simple steps to help keep their homes safe and warm and everyday life running smoothly.

The new campaign brings together practical advice on gas safety, carbon monoxide awareness, energy saving tips and extra support available through the free Priority Services Register.

Check out the simple steps to stay safe and warm and access the free resource hub at www.northerngasnetworks.co.uk/staysafe



Northern Gas Networks

Medium article

Prepare today for a safer tomorrow

A few simple checks can make a real difference to keep your home safe, warm and everyday life running smoothly.

Northern Gas Networks is encouraging people to take a few simple steps today to stay safer tomorrow.

The gas distribution network is sharing practical information to help people stay safe and warm.

A new one-stop resource hub provides easy access to vital information about:

- Importance of annually servicing boilers and gas appliances by a Gas Safe registered engineer.
- Signs of an unsafe appliance, such as sooty marks, yellow or orange flames and pilot lights going out.
- Being carbon monoxide aware and vigilant to symptoms of carbon monoxide poisoning: headaches, nausea, dizziness, breathlessness, collapse or unconsciousness.
- Installing audible carbon monoxide alarms and testing them regularly.
- Knowing to call **0800 111 999** in a gas emergency.

The campaign also highlights additional support through the free Priority Services Register and Northern Gas Networks' community partners for local people who may need extra support due to their medical or personal circumstances.

Remember…if you smell gas or suspect carbon monoxide, get into fresh air and call the National Gas Emergency Service immediately on **0800 111 999**. If you smell gas, turn off gas appliances and turn off your emergency control valve at the meter if instructed. Do not vape, light a naked flame or turn electrical switches on or off.

Find more advice and support at www.northerngasnetworks.co.uk/staysafe.

Northern Gas Networks

Long article

Simple steps today can help protect what matters tomorrow

From having hot water and heating to preparing family meals, safe and reliable gas appliances support many of our everyday routines.

Northern Gas Networks' **'Prepare today, Safer tomorrow.'** campaign is reminding people to take practical steps to continue keeping their homes, families and communities safe and warm so everyday life runs smoothly.

Be gas safe and carbon monoxide aware

Households should ensure their boilers and gas appliances receive an annual service from a Gas Safe registered engineer and look out for possible signs that an appliance is not working safely. Clues can be sooty marks, flames burning yellow or orange and pilot lights going out.

The campaign also encourages everyone to be carbon monoxide aware. Carbon monoxide cannot be seen, smelled or tasted, so it is important to have an audible carbon monoxide alarm and test it regularly.

It is also vital to know the symptoms of carbon monoxide poisoning, which include headaches, nausea, dizziness, breathlessness, collapse and unconsciousness.

If you smell gas or suspect carbon monoxide, get into fresh air and call the National Gas Emergency Service immediately on **0800 111 999**. If you smell gas, turn off gas appliances and turn off your emergency control valve at the meter if instructed. Do not vape, light a naked flame or turn electrical switches on or off.

Extra support for those who need it most

People who may need additional help should find out more about the free Priority Services Register.

This is especially important for people whose medical or personal circumstances mean they may need more help if their gas, water or electricity supply is ever affected.

Being medically dependent on energy or water, being of pensionable age, having children aged five or under, or having mobility issues, sensory or cognitive impairments are just a few of the reasons you can sign up.

Be prepared

Northern Gas Networks prepares throughout the year, investing to improve, manage and maintain its network so it is safe and resilient for 2.9 million households and businesses.

By taking a few simple steps, customers can help prepare their homes too.

More information

Visit www.northerngasnetworks.co.uk/staysafe for free gas safety information, carbon monoxide advice, energy saving tips and to sign up for extra support.

Northern Gas Networks

Partner feedback

If you share our content, we would love to hear about:

- What content you shared and which channels you used.
- Any data you have on circulation, screen footfall, social reach, clicks or engagement.

This will help Northern Gas Networks understand which formats and messages are most useful so we can improve future campaign packs.

Email communications@northerngas.co.uk

Thank you for supporting our campaign.



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