

Keep Warm This Winter



Campaign Kit

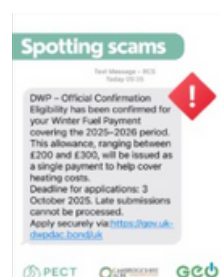
The purpose of this kit

Energy debts across the country are at their highest levels on records, reaching a massive £4.4 billion in 2025 according to Ofgem.

Together we can support vulnerable people from living in cold homes this winter. This Campaign Kit contains resources and information, so you can easily direct people to the services they need.

Social media assets

We've put together a range of social media post templates that you can use on social media, or in emails. We've also written some suggested text so you can simply copy and paste onto your channels. Feel free to edit the text. Download the kit [here](#).



Email newsletter/ social media text

Rising energy costs mean many households struggle to stay warm. PECT's energy advice service offers free energy advice, help with bills, and energy-saving products to keep homes safer and more comfortable.

Plus if you're a frontline worker, they provide training so you can spot and respond to fuel poverty in their communities - book in for free [here](#).

To refer yourself or someone else, call 0800 8021773 or email energyadvice@pect.org.uk.

For more information head to: pect.org.uk/energy-advice

Press release template

Send this press release template to your local newspaper, or add to your website.

Households can access free energy advice and support this winter

Households can access free energy advice and support this year, thanks to funding from the Energy Saving Trust. The service has already helped hundreds of residents save energy, cut their bills, and access emergency financial support for heating their homes.

As energy bills remain high and the cost-of-living crisis shows no sign of slowing down. Householders are encouraged to take advantage of support to make energy-saving home improvements to keep warm this winter.

Plus extra guidance, including help managing energy debt and referrals to additional services, is available for households in financial difficulty.

"Fuel poverty isn't just about high bills," says Henry Buttress, Energy and Communities Manager at PECT. "It also affects people's health, comfort, and peace of mind. This service ensures no one has to struggle alone and help is available when it's needed most."

Householders can speak to energy advisers over the phone. The service also offers home visits and local drop-ins. To date, community Energy Champions have helped over 750 people, many in rural areas, providing free energy-saving products and support with gas, oil, and electricity bills.

As well as helping residents directly, the service trains teachers, healthcare staff, and social housing workers to spot the signs of fuel poverty and offer support quickly. So far, over 1,200 frontline workers have been trained.

Residents can call 0800 8021773 or email energyadvice@pect.org.uk to arrange support. For more information, visit pect.org.uk/energy-advice.

Short on time?

Send out one of our ready-made press releases based on your location. Download [here](#).

Posters

Choose one of our selection of posters to hang up in your local shop, community centre, village hall, library, or anywhere where people might benefit from advice.

Download [here](#).

