



Economic Regulation Team
Department for Business and Trade
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Dear Economic Regulation team

Age UK strongly supports the Department for Business and Trade's plans for a unified Priority Services Register (PSR) across the water, telecoms, and energy sectors and for cross-sector improvements in awareness raising efforts to better promote the availability of affordability schemes.

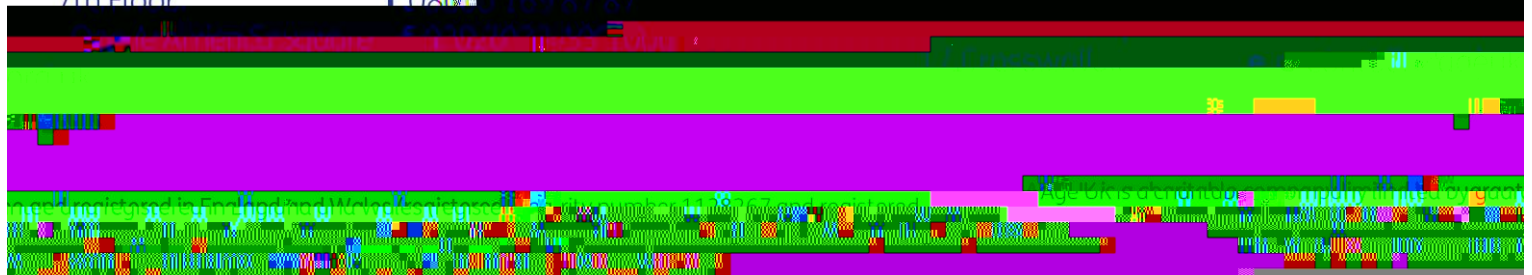
Existing PSRs in water and energy are crucial lifelines for many thousands of older people, especially during emergency situations like water and power outages. Progress with data sharing between water and energy providers is commendable and represents a good starting point for this more fundamental reform. Equivalent support in the telecoms sector protects those who need consistent un-interrupted access to a telephone or internet connection, including people with a telecom enabled care alarm.

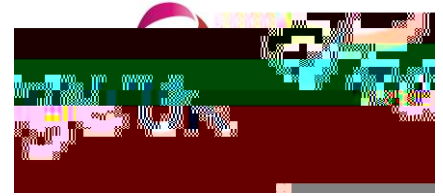
A unified PSR across these essential services would reduce the risk of an older person missing out on priority support. A combination of customer service touchpoints moving online alongside a lack of public awareness of PSRs, means many older people remain unregistered with their providers.

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We also support the Government and non-government agencies to ensure better promotion of affordability schemes in essential services. Age UK has extensive experience of delivering affordability information and advice and we know all too well the importance of promotional work in getting the message out to consumers. We welcome the commitment to better promotion of available schemes and wish to reinforce the importance of firms providing relevant materials in online and offline formats, to ensure digitally excluded older people are able to benefit fully.

We look forward to working with the Government on these proposals as they develop and are confident that a unified PSR across essential services will represent a significant improvement on existing provision for older people with vulnerabilities.

Yours faithfully,

David Southgate

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