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Descriptive transcripts

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Solar panels

Audio	Visual description
Want to shrink your electricity bills and your carbon emissions?	The animation opens on an interior home scene. A character sits at a table, looking worried while holding a tablet displaying rising household bills and an energy usage app.
Then why not switch to solar energy.	The camera pans smoothly to the right, transitioning from the character to a rooftop solar panel coming into view.
Solar panels capture,	The scene zooms out to show the sun in the sky. Bright rays extend downward and are visibly absorbed by the surface of the solar panel.
convert	Cut to a simplified animated diagram. The camera pans slowly right along a circuit path as glowing balls of energy move from the solar panel into a controller unit.
and store the sun's	The energy balls continue flowing from the controller into a battery. The battery subtly glows as power enters it.
natural energy as electricity	The energy flows into an electricity meter. The meter spins briefly, then transforms into the outline of a house. The interior of the house is visible and initially dark.
that you can use in your home.	The camera zooms into the house interior as lights switch on room by room, illuminating the space.
They even work on cloudy days	The exterior walls fade back in. The camera zooms out to reveal a large cloud drifting over the house, partially covering the sun.
That are pretty typical in England!	The camera pans right to a character cheerfully sunbathing outdoors despite the cloudy sky, adding a light-hearted tone.
What's more, solar panels don't just save you money - they could make you money too.	Cut to a solar panel on a roof. A character stands beside it as a small pile of coins sits on top of the panel.
You could...	Additional coins fall from above and land on the growing piles with a gentle clinking motion.
Store up electricity and save into battery storage	Cut to a bright scene of the sun shining onto a solar panel connected to a battery. A progress bar on the battery slowly fills from empty to full.
Sell surplus energy back to the grid	The camera pans right to show the panel sending glowing energy balls toward a national grid icon. Coins travel back from the grid to the solar panel.
And even increase the value of your home!	The camera pans right again to a house. A 'For Sale' sign pops up from the roof, growing larger as pound symbols multiply on it.

Cha-ching!	Cut to a character smiling broadly while holding two large sacks overflowing with money.
Solar panels can be installed on different types of roof...	Cut to a wide shot where three different styles of houses pop up, side by side, each with a different roof type fitted with solar panels.
And are simple to maintain through annual cleaning	A quick zoom cut reveals a character gently cleaning a solar panel using a brush and water.
And inspections every five to ten years.	After cleaning, the character takes out a clipboard and checks items off a list. Two circular icons appear with the numbers “5” and “10”.
You can easily monitor how well your panels are performing	Cut to a character checking an electricity meter. A secondary view slides in from stage right showing the same character using a mobile phone app.
And there may even be grants available to help you with installation costs.	Cut to two characters installing a panel on a roof. One character is on the roof, while another rises into view on a crane from the bottom left. Coins appear and drop into the scene, linking to financial support.
For more information, visit www.blackpool.gov.uk/SolarPanels	The camera pans to a clean, high contrast display of the web address centred on screen.

Air source heat pumps

Audio	Visual description
Want to cut your bills and future proof your home?	The animation opens inside a home. A character stands beside a smart meter, looking concerned as high energy usage and a household bill are displayed.
Why not swap your boiler...	The camera pans smoothly to the right, revealing a traditional home boiler mounted on a wall.
for an air source heat pump?	The boiler rotates in place and visually transforms into a modern air source heat pump unit.
These clever devices can use renewable energy to heat your home and your hot water.	A looping symbol representing renewable energy appears around the heat pump and rotates continuously.
They are up to three times more efficient than traditional gas boilers...	A split screen slides in from the right. Three identical gas boilers appear side by side for comparison.
...need less maintenance	Two of the boilers drop out of the frame on the left. A technician appears servicing the remaining boiler, highlighting required maintenance.
...and could last twice as long!	The right hand panel changes to show a boiler broken down, emitting warning symbols, while the heat pump continues operating smoothly.
So, how do they work?	The split screens pull apart. Animated warm air particles flow downward through the air, and the camera follows their movement.
Air source heat pumps absorb heat from the air...	The warm air particles are visibly drawn into the heat pump unit.
Travelling through your home to warm up your radiators.	The camera pans right to show heat being circulated through the home. Radiators glow gently as rooms warm.
Once the water cools, it goes back to the pump starting the cycle again!	The scene zooms out to show the house and heat pump connected in a continuous looping cycle, illustrating ongoing operation.
They can also heat and store hot water in a tank.	The camera pans right to reveal a person standing beside a cylindrical hot water tank connected to the system.
All you need is an outside wall...space for your	The camera zooms out further. The person is now shown next to a house as

pump	a heat pump animates into position on the exterior wall.
and time for a little TLC now and again. Simple!	The scene pans right to a family enjoying time outdoors. Nearby, a technician gives the heat pump a friendly pat and a thumbs up.
To find out more about air source heat pumps, visit www.blackpool.gov.uk/HeatPumps today!	Cut to a clean end slide with the web address centred clearly on screen.

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