READY TOGETHER
York and North Yorkshire
Local Resilience Forum

Briefing note – national 'Be Ready' campaign launch

The Government has launched **Be Ready**, a new three-year national resilience campaign designed to help households take simple, practical steps to prepare for emergencies and periods of disruption. The campaign is being led by the Cabinet Office and supported by Local Resilience Forums (LRFs), including emergency services, local authorities, charities and community organisations. **North Yorkshire Local Resilience Forum is coordinating and advocating the campaign here.**

The launch of the Be Ready campaign does not indicate any increased threat level or specific concern. The campaign forms part of a long-term national programme to strengthen community resilience and encourage practical preparedness across the country.

What is Be Ready?

The campaign encourages residents to be better prepared for emergencies that can affect everyday life, such as severe weather, power outages, disruption to water supplies, telecommunications failures or transport disruption.

The campaign is intended to promote practical preparedness and resilience as a normal part of everyday life. Messaging is designed to be reassuring, proportionate and non-alarmist.

More information about the campaign can be found here: **www.gov.uk/beready**

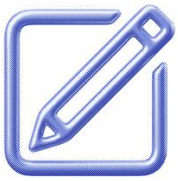
Initial Focus: Priority Services Register

The first phase of the campaign focuses on encouraging eligible residents to sign up to the **Priority Services Register (PSR)**. See example visual below.

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ARE YOU EMERGENCY READY?

Find out if you or someone you care for is eligible to sign up to the Priority Services Register for support during outages at GOV.UK/BeReady



The PSR is a free service offered by utility providers that helps identify customers who may need additional support during interruptions to gas, electricity or water supplies.

Residents who may be eligible include:

- Older people of pensionable age
- People with disabilities
- People with long-term health conditions
- Families with young children
- Individuals with specific communication or accessibility needs

Increasing uptake of the PSR helps utility companies provide targeted support during incidents and contributes to more effective emergency response arrangements.

Find out more about how to prepare and check your eligibility for extra help at: GOV.UK/BeReady

Please also find Cabinet Office assets on this link to download PSR assets.

Why this matters for North Yorkshire

North Yorkshire has a large rural geography and communities that can be affected by severe weather, flooding, storms, power outages and transport disruption.

Simple preparedness measures can help residents cope more effectively during short-term disruptions while emergency services and partner organisations support those most in need.

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The Government has emphasised the important role that Local Resilience Forums and trusted local voices play in helping communities understand and engage with resilience and preparedness messages. We need your help.

Key Messages

- Being prepared for emergencies is part of everyday good practice.
- Small actions can make a significant difference during periods of disruption.
- Residents should consider how they would manage for up to three days if normal services were interrupted.
- Those who may need extra support should check whether they are eligible for the Priority Services Register.
- Emergency services, local authorities, utilities, voluntary organisations and community groups remain ready to respond when incidents occur.

What Councillors Can Do

Councillors can support the campaign by:

- Sharing campaign messages through newsletters, websites and social media channels.
- Signposting residents to **www.gov.uk/beready**.
- Raising awareness of the Priority Services Register among eligible residents and carers.
- Working with local community organisations and parish councils to promote preparedness messages.

Thank you for helping us support our communities to Be ready!