THE NORFOLK APPROACH TO PREPAREDNESS

The central message should be: **Be Ready helps individuals and households prepare. Ready Together helps communities prepare to look after one another. Britain needs both.**

We welcome the Government's *Be Ready* campaign, which combined with *Ready Together*, from the National Emergencies Trust (NET), provides the practical community-level action plan that is needed. Following the Prime Minister's wildfire summit, the immediate example should be clear: communities can start preparing for wildfires and other emergencies now, alongside the work of government and emergency services.

Two campaigns, one shared purpose
"I welcome the Government's Be Ready campaign. It is right that people think about the supplies and plans their households need. But we also need to ask a second question: **how ready is our community?** Ready Together is designed to help answer that."
Key distinction: household preparedness versus community preparedness. They complement each other; neither replaces the other.

Preparedness starts before the emergency (prepare on the blue sky days)
"We cannot wait until a wildfire is approaching, the power has gone off or the phones have stopped working to decide what to do. Preparedness begins now, with simple plans, trusted contacts and people knowing their roles."
Key distinction: responding well starts with preparing early.

We are a team of 70 million
"Emergency services are indispensable, but they cannot be everywhere at once. Across the UK, we have millions of people who know their neighbours, understand their local area and want to help. If we organise that goodwill, it becomes a powerful part of our national resilience."
Key distinction: community members are partners in resilience, not replacements for professional responders.

Turn concern into practical action
71% of people want to do something to support their communities in an emergency. 10% feel that their community is ready - This is the opportunity.

Know who might need extra help
"In every community, there may be people who are older, isolated, disabled or dependent on electricity for essential equipment. We should think about who might need extra support, how to contact them and how to check they are safe—while respecting their privacy and independence."
Key action: identify support needs and agree appropriate ways to help before an incident happens.

Build a local network before you need one
"Who has useful skills? Which community buildings could be used if appropriate? What equipment is available? Which voluntary organisations are already active? Ready Together helps communities bring those answers together before a crisis."

Key action: connect neighbours, local groups, venues and volunteers, and agree how they will coordinate with emergency services.

Plan for communications going down
"Resilience is not just about floods and fires. What happens if a digital outage disrupts payments, mobile services or the information we rely on? Communities need to know which sources to trust and how they will share verified information if normal channels fail."
Key action: establish trusted information sources and backup ways to communicate, following official guidance.

National capability and community capability must go together
"Government and emergency services must continue strengthening national capability. But national resilience is not complete without resilient communities. As the country develops its approach to wildfire and wider emergency preparedness, community readiness must be part of the plan."
Key distinction: Ready Together adds a practical community dimension to national resilience, without blurring responsibilities.

People need a simple call to action
"You do not need to be an emergency expert, and you do not need to do everything today. Visit **https://readytogether.co.uk**, explore the resources, talk to your neighbours and take one practical step to make your community better prepared. Be Ready for your household. Ready Together for your community. Everyone has a part to play."
Key action: make the next step immediate, simple and accessible to everyone.

The five practical actions:

1. Know your neighbours
Find out who may need additional help and agree how you can check in safely.

2. Know your local places
Identify suitable community buildings and meeting points, where appropriate and safe to use.

3. Map local skills and resources
Know which skills, equipment and voluntary groups may be available to help.

4. Agree how to communicate
Know where official information comes from and how to stay in touch if digital services fail.

5. Make a plan together
Connect residents, voluntary organisations and local partners before an emergency, and understand how to work alongside professional responders.

So, our top and bottom line in Norfolk is this:
"We very much welcome the Government's Be Ready campaign. It is right that every household thinks about the supplies and plans it might need in an emergency.

"But there is another essential part of the picture: how ready is our community?
"That is what Ready Together, from the National Emergencies Trust, is about. It helps people work together before an emergency happens: knowing who might need extra help, where

trusted information will come from, what skills and resources are available locally, and how neighbours and voluntary organisations can support one another alongside the emergency services.
“And with issues like wildfires being in the spotlight recently, preparedness really matters. Professional crews and national capability are vital, but communities also need to know how to access official warnings, follow safety advice and look out for one another.

“We are a team of 70 million. We do not all have to be experts, and we do not all have to do everything. But each of us can do something. “So please visit **readytogether.co.uk**, explore the resources and take one practical step with your neighbours or local community.

Be Ready for your household. Ready Together for your community.”
Three key themes to remember:

- **The distinction:** “Be Ready prepares the household. Ready Together prepares the community.”
- **The wildfire message:** “You cannot build community resilience when the fire starts. You have to build it before the emergency.”
- **The call to action:** “Don't just ask whether your household is ready. Ask whether your community is ready—and then do something about it.”

In Conclusion: Ready Together is a **complement to the Government's campaign, not a competitor**. Norfolk needs both.

Be Ready encourages households to check supplies, plan for family needs and build an emergency kit gradually. Ready Together takes preparedness out into the community: relationships, local knowledge, trusted communications, shared resources and coordinated support. The two approaches reinforce each other.
The wildfire summit provides the immediate relevance, but the broader proposition is equally important: the same community networks that help people prepare for wildfire can also help them cope with flooding, severe weather, power cuts and disruption to digital services.

Preparedness is not solely the responsibility of government, nor an overwhelming task for individuals. It is a shared responsibility, and everyone can take a first step today.