



## About the project

The four Local Resilience Forums (LRFs) covering Yorkshire and the Humber have joined forces for a region-wide project to improve emergency preparedness and resilience across communities and businesses.

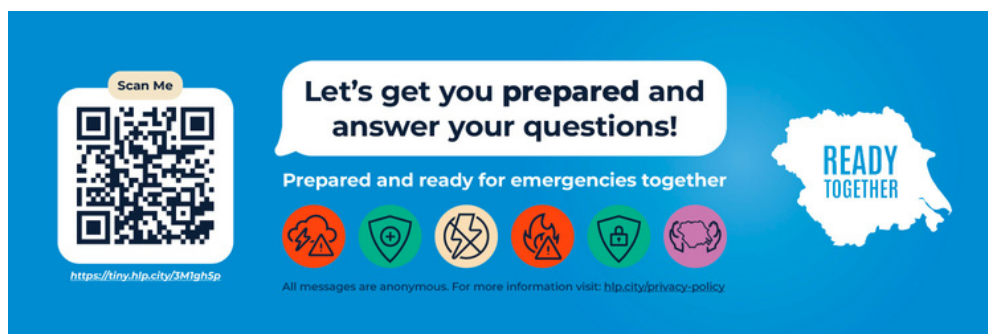
The ‘Yorkshire Ready Together’ project will provide real-time, two-way, emergency preparedness advice via a free AI tool, which will be accessible online or by mobile phone messaging.

The project will launch on 16 September, with promotion initially targeting businesses moving onto target communities in 2025, though everyone from businesses, communities and individuals can use it straight away.

## Business and community resilience

Yorkshire Ready Together will highlight the importance of business and community resilience and the issues faced in our region. These issues could include:

- power outages;
- cyber security threats;
- severe weather (extreme heat or cold, storms, etc);
- flooding;
- water outage;
- major accidents/fires;
- pandemics;
- or animal health





## User guide

With Yorkshire Ready Together, you can:

- Take part in playful and thought-provoking conversations in your time in your space
- Have interactive conversations over SMS and online
- Talking with our expert at your fingertips is free (besides normal SMS messaging rates)
- Conversations can be started by clicking a link or scanning a QR code. It's simple and easy to use – you don't need to download any apps or fill out any registration forms
- All insights and sentiments gathered are completely anonymous

You can chat online on your computer or smart phone or over text messaging. Just click the link or scan the QR code to start asking questions, finding out more about local risks, resilience and how you can be more prepared.

We're continuously evolving as we learn from user needs and experiences, so there's always something new for you to learn.

## What can you do to help?

It's all about spreading the word. Visit [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) to:

- Download and use the resources on your social media channels
- Download and print posters, leaflets or business cards with specific QR codes for each Yorkshire and Humber LRF
- Use the email signature
- Share the media release in newsletters and with your distribution networks
- Use the tool and give feedback so we can evolve the conversation around emergency preparedness



## Socials Media post suggestions

- Introducing Yorkshire Ready Together – your new tool for emergency preparedness. Are you ready to start the conversation? Let's get prepared and ready for emergencies together. Click the image or find out more by visiting [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) #EmergencyPreparedness #BusinessSafety #CommunitySafety
- Use Yorkshire Ready Together to learn more about how to prepare and stay safe in an emergency. Expertise at your fingertips; in your time, in your space. Help us build a more resilient Yorkshire. Start today! [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) #EmergencyPreparedness #BusinessSafety #CommunitySafety
- Can you be part of building a more prepared Yorkshire? Let's start that conversation. [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) #EmergencyPreparedness #BusinessSafety #CommunitySafety
- Yorkshire Ready Together is here to help you prepare for emergencies, not to be used during one. Stay informed, stay prepared, and always follow official guidance during an emergency. Learn more by visiting [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) #EmergencyPreparedness #BusinessSafety #CommunitySafety
- Stay prepared, Yorkshire! Use Yorkshire Ready Together to get tips on emergency readiness. There's always something new for you to learn. Visit [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk) #EmergencyPreparedness #BusinessSafety #CommunitySafety



## Newsletter/website article wording

We all know getting advice from an expert in person is as good as it gets. But sometimes, for lots of different reasons, that can't always happen.

So here in Yorkshire and the Humber, the Local Resilience Forums have come together to build a tool that will put expert advice directly into the hands of businesses, communities and individuals.

Yorkshire Ready Together is an accessible, free, conversational tool that helps users find the information they need so they can be prepared for emergencies and resilient when they happen.

Built using the expert knowledge of responders and the technical expertise of Hello Lamp Post, this constantly evolving tool aims to help businesses, communities and individuals fully prepare for different types of emergencies. These emergencies can include things like power outages, cyber-attacks, pandemics, residential fires or severe weather.

How it works:

1. Start a conversation with the Yorkshire Ready Together chatbot
2. Receive practical advice on emergency preparedness tailored to your needs.
3. Provide feedback to help us understand how we can improve the tool and in turn improve readiness to emergencies.

The Yorkshire Ready Together tool is intended for preparation purposes only and should not be used during an actual emergency. In case of an emergency, users should always follow official guidance from emergency services and authorities.

Join us in using and sharing Yorkshire Ready Together to build a safer, more resilient Yorkshire. Your participation is key to spreading the value of being prepared.

To find resources you can use to promote the tool, visit: [yorkshirereadytogether.co.uk](http://yorkshirereadytogether.co.uk)

Stay safe and stay prepared!