

EMPOWERING UK PREPAREDNESS & RESILIENCE

**LAUNCH OF 2025 EM-PREPARE
TECHNICAL REPORT ON UK
HOUSEHOLD RESILIENCE**

**A Hybrid Event
20 June 2025**

In person:

11am-1pm

**DG06, The Business School,
Dorset House, Talbot Campus,
Bournemouth University, BH12 5BB**

OR

**Join us on MS Teams
Scanning the QR
code to register**



Proposed programme:

- 1100 – 1130 Reception and registration. Tea and Coffee.
- 1115 Online participants able to join via a Teams link
- 1130 Welcome to the Event / Introduction to the EM-PREPARE Project (Prof Lee Miles)
- 1135 The Problem and Solution
Martin Travers (Director Safehouse Pro®)
- 1140 Keynote Address:
Setting the Scene on UK Resilience (Bruce Mann)
- 1150 Report Highlights / Testing Assumptions (Prof Lee Miles / Dr Yue Zhang)
- 1205 Reflections on Preparedness & Resilience
Why is this work important (Lord Toby Harris)
- 1215 Launch/Publishing of Report / What are we doing next
Charles Jenkins (Director Safehouse Pro®)
Patrick Kelly (Head of Content, Safehouse Pro®)
- 1230 Questions and Answers
- 1240 Closing remarks (Prof Lois Farquharson, Dean of BUBS)
- 1245 Online Session Ends



Welcome to the Event

Prof Lee Miles

THE BU EM-PREPARE TEAM (1)

- Professor Lee Miles
Professor of Crisis and Disaster Management



- Dr Yue Zhang
Lecturer in Leadership and Management



- Luke Miles
Volunteer Technical Author



- Dr Frazer Ball
Principal Academic in Accounting



The Problem and the Solution

Martin Travers

Empowering Preparedness



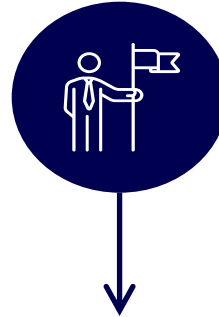
Martin Travers
Director



Charles Jenkins
Director



Paddy Kelly
Head of Content



With over 3 decades of front-line experience, the **Safehouse Pro** team is committed to building household and community resilience and preparedness



Hard-won lessons help us build preparedness for everyday and emerging hazards, from slips and trips to war.



By empowering individuals and communities, we aim to save lives, minimise loss and damage and reduce demand on emergency services, thereby improving national collective resilience.



Accidental deaths have risen by over 40% in the past decade, claiming more than **20,000 lives** and millions of injuries annually. Accidents cost over **£6 billion** a year in lost productivity and an additional **£6 billion** in NHS treatment, putting an enormous and avoidable cost on public services.

Climate change poses numerous threats to the UK, causing damages to human welfare and the economy, through impacts on infrastructure, agriculture, ecosystems and health. Under current policies, the total cost of climate change damages to the UK are projected to increase from **1.1%** of GDP at present to **3.3%** by 2050 and **7.4%** by 2100.

Societal Risks:

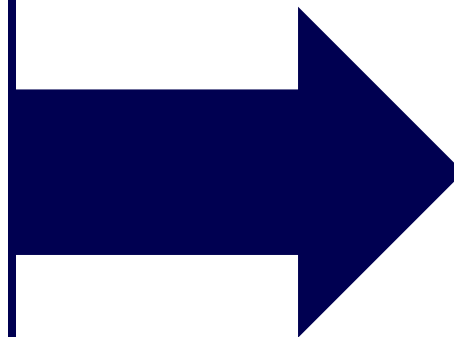
- Terrorism
- Natural and Environmental Hazards
- Cyber
- State Threats
- Accidents and Systems Failures
- Human, Animal and Plant Health
- Societal, Conflict + Instability

SDR 2025 highlights requirement to cope with sub-threshold attacks or major shocks, to maintain national life. Ukraine since 2022 shows what modern conflict can be like. National resilience to threats, below and above the threshold of an armed attack, can be achieved through a **collective effort** involving industry, finance, civil society, education, and communities.

HOW WE GOT HERE, AND WHAT WE FOUND

EM PREPARE

1. Partnership with BUDMC
2. Funding and technical support:
 - Market Research
 - Risk Modelling
 - Product Development
 - Marketing/Comms
3. Stakeholder Engagement
4. Fundraise, develop and progress to full launch



1. Risk Communications
2. Appetite for preparedness
3. Incentives
4. Training and Awareness
5. Vulnerable groups

Case Study - Floods



- Only around one in four (**27 per cent**) UK adults say that they have a good understanding of the **current flood risk** to their home and area. The proportion is similar (25 per cent) for those living in high social flood risk areas.
- One in seven people in the UK (**15 per cent**) don't have buildings or contents insurance, increasing to around one in five (**22 per cent**) of people living in high social flood risk areas.
- Around half (**53 per cent**) of those without insurance say that this is due to financial barriers (too expensive / rising cost of living / rising premiums).
- Only one in seven (**14 per cent**) UK adults know what to do to prepare for a flood. The proportion is similar (13 per cent) for those living in high social flood risk areas.
- Homeowners are more likely to know what to do to prepare for a flood than renters (16 per cent compared to 10 per cent, respectively).
- - Fewer than one in five (**19 per cent**) UK adults know where to access information about what to do before, during, and after a flood. That figure drops to around one in seven (15 per cent) of those living in high social flood risk areas

The Solution:

A unique, up to date and comprehensive portal, providing a centralised and accredited knowledge base of information, measures and training to deal with the full range of community and household hazards.

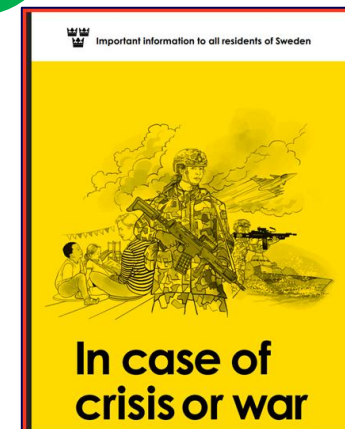
Accessible
All in One Place

WHO IS IT FOR?

- Individuals and communities.
- Volunteers, Cadets
- Vulnerable groups
- Schools
- Small Businesses



- [The Ambulance Service](#)
- [The Association of Insurance and Risk Managers in Industry and Commerce](#)
- [Bournemouth University Disaster Management Centre](#)
- [British Red Cross](#)
- [HM Coastguard](#)
- [The Environment Agency](#)
- [The Fire Brigade](#)
- [The Met Office](#)
- [Mountain Rescue](#)
- [NHS](#)
- [The National Preparedness Commission](#)
- [The Police](#)
- [The Resilience Academy](#)
- [The Royal National Lifeboats Institute](#)
- [The Royal Society for the Prevention of Accidents](#)
- <https://www.ourwatch.org.uk/>
- <https://prepare.campaign.gov.uk/>



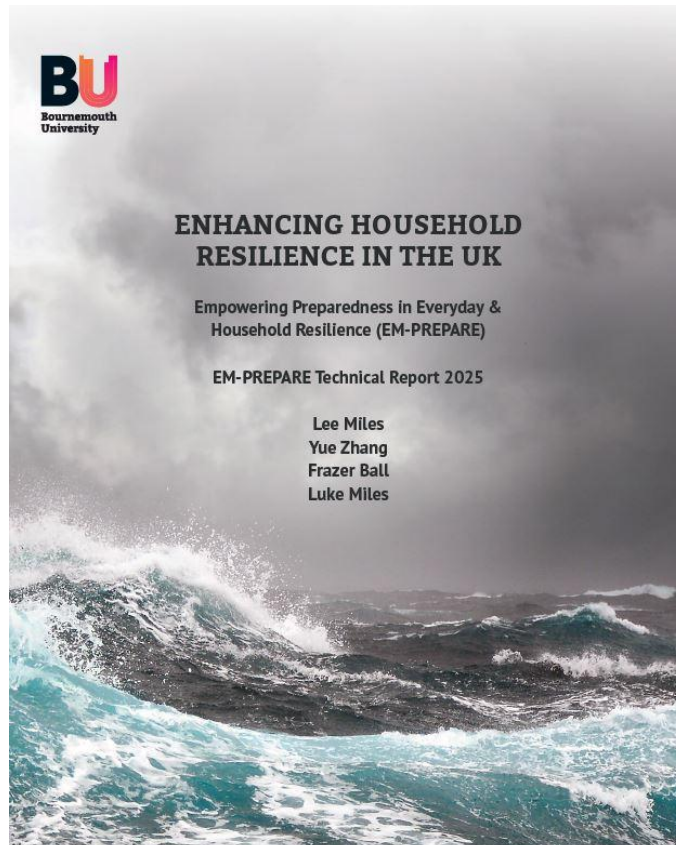
Setting the Scene on UK Resilience

Bruce Mann

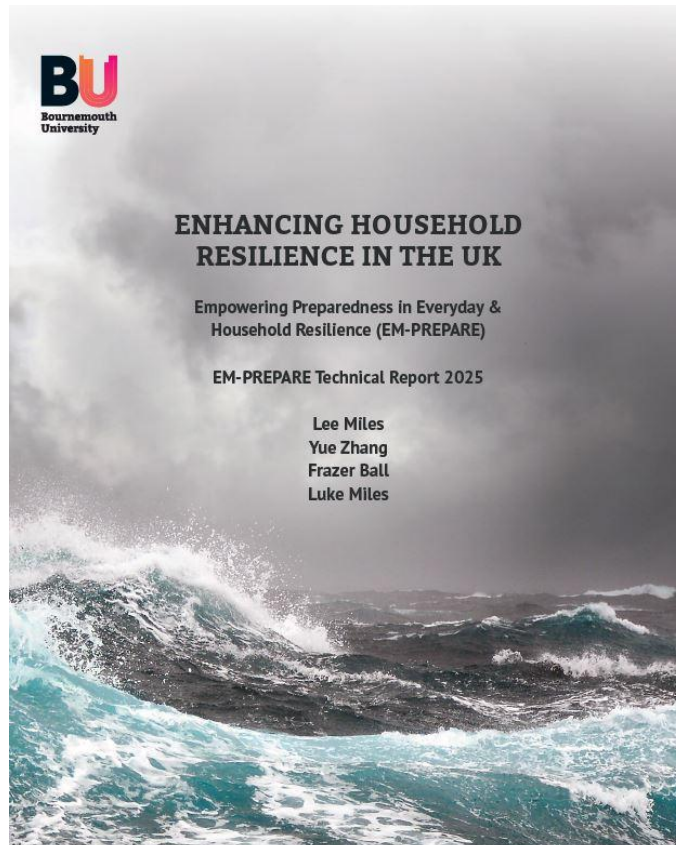
Setting the Scene on UK Resilience

Prof Lee Miles
Dr Yue Zhang

Lee Miles and Yue Zhang



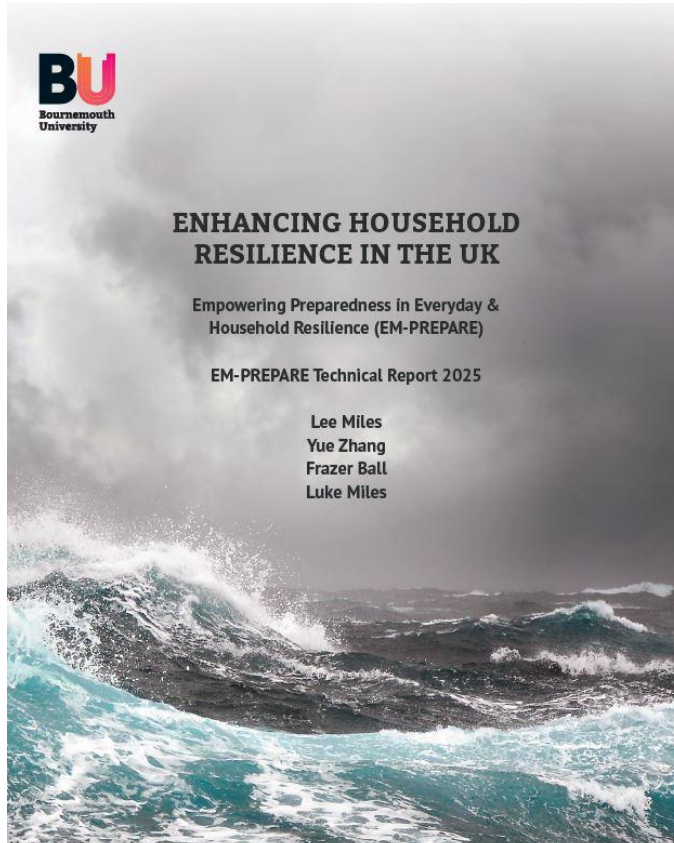
The EM-PREPARE Technical Report 2025:
Findings and Highlights



The Technical Report evaluates and presents selected findings from the **Safehouse Pro Ltd Baseline Resilience Survey 2024**.

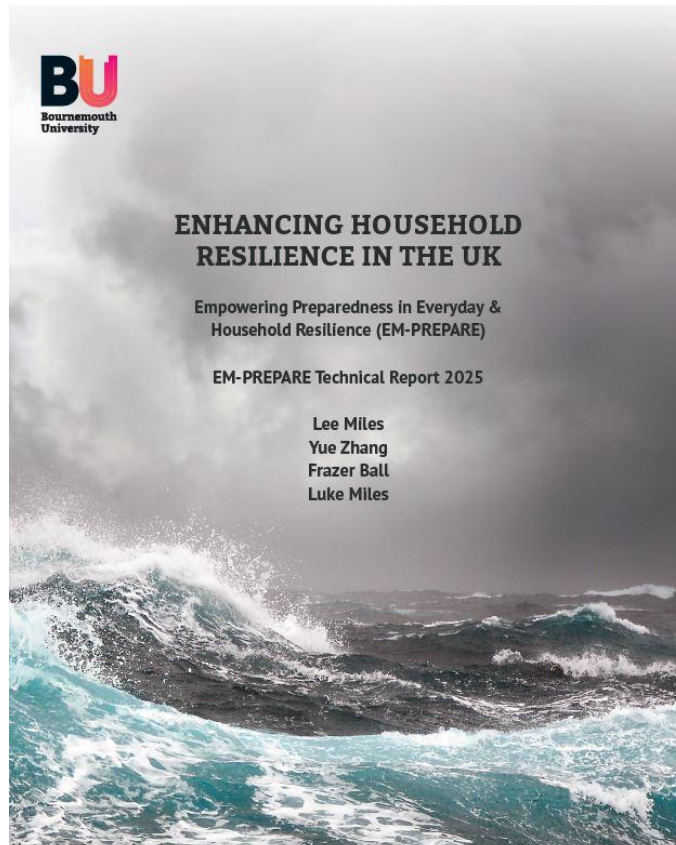
- Groups findings into **14 distinct themes**
- Highlights **33 Separate main findings**
- Offers 6 general conclusions
- Presents **6 general recommendations for action**
- Considers **6 corresponding recommendations for the company**

Concepts: Household Resilience



Household resilience can be defined as the capacity of households, and householders within them, to deal with crisis, including preparing for, responding to and recovery from emergencies as well as adapting to and coping with future uncertainty.

- **Includes aspects pertaining to individuals** as householders
- Households can take **many forms**
- Household resilience has **strong connections** with wider community and societal resilience
- Household resilience incorporates a **continuous process of learning**



Technical Assistance to 3 Phases of Data Collection

Review of Responses of 931 Survey Respondents

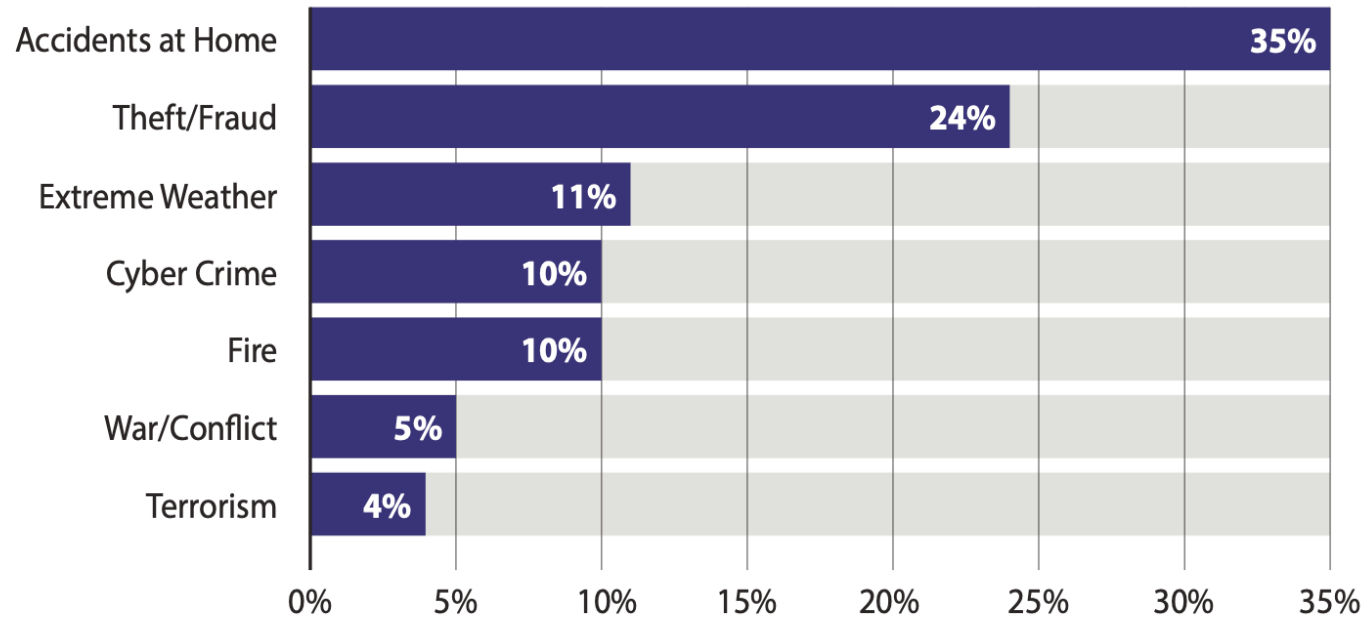
Thematic Coding and Analysis

Grouping into 14 cross cutting themes.

Development of 33 Main Findings

Top Findings (Awareness)

Ordered List of Hazards by Perceived Likelihood of Affecting the Household

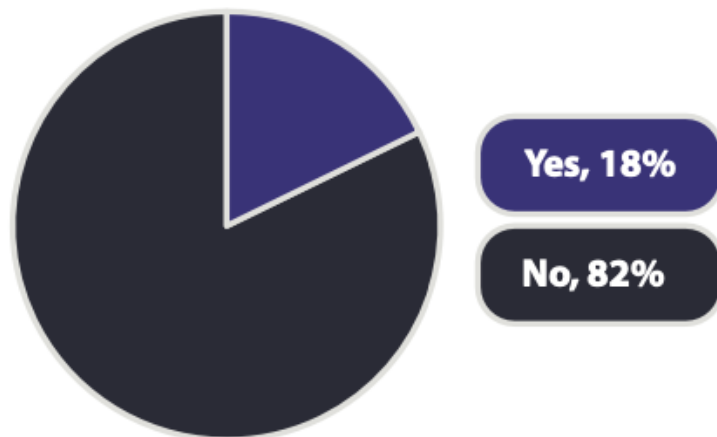


Levels of Risk Awareness of UK Households:

- Half of Survey Respondents (**52%**) believe they understand perceived hazards and risks
- One fifth (**21%**) of Survey Respondents do not consider themselves to be risk aware.
- **27%** of Survey Respondents feel 'somewhat' risk aware.

Top Findings (Awareness)

Aware of "CONTEST", the UK Government's Strategy on Counter-Terrorism

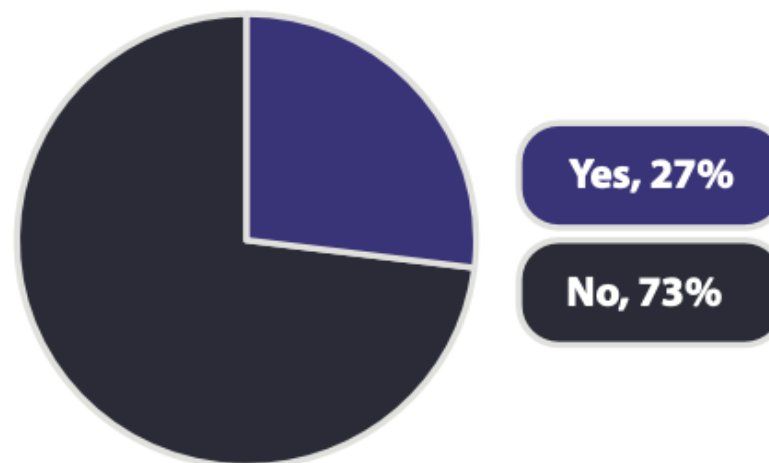


Types of threats

Awareness of terrorism

Awareness of cyber security

Experience with Computer Virus or Loss of Data

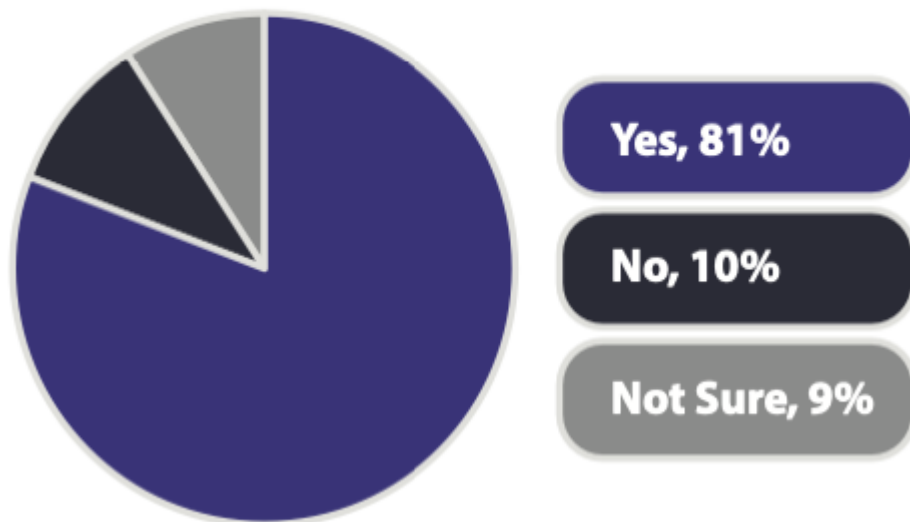


Top Findings (Preparedness)

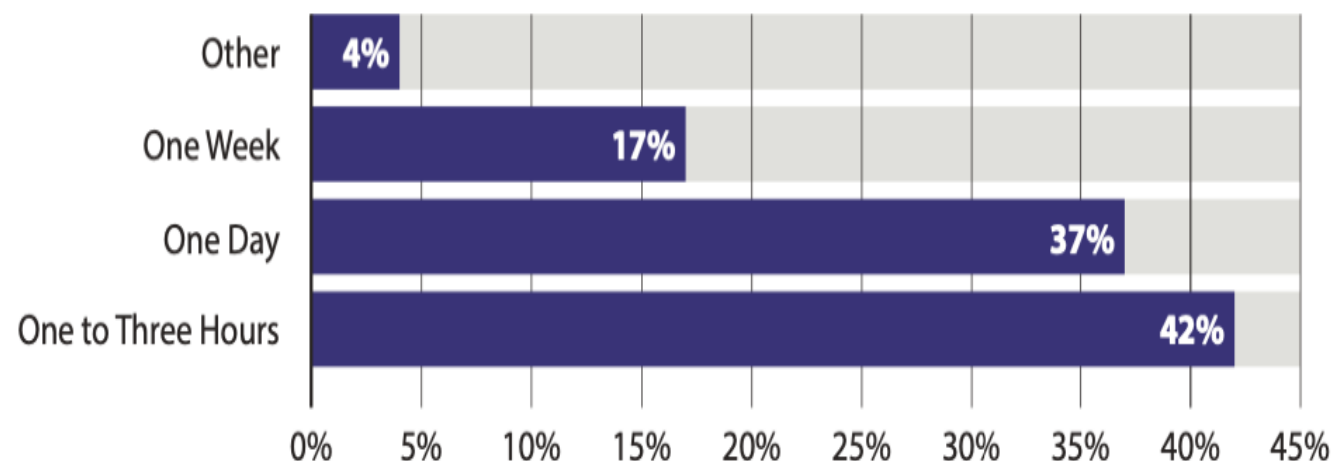
Willingness to improve preparedness

Time invested to improve preparedness

Willingness to Improve Preparedness to Deal with Hazards



Time Invested to Improve Preparedness Annually



Top Findings (Preparedness)

List but not exhaustive:

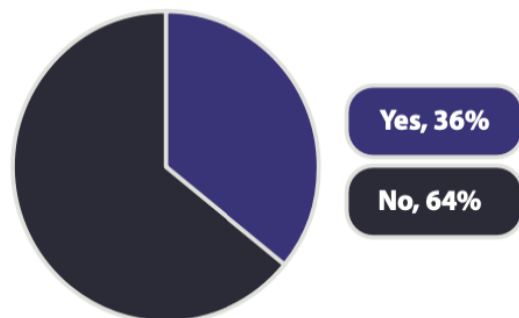
Limitations to and in many instances a lack of:

- Emergency contact detail
- Community-based engagement
- Action for climate change impacts
- Equipment and kit
- Evacuation planning knowledge & First aid skills

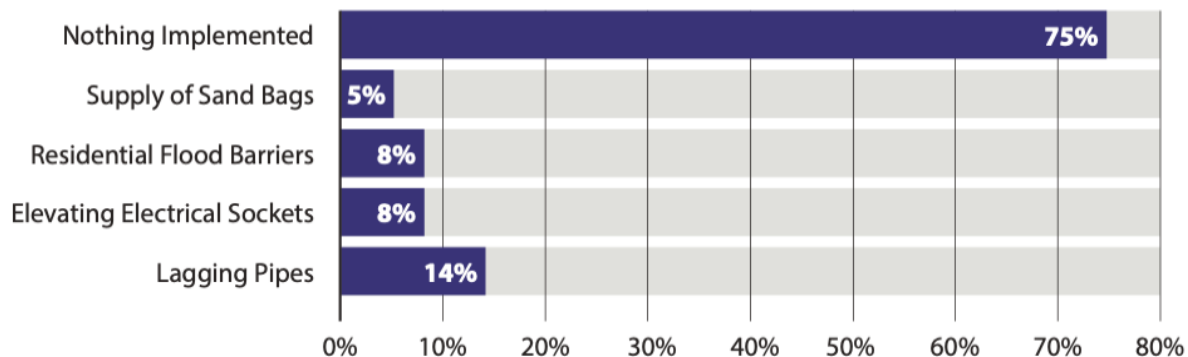
Top Findings (Preparedness)

Indicative Examples: Kit and Equipment

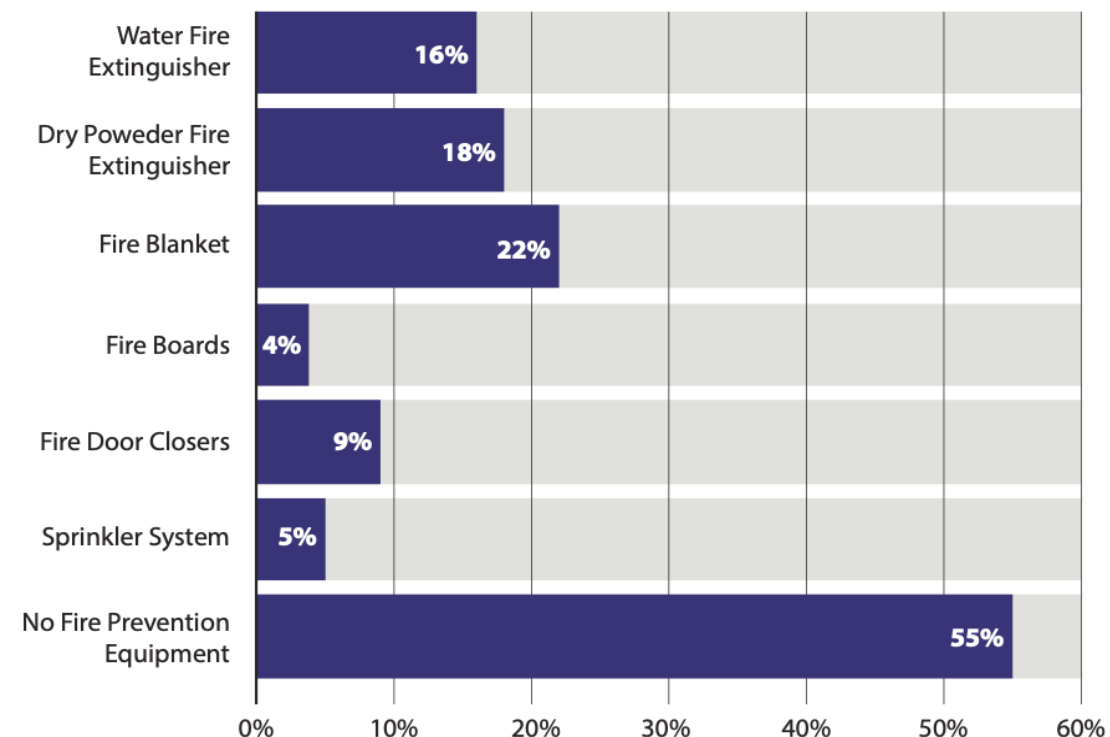
Have a Burglar Alarm System



Forms Implemented for Flooding and Water Damage Defence



Types of Fire Prevention Equipment

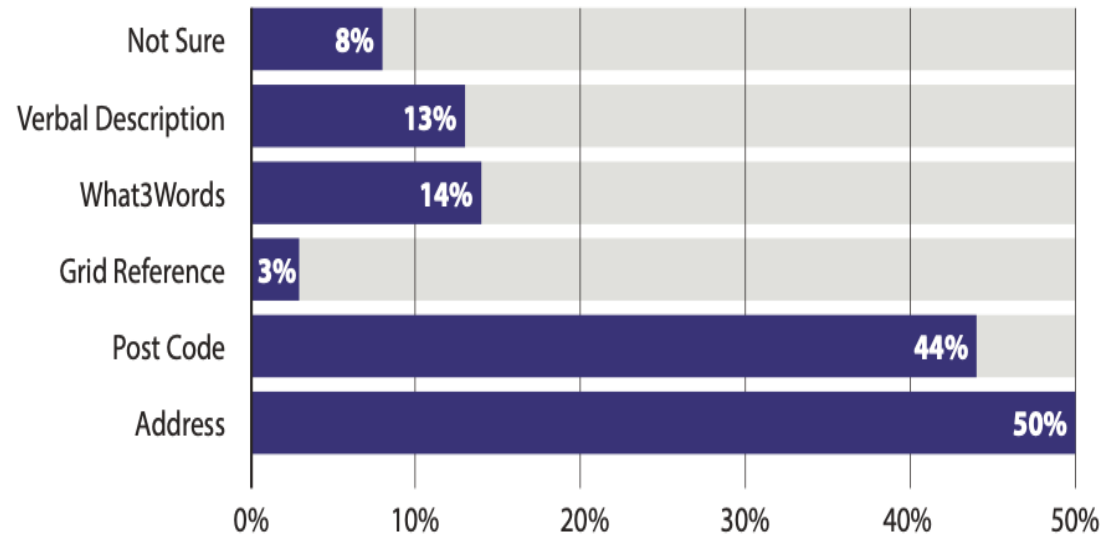


Top Findings (Preparedness)

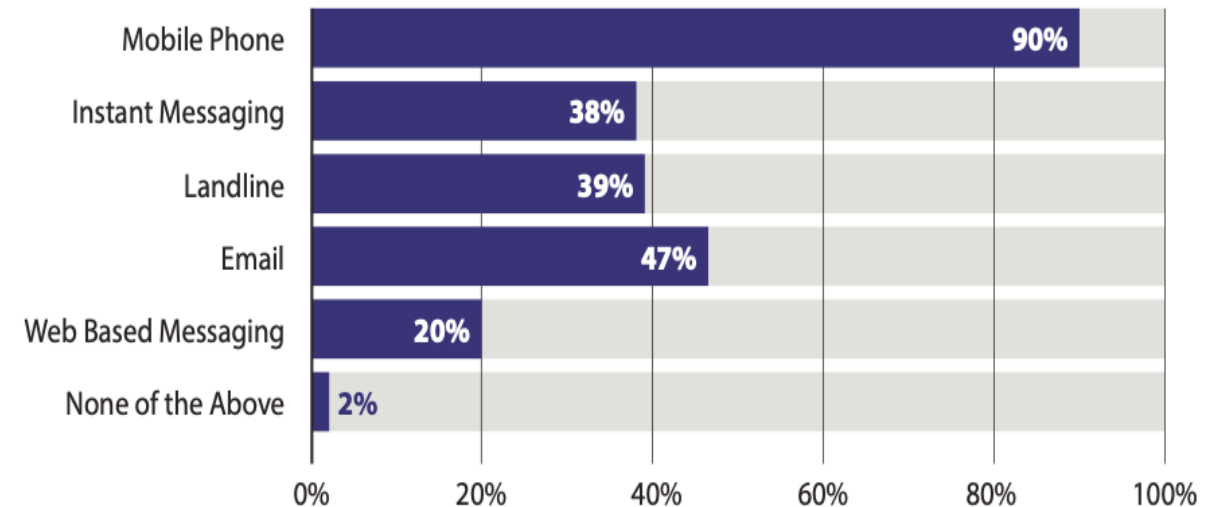
Emergency Communication

Need for extensive review of forms of risk and resilience communication with households.

Methods of Directing First Responders



Communication Tools with First Responders

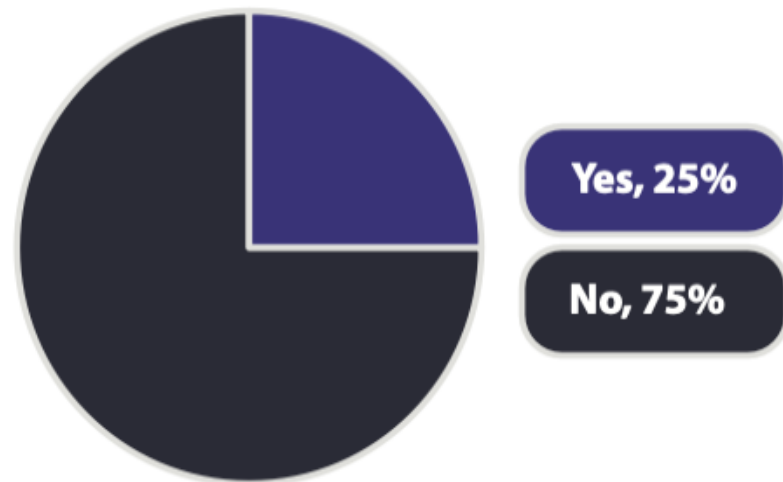


Top Findings (Preparedness)

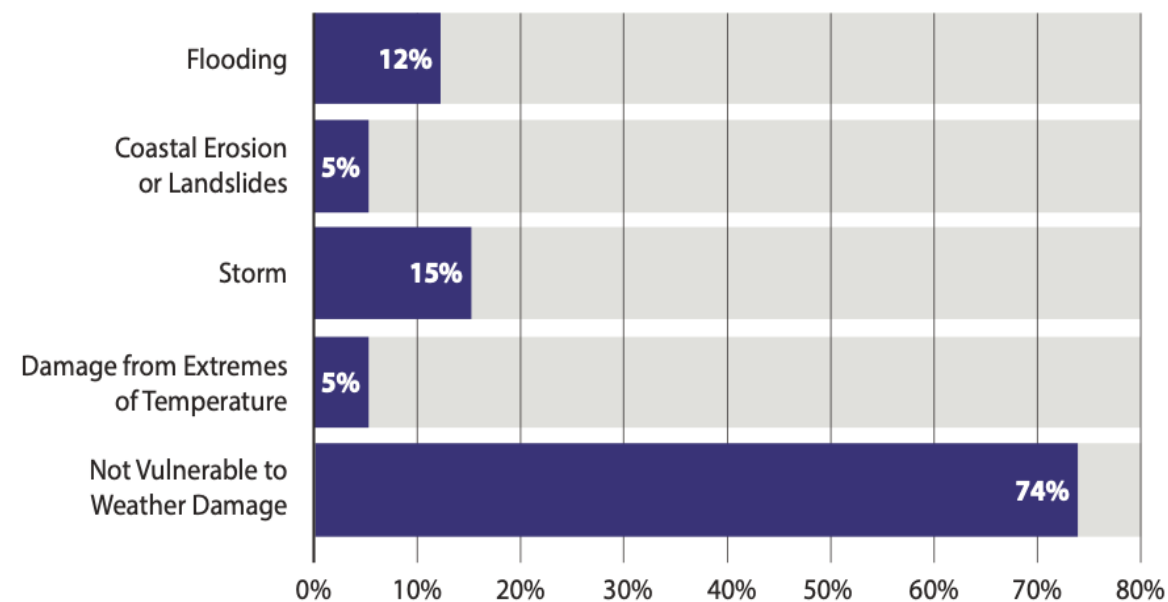
Types of threats

Climate change

Actions to Prepare you and your Household Against the Effects of Climate Change

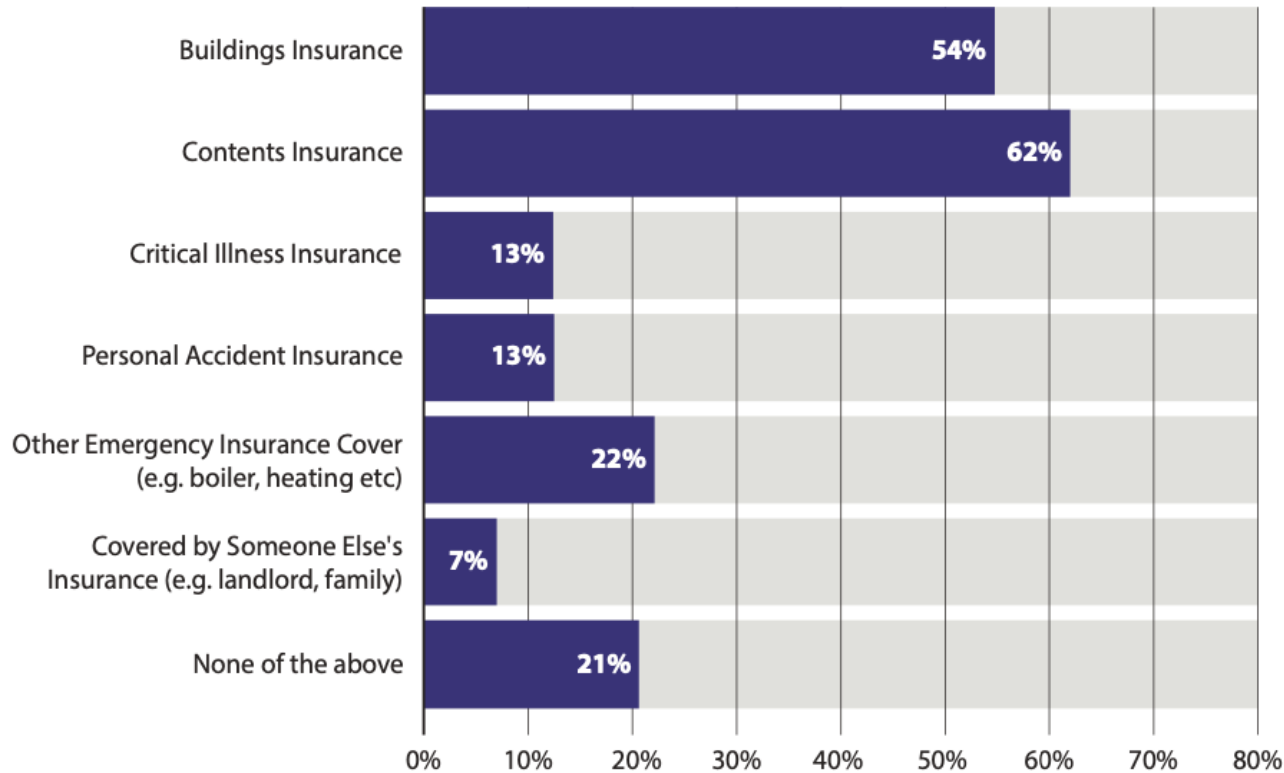


Vulnerability of Residential Areas to Weather Damage



Findings (Willingness)

Type of Insurance



Need to focus on consumer behaviour of householders

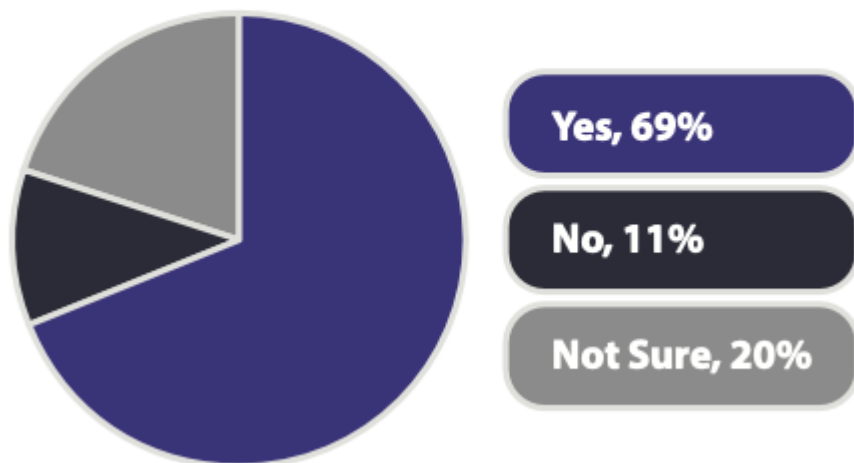
Profiling of Types of Insurance

Levels of discount: 55% of Survey Respondents not benefitted from Loyalty/No-Claims discounts.

Willing to Shop-around? 47.3% of Survey Responders willing to shop around.

Findings (Willingness)

Preference to Improve Preparedness if Reductions in Premiums



Need to focus on consumer behaviour:

- See Householders as **rational actors with limited resources**
- Strong indication **to incentivise resilience training and investments by households**
- **Improving preparedness through cost reductions in products and services**

Risk Modelling..Turning householders into risk managers

		NO	YES
HAZARD	Are you a homeowner (with or without mortgage) or a tenant?	0	100
	Initial Accident at Home/Medical Risk	0	100
VULNERABILITIES	Number of occupants (single occupant or; 5 or more)	-10	25
	Vulnerable groups (elderly; disabled; infant)	0	25
	Total	-10	50
MANAGABILITIES	You have a trusted friend or neighbour (someone who could access your address in an emergency)		-20
	You are member of a neighbourhood watch scheme		-5
	Insurance Cover (Critical Illness; Personal Accident; Other)		-20
	First aid skill: placing casualty in the recovery position		-10
	First aid skill: treating bleeds		-10
	First aid skill: treating burns		-10
	First aid skill: dealing with a choking casualty		-10
	First aid skill: performing CPR		-10
	First aid skill: use of a defibrillator		-10
	First aid skill: recognising signs of and dealing with a mini-stroke (TIA) or stroke?		-10
	None of the above first aid skills	25	
	You have a 1st Aid kit in the household	25	-20
	Directing a first responder (Address; Post code; What3Words; Grid Reference; Verbal description)	50	-20
	Total	100	-155
	HOME/MEDICAL HAZARD - AFTER MITIGATIONS (R=H+V+M)	XXX	XXX

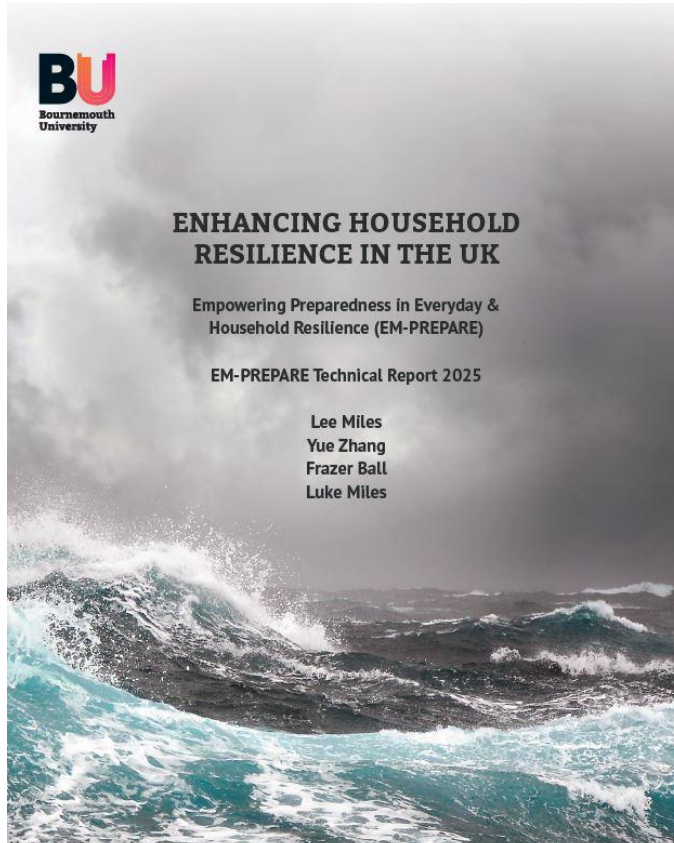
Home accident risk modelling

Baseline level score

Mitigations and vulnerabilities

Householders become risk managers

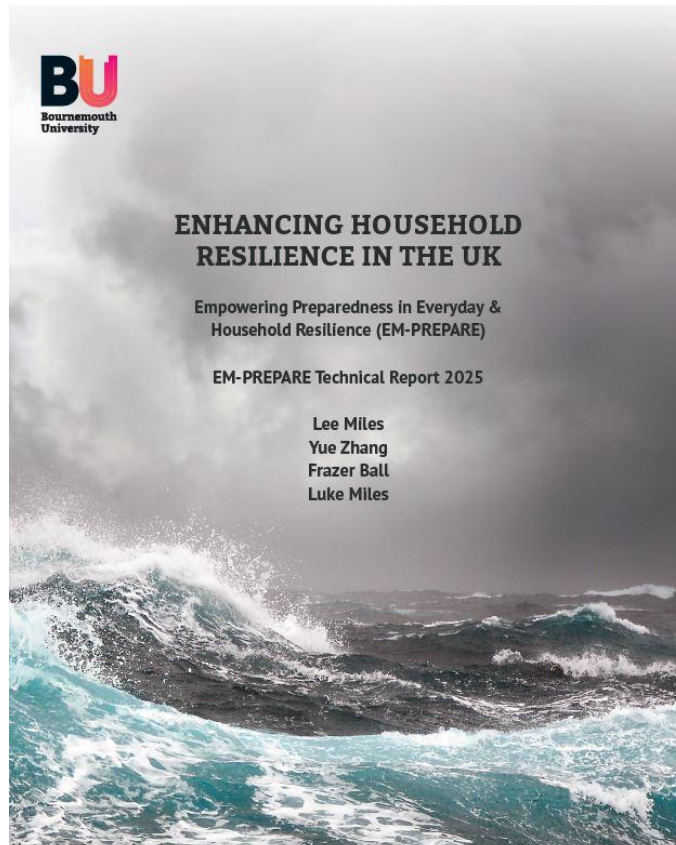
6 Main Conclusions



1. Emerging **focus on households and householders** as part of 'whole of society' resilience in the UK.
2. Significant proportion of households **are concerned about their levels of preparedness and want to do more** to enhance their own household resilience.
3. Notable **gaps/deficiencies/disconnects in existing levels of resilience knowledge and arrangements** across many UK households.
4. Growing **demand for accessible information and educational initiatives** from householders seeking to upskill.
5. Notable **disposition for householders to look for incentives** from wider stakeholders for investing in improved household resilience.
6. Many households can improve their resilience through **feasible actions as risk managers**.

= need to focus on addressing disconnects and risk communication!

6 General Recommendations



1. Need to **increase household awareness** of 'whole of society approach'
2. Launch **multi-platform resilience awareness campaign(s)** focus on reducing disconnects with householders
3. Offer **free/discounted training and equipment schemes, especially to vulnerable households/householders**
4. Enhance **safety awareness training for local communities** to enhance connections and uptakes with households.
5. Introduce **government backed insurance preparedness schemes** to promote household resilience.
6. Introduce **preparedness scoring for households to reward proactive measures** that enhance household resilience

Lord Toby Harris

Reflections on UK Preparedness and Resilience

Lord Toby Harris

What are doing next?

Charles Jenkins and Patrick Kelly

INFORMATION

Guide – Compendia of Information

Lots of great information – nothing in one place

Breadth and depth of information

Building in sprints – test with audiences

How do our audiences consume information?

- Format – language, audio, visual

All methods of communication

- Written Material
- Mobile and Web Applications
- Training and Education

Utilise Data interfaces and AI

FOCUS GROUPS

Risk Perception and Communication

Key Issues

- Motivation
 - What are the drivers (fear, financial, educational)
- Reach
 - Difficult audiences

Factors

- Format and functionality
- Stickiness and usefulness

Types of Research

- Focus group sessions
- Stakeholder Interviews



SURVEY

Build new data sets

- Smaller focused surveys, including transformative societal resilience, vulnerable people
- 2026 Survey

Compare shifts over time as risks and hazards fluctuate

Ability to tilt / respond



ENGAGEMENT

Stakeholder Engagement

Building Relationships

Develop an Advisory Board

EM-PREPARE TECHNICAL REPORT

Report is now accessible via the Safehouse Pro website:

<https://safehousepro.co.uk>

