PreparedBritain

Media pack
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WHO WE ARE

The UK's household preparedness site

PreparedBritain is an independent UK website, launched in July 2026, that helps households get ready for the things they can't control: power cuts, storms, floods, fuel prices, illness and shortages. It publishes plain-English guides to the government's Prepare advice, fact-checks of viral stockpiling and prepping claims, live trackers, reviews of emergency kit, and free printable checklists.

Its approach is calm and sourced. Every claim links to a primary source such as GOV.UK, the Met Office, the Environment Agency or UKHSA, and its guides tell readers when not to buy. It is funded by affiliate commission, disclosed on the site, and a small shop of printable planning files. It is not affiliated with HM Government.

WHAT WE TRACK, LIVE

- **Fuel prices** across more than 7,500 UK forecourts, from the statutory Fuel Finder scheme, including the share charging £2 or more
- **Power cuts** from the live feeds of four electricity networks, with pages for 99 towns
- **Weather and flood warnings**, plus a page for every named storm and a "by the numbers" review afterwards
- **Hosepipe bans and drought** across the water companies of England and Wales
- **Flu, COVID-19 and RSV** in England, from the UKHSA dashboard
- **The Household Strain Index**: one daily score, 0 to 100, from all of the above
- **Product recalls** from the Office for Product Safety and Standards

WHAT WE CAN GIVE YOU

- **Today's figures and quotes**, updated twice a day, ready to use with credit, on our press page
- **Written answers the same working day** where we can, by email
- **Charts, our logo and data downloads** (CSV), free to use under Creative Commons Attribution 4.0
- **Regional breakdowns** where the source allows, such as fuel averages by area

SPOKESPERSON

Tom Rowland

Founder, PreparedBritain

Tom founded PreparedBritain in 2026. He runs several web businesses and co-founded a UK consumer brand, which he has since left.

Available by phone, and for written quotes by email. Articles on the site carry the byline Tom Calder, the site's editorial name; please attribute quotes to Tom Rowland, founder of PreparedBritain.

CONTACT

hello@preparedbritain.co.uk

We reply the same working day where we can.

PRESS PAGE

preparedbritain.co.uk/press

HOW TO CREDIT US

Figures: "PreparedBritain", with a link to the tracker page where you can.

Quotes: "Tom Rowland, founder of PreparedBritain".

The official figures behind our trackers stay under their publishers' own terms, which are printed on each page.

COMING THIS WINTER

Home Alerts: a free dashboard for your own postcode, with power cuts, warnings, floods and more on one screen, and an alert when something affects your home. The early list is open at preparedbritain.co.uk/home-alerts.