

Are you **WeatherReady?**

Helping you prepare for severe weather

WeatherReady winter toolkit

Are you WeatherReady?

With the clocks going back this weekend, which for many signifies the approach of winter, it's a good time to start thinking about getting ready for the winter months.

This is where WeatherReady comes in!

WeatherReady brings together, and shares expert partner advice content designed to help people understand how they can best respond to the weather, so they not only stay safe, but are able to make the most of the different seasons.

We'd love it if you could get involved in the campaign and share some of the key safety messages. This toolkit provides all the information you need to do that quickly and easily.

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Campaign launch

Results from a recent Met Office survey have shown that this summer's hot weather has influenced how people think about future weather risks and preparedness.

The findings have highlighted the value of weather forecasts, warnings and advice in helping people take action, with many respondents saying that they are now more likely to prepare for severe winter weather and pay attention to future warnings and advice.

Key messages

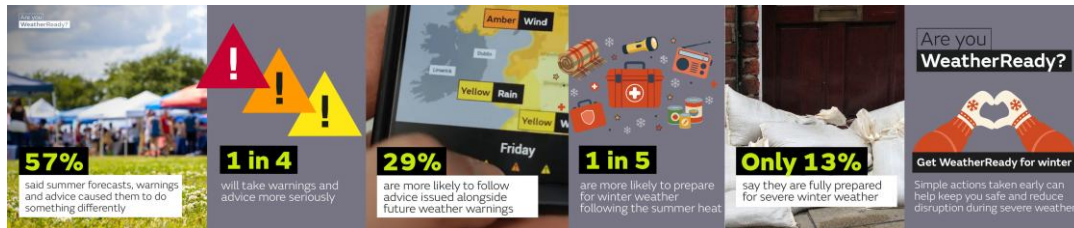
- **57%** said summer forecasts, warnings and advice caused them to do something differently.
- **1 in 4** will take warnings and advice more seriously in future.
- **29%** are more likely to follow advice issued alongside weather warnings.
- **1 in 5** are more likely to prepare for winter weather following the summer heat.
- Only **13%** say they are fully prepared for severe winter weather.

What people are most likely to do this winter

- **41%** will make sure they have essential supplies at home.
- **36%** will put things away ahead of windy or stormy weather.
- **29%** will check forecasts more regularly.
- **28%** will prepare their car for winter.
- **27%** will pay more attention to warnings and advice.

Launch social copy and assets

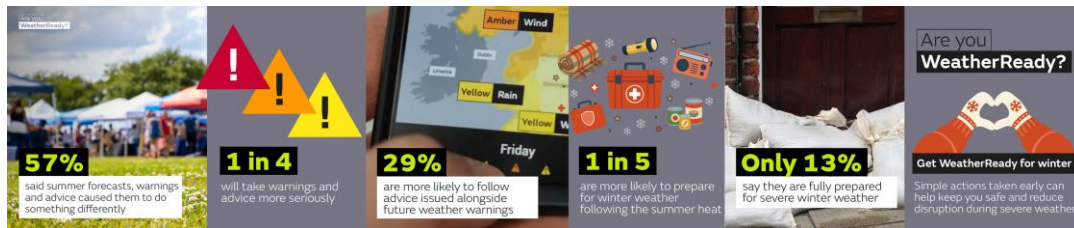
We will be launching our Winter WeatherReady campaign on **Thursday 22 October**. You can help by sharing our messages through your own channels or posting separately by just copying and pasting the following text along with social media graphics which you can download from our [Google Drive folder](#) or [website](#).



Instagram/Facebook	X/Bluesky	LinkedIn
<p>Has this summer's weather changed the way people think about future weather risks?</p> <p>Latest research from @metoffice suggests it has.</p> <ul style="list-style-type: none"> • 57% said forecasts, warnings and advice caused them to do something differently • 1 in 5 are more likely to prepare for winter weather • Only 13% say they're fully prepared for severe winter weather <p>People are also likely to take practical steps to get #WeatherReady</p> <p>Swipe through to see the findings →</p> <p>Small actions now can make a big difference when severe weather arrives.</p>	<p>Latest research from @metoffice shows that 57% of people said this summer's forecasts, warnings & advice caused them to do something differently</p> <p>Following this summer's hot weather:</p> <ul style="list-style-type: none"> • 29% will check forecasts more regularly • 27% will pay more attention to warnings & advice • 1 in 5 are more likely to prepare for winter <p>#WeatherReady</p>	<p>This summer's weather has encouraged many people to think differently about future weather risks.</p> <p>Latest research from the @Met Office shows:</p> <ul style="list-style-type: none"> • 57% changed their behaviour because of forecasts, warnings and advice • 1 in 5 are more likely to prepare for winter weather • Only 13% say they're fully prepared for severe winter weather <p>We also asked people what steps they're most likely to take this winter, from checking forecasts more regularly to preparing their homes and vehicles.</p> <p>Swipe through to see the findings and how people are planning to get #WeatherReady →</p>

Launch social copy and assets

With the naming of [Storm Austen](#), the first named storm of the season, we've also put together some alternative copy for the launch of our Winter WeatherReady campaign on **Thursday 22 October**



Instagram/Facebook	X/Bluesky	LinkedIn
<p>#Storm Austen highlights the importance of preparing for severe weather. Latest @metoffice research shows that people are taking weather warnings and advice more seriously following this summer's hot weather</p> <ul style="list-style-type: none"> 1 in 4 will take warnings and advice more seriously 1 in 5 are more likely to prepare for winter weather Only 13% say they are fully prepared for severe winter weather <p>People are also taking practical steps to get #WeatherReady</p> <p>Swipe through to see the findings →</p> <p>Small actions now can make a big difference when severe weather arrives</p>	<p>With #StormAusten highlighting the importance of being prepared for severe weather. Latest @metoffice research shows people are taking warnings & advice more seriously following this summer's hot weather</p> <ul style="list-style-type: none"> ✓ 29% will check forecasts more regularly ✓ 27% will pay more attention to warnings and advice <p>#WeatherReady</p>	<p>With Storm Austen bringing severe weather into focus the latest Met Office research highlights that people are taking weather warnings and advice more seriously following this summer's hot weather</p> <ul style="list-style-type: none"> 1 in 4 will take warnings and advice more seriously 1 in 5 are more likely to prepare for winter weather Only 13% say they are fully prepared for severe winter weather <p>We also asked people what steps they're most likely to take this winter, from checking forecasts more regularly to preparing their homes and vehicles.</p> <p>Swipe through to see the findings and how people are planning to get #WeatherReady →</p>

WeatherReady – key themes

Home & Garden: When thinking about preparing for winter, it is important to consider the impacts severe weather may have on our homes. Find tips and advice on how we can all prepare our homes and gardens for winter, and what you need to know to stay safe in a storm.

Health & Wellbeing: Colder weather can impact people in different ways. There are some simple steps people can take to ensure that they stay physically and mentally well during the colder months.

Out & About: Preparing for winter is not just about mitigating the impacts of severe weather, but also about knowing how to make the most of it. From checking tyre pressures to making the most of the natural light, we'll be sharing content around how to make sure you can get out and enjoy this time of year.



Helping you stay safe and make the most of the weather.

- Thinking ahead and preparing for what the weather may bring can make a real difference. There are some simple steps you can take to stay safe and healthy all year round - from preparing your home or business to taking care of yourself, your family and neighbours.
- WeatherReady provides up-to-date, expert seasonal advice from carefully selected organisations to help you prepare for and respond to the weather, to stay safe and protect yourself, your homes and businesses.
- Stay #WeatherReady this winter by following some helpful advice/tips from our partners.

General messages	Strong winds	Heavy rain	Cold and ice	Snow
<ul style="list-style-type: none"> Take the worry out of winter weather by following some simple advice Don't get caught out by the weather this winter by following these simple tips from us and our partners Be #WeatherReady with some advice from us and our partners Be prepared for the weather to change quickly - keep checking the forecast on our App or website 	<ul style="list-style-type: none"> You can take the worry out of winter storms by keeping a few things handy in case of power cuts With the strong winds today/this week, make sure the things in your garden don't blow onto the road or railway tracks and cause an accident. Think about outdoor furniture and games and don't forget to fasten windows tightly so they don't smash. 	<ul style="list-style-type: none"> It's never too late to take action and prepare for flooding. There is advice from regional flooding agencies on our WeatherReady website – things you might not think about like parking your car outside the flood zone. Know your flood risk and prepare a flood kit to help you cope in the event of flooding to your home and business. 	<ul style="list-style-type: none"> Check your vehicle is ready for winter travel before you head out. Check tyre pressure and screen wash as well as oil and coolant levels If you're heading on a long trip, make sure you have a winter car kit just in case you get stuck. If you haven't already, it's a good idea to insulate pipes including pipes to outdoor taps to reduce the risk of pipe bursts 	<ul style="list-style-type: none"> Snowy, wintry weather can cause delays and make driving conditions dangerous. If you must travel check first for delays and road closures and pack a car kit (more details on website). Plan ahead just in case you can't get out later in the week. Stock up on essentials including food staples, torch batteries or candles.
<p>10 things you should do now to prepare for winter: http://bit.ly/3l8ESL3</p> <p>Keeping your home warm in winter weather: http://bit.ly/3HTMGJB</p>	<p>Stay safe in a storm: http://bit.ly/3HzPTN8</p> <p>5 tips for staying safe in strong wind: http://bit.ly/3l8Pbz7</p>	<p>Protecting property from flooding: http://bit.ly/3YnjBM2</p> <p>5 tips for staying safe in heavy rain: http://bit.ly/3jAtkQm</p> <p>Travelling in storms, rain and wind: https://bit.ly/3l3fT4J</p>	<p>6 simple checks to prepare your vehicle for winter: http://bit.ly/3HTTrLH</p> <p>Winter car kit: http://bit.ly/3jydV31</p> <p>4 tips for staying safe in ice: https://bit.ly/3O6KP7A</p> <p>Frozen or burst pipes: http://bit.ly/3l9sxxq0</p>	<p>5 tips for staying safe in snow: http://bit.ly/3HxmG5v</p> <p>Travelling in heavy snow and ice: http://bit.ly/3Y74mar</p>

Social Assets

To help us spread the key WeatherReady messages across the winter we've shared our social media assets for you to use across your social media channels using the hashtag **#WeatherReady**.

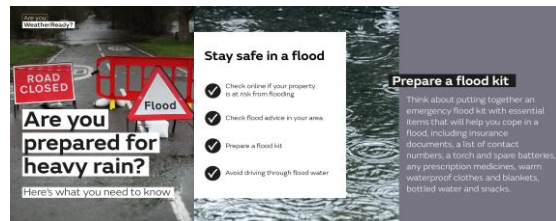
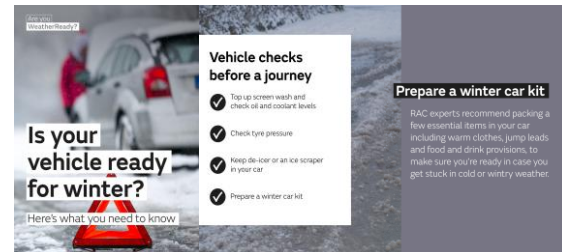
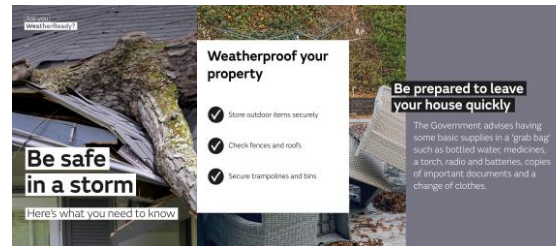
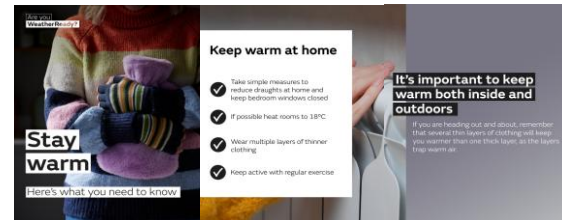
Our new carousel tiles, produced for this year, can be found here:

- [View and download carousel tiles \(Google Drive\)](#)

You'll find all our other assets plus our Top Tips for winter weather poster, animations and email signatures in the toolkit. We often add new content to these folders throughout the winter so please keep checking to see what's new.

- [View and download the social media assets \(Google drive\)](#)
- [View and download the social media assets \(Website\)](#)
- [View and download the Welsh content](#)

You can also find our **'Are you WeatherReady?'** stickers in our [Giphy channel](#)



How you can get involved

Please show your support for the campaign by:

- Engaging with and re-sharing Met Office social posts on [Instagram](#), [Facebook](#), [Bluesky](#), [X](#), [TikTok](#) and [LinkedIn](#)
- Throughout the season, share your own advice on social media, using the hashtag **#WeatherReady**.
- Use and share the WeatherReady poster for use in community spaces, also available in Welsh, Polish, Bengali, Gujarati, Hindi and Punjabi.
- Point your partners/stakeholders to the WeatherReady [webpages](#)

Please share this information with your colleagues and partners so that together we can reach as many people and communities with advice and information to help them make the most of the weather, safely.



Are you **WeatherReady?**

Thinking ahead and preparing for what the weather may bring can make a real difference. Here is a simple checklist to prepare yourself, your vehicle and your home or business.

Have basic supplies to hand <ul style="list-style-type: none">☐ Key information and phone numbers☐ Torch and spare batteries 	Check your heating <ul style="list-style-type: none">☐ Boiler serviced☐ If possible, heating at 18 °C or more 
Weatherproof your home and garden <ul style="list-style-type: none">☐ Check fences and roof tiles☐ Clear guttering 	Plumbing checks can save money <ul style="list-style-type: none">☐ Insulate pipes☐ Find stop tap 
Make alternative plans <ul style="list-style-type: none">☐ Check travel routes☐ Consider childcare options 	Check your vehicle is winter ready <ul style="list-style-type: none">☐ Screen wash, oil and coolant☐ Pack winter car kit 
Think of vulnerable neighbours <ul style="list-style-type: none">☐ Check on neighbours☐ What can I do to help? 	Make the most of the weather <ul style="list-style-type: none">☐ Check the forecast☐ Suitable clothing and footwear 

www.metoffice.gov.uk/WeatherReady

Are your friends, neighbours and community WeatherReady for the winter?
Help them prepare by sharing this checklist or join the conversation online #WeatherReady

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Thank you

As always, thank you for the support you continue to give WeatherReady and in advance for your support for the launch of the 2026 winter campaign and throughout the year.

The WeatherReady team

Contact the WeatherReady team: WeatherReady@metoffice.gov.uk

For press or media enquiries please contact: pressoffice@metoffice.gov.uk

For more WeatherReady information visit: www.metoffice.gov.uk/WeatherReady

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