



Media release

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Emergency survey lands Kempston resident a new iPad2

A 24 year-old Marketing Officer from the University of Bedford will be taking home an iPad2 after completing Bedfordshire and Luton Local Resilience Forum's (BLLRF) 'What Would You Do if...?' survey.

The Bedfordshire and Luton Local Resilience Forum aims to prepare local residents for emergencies. They canvassed an array of emergency related questions to gain a better understanding of Bedfordshire residents' preparedness and knowledge of emergency situations.

The results will help inform campaigns to make them more effective and help locals prepare for severe weather, fire, flood and flu pandemics. The survey was available to complete on <http://www.whatwouldyoudoif.co.uk/> and all entries were entered into a prize draw to win an iPad2.

Lucky winner Hannah Park from Kempston said "I'm really looking forward to playing with my new iPad 2 and it will certainly come in handy in my line of work.

"The survey has really made me think of ways to be better prepared for emergency situations and I now have emergency kits in my car and home and I have also added emergency numbers to my mobile phone."

Hannah concluded "working in marketing, I know how important surveys can be to organisations and their research, so I didn't hesitate in filling out BLLRF's survey, but the iPad2 was an excellent added bonus."

The results of the survey will be used to help BLLRF better target audiences and ensure that residents are equipped with the right information and are encouraged to take simple steps to protect themselves and their families if an emergency occurs.

BLLRF is a multi-agency group which brings together emergency services, local authorities, National Health Service and other agencies that are all required to respond to any major emergency in Bedfordshire and Luton.



For more information on Bedfordshire and Luton Local Resilience Forum's (BLLRF) and its' 'What Would You Do, campaign visit : <http://www.whatwouldyoudoif.co.uk/>

Ends

Notes to editors:

For media inquiries, please contact Satnam Wahiwala at Athene Communications on 01733 207340, email satnam@athene-communications.co.uk

1. BLLRF was formed in 2004, bringing together the key agencies required to respond to emergencies.

Comprising local agencies including the emergency services, local authorities, National Health Service (NHS) and the voluntary and community sector, the forum was created to ensure the best possible plans are in place should a major emergency occur.

BLLRF's vision is to make Bedfordshire and Luton the best-prepared place for any emergency. Through the '*What would you do if...?*' campaign, the forum aims to promote the importance of being prepared and ensure people living and working within the county feel safe. For more information visit www.whatwouldyoudoif.co.uk

2. Bedfordshire residents are most at risk of the following emergencies:

- [Flu pandemic](#)
- [Major river flooding](#)
- Low temperatures or heavy snow
- [Transport accident involving fuel or explosives](#)
- [Fuel supply disruption](#)

3. Sign up as an emergency volunteer by joining the Bedfordshire and Luton Emergency Volunteers Executive Committee (BLEVEC). This is a local partnership of charities, community groups and volunteers who work together as part of BLLRF to prepare for, and respond to emergencies. For more information please email volunteering@bllrf.org.uk or call us on 0300 300 4145.