UK PREPPER HUB
PRACTICAL PREPAREDNESS FOR HOMES

Press Pack

Expert comment on UK household preparedness
Updated November 2026



Darren Rhodes

Founder and lead editor, UK Prepper Hub
Based in Cambridgeshire. Available nationwide by Zoom and phone, and in person by arrangement.

> **How to introduce Darren:**
> "Darren Rhodes, founder of the home preparedness website UK Prepper Hub."

Darren gives calm, practical, non-alarmist advice on how ordinary UK households can cope with power cuts, storms, floods, water outages and supply disruption, without bunkers, panic buying or expensive "survival" kit.

About Darren

Darren has over 40 years of practical experience in emergency planning, risk management and household preparedness. During 20 years with Sandwell Metropolitan Borough Council's Leisure Department, he rose from lifeguard to Duty Manager, where he was responsible for writing, implementing and training staff in emergency evacuation procedures, and was instrumental in standardising best practice across every site in the department.

He has also worked as an outdoor pursuits, canoe and sailing instructor for the local education department and the charity Youth Afloat, roles centred on planning for adverse weather, accidents and the unexpected. A lifelong mountain walker, mountain biker and wild camper, he has spent years in the Snowdon and Ben Nevis ranges in all conditions, including deep winter snow.

About UK Prepper Hub

Founded in November 2025, ukprepperhub.co.uk covers realistic preparedness for UK households, not American-style survivalism. It publishes a daily UK prepper news briefing, practical guides, gear reviews and free printable checklists, alongside daily news videos on YouTube. Tagline: **Prepared. Not Panicked.**, Darren's take on Keep Calm and Carry On.

20x+
growth in Google search visits, May to September 2026

1,800+
free checklist downloads since late August 2026

Daily
UK prepper news briefing and YouTube video

As featured in

- **Metro** and **Tyla**, November 2026: emergency kit and black sky event features, quoting Darren
- **The Independent**, October and November 2026: offline prepping feature and IndyBest wind-up radio guide, quoting Darren
- **The Sun on Sunday** and **Daily Mail**, October and November 2026: prepping features quoting Darren
- **The i Paper**, October 2026: feature on low-cost preparedness kit, quoting Darren
- **LBC**, **GB News**, **BBC Radio Guernsey** and **BFBS Radio**, October and November 2026: interviews with Clare Foges, Matt Frei, Nick Ferrari, Dawn Neesom, Steph Watkins and Richard Hatch
- **bTV** (Bulgarian national TV), October 2026: TV report on Be Ready and emergency kits

Topics Darren can comment on

- The government's Be Ready campaign and the three-day emergency kit, and what the list leaves out (babies, pets, older and disabled people)
- Power cuts and blackouts: what households can do
- Storms, high winds and flooding: getting ready and coping afterwards
- Water outages, hosepipe bans and storing drinking water
- Cooking and keeping warm without mains power, safely
- Food and fuel supply disruption
- Winter driving and what to keep in the car
- Preparing on a budget, and the common mistakes people make
- Scams and cyber threats aimed at households
- Why preparing at home is sensible, not extreme

Quotes you can use

Please attribute to Darren Rhodes, founder of UK Prepper Hub.

> "*Preparedness is not about fear. It's about reducing disruption when everyday systems fail.*"

> "*A basic emergency kit is no different from having insurance: you hope you never need it, but you'll be grateful if you do.*"

> "*The most likely emergencies in the UK are not apocalyptic events, but temporary disruptions to power, communications, transport and supply chains.*"

> "*Most 'prepper' kit is overkill or marketing hype with a higher price tag. Ordinary kit you'll actually use beats it every time.*"

> "*Going to the supermarket for water when you need it is already too late. Everyone else is doing the same, and that's how shelves empty in hours. The best resilience plan is to have it in your home before you need it.*"

> "*Panic buying is what happens when people didn't prepare.*"

Recent press releases

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- **17 Oct 2026:** Home preparedness goes mainstream as women take emergency risks more seriously, but official advice isn't reaching them
- **12 Oct 2026:** Flood chiefs warn of wetter months ahead: five things at-risk households should do this week
- **6 Oct 2026:** Fuel rationing would mean a limit at the pump, not ration books, as diesel passes £2 a litre
- **3 Oct 2026:** Ordinary households turn to home preparedness as government emergency kit advice makes headlines, but the list leaves many families out

Booking Darren

- **Email:** press@ukprepperhub.co.uk
- **Same-day requests welcome.**
- **Formats:** live or pre-recorded radio and TV, Zoom, phone, written comment and background briefings
- **Photos:** high-resolution images on request. Online, a link to ukprepperhub.co.uk is always appreciated