

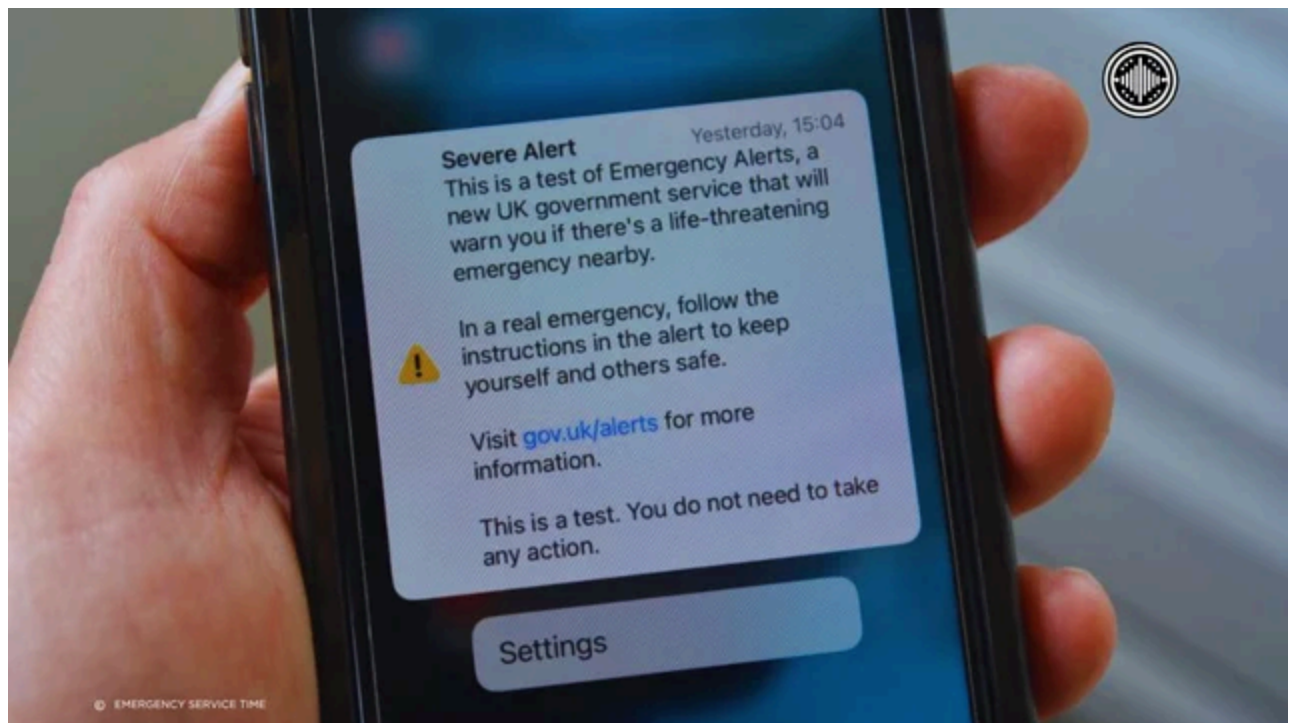
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## Another Nationwide Alert Test Coming This September

July 18, 2025

— Categories: *Breaking News*



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On Sunday, 7 September 2025, at 3:00 pm, mobile phones across the UK will receive a nationwide emergency alert as part of a critical test to bolster national resilience. This marks the second trial of the Emergency Alert System, first introduced in April 2023, which is designed to deliver urgent warnings directly to devices during life-threatening events, such as severe storms, floods, or other crises. The test will ensure the system's reliability, familiarising the public with its operation in genuine emergencies.

The alert will trigger a distinctive siren-like sound and vibration on mobile phones for approximately ten seconds, even if devices are set to silent. A message will clarify that it is a test, with around 87 million phones expected to receive it. The system aims to provide clear, actionable advice during crises, potentially saving lives by rapidly informing the public of imminent dangers.

The initiative comes amid the Labour government's broader Resilience Action Plan, part of its "Plan for Change" strategy, which prioritises investment in national security and emergency preparedness. Key measures include £1.3 billion for National Biosecurity Centres, £4.2 billion allocated by DEFRA for flood prevention infrastructure, and £370 million to strengthen telecom networks. Additionally, Exercise Pegasus, the UK's largest pandemic response simulation to date, is in preparation.

Since its launch, the system has been activated five times, notably during Storm Éowyn in January 2025, which triggered a red weather warning in Scotland and Northern Ireland, and Storm Darragh in December 2024, which sadly resulted in two fatalities in Wales and the South West. Alerts have also been issued for incidents like unexploded WWII ordnance and localised flash flooding, proving the system's versatility in addressing diverse threats.

Pat McFadden, Chancellor of the Duchy of Lancaster, stated in a recent interview: "Emergency Alerts have the potential to save lives, allowing us to share essential information rapidly in emergencies, including extreme storms." However, the Labour government's focus on such initiatives has drawn scrutiny, with critics questioning the efficiency of their spending and the broader efficacy of their "Plan for Change" in addressing pressing national challenges.

To ensure inclusivity, a public information campaign will precede the test, targeting vulnerable groups, including victims of domestic abuse, with accessible British Sign Language materials. Users can disable alerts via phone settings by searching for "emergency alerts" and turning off "severe" and "extreme" notifications, an option particularly relevant for those with safety concerns, such as individuals in abusive situations with hidden devices. Authorities, however, recommend keeping alerts enabled for maximum safety.

As environmental and geopolitical risks intensify, proactive measures like this test signal a commitment to preparedness. Yet, with the Labour government's policies under the microscope, questions linger about whether these investments will deliver the robust,

practical outcomes the nation demands. A prepared nation is undoubtedly stronger, but only time will reveal if these efforts match ambition with results.