



Marches Academy Trust

Last reviewed: September 17

Emergency Response & Business Recovery Plan

CONTENTS

| | |
|---|--------------|
| 1. Introduction | 3 |
| 2. Aims and Objectives | 3 |
| 3. Roles and Responsibilities | 3 |
| 4. Types of Emergencies | 4 |
| 4.1 In School | |
| 4.2 Off Site..... | |
| 5. Preparation | 4 |
| 6. Implementation | 5 |
| 7. Communication | 6 |
| 7.1 Land-line Telephony | 6 |
| 7.2 Mobile Phones | 6 |
| 7.3 Briefings | 6 |
| 7.4 Student/pupils' Mobile Phones | 7 |
| 7.5 Local Radio Stations | 7 |
| 7.6 Emergency Contact Tree (Appendix 4) | 7 |
| 8. Policy Review | 7 |
| 9. Guidance for Staff | 7 |
| Appendix 1 – Immediate to Long Term Tasks in the Event of an Emergency | 9 |
| Appendix 2 – Arson | 10 |
| Appendix 3 – Contact List 1.1 to 1.7 | 11 |
| Appendix 4 – Shelter Action Checklist..... | 22 |
| Appendix 5a—Emergency Contact Tree - SJT | 23 |
| Appendix 5b- Emergency Contact Tree -The Marches School..... | 24 |
| Appendix 6 – Activation Notification of Incident | 25 |
| Appendix 7 – Crisis Communications Plan..... | 27 |

1 Introduction

Other associated Academy documents:

- Safeguarding and Student/pupil Welfare Policies;
- Risk Management Strategy;
- Health and Safety Policy.

2 Aims and Objectives

To prevent / minimise the loss of life / injury to all student/pupils, staff and visitors.

To swiftly inform emergency services and relevant organisations.

To take control of the incident until the emergency services arrive, thus minimising stress and discomfort.

To swiftly carry out measures to ensure actions by others following the original incident do not further damage the Academy, its student/pupils or staff.

To fully support student/pupils and staff following an incident, so that they are able to return to fully participating in education at the Academy as soon as possible.

3 Roles and Responsibilities

The Academy Trust Board (ATB) delegates all responsibility for the management of such incidents to the Executive Headteacher.

The Executive Headteacher will identify key members of staff, who will form an Emergency Management Team, and the Executive Headteacher will communicate the names, roles and responsibilities of this team to the whole Academy staff. The Executive Headteacher will, at their discretion, amend this team as appropriate to any situation.

IN THE EVENT OF A DEATH OF A STUDENT/PUPIL OR STAFF MEMBER, IT IS THE RESPONSIBILITY OF THE POLICE TO INFORM THE FAMILIES.

Emergency Management Team Roles and Responsibilities

| Position | | Role |
|--------------------------------------|------------------------------------|---|
| Executive Headteacher | | In overall control of the incident. |
| SJT | The Marches | |
| D O'Toole Headteacher | A Pearson Headteacher | Responsible for the immediate management of the incident, under the direction of the Headteacher. This will involve liaising with Academy personnel, emergency services, council officers, etc. |
| C Dawson Assistant Headteacher | R E Lloyd Deputy Headteacher | Responsible for the immediate management of all student/pupils and staff, assisted by other managers. |
| K Parsons Marketing Manager | | Under the direction of the Executive Headteacher, is solely responsible for advising the Executive Headteacher in relation to speaking with the Media |

| | | |
|---|---------------------------------------|---|
| | | and organising communications with parents and other stakeholders. |
| J Jones – Trust Business Manager | | Under the direction of the Executive Headteacher will carry out all necessary tasks to ensure the smooth functioning of the team. |
| C Dawson Assistant Headteacher | C Boyes -Assistant Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. |
| P Roberts Assistant Headteacher | T Stonall - Deputy Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. |
| J Johnson – Assistant Headteacher | C Boyes – Assistant Headteacher | Responsible for any required bereavement counselling. |

4 Types of Emergency

4.1 In Academy:

- Deliberate acts of violence or dangerous persons on site
- Academy fire or explosion
- A student/pupil or member of staff being taken hostage
- Bomb or suspected bomb being discovered
- Health: Medical Condition or Infectious Condition, e.g. Meningitis or Influenza
- Serious gas or water leak
- Death or serious injury of a student/pupil or member of staff

4.2 Off Site:

- The death of a student/pupil or member of staff either by accident or natural causes
- Transport-related incident to student/pupils or staff which result in hospitalisation
- Severe weather: snow, storms etc.
- Terrorist act which results in injury or death

5 Preparation

In order to minimise the effect of any emergency, The Trust will thoroughly prepare to ensure that all emergencies are dealt with smoothly and efficiently, with the minimum of stress to student/pupils, staff and bystanders.

The establishment of an Emergency Management Team will be one of the first steps to be taken. The Executive Headteacher and key staff will participate in relevant training provided either by the DfE.

In the development of this policy, the emergency planning section of Teachernet has been used extensively: www.teachernet.gov.uk/emergencies/index.html

- Our policy will support and be consistent with the Local Authority's emergency planning strategy

- We will consult with all relevant services to ensure our policy is robust
- We will carefully consider all possible scenarios and prepare comprehensive plans to resolve these issues

6 Implementation

The policy will be discussed with key staff who are nominated within the policy to ensure they are fully aware of their roles and responsibilities.

A staff meeting or part of a staff development session will be allocated to share this with all staff.

Training will be considered for appropriate staff, in relation to some of the main types of incident below, including bereavement counselling.

Support for staff and identification of ways of obtaining it will be considered.

The Trust Business Manager will review and update the policy on an annual basis.

A central location will be identified to keep a hard copy of the policy and who should have access to the details of the policy and emergency contact details.

Associate staff will be nominated to access personal files, to ensure information is always up-to-date.

The Executive Headteacher and nominated staff will keep a copy of the current policy and all contact details at home, as emergencies sometimes happen when the schools are not occupied.

All staff will be instructed not to give interviews or comments to the media. We will ask staff to direct all media enquiries to K Parsons - Marketing Manager.

Emergency Resource Box

An emergency resource box should be prepared and stored centrally in the main Administrative Office situated in the Arthur Walpole Building which contains:

- Copy of the Emergency Response and Business Recovery Plan.
- SIMS should be accessed remotely for student/pupil and staff details. A backup copy, which is updated half termly, of these contacts will also be in the box on an encrypted password protected memory stick.
- List of student/pupils who have medical conditions – available from remote SIMS, back up paper copy provided by Mr D Ward every half term and on the memory stick.
- Emergency registers.
- A megaphone and spare batteries.
- First-aid kit and, if available, medication for student/pupils with medical conditions (to be provided by Mr D Ward where possible)

This box is located in the Administrative Office in the cupboard marked 'Emergency Resource Box'. Any member of the Emergency Management Team can request this box by contacting a member of the Administrative Team (school hours) or Caretaker (out of hours).

7 Communication

The importance of having clear lines of communication to all stakeholders and external agencies, including the media, must not be underestimated.

The Marketing Manager will ensure appropriate advice and guidance is given to the Executive Headteacher and Emergency Management Team. Please see Crisis Communication Plan at Appendix 7.

7.1 Land-line Telephony

It is likely that pressure will be placed on the relevant school's switchboard lines, which could hamper the ability of the relevant school to receive and send information. The use of private direct line numbers for the Executive Headteacher and key staff should be considered if not already in use. At least one private direct line should not go through the schools' switchboard, so that in the event of a power cut or switchboard malfunction the Executive Headteacher can be contactable.

7.2 Mobile phones

In the event that a school(s) may have to be evacuated, mobile phones and/or two way radios will be needed. It is advisable that all members of the Emergency Management Team have mobile phones or two way radios, which are kept fully charged for emergencies. The numbers of the mobile phones and those of the private direct line should be entered into the memories of these phones, to ensure ease of contact.

7.3 Briefings

The Marketing Manager (or in the event of absence, the Deputy Headteacher, Mrs R E Lloyd) should consider providing scripts on a regular basis for Associate staff who are manning the switchboard.

In the event of an incident, information will be posted on the staff notice board in the staffroom or emailed to keep staff updated.

The announcements page on the WEBSITE and emails will be used to keep staff up-to-date.

All members of the Emergency Management Team will have a list of each other's contact telephone numbers in order to meet the needs of the Trust's Emergency Response and Business Recovery Plan. Team members are required to inform the Trust Business Manager (J Jones) in the event of a change in contact details. The Trust Business Manager will then notify the other members of the Emergency Management Team.

All information should be factual: time and location of incident; numbers of student/pupils and staff involved (no names); summary of action taken. Staff should not be drawn into speculation, just stick to the facts. Provide the time of next update.

All media coverage should be monitored for accuracy and any inaccuracies corrected.

Media should be placed in a room separated from student/pupils, staff and parents to manage media access to these groups.

7.4 Student/pupils' Mobile Phones

Student/pupils should be strongly discouraged from using personal mobile phones to ring parents or others.

7.5 Local Radio Stations

In the event of any emergency, we will make full use of local radio stations to communicate effectively with all families and other stakeholders.

Further information: www.bbc.co.uk/connectinginacrisis/index.shtml

7.6 Emergency Contact Tree (Appendix 5)

If the school cannot be opened for whatever reason, e.g. utility failure, severe weather, etc., an emergency cascade system should be used. Starting with the Executive Headteacher, who in turn will communicate a message as described in the attached Emergency Contact Tree (existing snow line should be used). In a very short time all members of staff will have received a clear message about the status of the school.

8 Policy Review

Responsibility for reviewing this policy rests with the Executive Headteacher, who will consult with the Trust Business Manager and Health and Safety Committee to review this on her/his behalf, termly.

This policy will be reviewed annually in August and will be amended in line with current best practice and changes to DfE, HSE and ATB policies.

9 Guidance for Staff

Staff should be familiar with the Emergency Response and Business Recovery Plan and in the event of an emergency:

- Check the Website and e-mails for information and updates.
- Refer to information which will be posted on the staff notice board in the staffroom or emailed.
- Take note of instructions given out on the emergency contact tree in each edition of the Staff Bulletin.
- Attend any arranged briefing sessions.

References – via website below

<http://www.education.gov.uk>

- 'Guidance on First Aid for Schools: A Good Practice Guide' DfE

- 'School Security: dealing with troublemakers' DfE
- 'Supporting pupils with medical needs' DfE and DoH
- 'A legal toolkit for schools' – can be downloaded from Teachernet site
- 'Fire Safety Guide' DfE,

<http://www.nhsdirect.nhs.uk/> - NHS Online

<http://www.arsonpreventionbureau.org.uk> - 'How to combat arson in schools' Arson Prevention Bureau - Schools

Online Resources

www.teachernet.gov.uk/emergenceis/index/html

From Teachernet Emergencies Site

- Online arson risk assessment
- Security survey and risk assessment

www.homeoffice.gov.uk/security/

www.ukresilience.info/

A central reference point for all organisations to use in connection with any concern or threat.

www.preparingforemergencies.gov.uk

Another useful site for information.

www.metoffice.uk/weather/uk/uk_forecast_weather.html

This site provides authoritative information on all aspects of the weather.

Adopted by The Marches Academy Trust on:.....**Review Date:**.....

Chair of Board of Trustees:

Executive Headteacher

APPENDIX 1

IMMEDIATE TO LONG TERM TASKS IN THE EVENT OF AN EMERGENCY

A. **ACTION: IMMEDIATELY**

- Obtain as much factual information about the state of the emergency
- Alert the respective Headteacher of each school followed by the Executive Headteacher; the Executive Headteacher should alert the Chair of Board of Trustees. Headteachers should alert their respective Chair of Local Governing Body.
- The Executive Headteacher will activate the emergency management team.
- Keep the DfE advisor fully informed in order that the department is aware and can respond.

B. **ACTION: WITHIN THE FIRST FEW HOURS**

- Carry out a quick appreciation of the immediate responses required.
- Select and set up control arrangements to manage the incident and ensure student/pupils and staff in the school(s) are safe.

C. **ACTION: WITHIN HOURS**

- Call a staff meeting to give information.
- Inform student/pupils in a sensitive way – in small groups if possible.
- Arrange a debriefing meeting for all staff involved in the incident.
- Arrange a debriefing meeting for all student/pupils involved in the incident.

D. **ACTION: WITHIN THE NEXT FEW DAYS; IT COULD BE LONGER**

- Facilitate support for high-risk student/pupils and staff.
- Attend / organise funerals, services, memorials.

E. **ACTION: AS SOON AS POSSIBLE FOR AS LONG AS NECESSARY**

- Decide and agree on a range of responses and support measures.
- These have the potential to run for several weeks or months.
- Refer affected student/pupils and staff to appropriate counselling.

APPENDIX 2

ARSON

Prevention Strategy

The Trust completes a Fire Risk Assessment, which will include the possibility of Arson. This assessment forms part of the Staff induction and on-going training.

Fire Safety will be included in the curriculum as part of the PSHE course.

The Trust Behaviour Policy will support staff to carefully manage student/pupil access during lessons, at breaks and before/after the school day.

A comprehensive site security review will be completed on a yearly basis, or at a shorter time, if the situation dictates, due to changes in the building. This survey will control:

Unauthorised entry onto the Trust site will be minimised through the installation of appropriate signs, fencing and appropriate CCTV systems;

Unauthorised entry into the Trust buildings will be minimised by ensuring all doors, windows and skylights are secure, lighting, an effective intruder alarm system is fitted and prosecution-quality CCTV cameras and digital recording facilities are fitted where necessary.

Any new building work 'designs out' potentially vulnerable areas.

Procedures are applied to ensure that access to any combustible material is strictly limited.

Procedures to 'close-down' areas of the Trust are applied after the school day, each day as appropriate.

In line with Government advice, any instances of suspected arson will be reported to all parents, to inform and equally stress the dangers of Arson.

The Trust's Emergency Evacuation Procedure is applied and reviewed annually, with the assistance of the Fire & Rescue Service.

The Trust will make use of the Online Arson Risk Assessment tool within the Teachernet Emergencies website to minimise an arson attack:

<http://www.teachernet.gov.uk/emergencies/typesofincident/fire/index.html#>

APPENDIX 3

SECTION 1 - CONTACT DETAILS

1.1 School information – The Marches School, Oswestry

| School details | |
|---|--|
| Name of school | The Marches School |
| Type of school | Secondary Academy |
| School address | Morda Road, Oswestry, Shropshire SY11 2AR |
| School operating hours (including extended services) | 6.30am to 10.30pm Monday to Friday during term time and variable hours during holiday periods and weekends |
| Approximate number of staff | 198 |
| Approximate number of student/pupils | 1500 |
| Age range of student/pupils | 11-19 |

| Office contact details | |
|-------------------------|--|
| Office telephone number | 01691 664400 |
| Office email address | admin@marchesschool.net |

1.1.2 School information – Sir John Talbot's, Whitchurch

| School details | |
|---|--|
| Name of school | Sir John Talbot's School (SJT) |
| Type of school | Secondary Academy |
| School address | Tilstock Road, Whitchurch, Shropshire, Whitchurch SY13 2BY |
| School operating hours (including extended services) | 6.30am to 10.30pm Monday to Friday during term time and variable hours during holiday periods and weekends |
| Approximate number of staff | 100 |
| Approximate number of student/pupils | 512 |
| Age range of student/pupils | 11-19 |

| Office contact details | |
|-------------------------|-----------------|
| Office telephone number | 01948 660600 |
| Office email address | admin@sjttc.org |

| Useful websites | |
|-------------------------------|---|
| School website / extranet | http://www.marchesschool.co.uk/ |
| Local authority | http://www.shropshire.gov.uk/ |
| Department for Education | http://www.education.gov.uk/ |
| Foreign & Commonwealth Office | http://www.fco.gov.uk |
| Environment Agency | http://www.environment-agency.gov.uk/ |
| Met Office | http://www.metoffice.gov.uk/ |
| Health and Safety Executive | http://www.hse.gov.uk/ |
| Teacher Support Network | http://teachersupport.info/ |

1.2 Contact details - school staff and governors

* Leave this field blank for use during an emergency; you may need to record alternative contact details.

| Name | Job title | SEMT role(s) (if applicable) | Contact details | Base | Notes (e.g. first aid trained) |
|-----------------|------------------------|---|--|--------------------|--------------------------------------|
| Sarah Longville | Executive Headteacher | In overall control of the incident. | Home: 01694 781 678 Mobile: 07912 732 468 | The Marches School | |
| David O'Toole | Headteacher | Responsible for the immediate management of the incident, under the direction of the Executive Headteacher. This will involve liaising with Academy personnel, emergency services, council officers, etc. | Home: 01978 723 065 Mobile: 07576 077 934 | SJT | |
| Alison Pearson | Headteacher | Responsible for the immediate management of all student/pupils and staff, assisted by other managers. | Home: 01743 231 522 Mobile: 07986 630 098 | The Marches School | |
| Ruth Lloyd | Deputy Headteacher | Under the direction of the Executive Headteacher, is jointly responsible with Amy Gregory for liaising with the Media and organising communications with parents and other stakeholders. | Home: 01691 828662 | The Marches School | |
| Kelly Parsons | Marketing Manager | Under the direction of the Executive Headteacher, is jointly responsible with Ruth Lloyd for liaising with the Media and organising communications with parents and other stakeholders. | Home: Mobile: | The Marches School | |
| Joanne Jones | Trust Business Manager | Under the direction of the Executive Headteacher will carry out all necessary tasks to ensure the smooth functioning of the team. | Mobile: 07712 889436 | The Marches School | |
| Tim Stonall | Deputy Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. | Home: 01244 674916 Mobile: 07805 000616 | The Marches School | |
| Claire Boyes | Assistant Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. | Home: Mobile: | The Marches School | |

| | | | | | |
|-----------------|-------------------------------------|---|---|--------------------|---------------------------|
| Pauline Roberts | Assistant Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. | Home: Mobile: | SJT | |
| Claire Dawson | Assistant Headteacher | Acting as Deputy, will cover any of the above in the event of an absence. | Home: Mobile: | SJT | |
| Jo Phillips | House Director/Key Stage 3 Overview | | Home: 01691 830083 Mobile: 07748 595 984 | The Marches School | First Aid |
| Sali James | House Director/Key Stage 4 Overview | | Home: 01691 831123 Mobile: 07866 596 836 | The Marches School | |
| Cliff Sagar | Site Manager | | Home: 01691 657 903 Mobile: 07773 761 256 Caretakers: 07968 132 146 | The Marches School | Key Holder The Marches |
| Danny Ward | Health & Safety Officer | | Home: Mobile: | The Marches School | Lead First Aider |
| Mr A Walpole | Chair Board of Trustees | | Home: 01691 831 1 83 Mobile: 07802 787 118 | | |
| Mr A Fry | Chair of Local Governing Body | | Home: Mobile: | SJT | |
| Mr M Liquorish | Chair of Local Governing Body | | | The Marches School | |
| Howard Prince | Facilities Manager | | Home: Mobile: | SJT | Key Holder SJT |
| Michelle Jones | Director of Progress - Upper School | | Home: Mobile: | SJT | |
| Helen Appley | Director Progress-Lower School | | Home: Mobile: | SJT | |

1.3 Contact details - extended services

* Leave this field blank for use during an emergency; you may need to record alternative contact details.

| Name | Type / description of extended service | Operating hours | Contact details | Alternative contact details * | Notes (e.g. key holder) |
|------|--|-----------------|-----------------|-------------------------------|-------------------------|
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1.4 Contact details - local authority

* Leave this field blank for use during an emergency; you may need to record alternative contact details.

| Organisation | Name / role of contact (if applicable) | Contact details | Alternative contact details * | Notes |
|---------------------------------|--|--|-------------------------------------|-------|
| Emergency number | 01743 254 316 | Main Switchboard : 01743 251 000 | Karl Wellington; 01743 254 434 | |
| Children's services | Sallie Brown | 01743 254 316 | | |
| Media / communications | | | | |
| Property | Terry Kerr | Office: 01743 255 692 Mobile: 07582 005 447 | Phil Brown Office: 01743 281 067 | |
| Transport | Anthony Bevington | Office: 01743 253 042 | Transport @ Shropshire | |
| Educational visits | Chris Matthews | Office: 01743 254 505 | | |
| Emergency planning | Phil Wilson | Office: 01743 254 344 | | |
| Health and safety | Shelley Reid | Office: 01743 252 818 | | |
| Risk / insurance | Sara Done | Office: 01743 252 074 | | |
| Legal | Jocelyn Shuker | Office: 0345 6789000 x 2765 | | |
| Human resources | Michelle Leith | Office: 01743 254 402 | | |
| Shropshire Council Duty Officer | Carol Fischer | Office: 01743 260 290 (24 hours) | | |
| Occupational health | Debbie Allamby | Office: 01743 252999 | | |
| | | | | |
| | | | | |

1.5 Contact details – local radio stations

* Leave this field blank for use during an emergency; you may need to record alternative contact details.

| Radio station | Name / role of contact (if applicable) | Contact details | Alternative contact details * | Notes (e.g. coverage, frequency) |
|----------------------------|--|-----------------|-------------------------------|----------------------------------|
| BBC Radio Shropshire | James Bond | 01743 237 001 | 01743 237 007 | |
| Signal 107 | Ruth Griffiths | 01902 571070 | | |
| Border & County Advertiser | Emily Davies | 01691 655 321 | | |
| Shropshire Star | Sue Austin | 01691 654 251 | Customer Care: 0800 146 540 | |

1.6 Contact details – other organisations

| Organisation | Name / role of contact (if applicable) | Contact details | Alternative contact details * | Notes |
|-------------------------------|--|--|---|--|
| Police | | 999 | | |
| Fire & Rescue Service | | 999 | | |
| Ambulance Service | | 999 | | |
| Department for Education | | Enquiry line: 0370 000 2288 | | |
| Foreign & Commonwealth Office | | Consular assistance: 020 7008 1500 (24 hour) | | If abroad, please ring: +44 20 7008 1500 |
| Environment Agency | | Floodline: 0845 988 1188 (24 hour) | | |
| Met Office | | Customer centre: 0870 900 0100 (24 hour) | | |
| Health and Safety Executive | | www.hse.gov.uk <u>Incident contact centre</u> : 0845 300 9923 <u>Duty officer</u> : 0151 922 9235 (24 hour) <u>Duty press officer</u> : 0151 922 1221 (24 hour) | | |
| Insurance company | Marsh (Policy FV11000218) | Property and casualty John Greenfield 01444 313 171 John.greenfield@marsh.com | Claims 01444 313170 epg.claims@marsh.com | |
| Trade union | UNISON NEU | | | |

| | | | | |
|--------------------------------|-----------------------------------|--|---|--|
| Tanat Valley Coaches | | 01691 780 212 | | |
| Arriva Buses | | 01691 657 932 | | |
| Shire Catering | | 01743 250 290 | Carole Fischer: 01743 250290 | |
| NIC Cleaning | Brian Pestana Contract Manager | Mobile : 07971 407 004 Email: bpestana@nicgroup.co.uk | Office: 0845 409 0910 | |
| Sodexo | Phil Inman | Office: 01925 639263 Mobile: 07990 558415 | Dave Owen, Site Supervisor Mobile: 07799 0558422 | |
| Supplier (temporary staff) | | | | |
| Utility supplier (gas) | | | | |
| Utility supplier (water) | | | | |
| Utility supplier (electricity) | | | Paul Evans P&S Electrical 07711 839 439 | |
| Utility supplier (telephones) | | | Ian Love Home: 01743 240 468 Mobile: 07980 329 396 | |
| Utility supplier (heating) | | | | |
| Teacher Support Network | | England: 08000 562 561 (24 hour) Wales: 08000 855 088 (24 hour) Scotland: 0800 564 2270 (24 hour) | | The Teacher Support Network can provide practical and emotional support to staff in the education sector and their families. |

1.7 Contact details - for completion during an emergency

This table should be left blank so it can be used to record additional contact details during an emergency.

| Name | Contact details | Notes |
|------|-----------------|-------|
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Appendix 4 – Shelter Action Checklist (i.e. in the event of a dangerous person/ animal on site, gas leak)

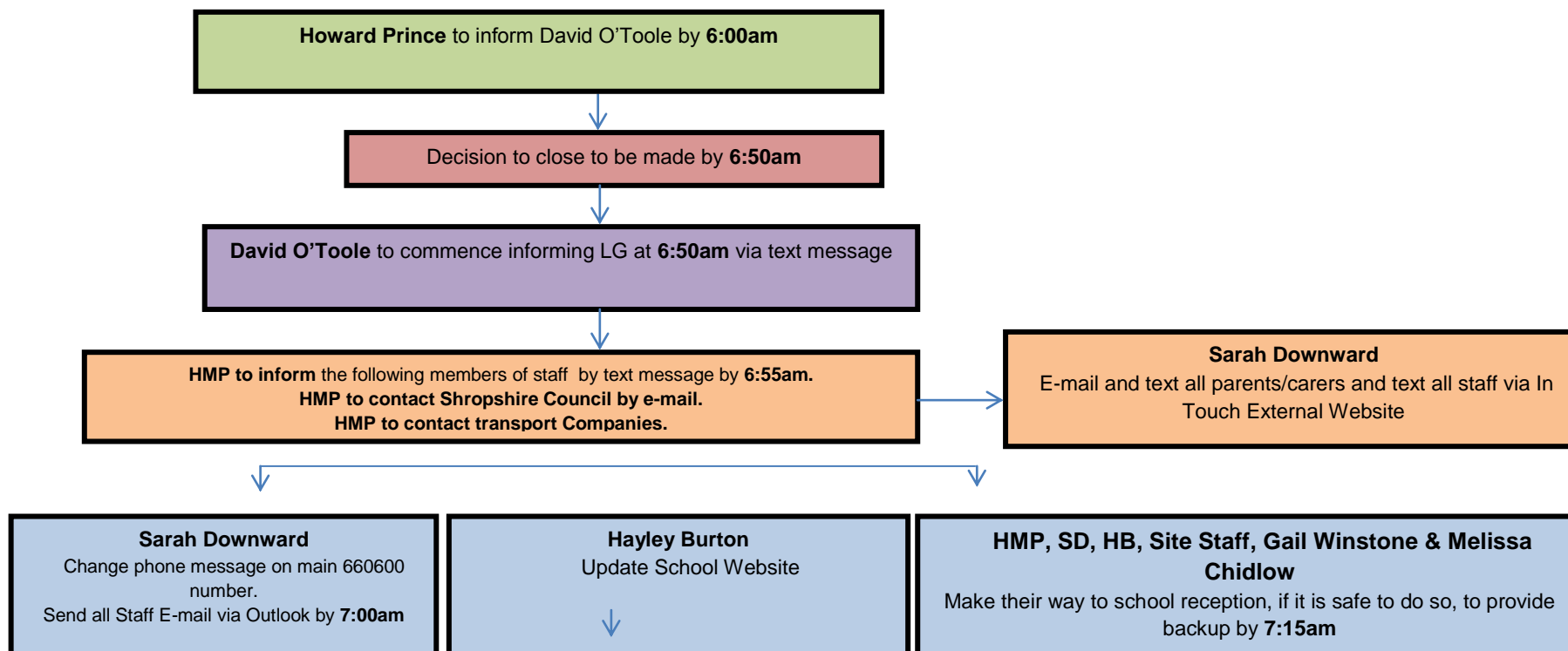
| Signals | |
|----------------------|--|
| Signal for shelter | Announcement via walkie talkie/word of mouth |
| Signal for all-clear | Announcement via walkie talkie/word of mouth |

Upon hearing the shelter signal, take the action below.

| Ref' | Initial response - shelter | Tick / sign / time |
|------|---|--------------------|
| | Ensure all pupils are inside the school building. | |
| | If appropriate, move pupils away from the incident (e.g. to the other side of the building). | |
| | Dial 999, if appropriate. | |
| | If sheltering from an environmental hazard (e.g. a smoke plume) ensure all doors and windows are closed and ventilation / air circulation systems are switched off. | |
| | Check for missing / injured pupils, staff and visitors. | |
| | Reassure pupils and keep them engaged in an activity or game. | |
| | Notify parents / carers of the situation. | |
| | Remain inside until an all-clear has been given, or unless told to evacuate by the emergency services. | |

Appendix 5a – Emergency Contact Tree

Sir John Talbot's School



All staff should have access to at least one of the following to obtain information regarding closures: -

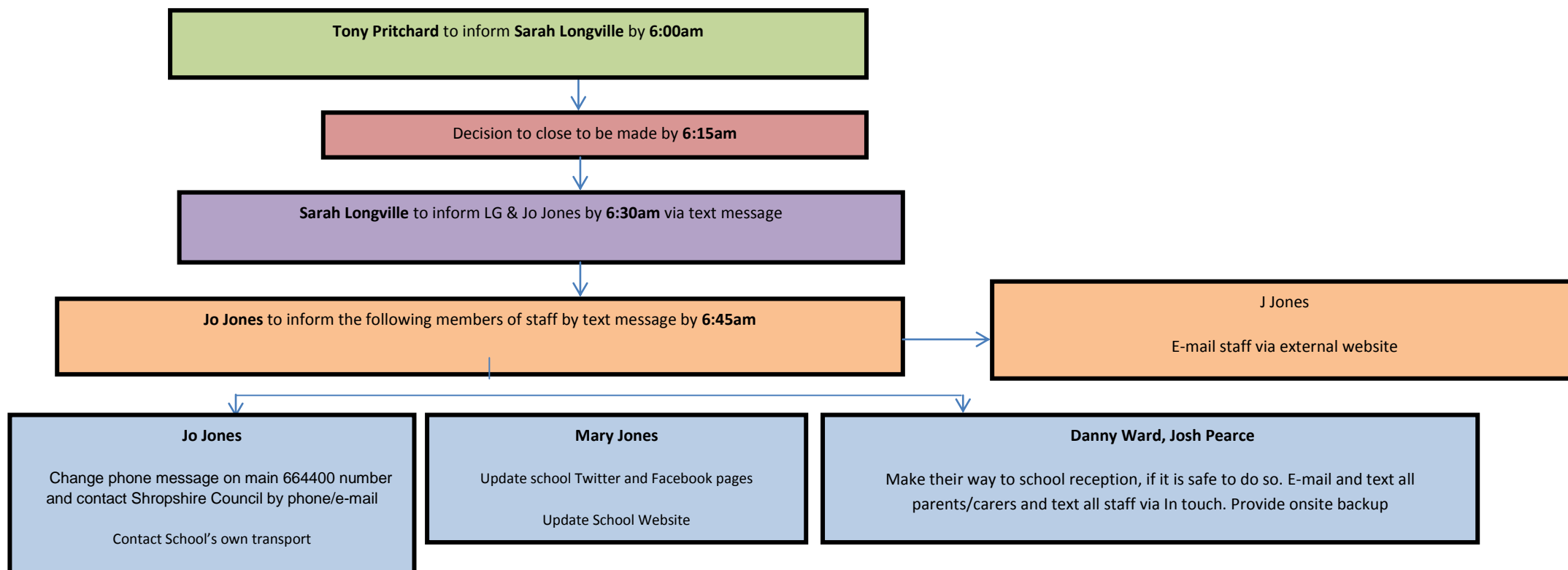
- Text Message (**if you have provided your mobile phone number**)
- Work E-mail
- The internet to view the school website
- Landline to ring the school main number – 01948 660600
- Radio – BBC Radio Shropshire

It is strongly advised that until the closure of the school is clarified, staff should not leave home before 7:15am.

If you are unable to access any of the above, please contact your line manager for clarification.

APPENDIX 5b

The Marches School



Contacting Staff

All staff should have access to at least one of the following to obtain information regarding closures by:-

- Text Message (**if you have provided your mobile phone number**)
 - Work E-mail
 - The internet to view the school website
- Landline to ring the school main number – 01691 664400
 - Radio – BBC Radio Shropshire 104.1FM
-

It is strongly advised that until the closure of the school is clarified, staff should not leave home before 7:15am.

If you cannot access any of the above, please contact your line manager for information.

APPENDIX 6

ACTIVATION - Notification of incident

Information about an incident may come from a number of sources (e.g. member of staff, student/pupil, parent / carer, member of the public, the emergency services, the local authority). Whoever receives the alert should ask for, and record, as much information as possible.

- **Maintain a written record of your actions using this form and a log book. You may wish to record any new contact details in section 1.**
- **Offer reassurance and support. Be aware that all those involved in the incident (both directly and indirectly) may be suffering from shock or may panic.**
- **Find out what has happened. Obtain as clear a picture as you can.**
- **Discuss with the informant what action needs to be taken and by whom.**

Name of informant:

.....

Contact details of informant:

.....

Date and time of call:

.....

Date and time of incident:

.....

Exact location of incident:

.....

.....

.....

Details of incident:

.....

.....

.....

Where is the informant now and where are they going?

.....

.....

People affected (including names, injuries, where they are, where they are being taken to):

.....

.....

.....

What arrangements are in place for people not directly involved in the incident?

.....

.....

.....

What advice have the emergency services given?

.....

.....

.....

Who has been informed?

- ☐ Executive Headteacher
- ☐ Headteacher of respective school
- ☐ School staff
- ☐ Governors
- ☐ Student/pupils
- ☐ Parents / carers
- ☐ Extended services
- ☐ Police
- ☐ Fire & Rescue Service
- ☐ Ambulance Service
- ☐ Local authority
- ☐ Health and Safety Executive
- ☐ Foreign & Commonwealth Office
- ☐ Media
- ☐ Insurance company
- ☐ Trade union

Does anyone else need to be informed?

.....

.....

.....

Are any other actions required?

.....

.....

.....

**If the incident happened on an educational visit please ask the questions below.
You might already have these details but it could be useful to seek confirmation.**

Name of educational visit leader:

Nature of educational visit:

Number of student/pupils on educational visit:

Number of staff on educational visit:

Location of educational visit:

.....

.....

.....

If the incident happened abroad, does the Foreign & Commonwealth Office need to be notified?

.....

.....



Crisis Communication Plan

2017

(Supporting document for the Emergency Response and Business Recovery Plan)

1 Aim

At the time of a major incident, 2 plans will immediately come into action:

- Operational Plan (Emergency Response and Business Recovery Plan)
- Communication Plan (Crisis Communication Plan)

The Crisis Communication Plan aims to ensure that all stakeholders, including the Media, are communicated with effectively and responsibly. This is crucial to protecting the Trust's reputation.

2 Objectives

1. Communicate effectively and clearly with Trust or stakeholders of each school (staff, parents, student/pupils, governors)
 - i. Ensure they receive information, via email/text, as soon as it is available to ensure they feel fully informed and confident, should they be confronted by the Media.
 - ii. Ensure they know how to respond – clear message that staff do not provide statements to the press and follow the guidelines they are provided with.
 - iii. Ensure staff manning the front desk are informed and prepared to respond to media enquiries.
2. Communicate effectively and clearly with the Media to ensure that all press coverage is factual, consistent and as un-damaging as possible to the Trust's/school's reputation.

3 Communication with Stakeholders in a crisis

1. The following is to be communicated, via email and text to all stakeholders (this needs to be sent immediately):

- Parents / Student/pupils
- Staff
- Governors

A text is to be issued to alert stakeholders and direct them to their inbox:

"[insert name of school] [insert date]. A situation has occurred. Please refer to your emails/website".

The email content will be as follows:

Agreed Message for Stage 1 of communication with stakeholders:

The Headteacher of [insert name of school] School wishes to release the following statement:

I would like to reassure you that we are taking control of this situation and as soon as we have any news we will communicate this to you.

Should you be approached by the media, can we please ask that you refrain from giving your name and state only the following:

"The Headteacher will be releasing a formal statement on behalf of the school community."

Please check the school website regularly for updates.

NB: More information about the situation can be divulged to the school's stakeholders at this stage, should the Headteacher wish; however, this increases the chance of rumours spreading amongst the media.

2. A summary of each communication statement, from each stage in section 4 of the document, to be sent to stakeholders, via email and text, referring people to the website whenever possible.

4 6 key stages to communication with the media in a crisis

1. **Doorstep Interview**
2. **News Release** – issue reactively (once there is the sense the news is out there and calls start to come in)
3. **News Statement**
4. **News Briefing**
5. **Media Interview**
6. **Press Conference** (only if completely necessary should stage 5 be implemented)

| Stage | Action Required | Response Time |
|-------|--------------------|-------------------|
| 1 | Doorstep Interview | Instant |
| 2 | News Release | Within 15 minutes |
| 3 | News Statement | Within 1 hour |
| 4 | News Briefing | Within 2 hours |
| 5 | Media Interview | Within 2 hours |
| 6 | Press Conference | Within 5 hours |

NB: A summary of each communication statement, from each stage in section 4, to also be sent to stakeholders, via email and text, referring people to the website whenever possible. This ensures that the Media and key stakeholder groups remain fully informed at all times.

1. Doorstep Interview / Initial contact with the media (may be in person or over the telephone)

This will also form the basis of the first formal News Release. Be prepared to be unexpectedly confronted by waiting journalists who immediately start asking questions (quite possibly, whilst also pointing a television camera directly at you.)

All staff should read the following to ensure they know how to respond in this situation:

- Expect it – The media respond quickly and may already be on the scene when staff arrive.
- Do not invent or speculate – know what the pre-planned message is then, whomever the media speak to, they get a consistent story.
- Give the media appropriate instruction – direct them to a designated media room.
- Keep moving to safety – as the journalists ask questions, keep moving in an unhurried and business-like manner to your place of work and safety. Do not stop. If you stop you are obliged to talk, but without facts, there is nothing you can offer the journalists at this stage.

*[N.B – the word ‘**situation**’ is a good word to use in this instance.]*

If the school site is inaccessible (i.e. due to a fire or explosion) arrangements made at local hotel to accommodate media and provide statements.

Agreed Message for Stage 1

Over the telephone (delivered only by members of the Leadership Group, Leader of Logistics, Press Officer or staff on the front desk): *“I would like to reassure you that we are taking control of this situation and as soon as we have any news we will communicate this to you.”*

Media Present on Site (delivered only by members of the Leadership Group, Leader of Logistics, Press Officer or staff on the front desk): *“I would like to reassure you that we are taking control of this situation and as soon as we have any news we will communicate this to you. Please make your way to the conference room where we have a media briefing centre.”*

2. News Release

A reactive response – once calls begin to be received from the Media, disseminate this statement to all Press contacts.

A written communication containing very basic information.

- The agreed message to be emailed / communicated to all media as a news release and given as a statement over the telephone.
- A copy of the release to be placed on the school(s) website(s).
- Links on the school's social media pages to the release on the school website.

Agreed Message for Stage 2

Delivered by the school's designated spokesperson to media present on site

The Headteacher of [insert name of school] wishes to release the following statement:

"I would like to reassure you that we are taking control of this situation and as soon as we have any news we will communicate this to you."

Agreed Message for Stage 2

Emailed to all media contacts and placed on the school website by the Press Officer

The Headteacher of [insert name of school] wishes to release the following statement:

"I would like to reassure you that we are taking control of this situation and as soon as we have any news we will communicate this to you."

3. News Statement

When constructing this statement, alert press officers at the Local Authority and Emergency Services to ensure they are fully informed and all statements they may release are consistent with the school's.

Appendix 1 – Contact details for Press Officers:

- Shropshire Council
- Ambulance Service
- West Mercia Police
- Fire Service

i: Procedure to follow if the Media are present on site:

A short presentation, to the media, by one person reading a pre-prepared form of words. Delivered by the school's designated spokesperson.

Appendix 2 – Template for the structure of the News Statement.

Minder(s) to assist the spokesperson to ensure the response is well managed and effectively communicated.

| Designated Staff Member | | Role |
|---------------------------|-----------|---|
| Headteacher | | Spokesperson for the school |
| K Parson or J Jones | | Minder |
| Action | Issued by | Details |
| Introductions | Minder | "In a few moments, our Leader of Logistics, Frank O'Brien, will be in to make a brief statement. He will make that statement only once and will not be taking questions at this stage." |
| Protocol for Presentation | Minder | "Hardcopy of the statement will be available to you at the end. You have a few moments to ensure your equipment is working and please turn off all mobile phones." |

ii: Procedure to follow if the statement is to be issued as a hard copy / via email (media not present on site):

The news statement template (Appendix 2) to be written up as a Press Release and issued to the Media as a formal statement from the school.

In this instance, a comment from the Headteacher may be more appropriate should they be accessible to confirm any proposed statements for release.

A copy of the news statement is to also be placed on the school website. All enquires received via the telephone, at this stage, are to be referred to the website.

Social media pages updated with a link to the statement on the school website, stating 'Official release from the school, please visit [\[insert link to page\]](#)'.

4. News Briefing

i: Procedure to follow if the Media are present on site:

Very similar to the statement; however, a limited number of questions can be accepted as more facts are known by this stage.

Use Appendix 2 as a template and update with latest news.

Similarly, to point 3, to be presented by a single person (designated spokesperson) and hardcopies of any documents are also to be made available to the media.

ii: Procedure to follow if the statement is to be issued as a hard copy / via email (media not present on site):

Use Appendix 2 as a template and update with latest news.

Issue as a Press Release to the Media via email and the website.

All enquires received via the telephone, at this stage, are to be referred to the website.

Social media pages updated with a link to the statement on the school website, stating 'Official release from the school, please visit [insert link to page]'.

5. Media Interview

i: Procedure to follow if the Media are present on site:

A one-to-one event between journalists and the school spokesperson.

To reduce time constraints, request that the media agree to 'pooled' interviews with one print, one radio and one TV reporter present. The media can then make these recordings available to each other.

N.B. Staff who have been trained to carry out effective Media Interviews will be most powerful in this situation.

The structure of the interview should be as follows:

- Have an aim
- Create an agenda
- Get your major point up front
- Stick to your messages
- Keep it short
- Keep it positive

ii: Procedure to follow if the statement is to be issued as a hard copy / via email (media not present on site):

Use Appendix 2 as a template and update with latest news.

Issue as a Press Release, to the Media, via email and the website.

All enquires received via the telephone, at this stage, are to be referred to the website.

Social media pages updated with a link to the statement on the school website, stating 'Official release from the school, please visit [insert link to page]'.

6. Press Conference

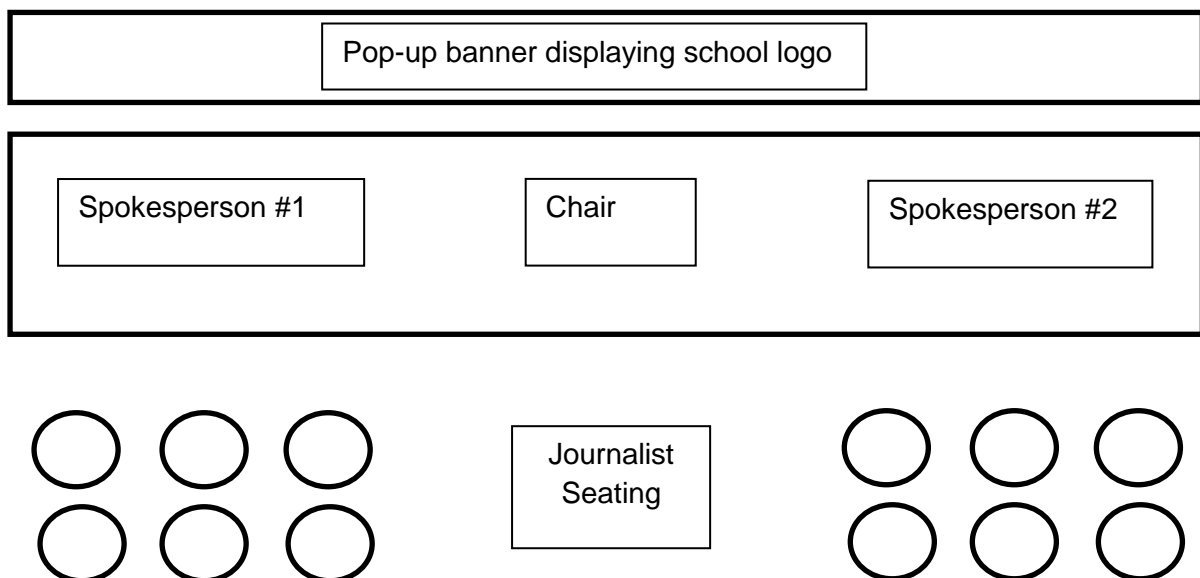
This will only take place when more facts are known, when clear areas of importance have been identified and when there is a higher degree of control over the situation.

This will form a panel event where each individual has an assigned role or specific area of expertise.

3 people to be involved:

- Chair (role is to manage the event)
- 2 x experts or key spokespeople (could be from the emergency services or Council)

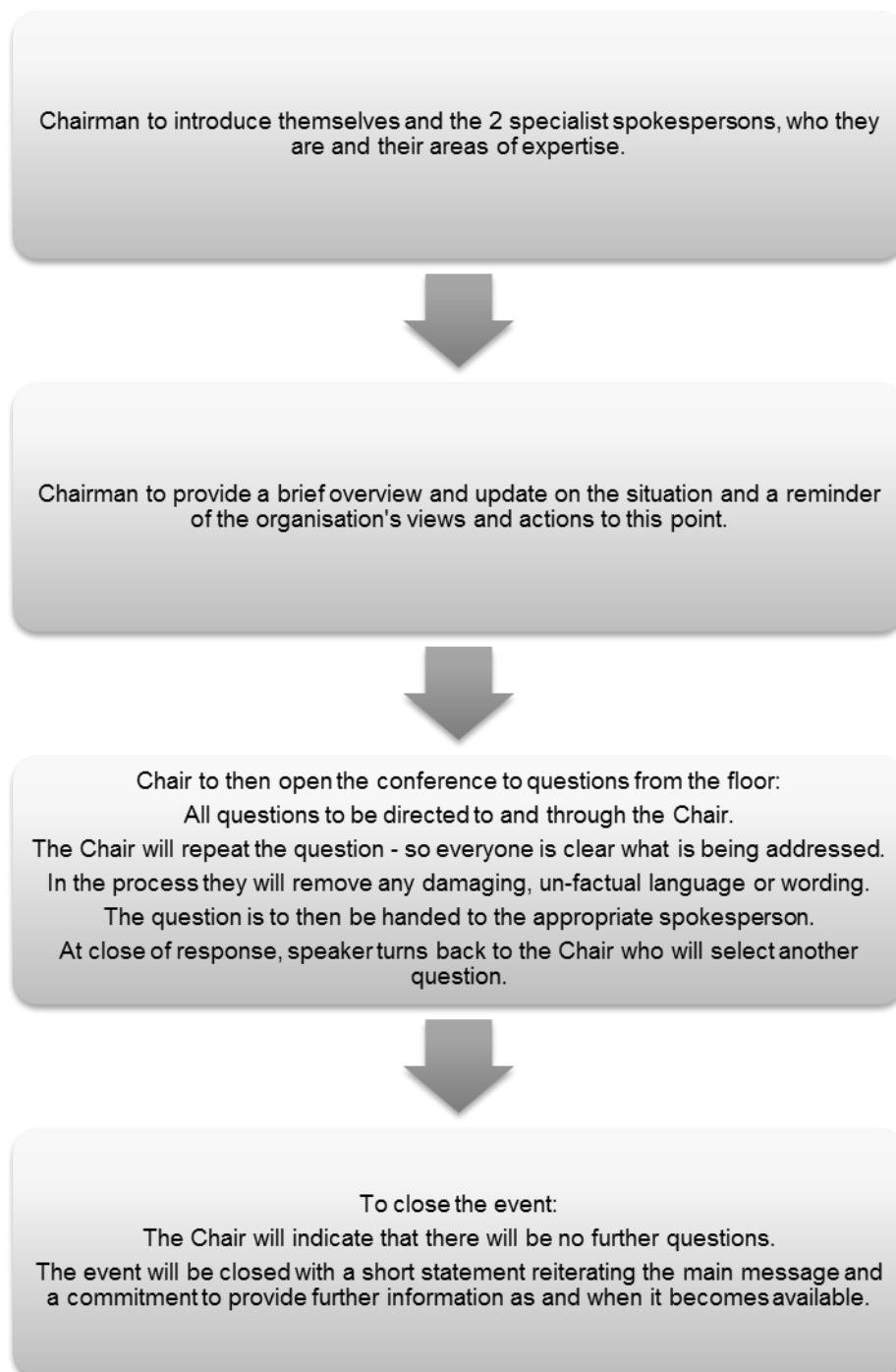
Room Layout



Inventory:

- Trestle Table with cloth
- Backdrop
- Three identical chairs
- A single microphone linked to a junction box for the media to plug into

Event Structure (notes to be made prior to conference using template – Appendix 3):



Photographs:

- This needs to be managed
 - No interviews with a backdrop of mayhem and disaster over the shoulder!
- In agreement with the emergency services (if present), an agreed number of photographers and camera teams can be taken to a safe vantage point where they can gather pictures of the scene.

5: Appendices

APPENDIX 1

Press Officers – Emergency Services and Local Authority

| Organisation | Name | Tel | Email | Notes |
|---|---------------|--------------------------------|--|--|
| Shropshire Council | Comms Team | 01743 252809 / 01743 252828 | | As an Academy Trust, we can release our own statements but their support is available, should we wish to use it. Their statements will aim to support ours. |
| West Midlands Ambulance Service | Chris Kowalik | 01384 246496 | | Should not disclose any personal information to the Media – will only state facts. Can be pro-active with incident reports to press as they are conscious of lifting their profile. May release things that compromise a situation. |
| West Mercia Police | Richard Ewels | 01743 237464 | richard.ewels@westmercias.pnn.police.uk | When they are made aware of an incident, they will immediately contact Shropshire Council. Will never confirm name and only speak in abstract terms. Juveniles are protected by law due to age. Before releasing any names to the press, check with the police for confirmation. Any statements released will act as reassurance i.e. it was an isolated incident. |
| Shropshire Fire and Rescue Service | Elaine Adams | 07970 019184 / 01952 505026 | | Press Release is issued immediately whenever a Fire Engine is sent out. |

APPENDIX 2

NEWS STATEMENT TEMPLATE

OPENING STATEMENT: BRIEF OUTLINE DEMONSTRATING CARE AND ACTION

LATEST NEWS: WHAT HAVE YOU DONE, ARE DOING, WILL DO NEXT

- 1.
- 2.
- 3.
- 4.

POSITIVE POINTS: TRAINING AND TRACK RECORD

- 1.
- 2.
- 3.
- 4.

CLOSING STATEMENT: CARE AND COMMITMENT TO FURTHER ACTION

“AS SOON AS WE HAVE ANY FURTHER INFORMATION WE WILL TALK TO YOU AGAIN”

APPENDIX 3

PRESS CONFERENCE TEMPLATE

CHAIR'S INTRODUCTION – TEAM & TIME

On my left _____ On my right _____

CHAIR'S OPENING STATEMENT

RECAP; BRIEF OUTLINE CARE & ACTION

LATEST NEWS; WHAT HAS BEEN DONE, WHAT ARE YOU DOING, WHAT WILL YOU DO:

- 1.
- 2.
- 3.

QUESTION PROCESS: SELECT, REPEAT, CLEANSE, FIELD

SPECIALIST SPOKESPERSON 1

KEY POINTS

- 1.
- 2.
- 3.
- 4.

SPECIALIST SPOKESPERSON 2

KEY POINTS

- 1.
- 2.
- 3.
- 4.

CHAIR'S CLOSING STATEMENT; CARE & COMMITMENT TO FURTHER ACTION

"AS SOON AS WE HAVE ANY FURTHER INFORMATION WE WILL TALK TO YOU AGAIN"