

Leicester, Leicestershire & Rutland



Local Resilience Forum

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LRF COMMUNICATIONS CELL EMERGENCY PLAN

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| Authorised by: | Chair of LRF Chief Constable Simon Cole |
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DOCUMENT MANAGEMENT

DOCUMENT DISCLAIMER

This document is issued in confidence only for the purpose for which it is supplied.

DOCUMENT OWNER

This document and associated policy(ies) are produced and owned by Leicester, Leicestershire and Rutland, Local Resilience Forum (LLR LRF).

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Requests for additional copies of this document should be sent to the author(s) to ensure that alterations or amendments to the distribution list are properly controlled.

The plan will be distributed via the Member's area of the LLR LRF Website, www.localresilienceforum.org.uk.

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As the LLR LRF is not a public authority the Freedom of Information Act (FOI) does not apply to information which it holds. However, requests can be made to any signatory which is a public authority, which should respond to the request in an appropriate manner following consultation with the LLR LRF. In the first instance please send any requests to the LRF.

EQUALITY IMPACT ASSESSMENT

This document will be subject to an Equality Impact Assessment (EIA).

REVIEW & AMENDMENTS

LRF REVIEW POLICY

Unless otherwise stated every LRF plan will be subject to a Biennial review. This will encompass the plan being distributed to the General Working Group for consultation and comment. Once any alterations have been made the revised edition should be approved by the Programme Board and validated by the Executive Board.

Once a plan has been used for an incident any points that come from the de-brief process must be presented at the General Working Group for approval and the incorporation of the de-brief points into the plan. Once this is complete the revised edition should be approved by the Programme Board and validated by the Executive Board.

DOCUMENT REVIEW

| Date of Review | Type of Review After Use (A) Scheduled Review (S) Training (T) Exercising (E) | Suitable / Unsuitable (S/U) | Details |
|-----------------------|--|---------------------------------------|-------------------------|
| Dec 2011 | S | S | Scheduled review |
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LRF AMENDMENT POLICY

Minor changes to this document will result in the appropriate page(s) being updated and the obsolete page(s) being destroyed, confirmation of which must be supplied to the author(s).

Major changes will result in the whole document being replaced and the obsolete document being destroyed, confirmation of which must be supplied to the author(s).

VALIDATION OF AMENDMENTS

Any substantial changes, which are defined as a complete re-write of the plan, a section of the plan or changes to the integral infrastructure or command structure of the multi-agency response, must be consulted and actioned at the General Working Group and Programme Board and validated by the Executive Board.

Any minor changes such as contact details, internal department arrangements, updates of tables/diagrams etc do not need to be ratified by the Executive Board and can be signed off by the Programme Board once consulted at the General Working Group.

AUDIT OF AMENDMENTS

| Date | Paragraph Changed | Brief details of alterations | Approved by |
|-------------|--------------------------|---|--------------------|
| Dec 2011 | Numerous | Inclusion of references to social media use | J Walters |
| Dec 2011 | 4.8.2 Paragraph 2 | Removal of information about the Central Office of Information which no longer operates | J Walters |
| Dec 2011 | Annex A | Description of the diagram included | J Walters |
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FOREWORD

The Leicester, Leicestershire & Rutland Local Resilience Forum (LLR LRF) exists to facilitate the statutory duties of the constitute partners under the Civil Contingencies Act 2004 (CCA).

If a co-ordinated message needs to be delivered to the public by LRF members a Communication Cell may be formed. This Concept of Operations document is guidance for the members of the Communications Cell.

DISCLAIMER

This plan has been prepared and published in good faith by Leicester, Leicestershire & Rutland Local Resilience Forum (LLR LRF) and is believed to comprise of accurate and up-to-date information regarding all matters contained within the document at the time of writing. This document is a 'live document' and is reviewed and updated on a Biennial basis unless otherwise specified.

- However, no guarantee, warranty, nor binding assurance or representation of any kind given by virtue of the preparation and publication of this plan on behalf of LLR LRF, its employees or agents or anyone acting on their behalf.
- That the plans, intentions, procedures and information herein are complete and without defect or error of any kind.
- That any action or series of actions, processes, or procedures described herein as to be taken will be taken by the person or person herein described or by any other person or persons acting on his, her or their behalf.
- That all or any of the persons, resources, equipment, facilities or services described herein will be available at all or any time or times.
- That any person or persons other than members, employees or agents of LLR LRF who act or fail to act in reliance upon this procedure or any part of it do so entirely at his, her or their own risk.

BACKGROUND

HISTORICAL BACKGROUND

The CCA includes 2 specific duties for Category 1 responders in relation to communicating with the public. First, there is a duty to inform the public about civil protection matters so that the public are better prepared to deal with major incidents if they occur. Secondly there is a duty to maintain arrangements to warn the public and provide appropriate advice if a major incident/emergency occurs.

A key issue during any major incident/emergency is to try and ensure consistency in the information provided by the different agencies involved. In the confusion that often follows an incident, it can be a difficult and lengthy process to establish clear, concise and accurate facts and figures about what has happened. However, the media and the public will have an insatiable appetite for these details and will continue to seek information. Inconsistency will lead to a loss of confidence in the responding agencies. Establishing cross-agency co-ordination of information at an early stage in a major incident/emergency is a key step in seeking to avoid unnecessary confusion and inconsistency.

The establishment of a Communications Cell may be necessary to facilitate the co-ordination of public messages. A Communications Cell may be established during a major incident/emergency, a major planned event such as the Olympics or during a significant event (such as prolonged bad weather) that although is not declared a major incident/emergency, requires a coordinated approach to warning and informing the public.

DEFINITIONS

DEFINITION OF AN MAJOR INCIDENT USED BY THE CCA

The Civil Contingencies Act of 2004 defines a Major Incident/Emergency as:

The term emergency underpins this guidance. An Emergency is defined in the CCA regime as:

- An event situation which threatens serious damage to human welfare in a place in the UK;
- An event or situation which threatens serious damage to the environment of a place in the UK; or
- War or terrorism, which threatens serious damage to the security of the UK.

Additionally, to constitute an emergency, an incident or situation must also pose a considerable test for an organisation's ability to perform its functions.

The common themes of emergencies are:

- The scale of the impact of the event or situation.
- The demands it is likely to make of local responders.
- The exceptional deployment of resources.

DEFINITION OF A MAJOR INCIDENT TO BE USED BY THE LLR LRF

A Major Incident is any emergency that requires the implementation of special arrangements by one or more of the emergency services, and generally includes the involvement, either directly or indirectly, of large numbers of people.

A Major Incident may also involve other agencies and organisations including the National Health Service, Local Authorities, the Environment Agency, the Maritime and Coastguard Agency, Utility Companies, Transport Companies, Private companies and Voluntary Sector.

A Major Incident may require the:

- The initial treatment, rescue and transport of a large number of casualties;
- The involvement either directly or indirectly of large numbers of people;
- The handling of a large number of enquiries likely to be generated from both the public and news media usually to the police;
- The large scale combined resources of two or more of the emergency services;
- The mobilisation and organisation of the emergency services and supporting organisations, for example, local authority, to cater for the threat of death, serious injury or homelessness to a large number of people.

Additionally, to constitute a Major Incident, an event or situation must also “pose a considerable test for an organisation’s ability to perform its functions.”

DEFINITION OF SIGNIFICANT EVENT

The inclusion of the term ‘significant event’ in this protocol aims to cover events that take place that require a communicated approach to delivering key messages to the public outside of declared major incidents/emergencies. Such instances would include – prolonged poor weather.

DEFINITION OF COMMAND STRUCTURES

The terms Strategic, Tactical and Operational all refer to the multi-agency command structures. These levels equate to Gold, Silver and Bronze at the single agency command structures. Please see below for further information.

STRATEGIC: The level (above tactical level and operational level) at which policy, strategic and the overall response framework are established and managed. Referred to as **GOLD** at the single agency level.

TACTICAL: The level (below strategic level and above operational level) at which the response to a Major Incident is managed. Also referred to as **SILVER** at the single agency level.

OPERATIONAL: The level (below the tactical level) at which the management of ‘hands-on’ work is undertaken at the incident site(s) or associated areas. Referred to as **BRONZE** at the single agency level.

LEGISLATION

The Civil Contingencies Act 2004 places a statutory duty upon key responding and supporting agencies to prepare for and respond to emergencies.

Part 1 of the Act establishes a clear set of roles and responsibilities for those involved in emergency preparation and response at the local level. The Act divides local responders into two categories, imposing a different set of duties on each.

Category 1 Responders are those organisations at the core of the response to most emergencies (e.g. Emergency Services, Local Authorities, NHS bodies, Port Health Authority and Environment Agency). Category 1 Responders are subject to the full set of civil protection duties.

In relation to this protocol they will be required to:

- Put in place arrangements to make information available to the public about civil protection matters and maintain arrangements to warn inform and advise the public in the event of an emergency.
- Provide advice and assistance to businesses and voluntary organisations about Business Continuity Management (Local Authorities only).

Category 2 Responders such as the Health and Safety Executive, Transport, Utility Companies and the Voluntary Sector Organisations. These “co-operating bodies” are less likely to be involved in the core planning work but may be heavily involved in incidents.

Category 1 and 2 Organisations will come together to form “Local Resilience Forums” (based on police areas) which will help co-ordination and co-operation between responders at local level. The Leicester, Leicestershire & Rutland Local Resilience Forum was created to meet this requirement. Please see the Local Resilience Forum Constitution, available on the LRF website, for further details.

LRF COMMUNICATIONS CELL EMERGENCY PLAN

1. INTRODUCTION

This plan has been written as a guide to implement a multi-agency Communications Cell in order to facilitate coordinated warning and informing messages to the public during the time of a major incident/emergency or significant event.

It will provide the framework for a multi-agency response including the provision of mutual aid and the identification of the lead agency. This is an attempt to ensure the consistency and prioritisation of key messages.

There are a number of methods of communicating with the public, the main way being through the media. It will be necessary to work with the media to communicate key messages to the public and in turn they will receive up to date information that will meet their own organisational needs.

The implementation of this plan will require the deployment of media specialists into pre-identified roles and responsibilities. There may also be a need to establish dedicated resources and media facilities.

2. AIM & OBJECTIVES

2.1 AIM

To enable LRF members to establish a Communications Cell to ensure the consistency and prioritisation of key messages to the public during a major incident/emergency or other significant event.

2.2 OBJECTIVES

The aim will be met by achieving the following objectives:

- a. Activation of a structure to manage the joint warning and informing process
- b. Identification of the Lead Agency
- c. Clear and precise protocol for agreeing consistent and prioritised messages
- d. Correct identification of target audiences and the most appropriate medium for communicating with them
- e. Effective management of the media
- f. Implementing mutual aid arrangements
- g. Effective debrief and evaluation following a live event or exercise

3. PLAN CAPACITY

3.1 SCOPE OF THE PLAN

This is a specific plan that outlines how to establish a Communications Cell and give guidance to its members on their roles and responsibilities, key actions/considerations they should take and what capabilities may be required to warn and inform the public and manage the media.

3.2 PLANNING ASSUMPTIONS

This plan assumes that each responding agency has their own media/communications specialist(s) and that they have in place arrangements to respond to a major incident.

3.3 LIMITS OF THE PLAN

This plan incorporates the pooling of local resources supplemented with the contingency arrangements for cross border, regional or national mutual aid.

This plan is not intended to fulfil the CCA requirement to inform the public about civil protection matters to enhance their preparation in dealing with a major incident, nor does it include details or messages relating to specific risks/major incidents.

4. COMMUNICATING WITH THE PUBLIC DURING A MAJOR INCIDENT

4.1 ACTIVATION

The Communications Cell Emergency Plan can be activated by any member of the LRF who deems it necessary to ensure that there is a co-ordinated message delivered to the public during a major incident/emergency or other significant event.

In the majority of instances, Leicestershire Constabulary will take the initial lead in activating the plan. To activate the plan contact the Corporate Communications duty officer via the main police switchboard: 101.

4.2 IMMEDIATE ACTIONS TO CONSIDER FOLLOWING ACTIVATION

- a. Determine which agency is leading the Communications response – will most likely mirror the Lead responding agency for the emergency
- b. Notify the LRF agency communications leads of plan activation
- c. Lead agency Communications Officer to liaise with the lead Incident Commander
- d. Begin monitoring social media sites – be aware of rumours and possibility that initial queries may come via these methods
- e. Identify and prioritise key messages/issues for immediate dissemination to the public
- f. Media management – consider:
 - (1) Producing initial holding statement
 - (2) Setting up a media liaison point
- g. Liaison with SCG/TCG – is a Communications Cell required?

- h. Clear allocation of roles and responsibilities
- i. Record decisions, rationale and actions

4.3 ESTABLISHMENT OF A COMMUNICATIONS CELL

A Communications Cell is a multi-agency team consisting of communications specialists to provide a public warning and informing function and managing the media during a major incident.

The Communications cell's main role is to develop, implement and review a Communications Strategy in relation to the emergency.

It may be necessary to establish a communications cell as part of an overall multi-agency response. **ANNEX A** shows where the Communications Cell fits into the overall chain of command during a major incident.

The Communications Cell will be chaired by a Communications Specialist from the identified lead agency. This individual will also carry out the role of direct liaison with the Strategic Co-ordinating Group as well as ensuring that a further member of the communications cell is identified to liaise with the Tactical Co-ordinating Group.

Media organisations should not sit in the Communications Cell to allow for the group to make crucial decisions without the pressure of immediate media scrutiny.

The Communications Cell will form at Leicestershire Constabulary Headquarters unless otherwise agreed at the time of the Major Incident.

Conference call facilities may need to be established to enable input at meetings representatives are unable to attend in person. **ANNEX D** gives information about setting up a conference call

ANNEX B gives guidance on a proposed meeting agenda and what equipment members should bring with them.

4.4 ROLES AND RESPONSIBILITIES

Chair of Communications Cell

A senior Communications Officer from the Lead agency.

ROLE:

The person will chair the Communications Cell and be its representative at the SCG to be the Communications Specialist. They will oversee all aspects of the Communications response.

RESPONSIBILITIES:

- a. Activate own agency's internal emergency communications arrangements
- b. Issue a holding statement
- c. Consider sending a press officer to the scene to manage the media at the media liaison point
- d. Organise the Communications Cell meetings
- e. Ensure all LRF agencies have been notified of Communications Cell arrangements
- f. Set a protocol for agreeing any messages to be released
- g. Determine whether an Emergency Media Centre should be opened (see section 4.5).
- h. Identify your agency spokesperson
- i. Consider opening a dedicated call centre for media enquiries
- j. Lead the Communications Cell in developing and delivering a Communications Strategy with regular reviews
- k. Ensure media coverage is monitored
- l. Ensure social media is being monitored and be prepared to respond to enquiries/rumours
- m. Liaise with central government communications arrangements (e.g. the News Co-ordination Centre see section 4.8.2)

Communications Cell Member

A senior Communications Officer from each LRF agency

ROLE:

The person will represent their agency at the joint agency Communications Cell.

RESPONSIBILITIES:

- a. Activate own agency's internal emergency communications arrangements
- b. Ensure a representative can take part in the Communications Cell meetings
- c. Identify your agency spokesperson

- d. Assist in the provision of mutual aid and support to the Lead agency
- e. Attend SCG in place of Chair if requested

4.5 ESTABLISHMENT OF AN EMERGENCY MEDIA CENTRE

An Emergency Media Centre is a central focal point for locating the media during a major incident. The location of the centre will be very much dependent on the type of incident. If possible, it should be located near the scene.

The Emergency Media Centre should:

- a. Accredite potentially large numbers of local, national and international media personnel
- b. Be the location for regular briefings about the emergency
- c. Provide facilities for press conferences and interviews
- d. Provide a central point for assessing media coverage
- e. Co-ordinate information flows from all organisations
- f. Provide basic facilities for the media to do their job over a protracted period of time.

The Lead Agency will be responsible for the setting up and running of an Emergency Media Centre. The Emergency Media Centre may be held in a Local Authority building, in which case the Lead Agency will work closely with the relevant Local Authority for this to happen. Guidelines for setting up the centre can be found in ANNEX C.

4.6 ESTABLISHMENT OF AN EMERGENCY MEDIA PHONE LINE

It may be necessary to set up a dedicated phone line for the Media to contact for up to date information on the emergency or for requests for interviews. This will be set up and managed by the Lead Agency supported by the other LRF agencies.

4.7 AUDIENCES

Consideration must be given to communicating with all the different audiences that will need information at the time of a major incident. This table highlights the key audiences, communications objectives and methods of sharing information. Alongside a Communications Strategy, good practice shows that a comprehensive dissemination plan will support the efficient distribution of messages to all the relevant audiences.

| Audience | Objectives | Messages | Method |
|----------------------------------|--|--|--|
| Survivors/Other possible victims | <ul style="list-style-type: none"> • Move away from danger • Report to Emergency Centre | <ul style="list-style-type: none"> • Evacuation information • Reassure that the emergency services are dealing with the incident | <ul style="list-style-type: none"> • Emergency Responders at the scene • Social media |
| Local Community | <ul style="list-style-type: none"> • Control the public around the incident • Establish communications links | <ul style="list-style-type: none"> • Stay safe • Go in, stay in, tune in • Information about the incident • Reassure that the emergency services are dealing with the incident | <ul style="list-style-type: none"> • Media and local broadcasters • Police support with PA equipment • Social media |
| Friends and Relatives | <ul style="list-style-type: none"> • Gather information • Reassurance | <ul style="list-style-type: none"> • Information about the incident • Point of contact for further information/report their concerns • Reassure that the emergency services are dealing with the incident | <ul style="list-style-type: none"> • Casualty bureau/helpline • National media • Responder web sites • Social media |
| Wider Community | <ul style="list-style-type: none"> • Keep affected area clear • Ensure business continuity | <ul style="list-style-type: none"> • Avoid the area • Information about the incident • Reassure that the emergency services are dealing with the incident | <ul style="list-style-type: none"> • Media and local broadcasters • Responder web sites • Electronic message boards • Email/SMS alerts • Social media |

4.8 MUTUAL AID AND SUPPORT

4.8.1 LRF AGENCIES

The lead agency may request assistance in delivering the Communications response from the other LRF agencies. Each of the Category 1 responders have a duty with regard to warning and informing the public and should make available support where needed. All LRF agencies are signed up to an understanding that they will provide support in any way they are able if requested during an emergency. The Key Policy Document regarding Mutual Aid in Leicester, Leicestershire and Rutland can be found on the members' area of the LRF web site.

4.8.2 NEWS COORDINATION CENTRE (NCC)

During an emergency an NCC may be established by the Cabinet Office Communications Group. It will support the Lead Government Department (LGD) in their communications management of the overall incident.

4.8.3 BBC CONNECTING IN A CRISIS

This is an initiative that is designed to ensure that the BBC's local radio station producers establish appropriate contacts with emergency planners of LRF agencies in their area. During the time of emergency, a protocol has been agreed to ensure that urgent public safety information is broadcast. Contact the BBC representative on the emergency contact list held by the LRF Resilience Team.

4.9 RESOURCES

The key resources required to implement this plan are:

- a. Communications specialists
- b. Conference call facilities for the specialists to communicate with each other
- c. Emergency Media Centre
- d. Dedicated phone lines for the media

The Logistics Support Plan will be made available through the LRF member's website. Once activated it will endeavour to facilitate any resource requirements you have in executing your duties under this plan.

4.10 HAND OVER OF LEAD AGENCY

If a decision is taken at the SCG for the lead agency to change, it may be necessary for the Communications Response to reflect this change. One reason for the change in lead agency will be if the emergency enters the Response Phase and the SCG hands control over to the Recovery Working Group. This group is lead by the relevant Local Authority. The Chair of the Communications Cell could change to the new lead agency representative. The Communications Strategy will be revised in light of the new phase and to take into account any changes in the overall Strategy of the major incident.

4.11 STAND DOWN

The decision will be made at the Strategic Level (either at the SCG or RCG) to stand down the Communications Cell, Emergency Media Centre or any of the other Communications facilities. The decision and rationale for this will be logged and a debrief will be arranged. Lessons learnt will be captured in a post emergency report and arrangements made for any necessary changes in emergency plans to be made.

5. VULNERABLE PERSONS / GROUPS

Consideration must be given to the methods of communicating with vulnerable people during a major incident. An effective dissemination plan should be developed in liaison with the LA and PCT during an emergency to ensure that vulnerable people are reached.

Please refer to the LRF Vulnerable Person Plan, available on the NRE.

6. POST INCIDENT ACTIONS

Following the closure of the incident the following actions should be undertaken:

- a. A formal debrief should be undertaken in line with standard LRF procedures, please see LRF Major Incident Plan.
- b. A lessons identified report should be issued and LRF plans should be reviewed in light of any lessons identified;
- c. A report to the LRF and if required central government organisations as appropriate should be made via the LRF Resilience Team;
- d. Training requirements should be identified and a plan put into place to address the needs;
- e. A review of actions taken to address issues arising from the de-brief must be undertaken within the subsequent twelve months.

Individual Agencies should also conduct their own internal de-briefs although they will be expected to co-operate fully in any multi-agency debriefing process.

7. TRAINING & EXERCISING

7.1 BRIEFING/TRAINING

A briefing of this plan will need to be provided to all LRF agency staff who are likely to use this plan in an emergency. A briefing should give a short introduction to the aim and objectives, the scope of the plan and any specific parts relevant to the trainee. The briefing/training should ideally outline the way in which this plan fits into the single agency emergency arrangements of the trainee.

7.2 EXERCISING

Unless used during a live emergency, this plan or parts of this plan should be exercised at least once every two years. The exercise can take the form of a small table top or can be part of a larger live exercise.

7.3 RESPONSIBILITY

Each agency is responsible for ensuring that appropriate members of their staff are adequately trained on this plan.

LRF agencies may decide to provide opportunities for joint training and exercising. Any proposals for this should be submitted through the LRF Training and Exercising Group.

8. FURTHER INFORMATION

Questions relating to this procedure should be directed to: Head of Corporate Communications – Leicestershire Constabulary telephone: 101

8.1 FURTHER READING

| | |
|---|--|
| LRF Website | www.localresilienceforum.org.uk |
| UK Resilience | www.cabinetoffice.gov.uk/ukresilience.aspx |
| Civil Contingencies Act (2004) | Available for download on the http://www.cabinetoffice.gov.uk/ukresilience.aspx |
| Civil Contingencies Act (2004) – A Short Guide | Available for download on the http://www.cabinetoffice.gov.uk/ukresilience.aspx |
| Emergency Preparedness (Guidance on Part 1 of the CCA (2004) – Chapter 7 | Available for download on the http://www.cabinetoffice.gov.uk/ukresilience.aspx |
| Emergency Response and Recovery Non-statutory guidance to complement Emergency Preparedness – Chapter 8 | Available for download on the http://www.cabinetoffice.gov.uk/ukresilience.aspx |

8.2 LRF PLANS

A comprehensive list of all LRF plans can be found in the LRF website in the member's area and the NRE.

8.3 REFERENCES

- a. Emergency Preparedness (Guidance on Part 1 of the CCA (2004) – Chapter 7
- b. Emergency Response and Recovery Non statutory guidance to complement Emergency Preparedness – Chapter 8

9 GLOSSARY & ACRONYMS

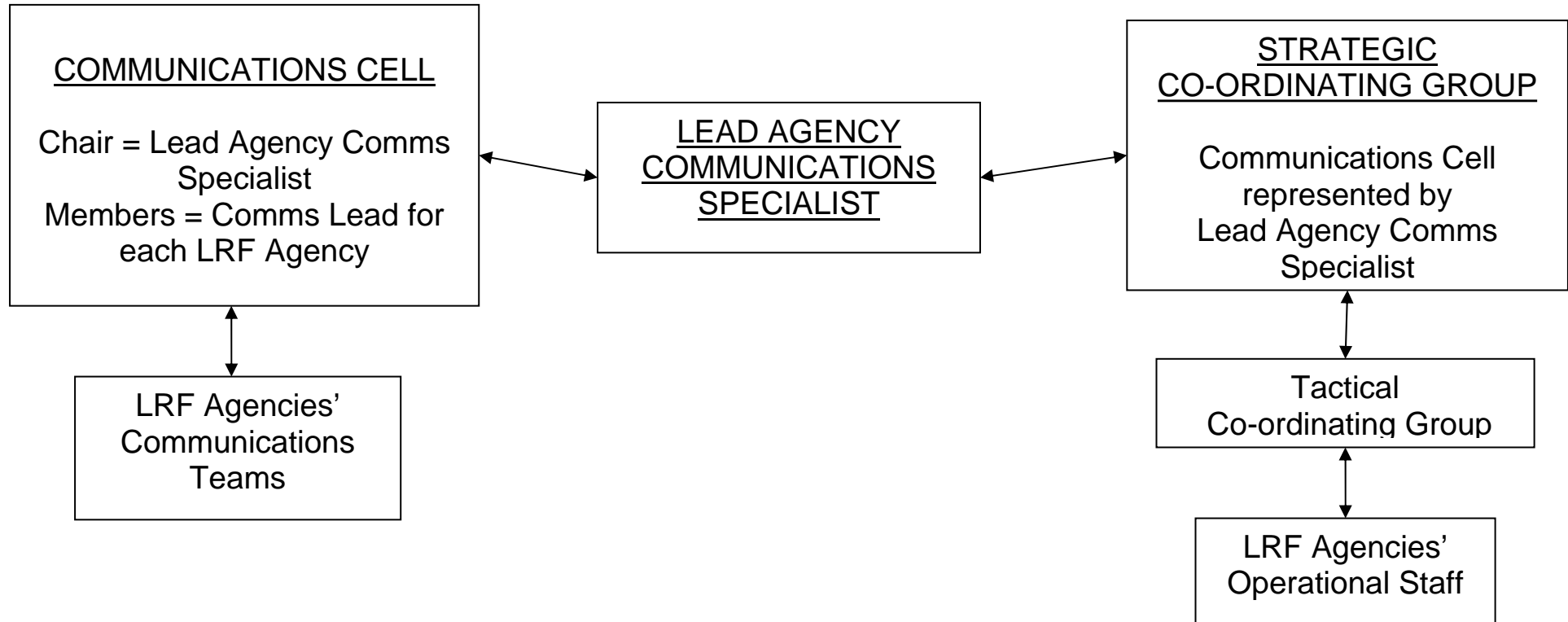
Table of acronyms etc for example see below

| | |
|------------|--|
| CBRNE | Chemical, Biological, Radiological, Nuclear and Explosives |
| CCA | Civil Contingencies Act 2004 |
| CCS | Civil Contingencies Secretariat |
| CMC | Contact Management Centre |
| CRD | Central Resilience Division |
| CSAC | Combined Silver Air Cell |
| DCLG | Department for Communities and Local Government |
| Defra | Department for the Environment, Food and Rural Affairs |
| EMASU | East Midlands Air Support Unit |
| GDS | Government Decontamination Service |
| GNN | Government News Network |
| HAC | Humanitarian Assistance Centre. A one-stop-shop for survivors, families, friends and all those affected by the Major Incident, through which they can access support, care and advice. |
| LGD | Lead Government Department. Government department which, in the event of an Major Incident, coordinates central government activity. The department which will take the lead varies depending on the nature of the Major Incident. The Government regularly publishes a full list of LGDs. |
| LLR | Leicester, Leicestershire and Rutland |
| LRF | Local Resilience Forum |
| MACA | Military Aid to the Civil Authorities |
| NSC | National Security Council |
| NSC (THRC) | National Security Council Threats, Hazards, Resilience & Contingencies Sub-Committee |
| OCT | Outbreak Control Team |
| RED | Resilience Emergencies Division |
| RecCG | Multi-RCG Recovery Co-ordinating Group |
| RegCG | Recovery Co-ordinating Group |
| ResCG | Multi-SCG Co-ordinating Group |
| SCG | Strategic Coordinating Group |
| STAC | Science and Technical Advice Cell |
| TCG | Tactical Coordinating Group |
| USAR | Urban Search And Rescue |

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- c. **ANNEX C** Setting up an Emergency Media Centre.
- d. **ANNEX D** Conference Call Facilities.

COMMAND AND CONTROL STRUCTURE



The Chair of the Communications Cell, which will be a representative from the lead agency, is usually the only communications representative that will attend the SCG. Following the SCG it is their role to update the Communications Cell of any issues/actions. Outside the SCG meetings each agency will liaise with their own communications advisor.

**GUIDANCE ON COMMUNICATION
CELL MEETINGS**

COMMUNICATION CELL MEETINGS

SUGGESTED AGENDA ITEMS FOR MEETINGS

- a. Welcome and Introductions
- b. Any urgent business
- c. Frequency of Meetings and Ground Rules/Housekeeping
- d. Aim and Objectives of the Communications Cell
- e. Update of emergency and updates from each agency
- f. Review Strategy and actions
- g. Review membership of group
- h. Confirmation of key messages/audiences
- i. Review resilience of the group
- j. Any other business

WHAT TO BRING TO THE MEETING

Ensure you take the following to the meeting:

- a. The Communicating with the Public Plan
- b. Any other necessary Emergency Plans
- c. List of personal and work contact numbers
- d. Laptop, power lead and any additional hardware
- e. Mobile telephone and charger
- f. ID

SETTING UP AN EMERGENCY MEDIA CENTRE

CONSIDERATIONS FOR LOCATION

Leicestershire Constabulary Headquarters is a suitable venue for the Media Briefing Centre, however, it may not be a convenient site so consideration will need to be given to find an alternative location. Local Authorities have a list of suitable venues for emergency centres which may be appropriate for use as an Emergency Media Centre.

Points to consider:

- a. Ease of access for the media
- b. Close proximity to the scene
- c. Large enough ground floor for press conferences
- d. An area for journalists to work from
- e. Sufficient parking for satellite trucks
- f. IT facilities
- g. Area for media accreditation to be checked

EQUIPMENT CHECKLIST

- a. Computers (some with internet access/wifi enabled)
- b. Stationery – pens, pencils, notepads, marker pens, blue tac
- c. Information Boards – white boards, flip charts
- d. Audio and video recording machines
- e. Video cameras
- f. Digital cameras
- g. Televisions (with news streaming e.g. BBC News 24 or Sky News)
- h. Tape recording facilities for conferences
- i. Maps of the affected area
- j. Photocopier
- k. Public address and IT equipment
- l. Multi-socket mains extensions
- m. Communications/Telephones including mobiles
- n. Fax and email links to all main agencies involved
- o. Corporate backdrop
- p. Seating
- q. Name signs

CONFERENCE CALL FACILITIES

The LRF has an account with BT to enable conference calls to take place for up to 40 participants.

The Chair of the cell will arrange a time and date for the meeting and will distribute the telephone number and password to the participants. The participants will dial the number and follow the recorded instructions given at the agreed time.

Contact the LRF Office to receive information about how to set up the conference call and for the telephone and password numbers.

Suggested Ground Rules for TeleConferencing

- Ensure an agenda is distributed by fax/email prior to the call
- Take a role call at the beginning of the meeting
- Ask participants to identify themselves each time they speak
- Participants should not interrupt each other – one person to speak at a time
- If dialing in from a speaker phone, participants should mute their phone while they are not speaking to avoid background noise being picked up and disturbing the meeting