

# Norfolk Constabulary

Warning & Informing:

Why Bother?

Harry Mitchell, Head of News  
May 2010



**NORFOLK**  
CONSTABULARY

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# Warning & Informing



## NORFOLK RESILIENCE FORUM



preparing for emergencies

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# Why bother?

- Public can better respond to an emergency
- Minimise impact of the emergency on the community
- Build public trust in organisations
- Avoid alarming the public unnecessarily

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# Communicating before emergencies

- Organisations should make the public aware of the risks of emergencies and how the organisation is prepared to deal with them
- Will releasing information allow the public to assist in dealing with an emergency?
- Help the public be alert but not alarmed
- Excessive information may alarm the public unnecessarily
- Most cost-effective way to publish information is on the internet

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# What information is needed?

Public NEEDS:

- Basic details of incident – what? where? When?  
(and who? Why? And how? If possible)
- To know the implications for health and welfare
- Advice and guidance – stay indoors, symptoms, prepare for evacuation
- Reassurance

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# What information is needed?

Public WANTS to know:

- Other practical implications – effect on traffic, power supplies, telephones
- A helpline number
- What is being done to resolve the situation?

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# What information is needed?

Broadcasters will require:

- Well thought-out and joined-up arrangements between the emergency services, local authority and other organisations, capable of providing information at speed
- Immediate telephone contact
- A media rendezvous point at the scene

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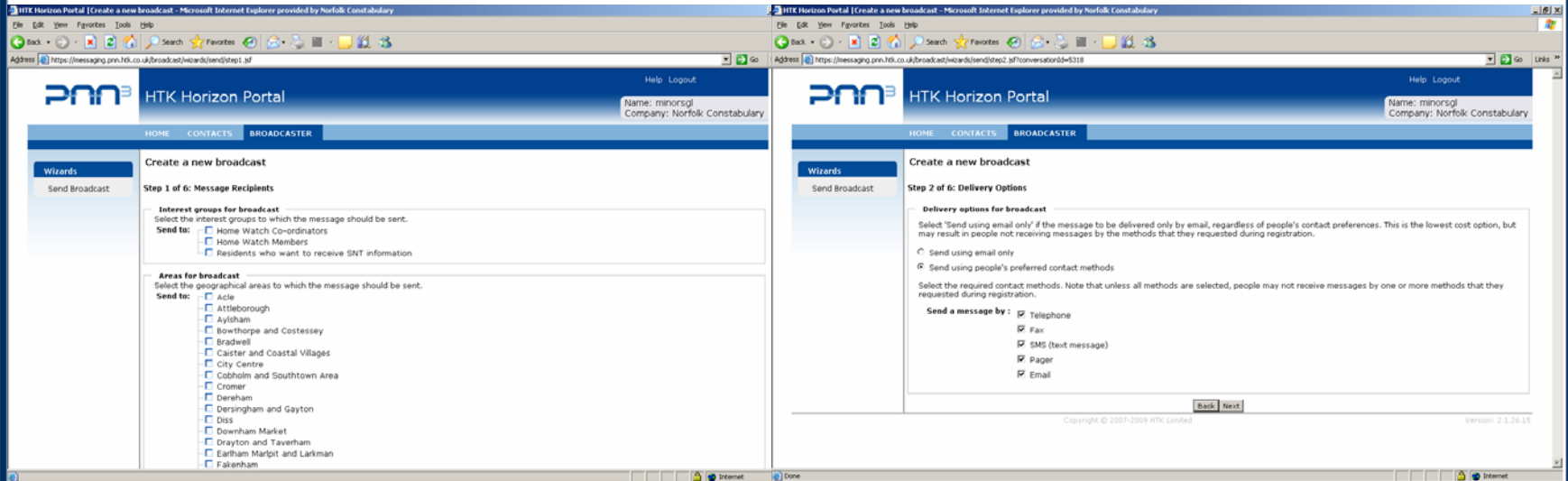
# Warning channels

- Media announcements
- Electronic message boards – at roadside
- Public Announcements in public buildings, shopping centres, transport
- Automated telephone/fax/email/text messages to subscribers

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# Police Direct

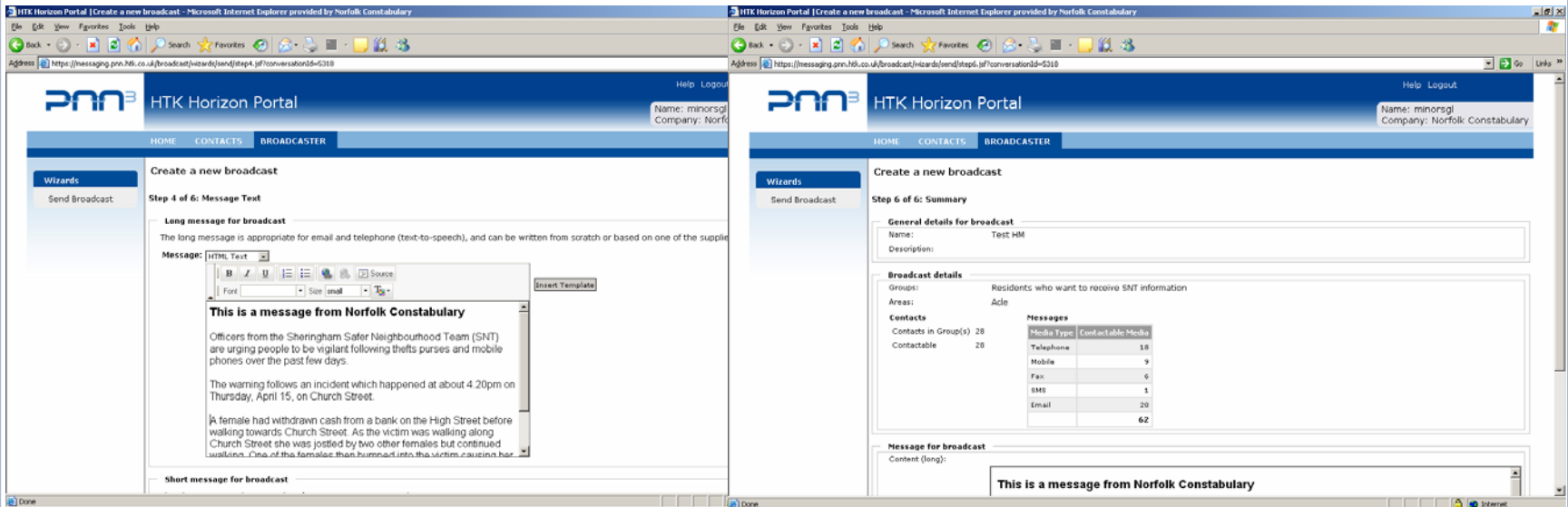


Email, Text, Voice Message, Fax – in a matter of seconds – direct to the public

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# Police Direct



Email, Text, Voice Message, Fax – in a matter of seconds – direct to the public

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# NRF Emergency Media Plan

Norfolk Resilience Forum  
Norfolk Major Emergency Media Plan 2010



## Norfolk Major Emergency Media Plan

2010

Version: 1  
Date: 1 February 2010  
Classification: Restricted

Norfolk Resilience Forum  
Norfolk Major Emergency Media Plan 2010

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# NRF Emergency Media Plan

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## 5 Levels of Command, Control and Co-ordination

The Cabinet Office guidance entitled Emergency Response and Recovery describes three distinct layers of response to any major incident. Where multi-agency groups are convened to co-ordinate the activities of individual agencies these are known as:

- Strategic Co-ordinating Group (SCG)
- Tactical Co-ordinating Group (TCG)
- Operational Co-ordinating Group (OCG)

### Strategic Co-ordinating Group (SCG)

This is a strategic decision making forum made up of senior representatives of all the organisations involved.

It is made up of people who may not be the highest in their relative organisation, but can make decisions without referring up.

As an incident progresses SCG may move between organisations. It is usually the communications director of the lead agency that sits at SCG.

### Tactical Co-ordinating Group (TCG)

Usually based near the scene, these are senior representatives of all the organisations involved, who will meet regularly at TCG control to make tactical decisions.

These would usually be the spokespeople at first news conference.

It is usually the Communications Manager of the lead agency that is the TCG communications lead, supported by other communications and media staff as necessary.

### Operational Co-ordinating Group (OCG)

These are the hands-on people based at various locations, usually around the scene and other sites (for example, mortuary, reception centre, cordons).

They take decisions under the direction of Silver.

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## INCIDENT – BACTON GAS TERMINAL

At TIME today DATE an incident occurred at the Bacton Gas Terminal Complex. Emergency plans are in place.

The emergency services were called immediately.

The general public within the public information zone are asked to adhere to the Red Alert safety advice:

“GO IN, STAY IN, TUNE IN”

To the local radio, BBC Radio Norfolk 104.4FM, Heart 102.4FM, Radio Norwich 99.9FM or North Norfolk Radio 96.5FM & 103.2 FM.

There will be an investigation into the circumstances of the incident and the Health and Safety Executive has been informed.

A further statement will be issued within the hour.

### NOTE TO EDITORS

Information for residents in the public information zone

Stay calm

DO NOT evacuate unless advised to do so by the emergency services

Make sure your neighbours are aware and go indoors

Close external doors and windows and turn off ventilation systems

Extinguish all naked flames if possible

Children will be looked after at school

You will be informed by the lead communications agency when the incident is over

### USEFUL INFORMATION

The Bacton Gas Terminal is located on the North Sea coast in North Norfolk between Bacton and Mundesley. It opened in 1968 and consists of five gas terminals. The sites connect to the National Transmission System or to Belgium via the Interconnector and to the Netherlands via the BBL Pipeline.

The gas terminals are run by Royal Dutch Shell, ExxonMobil, Perenco (which took over the BP operations) and ENI UK.

The Shell terminal opened in 1968. It employs 46 people. It takes gas from the 474 kilometres (295 mi) long SEAL Pipeline - the longest on the UK Continental Shelf. It connects to the BBL Pipeline to the Netherlands which became operational in December 2006.

ends

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# NRF Emergency Media Plan

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## Appendix VII - Contacts - Authorities

### Police

Organisation	Position	Name	Telephone	Mobile	Email
Norfolk Constabulary	Director of Communications & Public Affairs	Anne Campbell	01953 423884	07824 519201	campbella@norfolk.pnn.police.uk
Norfolk Constabulary	Head of News	Harry Mitchell	01953 423811	07917 051378	mitchellh@norfolk.pnn.police.uk
Norfolk Constabulary	Head of Marketing	Simon Tomlinson	01953 424169	07825 318628	tomlinsons1@norfolk.pnn.police.uk
Norfolk Constabulary	Head of Digital Media	Rachel Binns	01953 424044	07917 213648	binnsr@norfolk.pnn.police.uk

### Norfolk County Council

Organisation	Position	Name	Telephone	Mobile	Email
Norfolk County Council	Head of Communications & Customer Services	Joanna Hannam	01603 222909		joanna.hannam@norfolk.gov.uk
Norfolk County Council	Media & Public Affairs Manager	Mark Langlands	01603 222973		mark.langlands@norfolk.gov.uk
Norfolk County Council	Head of Emergency Planning	John Ellis	01603 222014	07831 392013	john.ellis@norfolk.gov.uk
Norfolk Fire & Rescue Service	Communications Officer	Martin Barsby	01603 819759	07919 492313	martin.barsby@norfolk.gov.uk

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# Social Media

facebook Home Profile Friends Inbox 6 Vanisha Mistry-Bhagal Settings Logout

Norfolk Constabulary

Wall Info Boxes Photos YouTube Events

**Shoplifting: We All Pay The Price**

This video was launched in December 2008. It received coverage within the Castle Mall shopping centre, Norwich and local schools in Norfolk, helping raise awareness of shoplifting and the consequen...

Rating: ★★★★★ Views: 4

Write a comment about this video...

Post Comments

**Think.Active - "But there's nothing to do!"**

Four students at Downham Market 6th Form hope their short film will show there's...

Views: 12 ★★★★★

Norfolk Police

Norfolk Constabulary welcomes Royal visitor - HRH The Princess Royal visits headquarters in Wymondham - <http://tinyurl.com/lmj7kw>

21 Following 20 Followers

Crime film asks young people to 'Think Active' - Teenagers ease their boredom thanks to a new online film - <http://tinyurl.com/mbt9>

Special send off for Olympic Torch Run - members of public and media invited to send off 'flame of hope' - <http://tinyurl.com/hz2b0k>

Police offer free state-of-the-art security marking to households in Norfolk - <http://tinyurl.com/6tqwe>

Students launch film to ease summer holiday boredom - <http://tinyurl.com/qz7m7>

National Crime Results - Norfolk is the safest county in England - <http://tinyurl.com/6tqwe>

Cheer On Norfolk's Special Olympic Runners - Police officers and

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**This Christmas send a personal drink drive message**

It might be the best present you've ever given!

[www.festivedrink.com](http://www.festivedrink.com)

**THINK! Seasonal e-card**

8 December 2009

Norfolk residents are being encouraged to send a seasonal e-card with a difference this Christmas, one that could save the lives of their loved ones on the country roads this festive period.

**My Neighbourhood**

What's happening in your area?

Find your neighbourhood

**News**

**New Downham csp duo**

7 December 2009

A new top duo is now presiding the beat in Downham Market.

**Campaign to deter home burglars**

7 December 2009

Police in the West of the county have launched a campaign to raise awareness of home security.

**Crime prevention surgery - Taverham and Drayton**

7 December 2009

Residents in Taverham and Drayton can find out how they can help prevent crime this Christmas.

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# Citizen Journalism

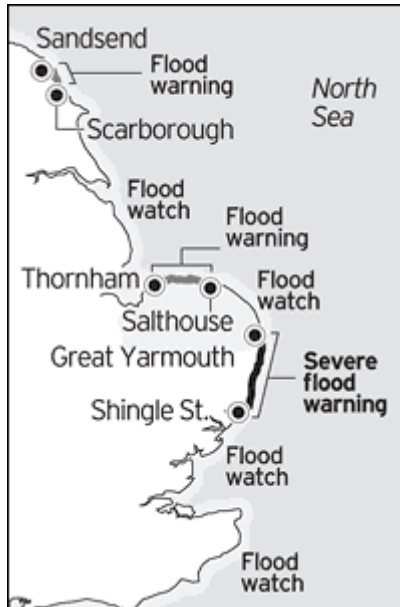


Bacton – Public informing BBC Radio Norfolk

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# Tidal Surge



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# Tidal Surge – keeping people updated



Keeping Norfolk Safe

## PRESS RELEASE

Eastern Area Media & Communications Office  
Norfolk Constabulary  
Howard Street North  
Great Yarmouth  
Norfolk  
NR30 1PH

Tel: 01493 333224  
Fax: 01493 333235 Voicebank 0871 220 7793  
E-mail: [media@norfolk.pnn.police.uk](mailto:media@norfolk.pnn.police.uk)  
E-mail: [www1@norfolk.pnn.police.uk](mailto:www1@norfolk.pnn.police.uk)

visit: [www.norfolk.police.uk](http://www.norfolk.police.uk)

08 November 2007

### Severe Flood Warning – Advice to Public

Norfolk Constabulary, working with other partner agencies in the public sector, have the necessary specialist resources and contingency plans in place to deal with a potential serious flood threat or breach of sea defences in Great Yarmouth.

We are aware of the information released by the Environment Agency and we are acting on this information and looking at our contingency plans to ensure we have the necessary resources in place to deal with any eventuality.

If the situation deteriorates further bulletins will be broadcast on local media and warning sirens may be sounded. The public should be on the alert for further warnings from the Police.

Great Yarmouth Borough Council are currently making arrangements for the issue of sandbags and residents will be informed of the availability later this afternoon.

At this time residents in vulnerable and low lying areas may wish to consider the following points to reduce risk to themselves, friends and family if flooding occurs or is expected.

- Travel in the risk areas only if absolutely necessary
- Fasten doors and think about using sandbags.
- Prepare to move upstairs - take food, clothes, blankets and torches with you.

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## PRESS RELEASE

Corporate Communications Unit  
Norfolk Constabulary  
Operations and Communications Centre  
Falconers Chase  
Wymondham  
Norfolk  
NR18 0WW

Tel: 01953 423666  
Fax: 01953 424050 Voicebank: 0871 220 7793  
E-mail: [media@norfolk.pnn.police.uk](mailto:media@norfolk.pnn.police.uk)

visit: [www.norfolk.police.uk](http://www.norfolk.police.uk)

DATE: November 8<sup>th</sup> 2007

### FLOOD RISK – PHASED EVACUATION CONTINUES

Norfolk Constabulary, working jointly with partner agencies and acting of advice from the Environment Agency, will continue to carry out a phased evacuation of homes in the Great Yarmouth areas of high flooding risk.

Great Yarmouth has been divided into three zones for prioritisation of evacuation.

Officers are on the ground knocking on doors giving advice to householders to leave their homes and to stay with family and friends outside the borough. If this is not possible, then residents are being advised to move upstairs and make safe their valuables.

The Environment Agency map showing the flood risk areas is the predicted extent of high water if flood defences are breached affecting potentially around 7,500 homes. It is these areas that are being prioritised for police attention and self-evacuation.

Police are urging members of the public to stay away from the high risk areas and particularly the area close to the River Yare.

A number of rest centres are now in operation, these are:

- Caister High School (general reception centre for anyone), Windsor Road, Caister-on-Sea, Great Yarmouth, Norfolk, NR30 5LS.
- Cliff Park High School (for vulnerable residents) in Kennedy Avenue, Gorleston, Great Yarmouth, Norfolk, NR31 6TA.
- Oriel High School, Oriel Avenue, Gorleston, Great Yarmouth, NR31 7JJ.

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DATE: November 8<sup>th</sup> 2007

### FLOOD RISK – ADDITIONAL REST CENTRE PLACES

Norfolk Constabulary is advising anyone who works in Great Yarmouth not to travel to work as all roads into the town are currently closed to traffic, including most recently, the A143.

The only personnel allowed through will be those from the emergency services, the utility and essential services.

Identification will need to be produced before motorists are allowed through the road blocks.

For those affected by the flood risk in the Great Yarmouth and surrounding areas, additional capacity has now been created at two existing rest centres.

Those self-evacuating can find space at Oriel High School, Gorleston, and West Flegg High School. Space is still available at Wroughton Middle School.

An up-to-date list of school closures can be found on the Norfolk County Council web-site at [www.norfolk.gov.uk](http://www.norfolk.gov.uk)

Further flood information and advice is available by calling the Flood Line on 0845 or on the Environment Agency web-site.

The general public are again asked not to call 999 unless absolutely necessary.

If anyone has any concerns they are asked to contact the Information Centre on 0800 056 0944.

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# Thank you

[www.norfolk.police.uk](http://www.norfolk.police.uk)



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