



Wetherby School
Little Wetherby and Reception
19 Pembridge Villas
London
W11 3EP

Wetherby School
Years 1, 2 and 3
11 Pembridge Square
London
W2 4ED

Crisis Management and Emergency Procedures

16c – Major incidents

Policy reviewed by: Beverley Gill

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Reviewer's Signature: 

Head Teacher's Signature: 

Circulation: This policy is addressed to all members of staff and volunteers, is available to parents on request. It applies wherever staff or volunteers are working with pupils.

Please note: 'School' refers to Wetherby School; 'parents' refers to parents, guardians and carers.

Crisis Management and Emergency Procedures

What is a Crisis?

A situation, effort or series of events that:

- Seriously threaten the life or health of individuals, the school, the Group or the environment
- Is disruptive to the point of prevent “business as usual”
- Is receiving, or threatened by, media attention
- Poses a serious threat to “reputation”

i.e. any incident involving the death of or serious injury to a pupil or member of staff; a serious and life-threatening epidemic; the unaccounted absence/kidnapping of a pupil; violence or disaster at school or in the community; any event which might provoke strong media interest in the School

A crisis can strike anyone, anytime, anywhere.

General Procedure

All plans to deal with crises must be flexible. Do not make too many assumptions. The unexpected always happens.

Ensure staff have up to date contact lists. There is a copy of these in every classroom, and in the office.

Headmaster and SMT review emergency procedures and own training regularly.

Staff are briefed and trained as appropriate.

The headmaster will act as spokesperson for the school in the first instance.

The staff are given regular reminders on procedures and their own roles.

The Headmaster and SMT review and update Policy documents regularly. A copy of these are kept in the school policy file.

The school is aware that emergencies can happen during school holidays and when the school is closed and endeavours to be prepared accordingly.

CRISIS AND EMERGENCY ACCIDENT PROCEDURES

Action in Advance of an Emergency	
1	Appoint Crisis Team: Headmaster SMT Office staff
2	Define a crisis: Generally “any incident involving the death of or serious injury to a pupil or member of staff; a serious and life-threatening epidemic; the unaccounted absence/kidnapping of a pupil; violence or disaster at school or in the community; any event which might provoke strong media interest in the School”.
3	<i>All plans to deal with crises must be flexible. Do not make too many assumptions. The unexpected always happens.</i>
4	Ensure staff have up to date Contacts Lists. Copies of these must be every classbag and in the school office.
5	Headmaster to review emergency procedures and own training, then brief/train appropriate staff.
6	Brief all staff on procedures and individuals’ roles. Give regular reminders.
7	Be prepared for emergency even when the school is closed.

Immediate Action in Event of an Emergency	
1	Management: Beware of playing things down. Recognise an emergency situation as soon as it happens and act quickly. Do not hesitate to phone 999. Any incident involving the School should be reported to the Head as soon as possible.
2	An SMT Meeting must occur as soon as possible.
3	In the event of an accident causing injury to staff with pupils off premises, a senior member of staff should be sent to co-ordinate arrangements at the scene.
4	This group reviews the membership of the crisis team (according to availability, children involved in accident, etc.). From this point the crisis team takes over management of the crisis. They are relieved of all other duties. Anna Dingle deputises for Mark Snell.
5	Telephones If accident occurs outside school: party leader must contact Mark Snell 020 7727 9581 or 07812 164351 who must be told at once. See Educational Visits and Journeys Policy and Educational Visits and Journeys Policy EYFS for detailed advice on procedures in event of emergency on a school trip.
6	The school telephone is to be manned constantly by the secretary during the crisis on the School telephone number (020 7727 9581) . <ul style="list-style-type: none"> • Notes are to be made of all calls • Emotional support for telephone team is to be provided by external agency • Refreshments to be provided by kitchen manned by teaching staff
7	If the School telephone system is out of action, mobile phones must be used.

1	<p>Communication: Relatives All affected parents/next-of-kin are to be informed as soon as possible. In cases of children having died, information must be given personally rather than by telephone (check with police as to help available – they have trained personnel to be in constant touch with families who often need information more than just sympathy).</p>
2	A checklist must be kept as to who has been informed and who still needs to be.
3	<p>Parents affected must not be left alone in distress:</p> <ul style="list-style-type: none"> • Discuss which relative/friend can help and be with them; • Provide useful numbers, e.g. Emergency Disaster number, Police, hospital; • Where possible, give contact numbers of other families involved in crisis; • Explain clearly how further information can be obtained and from whom (whether school or emergency service).
4	As soon as possible after the tragedy/accident contact all parents, reassuring them as to the status of their own child and explaining how to help their child if upset.
5	If a child has run away, parents should be told and the Police informed at once.
1	<p>Communication: Staff Head to convene full staff meeting. Untrue rumours must not be allowed to circulate.</p>
2	Head then to convene a meeting of all ancillary staff in Staff Room to provide the same information.
3	Further information for staff is via a specially-cleared section of notice-board in the staff room.
4	The primary role of staff is to follow as far as possible the normal routine of the school and not to ‘muddy’ the management of the crisis. They are to avoid the use of telephones as far as possible – lines must be kept clear for the crisis team, parents, etc.
1	<p>Communication: Pupils To be given by the Head if appropriate.</p>
1	<p>Communication: Head Office Head or secretary is to phone Head Office (0207 4876000) and explain facts. The Board will then be briefed.</p>

1	Communication: Press Be in touch at once with the Police who have a Press and Media Department who would assist. They would attend Press briefings usually.
2	NO-ONE other than the Press Officers and Head is to speak to the Press.
3	An initial press statement should be prepared as soon as possible after the event.
4	The Press Officers are to be briefed regularly by the Head, and they must monitor press and media broadcasts.
5	Head take over briefing room (away from main area of the school, where possible).
6	The telephone team must be briefed as to Press arrangements and procedures, passing all media calls to the Press Officers.
7	Do not allow reporters/photographers to wander round the school.
8	Protect the privacy of children, staff and families. If Press interest centres on individual children or staff, take them away from school (and tell the Press you have done so).
9	<p style="text-align: center;">THE MEDIA (For Headmaster & Press Officers ONLY)</p> <p>DON'T underestimate speed of reaction or interest DON'T say "no comment" DON'T be rushed. Stay calm and play for time DON'T underestimate impact on school's reputation DON'T speculate or give unofficial information DON'T promise to ring back unless you absolutely have to DON'T withhold any publicly available information DON'T discuss or admit any legal liability DON'T divulge names of any casualties</p> <p>DO be considerate and courteous DO be aware of how story might develop DO be aware of Press deadlines DO issue prepared statements and try not to answer questions DO consider the implications of all you say, it will become public knowledge</p> <p style="text-align: center;">"Least said, soonest mended"</p>

1	<p>Security</p> <p>A member of SMT, along with school office, is to secure the main school campus from unwanted press and public attention – but see above on treatment of journalists. (The law says that <i>reasonable</i> force may be used to evict trespassers, but any use of force could be seriously counter-productive). (See DfES booklet “Dealing with Troublemakers”) Consider posting notices at entrances. Parts of the School may need to be sealed off.</p>
1	<p>Counselling</p> <p>Head/SMT and Head of HR at Alpha Plus to manage counselling of pupils, staff, parents, etc.</p>
2	<p>The Counselling Team, appointed by Headmaster, is to convene as soon as possible. The Headmaster to brief team as to procedures.</p>
3	<p>The Press Officers are to keep the Counselling Team fully briefed.</p>
4	<p>The Headmaster must determine when (and whether) to call in outside counselling assistance. Parents to be given the option of using Social Services Counselling Service. The Police will also provide trained counsellors for families.</p>
1	<p>Post-crisis</p> <p>Children involved in tragedy should be reunited with parents as soon as possible. Check insurance policies and procedures BEFORE leaving on a residential visit especially concerning the need for repatriation.</p>
2	<p>Ensure Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR), H&S and other requirements are met.</p>
3	<p>Arrange debriefing (of staff and pupils) a week or so after the event. This may be best conducted by an experienced outsider.</p>
4	<p>Handling of messages of condolences flowers/cards. Hospital visits. Funerals.</p>
5	<p>Setting up Memorial Fund with Trustees.</p>
6	<p>Continuation of School life. “<i>Wise Before the Event</i>” contains much good advice on long-term monitoring of children.</p>

IN CASE OF DISASTER

No hard and fast rules will cover every circumstance to which a school may fall victim. But this checklist should help Principals avoid the compounding of disaster by ill-informed reporting or the inflation of a minor incident into a serious embarrassment to the school.

- 1 **KNOW ALL THE FACTS:** The last thing you want is to be told things you didn't know by a reporter.
- 2 **CLEAR LINES OF COMMUNICATION:** Only the Head, or a senior member of staff nominated by them, should speak to reporters. Let staff know what is happening and advise them not to speak to reporters. If appropriate, give *pupils* similar instructions. Keep the Board informed.
- 3 **PREPARE A STATEMENT:** Brief, factual, correct. Include positive information which is relevant to the incident (precautions, rules, sanctions, etc). Don't sound complacent; emphasise early appropriate action being taken.
- 4 **CONTACT OUT OF THE BLUE:** Find out how much the reporter knows, what response he wants, and when his deadline is. Then play for time. Promise to ring back and use the time to prepare your response. Always ring when you say you will, preferably within the hour.
- 5 **STICK TO STATEMENT:** Correct any facts which are wrong but otherwise make it clear that all you want to say is in the statement. Don't get trapped into conversations over which you have no control.
- 6 **IF A REPORTER/PHOTOGRAPHER VISITS:** Treat with courtesy but do not permit to wander round school asking questions of staff or pupils. You have little control over journalists outside the school gates (but see Item 2, above).
- 7 **NEVER "NO COMMENT":** Reporters will assume, rightly or wrongly, that you are hiding something.
- 8 **LAW-BREAKING:** If illegal activity has taken place, the police should be informed. If criminal charges have been laid or are imminent, the press is strictly limited in what it can report until the case comes to trial.
- 9 **AFTER THE EVENT:** Don't try to correct every minor inaccuracy. Least said, soonest mended, is usually a good rule. If there has been a serious misrepresentation, seek an apology or correction from the editor.
- 10 **PARENTS:** Let them know by letter what has happened, if possible before any damaging publicity has appeared. Afterwards, if supportive responses are needed, parents' letters are much more effective than ones from the school.

CRISIS & EMERGENCY PROCEDURES

ACTIONS IN THE EVENT OF AN EMERGENCY ON A SCHOOL TRIP

Guidance on Emergency Procedures

A copy of these guidelines must be taken by the Party Leader and deputy:

- **STAY CALM.** Establish nature and extent of the emergency.
- Make sure that all other members of the party are accounted for and are safe.
- If there are injuries, establish their extent and administer first aid (if you have been trained or feel capable – but be aware of consequences that might follow were you to give incorrect treatment).
- Establish names of the injured and call relevant emergency services.
- Advise other party staff (where relevant) of the incident and that emergency procedures are in operation.
- Ensure that an adult from the party (if one is available) accompanies casualties to hospital. In the event of a very local trip supervised by just one adult, that adult should stay with the rest of the party allowing the emergency services to take casualties to hospital, but school should be alerted at once and arrangement made for a member of staff to proceed immediately from school to the hospital.
- Ensure that the remainder of the party are adequately supervised throughout and arrange for their early return to base.
- Arrange for one adult to remain at the incident site to liaise with emergency services until the incident is over and all children are accounted for.
- Party leader should write down as soon as practicable all relevant details. A record should be made of any witnesses. Any associated equipment should be kept in its original condition.
- Control access to telephones until contact is made with School, Emergency Contact or senior member of staff and until he/she has had time to contact those directly involved. Pass full details of the incident (name, nature, date and time of incident, location of incident, details of injuries, names and telephone numbers of those involved, action taken so far).
- Staff should not speak to anyone who has no need to know or who might be a member of the media, and under no circumstances should the name of any casualty be divulged to any such person.
- Legal liability should not be discussed with or admitted to anyone.
- School Crisis and Emergency Procedures should be activated as soon as possible. Steps taken should include:
 - School to arrange for contact to be made with all parents of those involved. In serious incidents parents of all party members should be informed.
 - Inform parents of any delays that will be necessitated.

WETHERBY SCHOOL
11 PEMBIRDGE SQUARE AND 19 PEMBRIDGE VILLAS
EMERGENCY EVACUATION PROCEDURE

The procedures below are in place should there be any emergency, locally, or in London in the future. Advice in the compilation of this plan was sought from the police.

In the event of Explosion
 Bomb
 Attack

- Stay calm and wait instructions from the Emergency Services and the Headmaster or person in charge as to the best course of action to follow
- SIMS InTouch should be activated to contact parents and alert them to the situation. A member of staff will be instructed to man the telephones to answer calls calmly and professionally
- Move children to the safest area in the building away from windows and outside doors if possible
- Reassure, comfort and calm the children as necessary and **do not** give them any information that will upset or frighten them. NEVER leave them unattended
- In the event of areas being cut off and parents/carers unable to collect the children the school would keep the children in the building and look after them until collected. A supply of food and water is kept for this purpose
- No child would be allowed to leave with anyone other than with their parent or regular carer unless the school has received authorisation from the parents
- In the event of an emergency, the advice given by the Emergency Services will be adhered to. Children may be evacuated temporarily to the garden square at 11 Pembridge Square or the front car park at 19 Pembridge Villas by the staff or into other premises offsite, if it is thought appropriate and safer by the Emergency Services and the Alpha Plus Group
- Our local churches, St. Matthew's – St. Petersburg Place, St. Stephen's – Westbourne Park Road and Hawkesdown School in Edge Street have agreed to be our indoor assembly points for both sites
- SIMS InTouch would be activated to inform parents of the assembly point that the school has been directed to. The school answer phone will also carry a message relaying this information
- No member of staff is allowed to leave the premises without express permission of the Headmaster or person in charge
- If an emergency happens out of school hours, or during the school holidays, all parents and staff will be contacted by Sims InTouch about any special arrangements that have been made

Protocol for crisis management– APG – September 2021

Communications Protocol for Crisis Management Alpha Plus Group

In the event of a serious incident/situation

In the event of a serious incident at any school or college, the Head or Principal or any member of their SLT who are dealing with the matter will firstly establish the facts of the position.

Making Contact with Alpha Plus Group (APG):

Based on this information, the Head/Principal or the SLT member identified above, after using their professional judgement, and if they deem the matter to be of sufficient seriousness, or if they are in any doubt, will call the Director of Schools and Colleges, to advise them of the details.

In their absence or unavailability, the person will call the CEO.

Actions Arising:

If this Director (assuming it is not the CEO) determines the matter to be of sufficient concern, they will contact the CEO who will decide if the matter is to be managed as a crisis situation. In the absence or unavailability of the CEO, this Director will take this decision and perform the functions of the CEO outlined below.

If the decision is taken to manage the incident as a crisis situation, the following will occur:

1. The CEO will put together a team who will handle all aspects of the response to the issue. This team includes (as required by the situation):
 - the Head/Principal or the SLT member identified above should the Head/Principal be unavailable,
 - the relevant Director whether it be a school or a college,
 - the Director of Marketing,
 - the Director of Property, should the matter involve buildings or related infrastructure, utilities or be a Health & Safety issue
 - the Director of IT, if network or communications issues are involved
 - the Director of Finance, if financial resources or controls are at risk
2. This team will manage all aspects of the response to the crisis. The CEO shall lead this team and is authorised to make any decisions required
3. The team will decide on the type and nature of communications to parents and staff and other audiences as required
4. The Alpha Plus media protocol will continue to apply for dealing with media enquiries. The media protocol can be found on the portal.

Contacts

Alpha Plus Group **main office number +44 (0)20 7487 6000**

Mark Hanley-Browne

CEO

+44 (0)20 7487 6010

+44 (0)7384 215 740

MHB@alphaplusgroup.co.uk

Tim Haynes

Director of Senior Schools

+44 (0)207 487 6000

+44 (0)7384 798 512

tim.haynes@alphaplusgroup.co.uk

John Withers

Director of Middle Years

+44 (0)207 487 6002

+44 (0)7584 705 722

john.withers@alphaplusgroup.co.uk

Alexandra Samara

Director of Nurseries

+44 (0)207 487 6055

+44 (0)7385 031 148

alexandra.samara@alphaplusgroup.co.uk

Rossella Proscia

Director of Marketing

+ 44 (0)20 7487 1286

+44 (0)7860 910 051

Rossella.proscia@alphaplusgroup.co.uk

Rick Jones

Director of Property

+44 (0)20 7487 6038

+44 (0)7771 790 237

richard.jones@alphaplusgroup.co.uk

Russell Seaman

Director of IT

+44 (0)7387 108 939

Russell.seaman@alphaplusgroup.co.uk

Liz Francis

Director of Education

+ 44 (0)20 7487 6036

+ 44 (0)7741 260 466

Liz.francis@alphaplusgroup.co.uk

Adrian Langan

PR Consultant

+44 (0)7810 820312

adrian@langancommunications.com

Media Protocol - Alpha Plus Group - September 2021

If a call, email or other contact from a media outlet comes to a nursery/school/college or Alpha Plus reception, the following will occur:

1. The person taking a call will take the name, number, email address and media outlet of the person calling. They will tell the person that someone will get back to them ASAP. It is important that nothing further should be said. If caller persists, the person should politely repeat that someone will get back to them ASAP. If contact is made by email, the email is to be forwarded, as outlined in point 2 below, for acknowledgement and reply.
2. The person taking the call or receiving the email will immediately send the details by email to rossella.proscia@alphaplusgroup.co.uk and adrian@langancommunications.com and will ask for confirmation that the email has been received. If no confirmation has been received within 30 minutes of the email being sent, the person should call Rossella/Adrian to confirm receipt.
3. Adrian Langan will then contact the journalist and ascertain the nature of the enquiry and their deadline.
4. Following this, Adrian Langan will construct a response to the media enquiry, which will be sent to and signed off by:
 - Rossella Proscia, Director of Marketing and Sales;
 - the Head or Principal of the institution affected;
 - Tim Haynes, Director of Senior Schools if query relates to Abbey DLD Colleges, Portland Place School, Wetherby Senior School or Chepstow House; Liz Francis, Director of Governance and Standards, if query relates to Wetherby Pembridge New York, St Anthony's School for Boys and St Anthony's School for Girls, Hilden Grange or Wetherby Kensington; John Withers, Director of Middle Years, if the query relates to Wetherby Prep, Wetherby School, Pembridge Hall or Falcons Prep Richmond; and Alexandra Samara, Director of Early Years, if query relates to Rolfe's, Minors, Davenport Lodge, Falcons School for Girls and Falcons Pre Preparatory School for Boys.
 - Mark Hanley-Browne, CEO.
5. If Mark Hanley-Browne is not available for over one hour, and the matter is deemed to be time pressing, Rossella Proscia can provide sign-off on a statement on the CEO's behalf.
6. If the matter is time sensitive or occurs outside of normal office hours, and if Mark Hanley-Browne or Rossella Proscia are both unavailable, any APG Director can provide sign off on the response.
7. Adrian Langan will then provide the journalist with the signed off comment.
8. Adrian Langan will then monitor the story and send links to any stories if they become available.

Ends.

Rossella Proscia – Director of Marketing
+44 (0) 207 487 1286 / +44(0)7860 910051
rossella.proscia@alphaplusgroup.co.uk

Adrian Langan – PR Consultant
+44 (0)7810 820312
adrian@langancommunications.com

This policy will be reviewed annually