Business Continuity in Hounslow

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E. Thatcher Van Atten
Presentation Outline

- Project Goal
- Background
- Problem Statement
- Objectives
- Methods
- Findings
- Recommendations
Background

- Business Continuity
- Civil Contingencies Act (2004)
- Contingency Planning Unit
Objectives

Promoting the necessity of Business Continuity in Hounslow

Objective 1
Review current promotional strategies

Objective 2
Determine Business Continuity awareness

Objective 3
Design a comprehensive awareness program
Methods

Objective 1
- Develop our understanding
- Gather preliminary ideas
- Gather information on current practices in other London boroughs

Objective 2
- Comparative analysis
- Awareness study

Objective 3
- Focus groups
- Emergency Volunteer Interview
- Surveys (Staff Awareness, Promotional Preference)
- Recommendation consolidation
- Condense and prioritize ideas
- 12 Month Promotional Plan
- Implementation steps
- Cost-Benefit analysis

Deliverable
• Develop our understanding
• Gather preliminary ideas

Background research

Objectives:

• Gather information on current projects: London boring
Objective 1

- Develop our understanding
- Gather preliminary ideas
- Background research

- Comparative analysis
- Gather information on current practices in other London boroughs

- Focus groups
- Emergency Volunteer interview
- Surveys (Staff Awareness, Promotional Preferences)
Objective 1

- Comparative analysis
- Further information on current practices in other London boroughs
- Focus groups
- Emergency Volunteer interview
- Surveys (Staff Awareness, Promotional Preference)

Objective 2

- Recommendation consolidation
- Condense and prioritize ideas
- Awareness study
How important do you feel it is to have an emergency plan?

- Very important
- Important
- Unimportant
- Not important at all
- I am unsure

In the event of an emergency, do you understand exactly what role you would play in responding to it?

- Completely understand
- Moderately understand
- Do not understand at all

How prepared for emergencies do you feel the London Borough of Hounslow is?

- Highly prepared
- Prepared
- Unprepared
- Highly unprepared

How familiar are you with the London Borough of Hounslow's emergency plans?

- Very familiar
- Moderately familiar
- Unfamiliar

Does your team within the London Borough of Hounslow have emergency plans in place?

- Yes
- No
- I don't know
Drag to rank the following activities on your willingness to participate (with 1 being most willing):

- Tabletop exercises (round table discussions)
- Informational videos
- Educational conferences
- Web-based training activities
- Interoffice competitions
- Role plays
- Informational pamphlets

Is there another type of training activity, not mentioned above, that you would prefer? Please specify below:
Objective 3

Recommendation consolidation

- Condense and prioritize ideas

- 12 Month Promotional Plan
- Implementation steps
- Cost-Benefit analysis

Deliverable

Awareness study

Objective 2

Awareness, Staff Awareness, Preference

Volunteer
<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Target Audience</th>
<th>Benefits</th>
<th>Drawbacks</th>
<th>Priority (1=high)</th>
<th>Ease of Implementing (1=easy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpage</td>
<td>All employees of LBH, external businesses</td>
<td>Easily accessible to a majority of people, all necessary information in one place which can be accessed anytime and from anywhere, can include other BCM resources for people to reference</td>
<td>Have to update, limited audience, only those who specifically search for the CPU will ever see webpage</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Social Media (Yammer, Twitter, Facebook, LinkedIn)</td>
<td>All employees of LBH, external businesses</td>
<td>Easily connects organization, can tap into existing Yammer groups to reach external businesses as well, posts have simple content</td>
<td>Limited audience, not everyone will have a Yammer, takes time to catch momentum, takes a lot of time to run, need to be serious about using it.</td>
<td>2</td>
<td>3</td>
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</table>
Findings

Objective 1
- BC segments throughout London
- BC promotion in Hoardings
- BC promotional strategies

Objective 2
- Heads of Service Focus Group
- Emergency Volunteer Interview

Objective 3
- Activity cost analysis chart
- Promotional vehicle research

Data Analysis
Activity Chart
Promotional Guidelines
Objective 1

BC programs throughout London

Barriers to promotion of BC

Common Beliefs and Barriers to Business Continuity Management

- Not enough experience with BC
- Insurance will cover losses from an incident
- It is not worth the money invested
- It is not worth the time invested
- It is someone else's responsibility to understand BC plans

Management will take care of emergency response

The terminology of BC is too technical
Employees will know how to respond
Information not passed along when problems arise
Business continuity will solve BC issues
BC is a scary topic

BC promotional strategies

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational Promotions</td>
<td>64%</td>
</tr>
<tr>
<td>Training Exercises</td>
<td>54%</td>
</tr>
<tr>
<td>Webpage</td>
<td>45%</td>
</tr>
<tr>
<td>ECAW Events</td>
<td>36%</td>
</tr>
<tr>
<td>Social Media</td>
<td>27%</td>
</tr>
<tr>
<td>Newsletters</td>
<td>18%</td>
</tr>
<tr>
<td>Flyers, posters, etc.</td>
<td>16%</td>
</tr>
</tbody>
</table>

BC promotion in Hounslow

Objectives

- Heads of Service
- Emergency Response
BC programs throughout London

- **Brent**: Annual review of BC plans including support, training, and complete documentation for all services. Color tracking management system.

- **Camden**: Departmental BC leads in charge of developing plans, meet every 3 months to discuss.

- **Croydon**: Recommend reviewing BC plans every two years, BIA included in these plans.

- **Ealing**: Services create their own BC plans, workshops throughout the year to help with plan creation.

- **City of London**: Encourage plan update on a rolling basis whenever services change.
Barriers to promotion of BC

Common Beliefs and Barriers to Business Continuity Management

- Not enough experience with BC
- Insurance will cover losses from an incident
- It is not worth the money invested
- It is not worth the time invested
- It is someone else’s responsibility to understand BC plans
- Management will take care of emergency response
- The terminology of BC is too technical
- Employees will know how to respond
- Information is not passed along when positions change
- An emergency will not occur
- BC is not important
- BC is a boring topic

Internal (Councils)  External (Private Businesses)  Both
<table>
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<tr>
<td>Webpage</td>
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<td>BCAW Events</td>
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Business continuity

Nearly 1 in 5 businesses will suffer a serious disruption every year. Your business could be next.

With no recovery plan in place, your business has less chance of survival. Are you prepared?

Whether you’re a market trader, voluntary organisation or a global institution, continuing day-to-day in the event of disruption could be vital to your organisation’s success.

What is business continuity management?

Business continuity management is about identifying parts of your organisation that you can’t afford to lose and planning to maintain those parts, in the event of an emergency.

Where is your business vulnerable?

Your business could be vulnerable towards:

- suppliers
- partnerships
- people
- systems and processes
- service delivery timescales
- buildings; and

External links

- Business Continuity Institute
- CIRIA - standards for the repair of buildings following flooding
- Civil Contingencies - Cabinet Office
- Continuity Central
- Continuity Forum
- Cross-Sector Safety and Security Communications - guidance for businesses
- Institute of Risk Management
- Norwich Union’s Flood
Objective 2

- Heads of Service Focus Group
- Emergency Volunteer Interview
How effective are each of the following methods in notifying you of a training activity?

- Email: 5
- Word of Mouth: 4
- Online Webpage: 3
- Phone Call: 2
- Bulletin Board: 1
- Flyers: 1
- Paper Mail: 1
- Text Message: 1
- Social Media: 1

Average Response Value
Objective 3

- Activity cost analysis chart
- Promotional vehicle research
Recommendations

12 Month Promotional Plan

- January: CPU Open Office Day
- February: Takeout exercise (Diversity)
- March: Bluffs in Investor Meetings (Timing) & Exposure
- April: SKU appointment and review
- May: New Hire
- June: Meetings with Heads of Service (New Hire)
- July: Mingle
- August: Bluffs in Investor Meetings (Fall Edition)
- September: Takeout exercise (Feedback)
- October: Networking
- November: Takeout exercise (Feedback)
- December: Process
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<th>Main Event</th>
<th>Additional Event</th>
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<tr>
<td>January</td>
<td>CPU Open Office Day</td>
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<tr>
<td>February</td>
<td>Tabletop exercise (Sickness)</td>
<td>Posters</td>
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<tr>
<td>March</td>
<td>Blurb in Hounslow Matters (Spring Edition)</td>
<td></td>
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<tr>
<td>April</td>
<td>BCAW promotion and posters</td>
<td></td>
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<tr>
<td>May</td>
<td>BCAW</td>
<td>Missions</td>
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<tr>
<td>June</td>
<td>Meetings with Heads of Service</td>
<td>Short tabletop exercise after making BCM plans (heat wave)</td>
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<tr>
<td>July</td>
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<tr>
<td>August</td>
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<tr>
<td>September</td>
<td>Blurb in Hounslow Matters (Fall Edition)</td>
<td>Posters</td>
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<tr>
<td>October</td>
<td>Tabletop exercise (Flooding)</td>
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<tr>
<td>November</td>
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<td>Posters</td>
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Online Presence

- Updated Webpage
- Yammer
Visual Presence

• Posters
• Summary Sheet
• Awareness Cards
Induction Programs

- Induction Package
- New Business Welcome Package
Annual Informative Events

- BCAW
- Tabletop Exercises
- Open Office Hours
General Understanding

- Newsletter
- Color Coded Plan
- Documentation
Conclusions

Deliverable: Business Continuity Promotional Guidelines

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Visual Presence
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