

Business Continuity in Hounslow



By:

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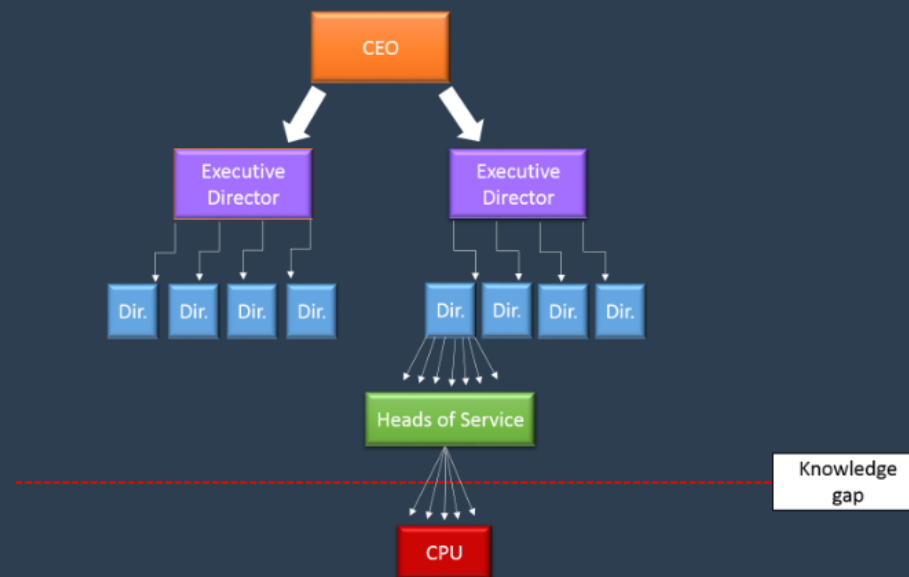
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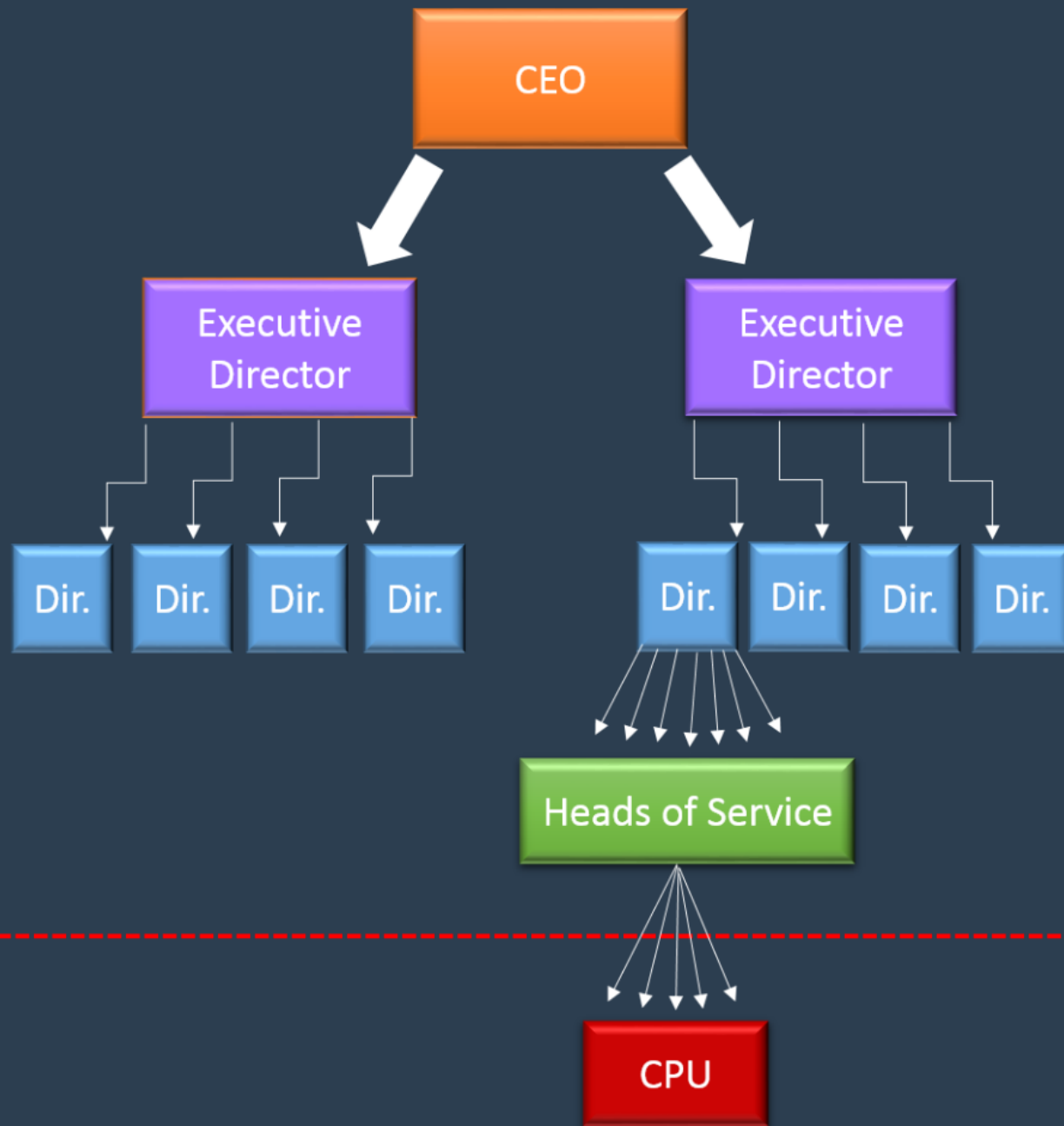
Presentation Outline

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

Background

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

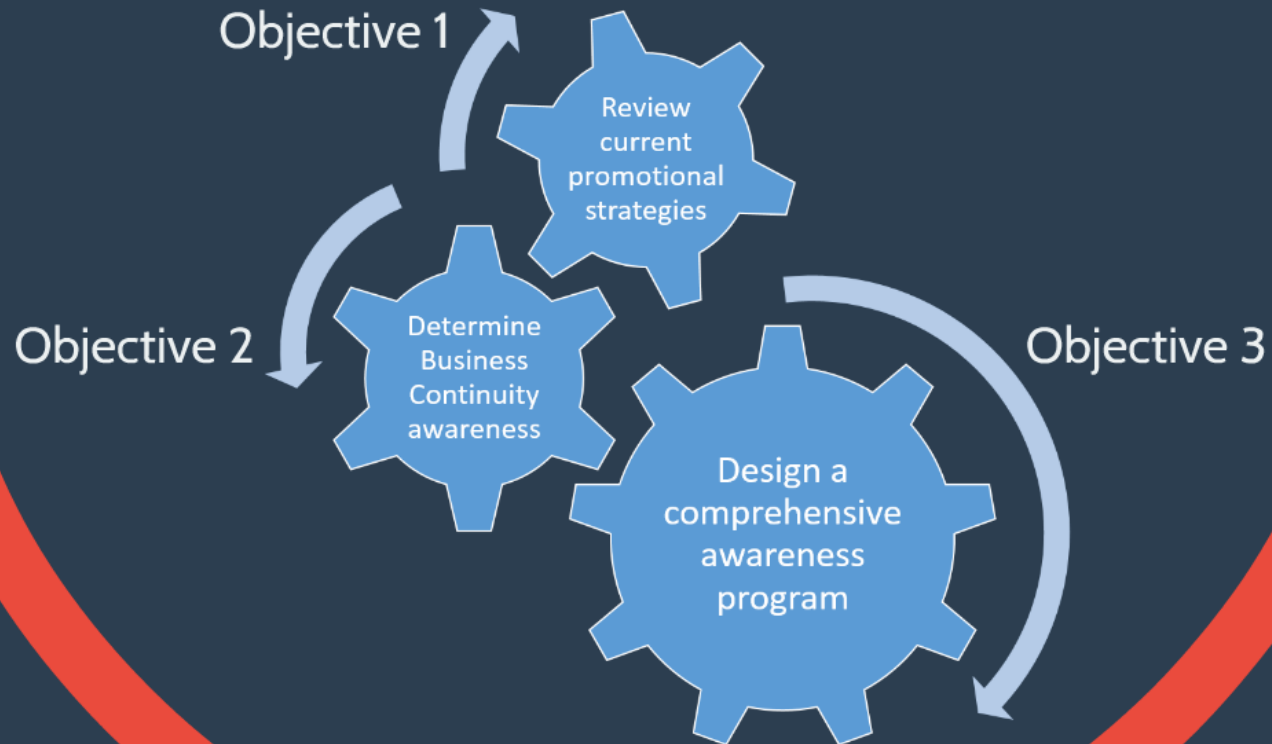




Knowledge gap

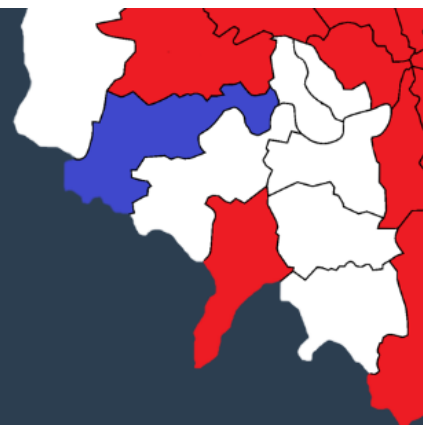
Objectives

Promoting the necessity of
Business Continuity in Hounslow



Methods





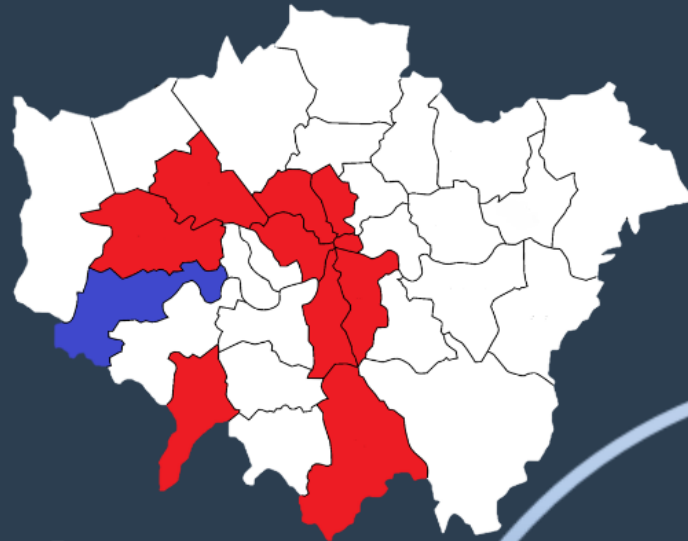
Objective

- Develop our understanding
- Gather preliminary ideas

Background research

- Gather information on current projects in London boroughs





Objective 1

Develop our understanding
Gather preliminary ideas

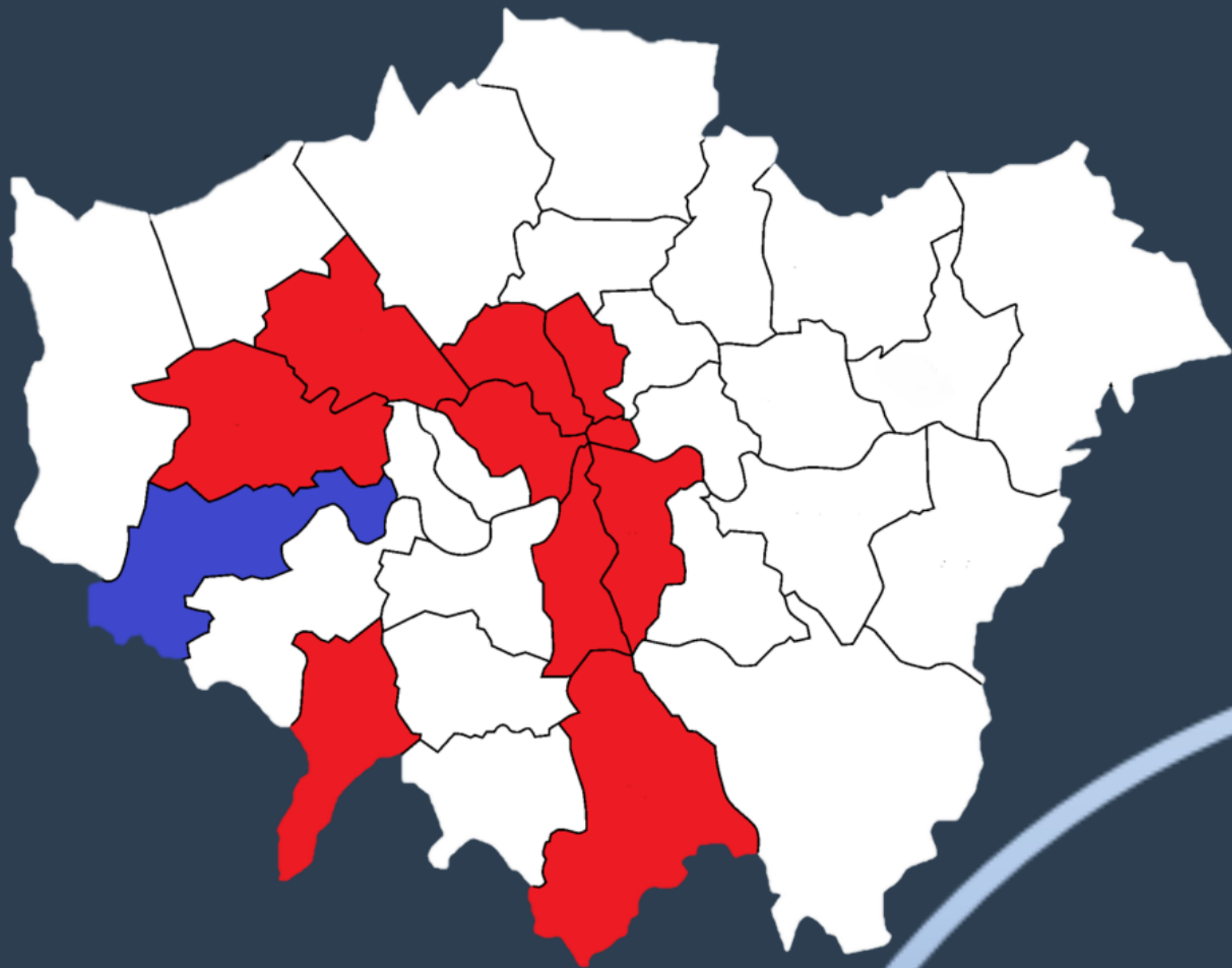
Background research

Comparative analysis

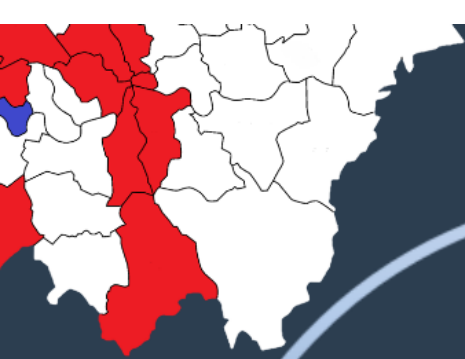
- Gather information on current practices in other London boroughs

- Focus groups
- Emergency Volunteer interview
- Surveys (Staff Awards Promotional Preference)

Objective



Objective 1



Objective 1

Comparative analysis

Further information on current practices in other London boroughs

- Focus groups
- Emergency Volunteer interview
- Surveys (Staff Awareness, Promotional Preference)

Awareness study

Objective 2

Recommendation consolidation

- Condense and prioritize ideas

Object

Facebook, LinkedIn to gain specific for the EMB by online group of business volun BOSTON	of LBR central business	into entering Summer groups to reach national business as well, posts have simple content
---	-------------------------------	---



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:

Delivery Method	Target Audience	Benefits	Drawbacks	Priority (1-5)	Ease of Implementing (1-5)
Webpage: ODS business card the CPU covers the webpage	All employees of ODS across business	Easily accessible to a majority of people, all necessary information is on a page which can be accessed anytime and from anywhere. (it includes other BCM resources for people to reference)	Have to update, limited audience, only those who specifically search for the CPU will even see webpage	1	1
Social Media (Twitter, LinkedIn, Facebook, LinkedIn): Once group identifies for the CPU by creating group or business entities	All employees of ODS across business	Easily accessed, maintain, can tap into existing Yammer groups to reach external business as well, posts have organic content	Limited audience, not everyone will have a Yammer, takes time to catch momentum, takes a lot of time to set, need to be serious about using it.	2	3

Objective 3

...s
/volunteer
...ff Awareness,
Preference)

Awareness study

Recommendation consolidation

- Condense and prioritize ideas

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

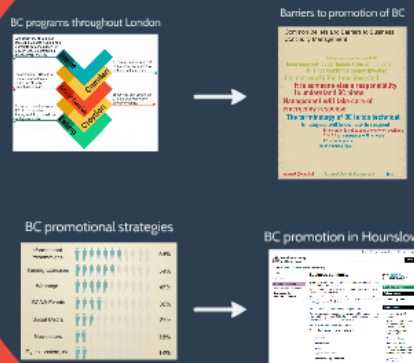
Deliverable

Objective 2

Delivery Method	Target Audience	Benefits	Drawbacks	Priority (1=high)	Ease of Implementing (1=easy)
<p>Webpage Update/maintain content for CPU's current BC webpage</p>	<p>All employees of LBH, external businesses</p>	<p>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</p>	<p>Have to update, limited audience, only those who specifically search for the CPU will ever see webpage</p>	<p>1</p>	<p>1</p>
<p>Social Media (Yammer, Twitter, Facebook, LinkedIn) Create group specifically for the LBH, tap into existing groups of businesses within Hounslow</p>	<p>All employees of LBH, external businesses</p>	<p>Easily connects organization, can tap into existing Yammer groups to reach external businesses as well, posts have simple content</p>	<p>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.</p>	<p>2</p>	<p>3</p>

Findings

Objective 1



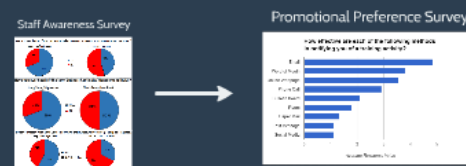
Objective 3

- Activity cost analysis chart
- Promotional vehicle research



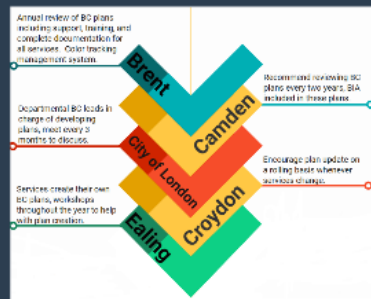
Objective 2

- Heads of Service Focus Group
- Emergency Volunteer Interview

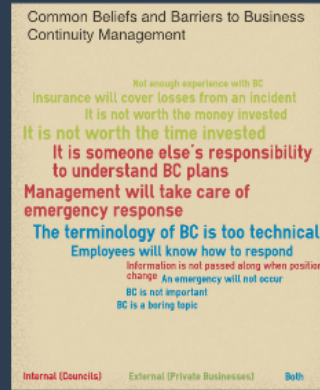


Objective 1

BC programs throughout London



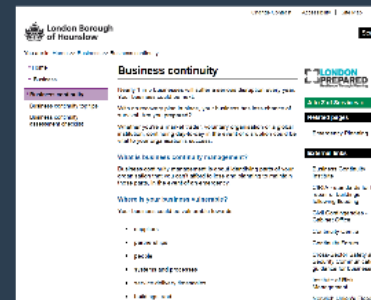
Barriers to promotion of BC



BC promotional strategies



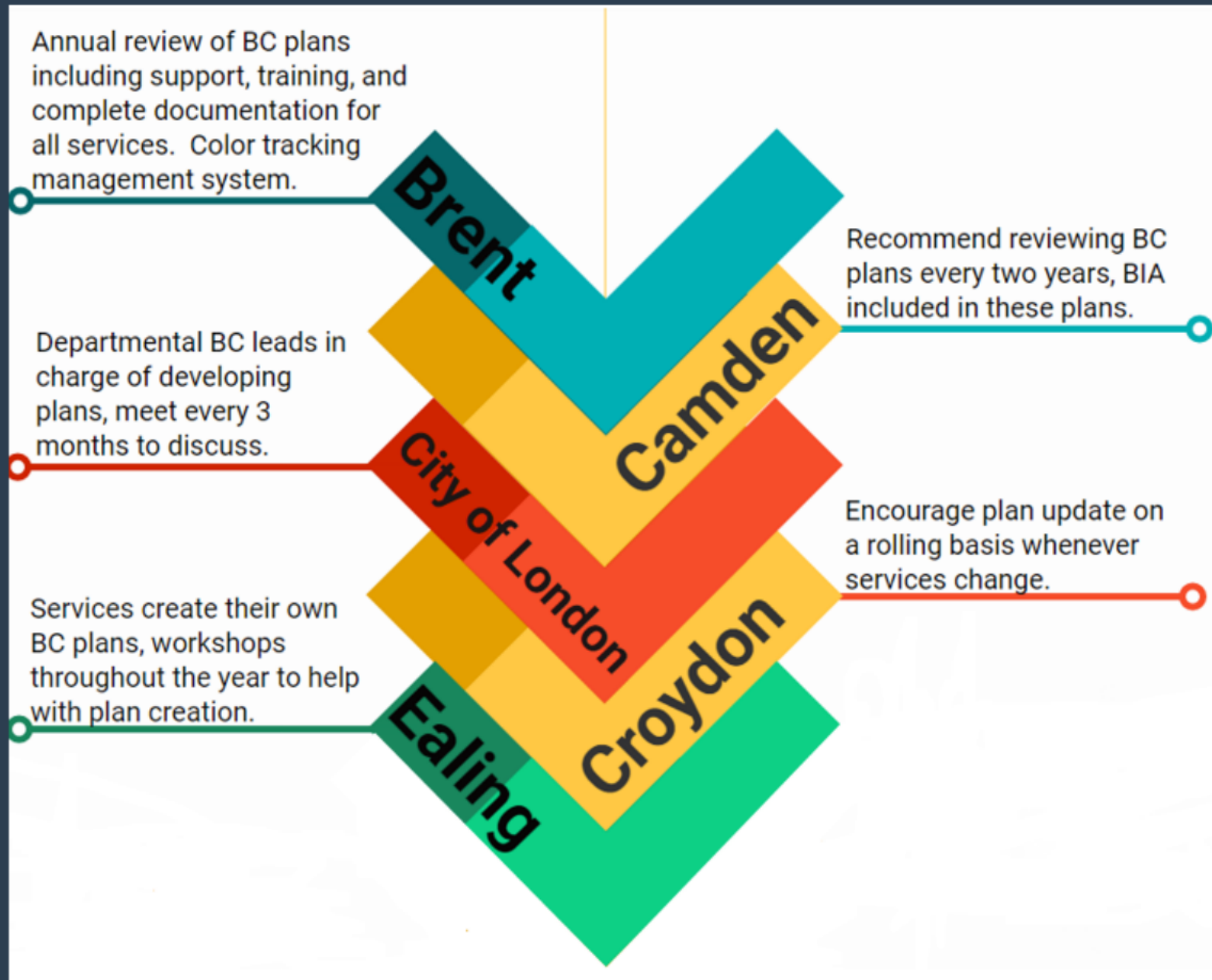
BC promotion in Hounslow



Objec

- Heads of Service
- Emergency V

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 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




BC promotional strategies



BC promotion in Hounslow

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 **London Borough
of Hounslow**

Search

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- ▲ Business

- ▶ **Business continuity**

- Business continuity top tips
- Business continuity assessment checklist

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



A to Z of Services »

Related pages

Emergency Planning

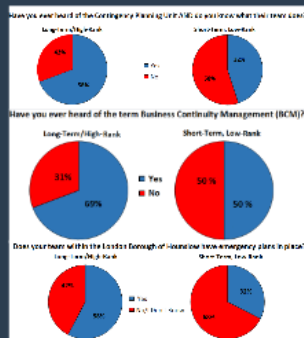
External links

- 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

Staff Awareness Survey

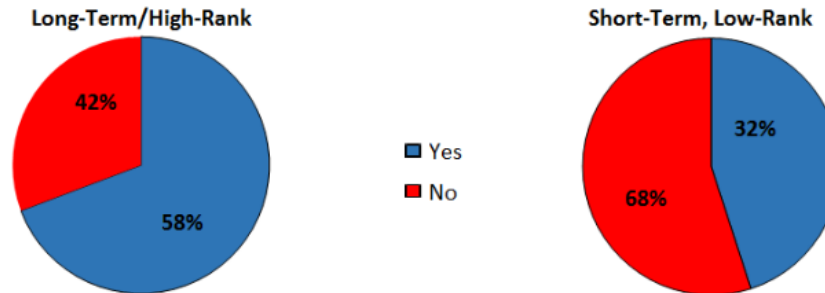


Promotional Preference Survey

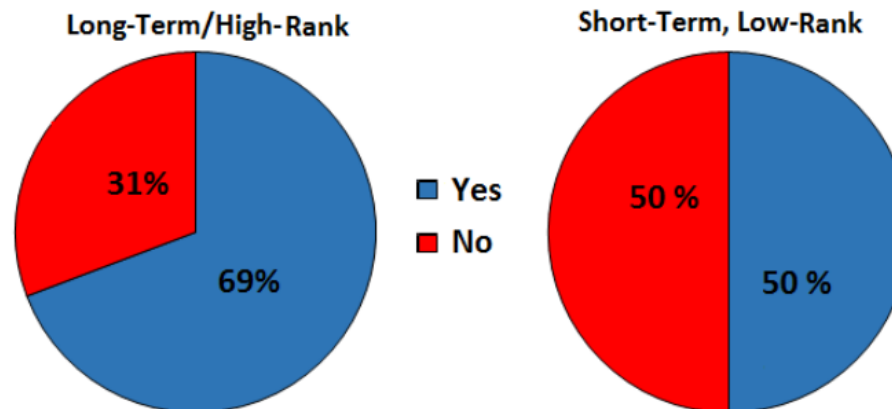


Staff Awareness Survey

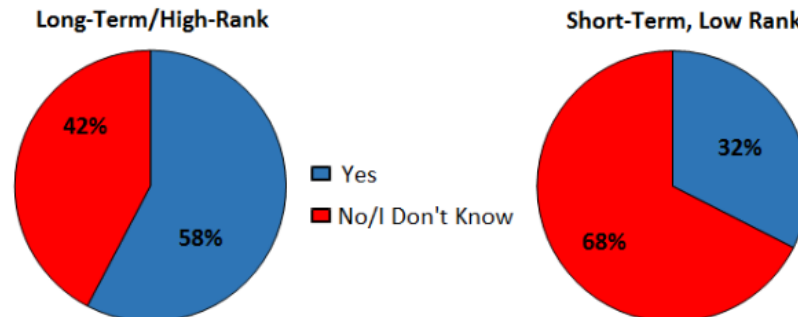
Have you ever heard of the Contingency Planning Unit AND do you know what their team does?



Have you ever heard of the term Business Continuity Management (BCM)?

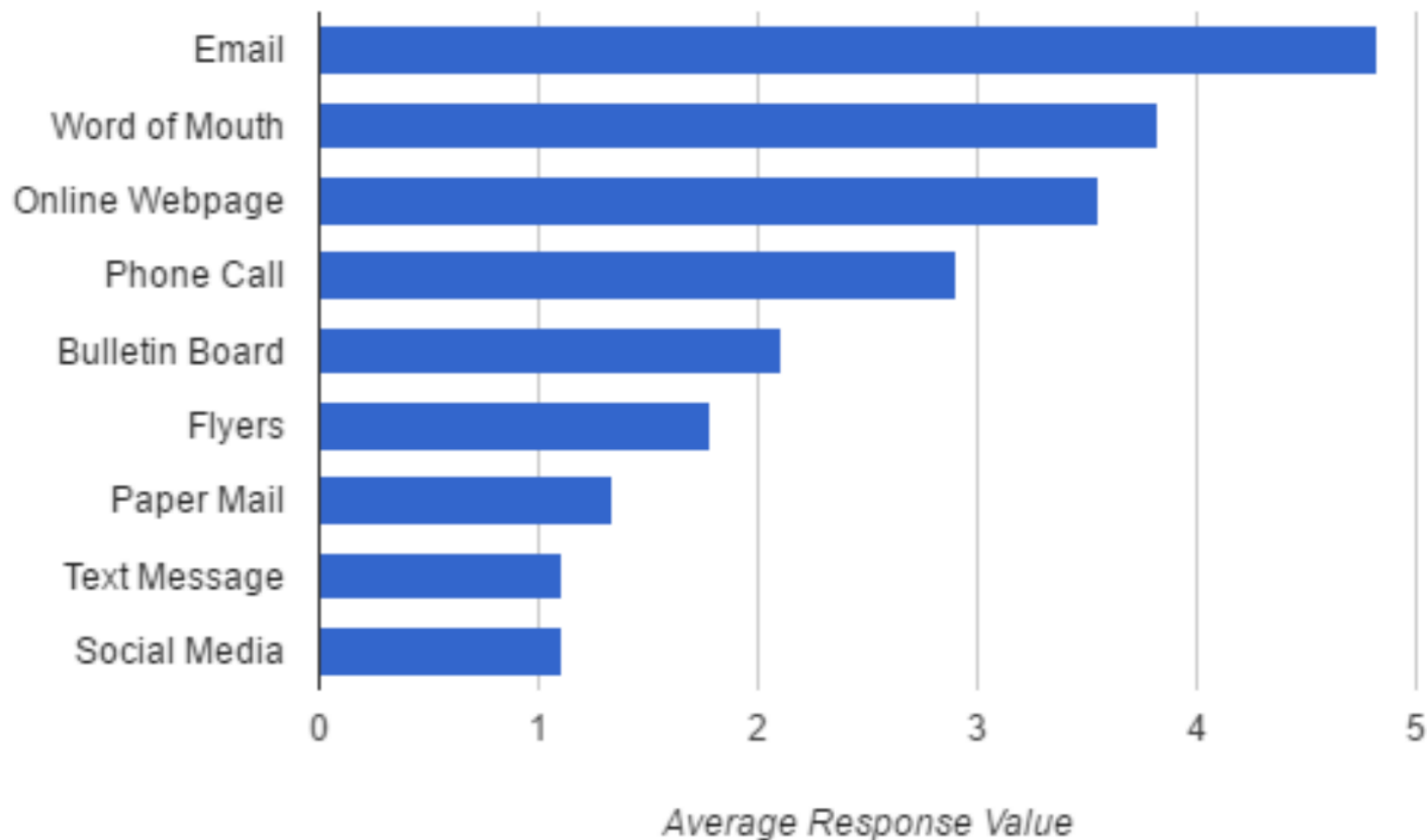


Does your team within the London Borough of Hounslow have emergency plans in place?



Promotional Preference Survey

How effective are each of the following methods in notifying you of a training activity?



Objective 3

- Activity cost analysis chart
- Promotional vehicle research



Objective 2

Recommendations

12 Month Promotional Plan		
January	CPU Open Office Day	
February	Tabletop exercise (Sickness)	Posters
March	Blurb in Hounslow Matters (Spring Edition)	
April	BCAW promotion and posters	
May	BCAW	Missions
June	Meetings with Heads of Service	Short tabletop exercise after making BCM plans (heat wave)
July		
August		
September	Blurb in Hounslow Matters (Fall Edition)	Posters
October	Tabletop exercise (Flooding)	
November		
December	Posters	

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

- Recommendation Approaches.....
- Internet Presence.....
- Social Media.....
- Yammer.....
- Webpage.....
- Webinars.....
- Induction Programs.....
- Induction Package.....
- New Business Welcome Package.....
- Visual Presence.....
- Posters.....
- Summary Sheet and Awareness Cards.....
- Annual Informative Events.....
- BCAW Missions.....
- Tabletop Exercises.....
- Open Office Hours.....
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- Newsletter.....
- Color Coded Plan Documentation.....
- Cost Benefit Analysis.....

12 Month Promotional Plan

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Conclusions

Deliverable: Business Continuity
Promotional Guidelines

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Questions?