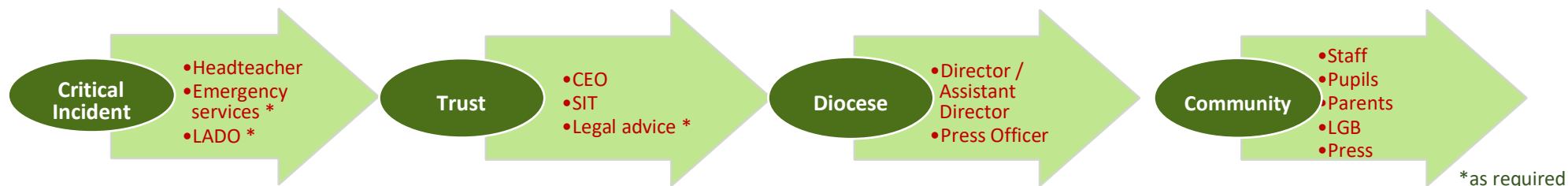


Crisis Communications Strategy – February 2023

This document provides advice on how to respond to a crisis in terms of communication with key stakeholders. It should be considered in conjunction with other relevant policies, dependent on the type of incident (e.g. safeguarding, disciplinary, disaster recovery, critical incident, bereavement etc).

As ever, the first priority should be the safety, health and well-being of pupils, staff and the wider community. Once this is established, the following communications protocol should be followed:

- Emergency services should be called if required.
- Headteacher (or deputy) should be informed immediately.
- The Headteacher should contact the CEO and/or DoPS who will engage the Trust Press Officer. CEO to inform Trust Board as required.
- Senior Trust staff should contact the Director of Education at the NRCDES, or their deputy. Director to inform the Diocesan Bishop as required
- Diocesan Press Officer should be contacted - no comments should be made to the press (front office made aware). An agreed statement will be prepared.
- Decision made between HT and CEO / DoPS about communication with other school stakeholders (pupils, parents, governors).
- It may be necessary and important to share information with stakeholders to avoid rumours / additional panic or worry. The content of this communication should be decided by CEO/DoPS and HT in liaison with the Trust Press Officer and where relevant the Diocesan Press Officer. This communication may be used by the press.



Name	Role	Contact Details	Name	Role	Contact Details
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Madeleine Strezynski	Diocesan Press Officer	07988 789507	Eva Callaghan	LADO (Nottinghamshire)	0115 8041272
Nicola Allen	Trust Press Officer	07896 305059	Gerard Sweeney	LADO (Stockport)	0161 4745657
Kate Mann	Acting Director of School Improvement	07706345204	First Response Team	LADO (Staffordshire)	0800 1313 126 (0845 6042 886 out of hours)