



Community Safety

Business Continuity Management



The Redbridge Emergency Planning Unit is supporting and advising:

- Voluntary Organisations
- Local Businesses
- Local Communities

This leaflet explains how you can take action yourself by following a simple plan.

Business Continuity Management

No organisation can have complete control over its business environment. In recent times, we have seen the unpredictable disasters that have hit the UK. The consequences for some businesses were devastating – they never opened their doors again.

You need a plan to help steer you.

Business Continuity Planning (BCP) ensures that your organisation has a quick and painless return to “business as usual” in the event of a major interruption, regardless of the cause of the underlying incident (be it man-made, natural, accidental or deliberate).



The key objectives of a Business Continuity Management (BCM) strategy being effective are to:

- ensure the safety of staff;
- protect the organisation’s reputation and brand image;
- minimise disruption to customers/clients;

- limit/prevent impact beyond the organisation;
- demonstrate effective and efficient communication with the media and stakeholders;
- protect the organisation’s assets; and
- meet insurance, legal and regulatory requirements.

Many organisations tend to focus all their efforts on IT, leaving them exposed on many other fronts.

Most managers tasked with addressing business continuity issues are keen to achieve quick wins, and the ‘tick box’ approach. They try to copy successful strategies used elsewhere and adopt them without considering their suitability.



Underlying the ‘tick box’ approach is the persuasive belief that a structure, policy, framework and plan is all that is required.

Whilst these are critical, relying on structure alone tends to overlook the key issue – that it is people who actually deal with business continuity and crises.



'Managerial ignorance' is no longer an acceptable legal or moral defence if a crisis is handled badly. All managers should consider the following key questions that are likely to be asked in a subsequent inquiry:

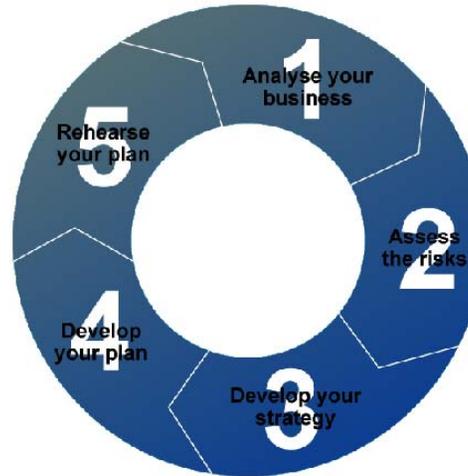
- when did you know there was a problem?
- what did you do about it?
- if you didn't do anything, why not?
- if you didn't know there was a problem, why not?
- What would you have done if you had known such a problem existed?

Reputations and trust that have been built up over decades can be destroyed within minutes.

Your very own Business Continuity Plan is within your grasp.

It's a 5 Step Process that is made easy for you to follow and implement.

Business Continuity Model



Step 1 – Analyse Your Business

Step 2 – Assess The Risks

Step 3 – Develop Your Strategy

Step 4 – Develop Your Plan

Step 5 – Rehearse Your Plan

A well-formulated Business Continuity Plan will assist you in protecting:

- Staff
- Premises
- Finances
- Environment
- Assets
- Reputation

For more information on Business Continuity Management, please visit:

www.redbridge.gov.uk
(search: business continuity)

or contact Emergency Planning:

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