CRISIS COMMUNICATIONS

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Plymouth Community Homes

THE MOUNT
WISE TOWERS

Events of June/July 2017

June 2017

- **14** Grenfell Tower fire
- **16** Joint inspection of tall buildings with Fire Service
- **20** Cladding sent to BRE for test
  PCH joins city-wide fire safety group
- **21** 24/7 security at the Towers
  First cladding test result - fail
- **22** Fire resistant boards put up on stairwells
- **23** Camden evacuate Chalcots Estate
- **26** Heat detectors ordered for the Towers
- **27** De-cladding only not an option (building not water-tight)
  Home safety visit with Fire Service

July 2017

- **14** Sprinklers work underway
- **24** Results of second whole system cladding test - fail

Under pressure

470
media enquires

1,132
stories since 14 June

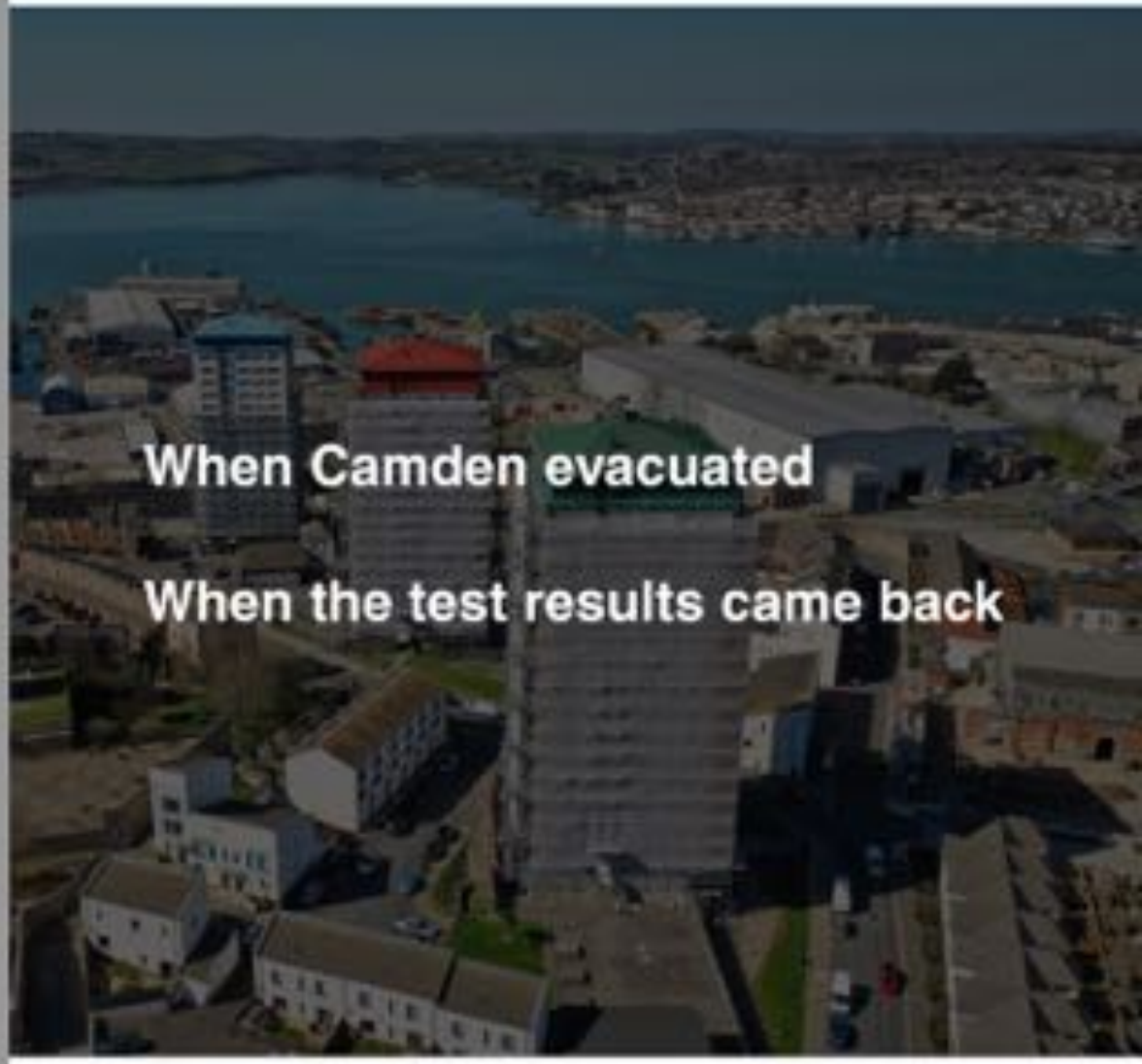
210

922

49
letters

250+
meetings

THE BIGGEST CHALLENGES



Response
Recovery
Reactive
Proactive

Assembled the team

CEO aka
assigned spokesperson

Director for Homes, Neighbourhoods and Regeneration

Head of Housing staff

Head of Repairs/Major Works

Fire Safety Manager

Head of Communications

Head of Health and Safety

Note-taker

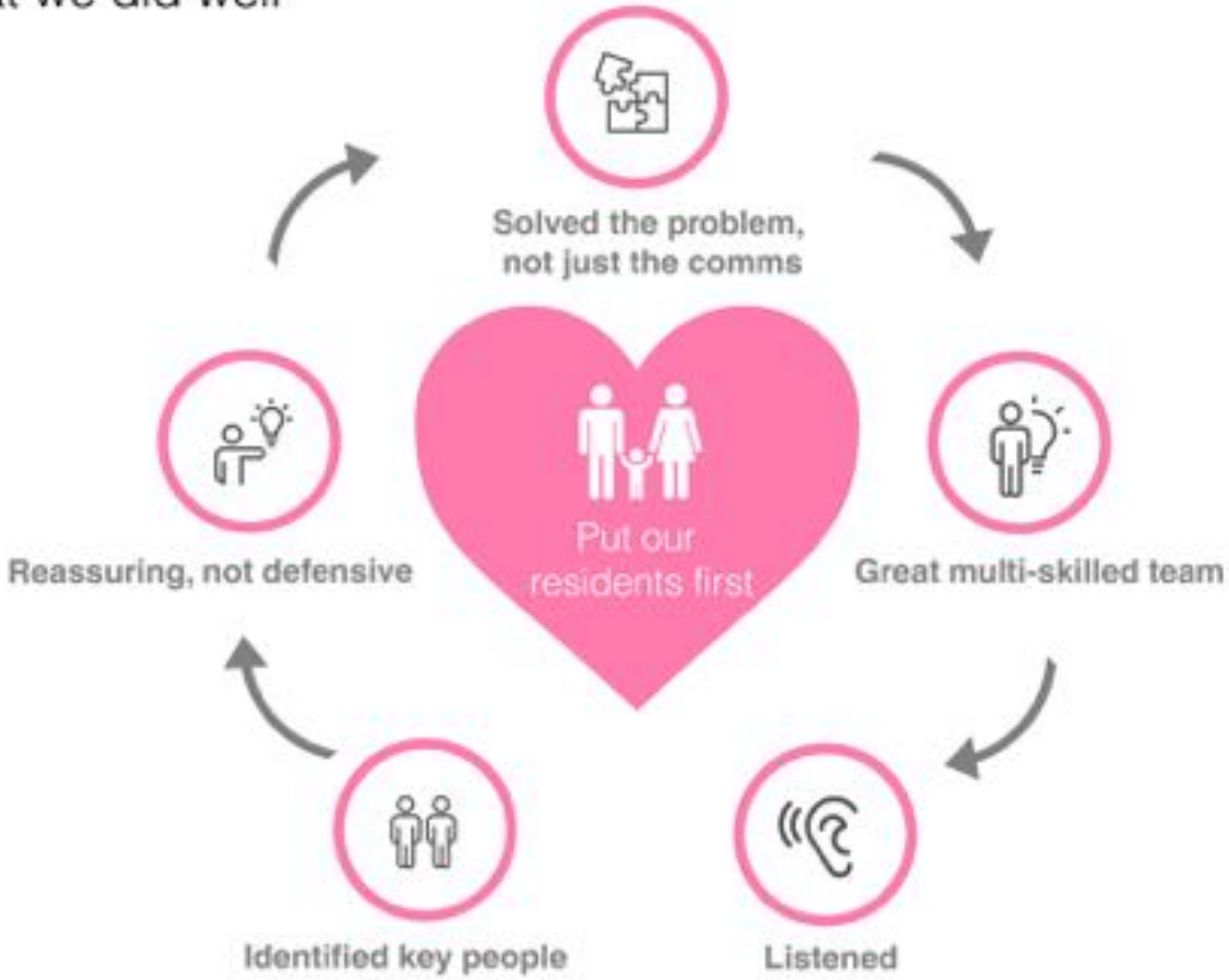
All Directors in the loop

UNDERSTOOD PEOPLE AND PARTNERS

Put residents first
Listening log
Customer touch points
Key contacts
Advocates and critics

Residents first
Staff briefings
Partners
Distribution lists
Post on all available channels

What we did well



WHAT WE SHOULD HAVE DONE ?

Brought in back-up before burn out

TAKEAWAYS

Strategy schmategy

Listen hard

Solve the problem, not just the comms

Be bossy

Be a crutch

Sort your spokesperson

Go it alone if needed

Say it like you mean it!