

Managing a Major Incident

(Summary of ASIS Berlin presentation)

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Presentation Content

Global expansion of shopping centres

Risks

Comparisons with commerce and industry

Unique shopping centre factors

Planning for and managing major incidents

Legal, Reputational, PR and Media issues

Training and communicating plans

Military planning perspective

Corporate BCP video demonstration

Shopping Centre Overview

- BCSC
- UK and Europe
- U.S.
- Customers
- Staff



Video examples of accidental, deliberate and environmentally caused disasters

[CLICK HERE TO SEE FILMED NEWS FOOTAGE](#)

Why Plan?

3 Key Reasons:-

Reputation

Commercial factors

Legal requirements and consequences

Property Types

Security Parallels and Differences

Industry-Offices

- Restricted admission
- People are managed
- Single occupier
- Single purpose
- Secure, functional design

Shopping Centres

- Open access
- Free movement
- Multiple occupiers
- Multiple uses
- Hospitable environment

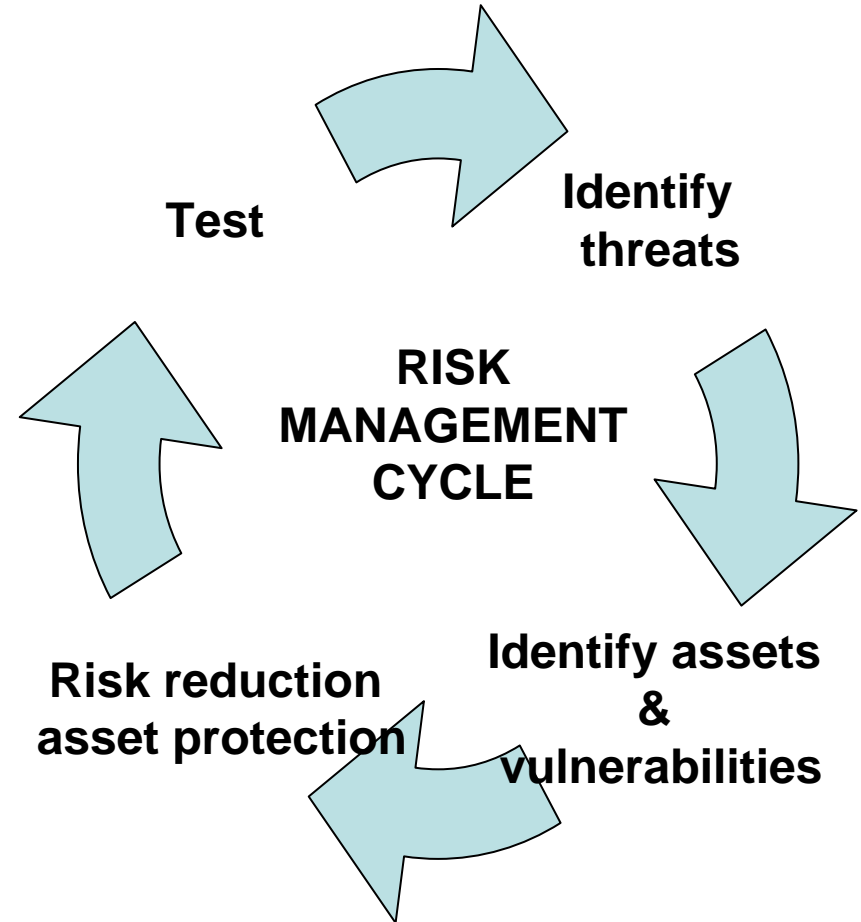
COMMUNITY ROLE, SOCIAL INTERACTION, *'PUBLIC SPACE'*

- UK trend
- Social and community celebrations
- Recreate public spaces/market squares - but privately maintained



RISK ASSESSMENT- WHAT IF's?

- People
- Physical assets
- Information
- Processes

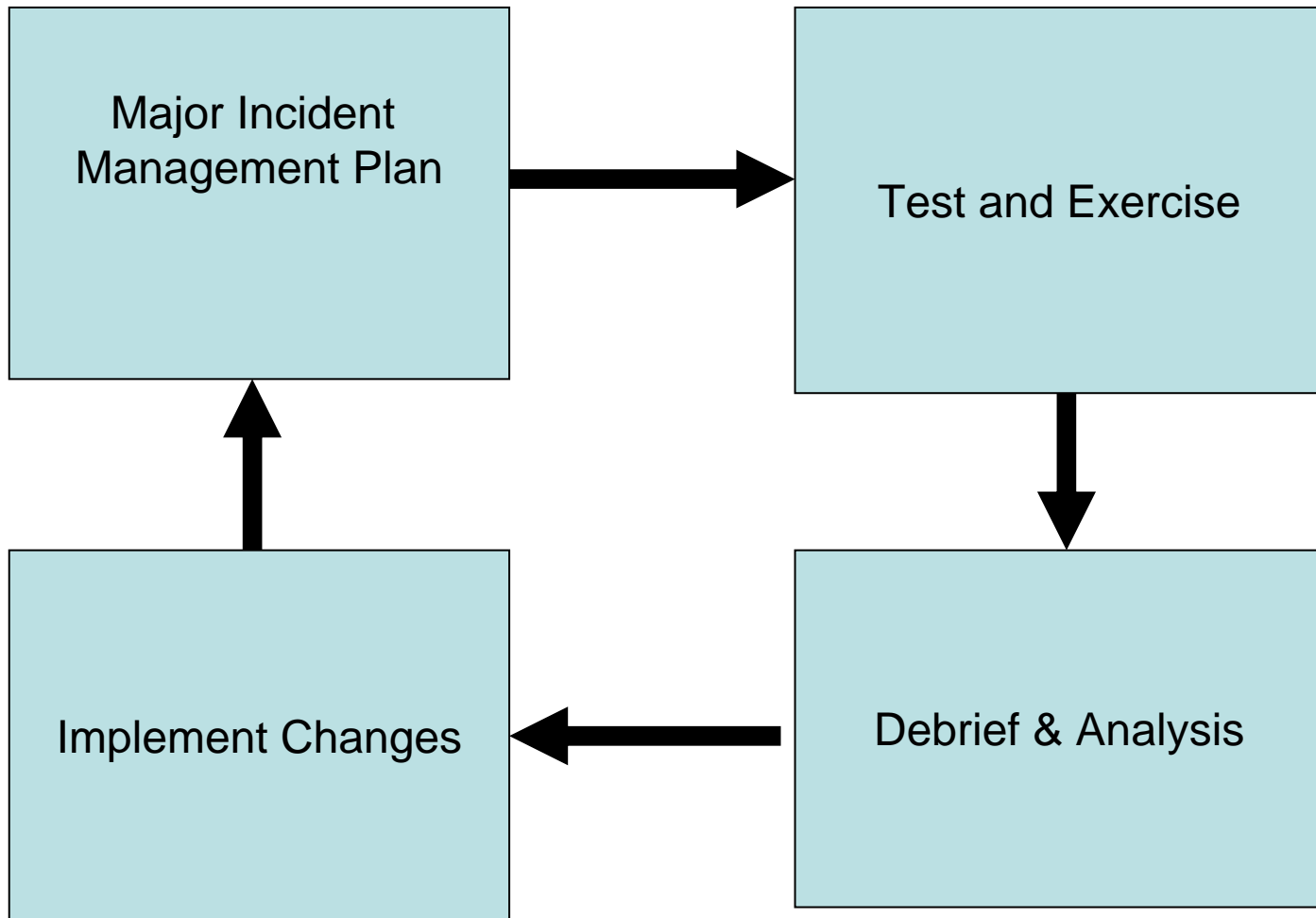


Major Incident Plan Considerations

- **Structure of emergency services**
- **Gold silver bronze**
- **Integrate with local authority and neighbours' plans**
- **Practicalities for duty manager**
- **Search planning**
- **Evac/invac decision**



Major Incident Planning Cycle



Key Internal Communications Issues

Training

Contacting staff

External Communications Issues

- Public Relations
- One spokesperson
- Staff trained at all levels
- Immediate and global press attendance and GLOBAL broadcast
- General public as source of positive and negative information- mobile phones video
- Public use of internet

REUTERS



The video of Daniela Cicarelli, an ex-fiancée of footballer Ronaldo, is notorious in Brazil

YouTube told: remove model film or face a fine a day

By Andrew Downie
in Rio de Janeiro
and Graeme Baker

INTIMATE footage of a former fiancée of Brazilian footballer Ronaldo must stop being shown on YouTube, the video-sharing website, a court has ruled.

The ban, by the supreme court in Sao Paulo state, Brazil, came after previous attempts to bar the video of a tryst between the model Daniela Cicarelli and a new boyfriend failed.

Google, which bought YouTube in a deal worth \$1.65 billion (£850 million) last year, has been unable to prevent new users from reposting the video.

Google must now find a way to carry out the order or face paying \$120,000 (£62,000) every day it appears in Brazil.

The video of Cicarelli and Renato Malzoni on a beach in Spain won notoriety in Brazil before the model, who is also an MTV presenter, won her first banning injunction in September.

Rubens Tilkian, who represented Mr Malzoni, said the second injunction was ordered because YouTube had not gone far enough to stop access to the clip.

"The internet is democratic and has to be defended, but this struggle is to have some level of control to avoid violations of people's fundamental rights, like privacy and intimacy," he added. "The problem is that the system is failing. Our objective is simply to get this video off-line."

A panel of judges will now decide whether to make the order permanent and whether to fine YouTube.

Experts said there was no way to stop people seeing the images because many internet users had downloaded the scenes and posted them on other sites.

Daily Telegraph

6th January 2007

The intimate footage of a former fiancée of Brazilian footballer Ronaldo must stop being shown on YouTube, the video-sharing website, a court has been told.....

.....Experts said there was no way to stop people seeing the images because many internet users had downloaded the scenes and posted then on other sites.

Military Perspective



“Sweat saves blood.”

Field Marshall Erwin Rommel



*“In preparing for battle I
have always found that
plans are useless, but
planning is indispensable.”*

Gen Dwight D. Eisenhower



“Every soldier must know, before he goes into battle, how the little battle he is to fight fits into the larger picture, and how the success of his fighting will influence the battle as a whole.”

Field Marshal Bernard Montgomery

CONCLUSIONS

Have an effective plan

Communicate the plan

British Council of Shopping Centres

‘Planning to Manage a Major Incident’

Price £15.00 (free to BCSC members)

Available from:

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