



From mountain to sea

**LGComms  
Flooding and  
weather  
emergencies**



From mountain to sea

**Aberdeenshire**  
COUNCIL



**Everything is a  
lesson, if you  
listen**



From mountain to sea

**Aberdeenshire**  
COUNCIL



## Introduction

- Nearly a decade in local government comms
- Around 8 years prior in aviation comms
- Radio news before that
- Astonishing to reflect on all the crisis comms scenarios I have been involved in, it is a lot!



From mountain to sea

**Aberdeenshire**  
COUNCIL



## Introduction to crisis communication

- **1<sup>st</sup> April 2009** – Bond helicopters flight 85N crashed in the North Sea. Killing all 16 men on board.





From mountain to sea

**Aberdeenshire**  
COUNCIL



## LIGHTBULB MOMENT – IT IS NEVER TOO FAR FETCHED

- April 2010 – Eyjafjallajökull





From mountain to sea

Aberdeenshire  
COUNCIL



## LIGHTBULB MOMENT – CONCURENT EVENTS ARE NOT TOO FAR FETCHED EITHER

- April 2021 – COVID/Forth Bridge







From mountain to sea

**Aberdeenshire**  
COUNCIL



## LIGHTBULB MOMENT – SOMETIMES YOU DON'T GET TIME

- Dec 2019 – Storm Frank





From mountain to sea

**Aberdeenshire**  
COUNCIL



## LIGHTBULB MOMENT – DON'T RELY ON NAMED PEOPLE

- Nov 2021 – Storm Arwen







From mountain to sea

**Aberdeenshire**  
COUNCIL



## LIGHTBULB MOMENT – WHAT IS NEXT??

- NPO?
- Critical infrastructure failure?
- Complete failure of drinking water?
- Another pandemic?
- More weather, but more complex?
- ...
- ...
- ...
- National Risk Register worth a read.



From mountain to sea

**Aberdeenshire**  
COUNCIL



## LIGHTBULB MOMENT SUMMARY

- Get clear on your role and what you can't say.
- Expect the unexpected. AKA, the ridiculous is not ridiculous.
- Plan for concurrent events in the hope you don't need them.
- Sometimes you don't get time.
- Don't base your plans on individuals.