

THE BURTON BOROUGH SCHOOL

A Specialist Arts College



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Dear Parents, Carers and Students

Confusion over Snow Closure: 6th January 2010

I would like to start by thanking all students who have attended Burton Borough today, and apologise to all those who did not come as you heard that the school was closed. I can assure you that you will not be marked as "unauthorised absence" due to this.

As you will almost certainly be aware, for a period of time most local radio stations were announcing that Burton Borough was closed due to the snow. In fact, we had not made any contact with any radio station, and this false announcement was due to an internal human error within one of the radio stations. This information was then circulated to all the other radio stations, as is policy, so that a consistent message can be given out. Unfortunately, on this occasion, whilst consistent this message was incorrect!

As soon as I became aware that false information was being broadcast, I contacted the radio stations and they changed their message however by then confusion was inevitable. The damage had been done.

The practicalities of closing a school at short notice, and informing the number of people involved, mean that we simply have to rely on local radio stations. With over 1100 students, combined with over 150 staff, we have no other way of communicating quickly and efficiently. I am sure that this mistake will not happen again, and so I would ask you to keep listening to the radio stations. BBC Radio Shropshire will be the first that I contact.

We are, of course, constantly reviewing our own practice and have streamlined our procedures so that we should be able to post a message on our own website before 7:30am if we are forced to close. It would therefore be worth checking here for confirmation of a closure.

Finally I would like to thank you for your support and understanding, and once again apologise for today's confusion.

We will be open tomorrow, Thursday 7th January 2010!

Yours sincerely

Dave Hill
Headteacher

