

Bad weather and your telecoms

How the British weather affects business communications

2004

A fire in a telecoms tunnel in Manchester meant businesses up to 100 miles away suffered a communications blackout.

130,000 phone lines were affected, several call centres were forced to relocate staff to temporary offices and companies lost an estimated £5 million a day.¹

2009

February had the heaviest snowfall in 18 years.

All London buses were removed from service and there were severe delays on London Underground, costing the UK economy around £1.2bn in lost working hours.²

2010

A flood at a telephone exchange in Paddington, London affected 437 local telephone exchanges across the UK, as far afield as Nottingham.

Because broadband and telephone lines were both out, over 45,000 VoIP customers of one business telecoms service were affected.³

Natural disasters can severely impact a business's ability to communicate...

2013

Heavy snow in January saw

1/3 of the UK workforce unable to get to their workplace.⁵

2010

The extreme cold returned, with the UK's coldest December since Met Office records began in 1910.

1000s of motorists were stranded for up to 10 hours on a number of motorways between 1-7 December.⁴

2014

Major winter storms hit the UK, bringing the greatest January rainfall in Southern England since records began.

An estimated 3,200 commercial properties were flooded.⁶

2015

Businesses lost electricity, gas and broadband services for over 36 hours when a cable fire blazed under the pavement in London's Kingsway in April.

5,000 employees were forced to evacuate their offices, with more than half of them experiencing disruption for several days.⁷

2015

December was the wettest month on record, with a flood peak of 1,700 cumecs (cubic metres per second) - enough to fill more than 41 Olympic swimming pools every minute.

Following a series of severe storms, businesses made more than 5,000 claims for property damage.⁸

2016

In March, storm Katie continued to wreak havoc on the British Isles, with peak wind speeds of 106 mph.

Over 100,000 power outages were recorded across the south of England.⁹

Are you prepared?

Despite the growth of mobile technologies, adverse weather conditions prevent an estimated **three million** UK workers from completing their normal work responsibilities each year.¹⁰

Between 2013-2014, a **third of UK businesses** were affected by transport problems, power cuts or broadband and phone line failures caused by inclement weather.

Of those, **40%** did not have a business continuity plan in place, leaving their staff to work from home or from another location.¹¹

How smartnumbers can help

A large number of organisations trust smartnumbers to deliver them absolute peace of mind during a network disruption, power outage or other event that might disrupt their telecoms.

With smartnumbers you can plan where calls will be delivered during any disruption, DDI by DDI. All calls through the smartnumbers service are monitored and automatically diverted when a failure is detected.

If you are unable to access your premises, with the smartnumbers business portal you can instantly divert calls by invoking custom dial plans, so you know calls will always reach the right person whatever happens.

Learn more about protecting your calls during disruptive events

bit.ly/smartnumbers-badweather



smartnumbers

0203 3162 3030

Sources: 1 www.computerweekly.com/news/2240055446/Fire-in-BT-cable-tunnel-paralyses-Manchester-business-community

2 news.bbc.co.uk/1/hi/uk/7864395.stm

3 news.bbc.co.uk/1/hi/technology/8597399.stm

4 en.wikipedia.org/wiki/List_of_natural_disasters_in_Great_Britain_and_Ireland

5 news.sky.com/story/snow-costs-uk-economy-163500m-a-day-10457444

6 www.ceh.ac.uk/news-and-media/blogs/briefing-note-severity-december-2015-floods-preliminary-analysis

7 www.regusworkplacerecovery.com/research/

8 www.abi.org.uk/News/News-releases/2016/01/New-figures-reveal-scale-of-insurance-response-after-recent-floods

9 www.metoffice.gov.uk/uk-storm-centre/storm-katie

10 commsbusiness.co.uk/news/prepare-your-business-for-winter-says-daisy/

11 www.continuitycentral.com/news07474.html