

DSC Standard Holding Statements for Media and Press

Below is a set of Standard Holding Statements that can be used to respond to the media or press during and immediately after an incident. These are designed to:

- Be factually neutral, avoiding speculation
- Reassure the public and media that the situation is being managed
- Protect sensitive details while remaining transparent
- Comply with Martyn's Law and broader public safety communication expectations

1. General Safety-Related Incident

- *We are aware of an incident that has taken place at [venue / event name] and are currently working with emergency services to assess the situation.*
- *Our priority is the safety and welfare of everyone on site.*
- *At this stage, we are unable to share further details but will provide updates as soon as we are able.*
- *We ask for your patience and understanding while we respond.*

2. Medical Emergency

- *We can confirm that a medical incident occurred at [location] during [event / time].*
- *First responders and on-site medical teams acted quickly and the individual(s) involved are now receiving appropriate care.*
- *For privacy reasons, we will not be commenting further at this time.*

3. Evacuation or Lockdown

- *As a precaution, the [venue / event] was temporarily [evacuated / placed into lockdown] following the identification of a potential safety concern.*
- *All actions were taken in accordance with our emergency response procedures and we are working closely with the relevant authorities.*
- *Further updates will be provided when it is appropriate to do so.*

4. Suspicious Item or Police-Led Investigation

- *A suspicious item was identified at [location] and the area was cordoned off as a precaution.*
- *The item is now being assessed by the appropriate authorities.*
- *We appreciate the cooperation of the public and will continue to support police as required.*
- *At this time, there is no cause for further concern.*

5. Incident with Casualties

- *We are deeply saddened to confirm that an incident at [venue / event] has resulted in injuries.*
- *Emergency services responded swiftly and the injured are receiving care.*
- *We are working closely with the authorities and will not speculate further while investigations continue.*
- *Our thoughts are with all those affected.*

6. Technical Failure / Digital Disruption

- *We are aware of technical issues affecting [ticketing systems / communications / services] at today's event.*
- *Our teams are working to resolve the issue and we are liaising with relevant providers.*
- *We apologise for any disruption and will share updates when we can.*

7. Weather or Environmental Disruption

- *Due to unexpected weather conditions, we have made adjustments to the event to ensure the safety of all attendees.*
- *We appreciate the public's understanding and cooperation.*
- *Further updates will be communicated through our official channels.*

8. When No Further Comment Will Be Given

- *We have no further information to share at this time.*
- *Any verified updates will be issued through our official channels.*
- *We ask that media outlets avoid speculation while investigations are ongoing.*

9. Positive Statement After Resolution

- *The incident at [venue / event] has been fully resolved and normal operations have resumed.*
- *We would like to thank our staff, emergency services and attendees for their cooperation and professionalism.*
- *The safety of our guests remains our highest priority.*

Additional Guidance

- Always coordinate holding statements with emergency services or local authority if they have assumed primacy.
- Assign a single spokesperson to prevent mixed messages.
- Do not confirm names, numbers of injuries or fatalities unless verified and cleared by authorities.
- Keep tone calm, respectful and factual.