

**Protocol for Crisis Management – Educational Visits and Journeys  
Alpha Plus Group**

In the event of a serious incident/situation

In the event of a serious incident and/or situation where serious injuries or fatalities occur, or where the media are likely to become involved during an educational visit or journey, the co-ordinating staff on the ground will contact their Head/Principal and advise them of the details. If the Head/Principal is on the visit, the Head/Principal will handle the matters outlined below directly.

If the Head/Principal is unavailable for whatever reason, the staff involved will contact a pre-named deputy who shall be a senior member of staff and who shall be contactable on a 24- hour basis during the duration of the trip. In the event of such a call, both the Head/Principal and this deputy must be able to access the documentation relating to the trip in good time.

The Head/Principal of each institution shall ensure in advance that this deputy is identified and their contacts communicated to all those involved in organising such trips. These contacts must include out of office contact information and in particular a mobile phone number.

If the Head/Principal is on the visit, this deputy must not be a participant on the visit.

Making Contact with APG:

Based on this information, the Head/Principal or the deputy identified above, using their professional judgement and if they deem the matter to be of sufficient seriousness, or if they are in any doubt, will call either Liz Francis Director of Education (Schools) or Anthony Kay, Head of Strategy & Business Development / Director of College Operations (Colleges) at the Alpha Plus Group, to advise them of the details.

In their absence or unavailability, the person will call the CEO.

Actions Arising:

If this Director (assuming it is not the CEO) determines the matter to be of sufficient concern, they will contact the CEO who will decide if the matter is to be managed as a crisis situation.

In the absence or unavailability of the CEO, this Director will take this decision and perform the functions of the CEO outlined below.

If the decision is taken to manage the incident as a crisis situation, the following will occur:

1. The CEO will put together a team who will handle all aspects of the response to the issue. This team will include the School or College's Head/Principal or the pre-named deputy identified above should the Head/Principal be unavailable
2. This team will manage all aspects of the response to the crisis. The CEO shall lead this team and is authorised to make any decisions required

3. The team will decide on the type and nature of communications to parents and staff and other audiences as required
4. The Alpha Plus media protocol will continue to apply for dealing with media enquiries. The media protocol is reproduced below for ease of reference.

Contacts

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**Media Protocol**  
**Alpha Plus Group**

If a call from a media outlet comes to a nursery/school/college or Alpha Plus reception, the following will occur:

1. The person taking the call will take the name, number and media outlet of the person calling. They will tell the person that someone will get back to them ASAP. It is important that nothing further should be said. If caller persists, the person should politely repeat that someone will get back to them ASAP.
2. The person taking the call will immediately send the details of the call by email to [rossella.proscia@alphaplusgroup.co.uk](mailto:rossella.proscia@alphaplusgroup.co.uk) and [adrian@langancommunications.com](mailto:adrian@langancommunications.com) and will ask for confirmation that the email has been received. If no confirmation has been received within 30 minutes of the email being sent, the person should call Rossella/Adrian to confirm receipt.
3. Adrian Langan will then call the journalist and ascertain the nature of the enquiry and their deadline.
4. Following this, Adrian Langan will construct a response to the media enquiry, which will be signed off by Rossella Proscia, the Head or Principal of the institution affected and Liz Francis, Director of Education and Anthony Kay Head of Strategy & Business Development / Director of College Operations & should be copied to Graham Able.
5. If the matter is time sensitive or occurs outside of normal office hours, Graham Able in the first instance or any APG Director in the second instance can provide sign off on the response.
6. Adrian Langan will then provide the journalist with the signed off comment.
7. Adrian Langan will then monitor the story and send links to any stories if they become available.

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