

# ALDER



**GENERAL ELECTION:**  
REPUTATIONAL  
RISK MANAGEMENT  
FOR SCHOOLS &  
CHARITIES



## Political Risk Management

Battle lines are being drawn as the public head to the polls for both UK local elections and a general election in 2024. Tensions always run high at election time, as both politicians and journalists look for case studies to anchor their campaign. So far, a stronger focus on the domestic agenda from opposition parties has been met with an equally strong focus on socio-cultural issues from the governing party.

Schools and charities have already been identified as a battleground – everything from EDI policies, to freedom of expression disputes, to ‘the war on woke’ – have also risen rapidly in importance on national news desks, which now scrutinise even the smallest organisations.

### OUR SERVICES

Our political risk management services have been developed to minimise reputational risk in the face of what promises to be a turbulent and testing year.

#### 1. Vulnerabilities Assessment

Our vulnerability assessment comprises an analysis of a number of factors that will influence your risk profile, such as your recent media performance, your stakeholder relationships, your empathy capital, and the extent and nature of political interest in your sector.

#### 2. Readiness Audit

Our readiness audit will assess your existing crisis protocols and frontline media-handling competence, as well as identify gaps in your communications defence.

#### 3. Risk Mitigation Strategy

Our risk mitigation strategies provide senior leaders with comprehensive advice on how to minimise their exposure to political and media exploitation.

#### 4. Delivery of Training

We will provide training as necessary, plugging any gaps and implementing essential learnings through our broad and bespoke training programmes.

#### 5. Ad hoc or Retained Support

Our specialist team is available 24/7 to provide ad hoc crisis PR and issues management support in the event of an issue.



**Is your organisation ready to handle the political threat that 2024 poses?**

#### POLITICAL RISK CATEGORIES

These topics include:

- Equality, diversity and inclusion strategy
- Political expression in the workplace
- Geopolitical events and cultural movements
- Third-party collaboration, e.g. guest speakers, sponsors
- Curriculum content debates
- Freedom of expression issues
- Scrutiny of finances and funding

“Incredibly responsive and professional, high-quality work, good understanding of the sector and our needs, enjoyable to work with!”

Executive Assistant, education charity

#### CONTACT US

For a discreet, no obligation discussion about your needs please call our team on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com)