

# 24 hour major incident response service for AIM Members

## What is the service and how does it work?

We're a safety net to help prepare and support you through the handling of a major incident or crisis<sup>1</sup>. Upon subscribing and paying the heavily reduced AIM Member fee, you are given access to a bespoke adventure activities online crisis management audit. We then analyse your responses, documentation and prepare an individual report with some key recommendations. This proactive process will help improve your resilience or readiness for a major incident and is worth more than the AIM discounted annual fee in itself! We will also securely store all your procedures and contact details on file to ensure we're ready to help as soon as we're needed.

You are then provided with a dedicated AIM Member emergency contact number to reach us in the event of a major incident or emergency; there will always be someone at the end of the phone to help. Your annual fee pays for direct, 24/7 access to our emergency team, the annual audit and one hour of inclusive intervention time, which you can use to help prepare crisis plans etc. Additional intervention costs in the event of a crisis will be covered automatically by your AIM Mutual policy, pre-approved to £25,000<sup>2</sup>.

## Why should I sign up?

We know that the likelihood of emergencies happening is slight and the cost of being sufficiently prepared for handling them internally is often prohibitive. In reality, most small/medium sized organisations can't justify having staff on call just in-case; someone experienced to manage the operational aspects of an incident, someone to advise on PR, numerous incident handlers to make things happen and of course people to continue running the day to day business.

Subscribing to Pharos Response's 24/7 service and our innovative online audit for AIM Members helps ensure you and your organisation are ready for a major incident. And you'll probably sleep sounder at night during your peak delivery periods knowing help is at hand if you need it.

<sup>[1]</sup> Details of your levels of cover and the definition of an emergency can be found in your AIM Member terms.

<sup>[2]</sup> Pharos Terms and Conditions for this service can be found on the Pharos website [www.pharos-response.co.uk](http://www.pharos-response.co.uk)

## Benefits:

- Heavily discounted AIM Member fee of £125 plus VAT (annual cover usually starts at £995)
- Improved readiness to respond to incidents having conducted the Pharos Response critical incident audit
- 24/7 access to specific crisis management expertise in a cost effective manner
- Enhanced service to your clients by fulfilling legal and other compliance responsibilities
- Costs directly proportional to specific incidents and insured under your current AIM policy to £25,000
- Reduced likelihood of claims that result from poor incident management
- Improved claims history helping to control insurance contributions
- Communications resilience through the ability to absorb high volume in-bound calls during and immediately after a crisis. Publish a telephone number to your customers that will be answered by our team with a pre-arranged script in order to keep your own lines free for priority inbound calls.

## What do I get?

- Bespoke online adventure activity major incident audit and report of current procedures and resilience
- A dedicated AIM 24/7 emergency number which will take you through to an experienced Pharos Response incident handler to provide immediate and specialist advice and support. They will offer immediate safety and security containment advice and help prepare an action plan
- 24/7 access to Pharos Response's expertise for strategic operational or communications advice
- Two credit card sized waterproof emergency response contact cards
- Access to a high volume in-bound call handling capability in the event of a major incident
- Access to specialist trauma counselling and second opinion telemedicine services
- Industry-specific safety bulletins
- Annual fee includes one hour of telephone consultancy
- Set up and processing of your key documentation so that support is not delayed when you need it most.

## How much does it cost?

£125 plus VAT.

In the event of a major incident, intervention costs will be covered by your AIM policy up to £25,000 so long as it meets your AIM Membership terms<sup>[1]</sup>.

## How do I sign up?

At any time, not just when you renew your cover with AIM. Simply complete and send the attached booking form. Your log-in to the online audit will then be sent with your invoice. Upon receipt of payment, your audit results and report will be sent to you, along with your new member pack with your AIM emergency number cards and Pharos Response logo for your marketing use. Feel free to email us directly on [info@pharos-response.co.uk](mailto:info@pharos-response.co.uk) with any questions.