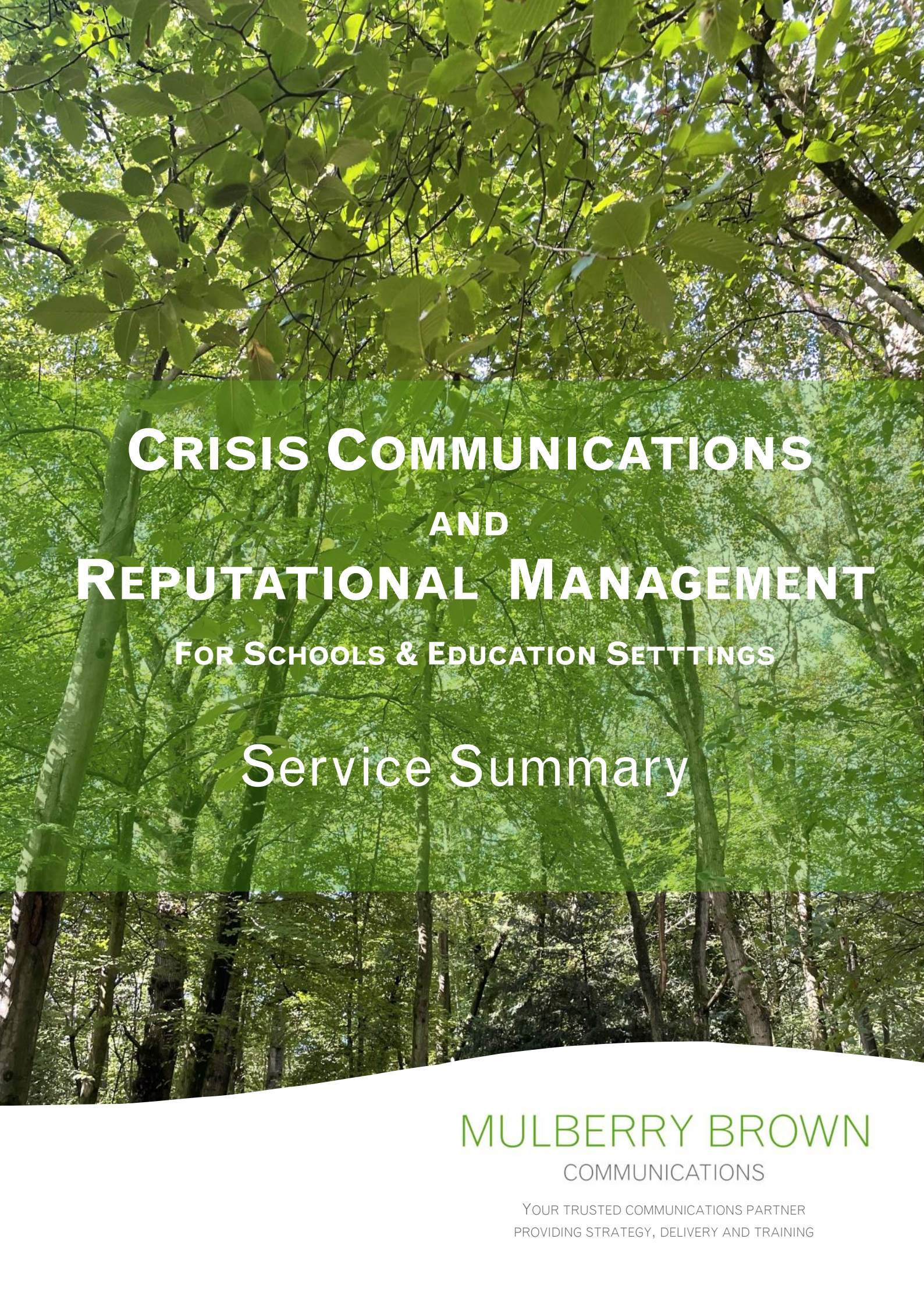




CRISIS COMMUNICATIONS AND REPUTATIONAL MANAGEMENT

FOR SCHOOLS & EDUCATION SETTINGS

Service Summary

MULBERRY BROWN
COMMUNICATIONS

YOUR TRUSTED COMMUNICATIONS PARTNER
PROVIDING STRATEGY, DELIVERY AND TRAINING

EXPERIENCE AND EXPERTISE

Mulberry Brown Communications LTD (MBC) provides senior communications leadership with more than 20 years' experience protecting reputations, guiding organisations through volatility and delivering strategic PR and crisis communications across both the public and commercial sectors. Whilst Bristol based, MBC supports organisations across the Southwest and nationally.

I founded MBC in 2025 following my role as UK Head of PR, Marketing and Communications for a multinational defence company. Prior to this, I spent 15 years in policing and criminal justice, holding senior national and regional communications positions including National Head of Communications for the Violence Against Women and Girls Taskforce and Head of Corporate Communications for a regional police force.

My career has spanned both proactive reputation building and the most acute end of reputational risk. I have led communications responses to terrorist attacks, major incidents, high-profile investigations and national crises, including the London Bridge and Parsons Green attacks, national flooding events, regional COVID-19 responses, Operation Bridges (the death of the late Prince Philip, Duke of Edinburgh), and complex investigations under intense media scrutiny. I have also served within Strategic Coordination and Resilience Forums as a Regional Communications Lead, overseeing multi-agency communications during major incidents, aligning partners in real time and contributing to national training and best practice.

My experience also includes supporting schools and education settings, providing trusted communications advice during times of crisis - helping senior leaders manage sensitive issues, protect staff and pupil wellbeing, and communicate clearly with parents, local communities and the media when scrutiny is high. This has also included managing misinformation and rumour, in addition to responses to criminal investigations, family and domestic disputes, safeguarding and child welfare.

I am highly experienced in working alongside in-house legal teams, external counsel and frameworks. I navigate complex, multi-stakeholder environments with confidence, balancing transparency with legal risk and ensuring public messaging supports, rather than compromises, investigative, regulatory or judicial processes.

Please do get in touch if I can support you with any strategic counsel, comms delivery or training needs you may have.



Miriam Brown - Director

“

One of the most creative and innovative people I've worked for... Good at problem solving within very tricky environments.

Ellie Farmer
Head of Media
UK Home Office

APPROACH

Whether responding to an unfolding incident or preparing organisations to withstand future scrutiny, my approach is consistent: **clear strategy, calm leadership and comms that protect trust when it matters most.**

My role is to bring confidence, reduce noise and help organisations navigate complexity with integrity, clarity and control. I am professional, discreet and steady under pressure, providing grounded advice, clear communication and decisive action. I work quickly and efficiently, but never at the expense of accuracy, legality or good judgement. I collaborate with leaders and legal teams, listening and consulting, to ensure I am fully sighted on the facts, statutory requirements and organisational policy before advising on the best course of action.

My approach is integrated and holistic, and includes the full communications ecosystem: media, social, owned channels, internal audiences, partners and key stakeholders, to ensure alignment and coherence.

What You Can Expect:

- Calm, senior counsel and expertise during high-pressure situations
- Clear communication and quick turnaround
- Thoughtful, strategic recommendations and hands-on delivery
- Access and prioritisation for time-sensitive issues and crisis situations
- On-site support – I will come to you whenever possible
- Experienced media handling and stakeholder management
- High-quality writing and media-ready content
- Professionalism, reliability and discretion (am vetted and used to working confidentially)
- Clear, ethical leadership
- Experience of safeguarding
- Secure systems and GDPR compliance
- Full-circle support from planning to crisis comms response, to recovery
- Compassion, empathy and positivity when it's needed most.

Who Do I Work With:

- In-house teams or agencies needing specialist or capacity support.
- Public sector, charities and educational organisations providing specialist support, crisis comms and training.
- Large corporate organisations and C-Suite, acting as a strategic communications partner providing consultation and counsel, specialist support to in-house teams, coaching and training or to provide specialist outsourced functionality.

SERVICE OFFER

I support organisations at every stage of the crisis lifecycle from preparedness to live incident response and long-term recovery

Preparedness Services

Preparedness reduces panic. It builds confidence, clarity and control before issues arise.

- Reputational risk assessment and mapping
- Crisis communications frameworks and escalation models
- Leadership and team training
- 1:2:1 media technique coaching
- Facilitated strategy sessions and crisis workshops
- Tabletop exercises and scenario simulations
- Standalone crisis communications plan development

Crisis Communications

When the pressure is immediate, I provide steady leadership and decisive action.

- Real-time crisis communications management
- Liaison with legal teams, regulators and governing bodies
- Stakeholder and audience mapping
- Press Office functionality
- Statements, Q&A, media briefings and digital content
- Advice on crisis management, task allocation, roles and responsibilities and welfare
- Press conferences and media facilities
- Multi-agency communications coordination
- Acting spokesperson or support
- Internal and stakeholder communications and welfare-sensitive messaging
- Monitoring, evaluation and narrative adjustment

Recovery and Proactive PR

It's not about returning to where you were, it's about emerging stronger, clearer and more resilient.

- Reputation recovery strategy and rebuilding plans
- Narrative repositioning and brand clarification
- PR strategy development and audience mapping
- Thought leadership and executive positioning
- Media outreach and press office support
- Campaign planning and execution

"Any client is lucky to have you and your immense skills, experience and passion, coupled with a positive, solution-focussed mindset."

Alastair Campbell, Director of Communications, Herefordshire Council

PRICING GUIDE

Clients typically engage me in one of three ways:

1. Project-Based

Defined scope, timeline and deliverables with a fixed fee
Ideal for preparedness reviews, training, planning/projects

2. Retained Support

Ongoing strategic counsel with priority access and agreed monthly hours
Suitable for organisations seeking consistent oversight

3. Day Rate / Crisis Response

Immediate, responsive support during live/emerging issues
Includes prioritisation and hands-on crisis management

Guide Pricing

Discounted pricing is available for schools and third sector organisations. Please contact me. All projects are scoped individually. I am happy to work within defined budgets and procurement frameworks. Typical commercial pricing below.

PR Support & Training

- Day rate: £350 – £600
- Half day: £250 – £300
- Hourly: £50 – £200
- Project packages: £1,200 – £6,000

Preparedness & Training

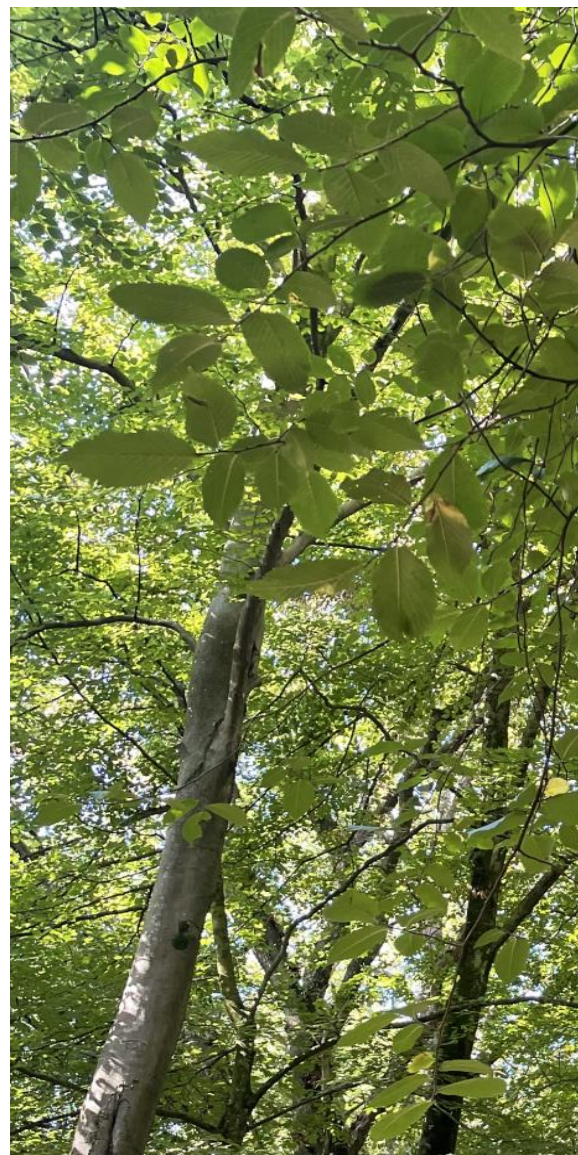
- Preparedness assessments: £1,200 – £6,000
- 1:2:1 training: from £500 per session
- Team training: £600 – £3,000
- Strategy workshops: £600 – £3,500
- Tabletop simulations: £900 – £6,000
- Crisis comms plan creation: £1,500 – £3,500
- Retainers: from £750 per month

Crisis Response

Live crisis comms management from £600 per day or £150ph

Recovery Strategy

£1,500 – £5,000 depending on scope and duration or monthly retainer for on-going support



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“Since first working together you have been an eternal source of amazing insights...and strong direction. You have a great gut instinct and anyone smart enough to invest in your services is going to reap rewards. You are still my go-to person for all things communications.”

Emma Russell, Head of PR and Communications at Thatcher's Cider (formally Head of Comms for Women's Aid)

NEXT STEPS

If you would like to strengthen your preparedness and protect your organisation before issues arise, please get in touch.

If you require immediate crisis support, please call directly.

Phone: 07764 750888

Email: Miriam@mulberrybrown.co.uk

Contact: Miriam Brown

 Bristol and the Southwest, with national coverage

Mulberry Brown Communications LTD

Crisis Communications & Reputation Management Expertise

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