



PRESS RELEASE



Three Greater Manchester universities pioneer UK's first city-wide safety and response initiative using innovative digital technology with CriticalArc's SafeZone

Game-changing collaboration between universities will speed incident response

MANCHESTER, UNITED KINGDOM, 29 SEPTEMBER 2021 – A pioneering alliance between three Greater Manchester universities using SafeZone[®] technology from [CriticalArc](#), enables security teams to provide faster response and assistance to their students and staff.

The [University of Manchester](#), the [University of Salford](#) and [Manchester Metropolitan University](#), working with [CriticalArc](#), have created the *Manchester SafeZone Alliance*. A global first, the initiative enables the three security control rooms to extend the footprint of 24/7 support beyond their campus boundaries.

The partnership builds on Manchester's and Salford's reputations as safe and welcoming cities for students from across the UK and a favourite destination for international students.

The three universities have each deployed SafeZone, CriticalArc's unified safety, security and emergency management solution that provides [Safety Everywhere](#)[™], wherever an organization has duty of care. Now, with the formation of the *Manchester SafeZone Alliance*, security staff from each campus will provide reciprocal support to each other's staff and students.

In the event of an emergency - including an accident, crime, or medical incident - help is available to SafeZone users at the press of a button. Using the SafeZone app on their phone, students and staff are directly connected to the appropriate safety and security team or first responder.

For example, if a University of Manchester student is walking home alone late at night through the Manchester Metropolitan University campus, that individual will have the peace of mind that dedicated university first responder teams are instantly accessible at the tap of a button via SafeZone, confirming who needs assistance, their precise location, and the type of incident. The nearest first responders



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will be notified and dispatched to the scene to provide an efficient response. Only when an individual calls for help is the identity and location of that person shared with the university's security team.

“Student and staff wellbeing is always the top priority for all three universities, and we are pleased to put in place a technology solution that furthers this shared aim. Manchester and Salford have a long-standing reputation for being inclusive and welcoming destinations for students from around the world,” said Dr Sam Grogan, Pro-Vice Chancellor for Student Experience at University of Salford on behalf of the universities with the Manchester SafeZone Alliance group. “This pioneering cross-city initiative serves to enhance the safety and wellbeing of our university community.”

Darren Chalmers-Stevens, Managing Director of CriticalArc, said the introduction of the first [SafeZone Alliance™](#) furthered CriticalArc's strategic objective to help customers extend safety and security across their wider communities to enhance the protection of millions of SafeZone users.

“We are delighted to be working with the University of Manchester, Manchester Metropolitan University and University of Salford on this ground-breaking project to give added reassurance for thousands of students and staff. The SafeZone Alliance sets these Greater Manchester universities apart and demonstrates their commitment to the wellbeing of students and staff, beyond traditional campus boundaries. We believe this alliance will prove to be a catalyst for game-changing cooperation between universities around the world.”

For more information on CriticalArc and SafeZone go to www.criticalarc.com or email contact@criticalarc.com.

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Media Contacts

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Complimentary Media Assets -- link contains the following:

- Product image of SafeZone Alliance
- Logo of SafeZone Alliance
- Logo of University of Manchester
- Logo of Manchester Metropolitan University
- Logo of Salford University
- [Video of SafeZone Alliance](#)
- Headshot of Dr Sam Grogan, Pro-Vice Chancellor for Student Experience at University of Salford
- Headshot of Darren Chalmers-Stevens, Managing Director, CriticalArc

About CriticalArc

Keeping your people safe is vital for today's organizations. CriticalArc's SafeZone, the unified safety, security and emergency management solution, provides *Safety Everywhere™* for your people, wherever you have duty of care. Through *Real-time Coordination and Response*, organizations are empowered to respond faster and more effectively to incidents of any scale. And SafeZone's *Operational Insights* streamlines day-to-day operations and enables unprecedented post-incident learnings to continuously improve team performance and optimize future response. Quick to deploy, scalable, and easy to use, SafeZone is transforming how leading organizations manage the safety of millions of people every day. For more information, please visit www.criticalarc.com, email contact@criticalarc.com, or telephone +44 (0) 800 368 9876.

About University of Manchester

The University of Manchester is a member of the prestigious Russell Group and one of the UK's largest single-site universities. We have over 40,000 students, 12,000 staff and, with almost 480,000 former students from more than 190 countries, are home to the largest alumni community of any campus-based university in the UK. No fewer than 25 Nobel laureates have either worked or studied here.

We are ranked number one in the world in the [Times Higher Education \(THE\) Impact Rankings](#) and the [top UK University for graduate employability](#) according to The Times and Sunday Times Good University Guide. Visit www.manchester.ac.uk for further information or <https://www.manchester.ac.uk/discover/vision/> for our latest strategic vision.

About The University of Salford

The University of Salford is located in the heart of Greater Manchester. We have more than 20,000 students, 2,000 staff and a global community of over 190,000 alumni. We are continuing to invest in our campus and facilities with a £300 million masterplan that will make us fit for the future. We pioneer exceptional industry partnerships leading the way in real world experiences by preparing students for life. For further information: <http://www.salford.ac.uk>
Research at The University of Salford: www.salford.ac.uk/research
News and media contacts: <http://www.salford.ac.uk/about-us/corporate-information/press-office>



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About Manchester Metropolitan University

Manchester Metropolitan University is one of the most extensive higher education centres in Europe with 38,000 students and more than 1,000 undergraduate, postgraduate and professional courses. The University educates and trains large numbers of legal and business professionals, scientists, engineers, teachers, health workers and creative professionals.

Manchester Metropolitan achieved the silver award in the Teaching Excellence Framework, has 85% of research impact rated world-leading and internationally excellent as judged in the REF, and is one of the UK's greenest universities as ranked by the People and Planet sustainability league tables. The multi-lingual poetry project, Mother Tongue Other Tongue, was recognised with a prestigious Queen's Anniversary Prize in 2019, while the Business School is part of an elite group of schools worldwide that holds the triple crown international benchmark of excellence.

Social Media Links

- **CriticalArc**
 - LinkedIn: <https://www.linkedin.com/company/criticalarc>
 - Twitter: @CriticalArc
 - Facebook: <https://www.facebook.com/criticalarc>

- **University of Manchester**
 - LinkedIn: <https://www.linkedin.com/school/university-of-manchester/>
 - Twitter: @officialUoM and @UoMNews
 - Facebook: <https://www.facebook.com/TheUniversityOfManchester>
 - Instagram: @officialuom

- **University of Salford**
 - LinkedIn: @SalfordUni
 - Twitter: @SalfordUni
 - Facebook: @SalfordUni

- **Manchester Metropolitan University**
 - LinkedIn: <https://www.linkedin.com/school/manchester-metropolitan-university/>
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