

**DELIVERING SAFE AND
ENJOYABLE ENVIRONMENTS AT
EVENTS AND VENUES**



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At G4s we pride ourselves in delivering safe and enjoyable events UK wide, with the attendee experience at the heart of our delivery.

We work closely with organisers, to create a security and crowd management plan that is tailored to the needs of each event, venue, audience profile and the local community.

Our professional, long standing events team focuses on three elements in order to deliver a successful event:



Safety

Our primary focus is the safety of everyone at the event; artists, spectators and guests, staff and support teams.

Our stewards are there to provide a safe environment so that spectators can relax and enjoy themselves.



Security

The security for each event starts with a risk assessment, audience profile and crowd management plan.

Our experienced team of SIA licensed officers and management team are there to look for unusual and concerning activities, whilst interacting and helping guests.



Service

Customer service is at the heart of our delivery. We understand that a positive service experience can make the event both enjoyable and memorable.

Offering customers a positive welcome, being on hand and visible to address their questions, and responding quickly is second nature to us.

WHAT MAKES G4S DIFFERENT?

Partnering with G4S provides you with access to:

- Staffing resilience that comes with having a large, national workforce.
- A commitment to recruiting, training and retaining a great team.
- Virtual learning environments to brief and train individuals.
- A long standing, experienced management team on hand to support you.
- Confidence we have the processes, policies and procedures to ensure safety and compliance for your event.
- Our wide range of specialist security services such as Canine and Travel Risk Management.





Event security and stewarding

Our event stewards are often the first and last experience for visitors and spectators. Therefore, we understand that the impression they create is vital to the overall success of each event. All the little details make the difference, from the way we greet guests and conduct bag searches, to the speed and ease with which visitors are able to both enter and exit the venue.

With this in mind, steward selection and training is at the heart of our service delivery. Stewards have many different responsibilities and are able to undertake a wide variety of roles.

These include:

- Delivering a friendly and reassuring security culture
- Ticketing checks and spectator screening at access points
- Highlighting and addressing Health & Safety risks
- Embracing the atmosphere whilst monitoring crowd behaviour
- Managing crowd control by following the crowd management plan
- Car Park Management
- Addressing anti-social behaviour
- Overseeing spectator egress



A personalised approach

No two events, venues and audiences are the same. We create an audience profile for each event and build our team to suit it, taking into account the anticipated and historical crowd profile, mood and behaviour.

“...when we see the G4S team welcoming and stewarding our guests, we can have complete confidence that any security concerns will be dealt with..”

Rhodri Price,
Director of Championships Operations



Crowd Management

People attending an event want to enjoy themselves.

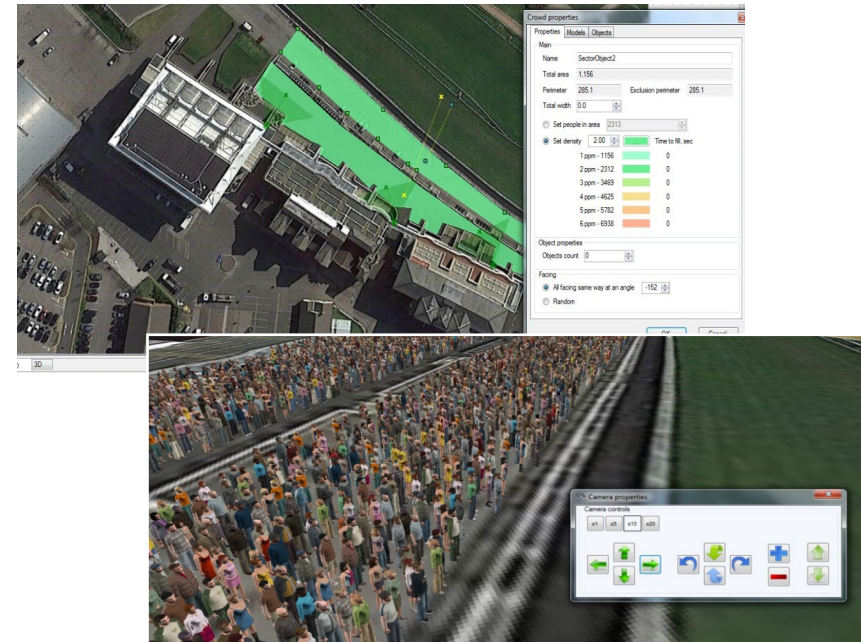
Ease of entry and departure, access to refreshments and addressing medical issues or inappropriate behaviour all contribute to ensuring an optimal experience. Our crowd management process proactively looks at this for each venue.

Any event that is expected to attract a crowd needs crowd management procedures in place. Whether that event is a festival, a conference or a sporting event, lots of people gathering in the same place creates risks that can have dangerous consequences if not managed effectively.

Crowd management covers:

- Crowd Density
- Crowd Flow and Circulation
- Capacity Calculation
- Flow Rates
- Arrival Profiles and Rates
- Egress Rates

Our crowd management plan can include crowd modelling software to providing a virtual testing ground for our clients.



“...G4S was a great partner for the event, giving us confidence through the team’s detailed planning, which ensured a great experience for our artists, promoters and spectators...”

Dan Craig,
Operations Director, Loudsound for AEG Live



Year Round Guarding

As well as contracted and ad hoc events, we also offer year round guarding to provide security for your venue, staff and assets.

Using the same organisation for your year round guarding to supplement your events enables seamless operational deployment from your venue security to your event timetable. It ensures consistency of service and staff, improving the quality of security delivery.

Having a large local workforce also provides flexibility to cover sickness and holidays.

We can undertake a wide variety of roles which include:

- 24/7 security
- Access control, including open and lock up procedures
- Security patrols, including sustainability checks such as lights-out, windows closed etc
- CCTV and Monitoring
- Reception & Concierge
- Maintenance Management
- Security sweeps to ensure private areas are clear of unauthorised listening or surveillance devices





Canine Services

A cost-effective method to improve spectator safety.

To supplement our event stewards, G4S canine offer a full range of protection and detection services including:

- Explosive detection
- Drug detection
- General purpose canine security
- Pyrotechnic detection

G4S offers specialist trained canines to search a venue for potential explosive devices ahead of guests arriving. Drug and Pyrotechnic canines can effectively check each person as they enter a venue or event without causing delays to the pedestrian traffic flow. And, general purpose canines can patrol an event to deter anti-social behaviour. The visual nature of the canine service provides a strong visual deterrent, visually communicating a non-tolerance policy.

All of our canines and handlers have to complete a minimum of 150 hours training and pass written and practical tests to become operational. Each handler and canine is also tested every month to ensure consistent performance.

The explosive detection dogs are trained using real explosives in a simulated environment. This ensures accuracy and maximum performance when scents are detected in real-life situations.

Did You Know?

Worryingly, uncertified and untrained canines are currently permitted to attend a site with a SIA licensed officer. Always ask to see the handler and canine certifications before allowing teams onto your premises to commence work



Our People

A positive spectator or guest experience starts and ends with having a great team.

We work hard to attract great people, then carry out a robust screening programme to provide reassurance that our employees background and experience matches with your expectations.

Then, we invest heavily in their training to ensure they have the knowledge and expertise to deliver an enjoyable event and meet your compliance.

Recruitment

The recruitment market can be challenging but we work with you to try new and innovative methods to attract talented individuals. This may involve face to face recruitment fairs, online adverts or sponsored social media campaigns. We are committed to attracting and selecting a great team. In line with our customer requests, we make every effort to recruit from local communities.

“From the excellent virtual training in advance through to the service delivery, we were confident that we would receive first class customer service.”

John Baker,
Regional Director, NW Jockey Club

Vetting

We can tailor screening packages to meet our customers' specific needs providing a cost-effective, time saving and efficient solution.

Our employment screening and vetting services uses four key drivers:

Four key drivers for screening new staff

-  Protection of brand and reputation
-  Safeguard your existing workforce
-  Increased market regulation
-  Increased CV fraud



Training and Qualifications

We offer a wide range of qualifications and training to suit the role and client requirement.

These include:

- SIA licenses for all of our Events Security Officers
- Spectator Safety qualifications for our Events Safety Stewards
- The Level 5 Award in Crowd Safety Management for our Crowd Management specialists.
- Understanding Equality & Diversity
- First Responder & Fire Awareness
- Physical Intervention
- Anti-Terrorism
- Customer Excellence

Staff Wellbeing and Mental Health

Mental Health Ambassadors

We have launched a Mental Health Ambassador Group within G4S, which is a group of 30 G4S employees who we have trained in mental health support. They are in place to help individual staff members access confidential support and guidance to assist with mental health.

Wellbeing Portal

Our Wellbeing Portal provides staff with a range of resources including advice, guidance and goal setting, to improve their physical and mental health and wellbeing.

“We always recruit internally where possible for our supervisor positions to develop and retain our existing talent”

OUR CUSTOMERS

We work with some of the UK's leading sporting, music and conference venues including:



DID YOU KNOW WE ALSO OFFER...

G4S offer a range of integrated security services tailored to meet your requirements, please ask a member of our team for more information on any of these services.



GUARDING

Front of House

Our front of house security team is there to provide a warm welcome and assist individuals, whilst maintaining the safety and security of the venue.

VIP/Close Protection Operatives

Our Close Protection Officers (CPOs) keep clients, music artists, or professional sports players safe from unwanted attention or physical harm.



TECHNOLOGY

Access Control Technology

G4S has many years of experience of designing and installing systems for every part of the building. The right access control systems can ensure the right level of security, and throughput.

CCTV & Monitoring

We can install CCTV that acts both as a deterrent as well as an additional pair of eyes by spotting and notifying operators of suspicious behaviour.



TRAVEL

Telematix

G4S can provide secure transportation for players, supporters and silverware during national or international journeys. Our range of guarding and technology allows us to track movement and provide cross-border support via our monitoring station.

Alarm Response

We have a national team of mobile officers ready to provide onsite assistance when your alarm triggers.

We'll go far beyond simple security delivery.

Our G4S Academy is open to all those that operate in the security industry and provides a unique opportunity for networking, CPD and a constant stream of intelligence - such as our weekly threat intelligence report.



Our G4S Academy providing a monthly security bulletin on potential as well as a repository of white papers, webinars and other continuous professional development material



Our Events and Seminars where guest speakers debate the latest market evolution and trends



Our Innovation Forum where we work closely with our customers to discuss new security issues and how best to address emerging trends and technologies



Our Podcasts where we support continuous professional development through engaging debate - available at your leisure



Listen to Noah's introduction and subscribe with our G4S Academy at <https://www.g4s.com/en-gb/what-we-do/academy>





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