

Crowd Management: 8 Key Tips for Safer Events

Use these key principles to help identify risks, control hazards, and protect your visitors and staff – in line with best practice and upcoming legislation like Martyn's Law.

1. Factor Crowd Management into Early Planning



- **Action:** Don't leave crowd control until the last minute – build it into your event from the beginning.
- **Example:** Consider space layout, crowd flow, emergency access when choosing your site or venue
- **To Do:**
 - ☐ Integrate crowd planning at the design stage
 - ☐ Consider how Martyn's Law may affect your duty to assess + mitigate terrorism-related risks
 - ☐ Use site maps to visualise crowd movement

2. Carry out a Legal Risk Assessment



- **Action:** A risk assessment is required by law – and Martyn's Law will expand this further to include terrorism risks.
- **Example:** You must consider surging, crushing, slips, trip hazards, and now potentially deliberate acts.
- **To Do:**
 - ☐ Complete a formal written Risk Assessment
 - ☐ Include risks related to hostile acts under Martyn's Law (when applicable)
 - ☐ Review regularly+before each event

3. Design with Safety in Mind

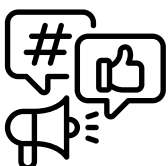


- **Action:** A safe site design prevents congestion, supports flow, and reduces risk.
- **Example:** Avoid crossflows, blind spots, or poorly lit areas – and ensure safe emergency access.
- **To Do:**
 - ☐ Mark out clear routes, exits + Zones
 - ☐ Position facilities to avoid bottlenecks
 - ☐ Use signage and lighting to guide movement

4. Know your Audience Profile



- **Action:** Tailor your approach based on who's attending and how they're likely to behave
- **Example:** Consider mobility needs, alcohol consumption, crowd energy at different programme points.
- **To Do:**
 - ☐ Analyse likely demographics
 - ☐ Consider any vulnerable groups
 - ☐ Plan for varied audience responses



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5. Anticipate Human Behaviour Patterns



- **Action:** Many behaviours in crowds can be predicted – plan accordingly.
- **Example:** People loiter at gates, rush to attractions, or move in waves with performances.
- **To Do:**
 - ☐ Design in extra space around attraction zones
 - ☐ Position stewards at key congregation points
 - ☐ Use barriers or soft guidance to shape movement

6. Base Planning on Accurate Attendance Forecasts



- **Action:** The size and profile of your audience impacts staffing, layout, and overall risk level.
- **Example:** Consider weather, holidays, local transport and other events that may affect attendance.
- **To Do:**
 - ☐ Use ticket sales, registrations and past data to forecast numbers
 - ☐ Adjust risk assessments, resource levels accordingly
 - ☐ Plan additional measure for high traffic times

7. Review Your Crowd Management Plan with All Partners



- **Action:** Share your plan with all stakeholders – including security, medical, and emergency services.
- **Example:** Your event may require security measures under Martyn's Law – this must be coordinated with partners.
- **To Do:**
 - ☐ Review + agree plans with security and emergency teams
 - ☐ Identify roles + response procedures for hostile threats
 - ☐ Include Martyn's Law compliance in your planning documentation - if applicable

8. Evaluate After the Event



- **Action:** Reviewing performance helps improve future events and highlight areas for change.
- **Example:** Reflect on successes, unexpected issues, and whether emergency plans were fit for purpose..
- **To Do:**
 - ☐ Hold a debrief with your team and partners
 - ☐ Record what worked well and what didn't
 - ☐ Update crowd + security plans - including any Martyn's Law learning

