



Crowd Behaviour Analysis, Prediction & Response (APR) Model

Analysis

Crowd Profile

Event

Venue

Variables

Prediction

Arrival

Assembly

Ingress

Circulation

Egress

Dispersal

Response

Environment

Management

Information

Queue barriers for early arrival
Signage for drop off point

Stewarding for early arrival
Stewarding for drop off point

Social media messaging discouraging early arrival
Website map showing drop off point
Inform local taxis about drop off point
Signage for drop off and queue lanes

Shelter for early arrivals
Toilets open all night
Water / hot drinks in reserve
Food stall open from 0600

Stewarding for early arrivals
Medics for early arrivals
Numbered wristbands for first 500 queue members (to hold their place for welfare break)
Early arrival lane closes at 1100hrs latest

Signage for entry points
Leaflets regarding no running and managed ingress to site
Queue informed of timing of ingress

Queue management barriers ensure early arrivals protected / receive priority

Stewarding cordon to walk early arrivals to stage front
Medics at stage front prior to ingress

Senior Manager to brief early arrivals of plan

Barrier system to reduce loading on stage front
70% female toilets throughout venue
Kiosks have agreed to £1 water
Water reserves available

Additional medics at stage front
Welfare officers in NE / SW information points
Social services liaison on site
One CCTV operator dedicated to crowd welfare

Website / social media to include details of welfare points
Posters on queue lanes ref welfare
Text reminders re welfare
Signage for welfare points

Pit Manager to monitor and check back stage access from crowd
Full house lights early

Accreditation to be worn and enforced between crowd / back stage (zero tolerance)
Stage front and pit stewards not to be stood down until cleared through control
Thorough sweep of venue – all crowd / stage front interfaces to be swept twice

All staff to be informed of zero tolerance regarding accreditation
P.A Message to confirm concert end and venue closing

Road closure in place from 21:00
Pick up point barrier system in place from 21:00
Food stall adjacent to pick up point to remain open until queue cleared

Stewards in position at pick up queue from 22:15
Traffic stewards (x5) in positions from 21:00
Dedicated radio channel for traffic management

Information re pick up queue on website and social media from 22:00
Signage to be placed with barriers
Local highways and radio to be alerted 28 days prior to event