



8 & 9 October 2019

Safety & Security Workshop



8 – 9 October 2019



OPEL ARENA, home of 1. FSV Mainz 05



Cases from Madison Square Garden, SBV Vitesse, 1. FSV Mainz 05, SGSA, University of Manchester and more



Topics linked to body searches, bag policies, crowd management, stewarding and innovative technologies



<https://safety.essma-events.eu>

Preliminary programme

Day 1 – 8 October

11:30 – 13:30	Registrating & welcome lunch
13:30 – 14:00	Welcome words
	Crowd Management
14:00 – 14:30	Marcel Altenburg – University of Manchester
14:30 – 15:00	Leo van der Vliet – SBV Vitesse
15:00 – 15:30	Coffee break
	Bag policies & body searches
15:30 – 16:00	Stephan Bandholz – 1. FSV Mainz 05
16:00 – 16:30	Ken Scott - SGSA
16:30 – 17:00	How to train your security staff
17:00 – 18:00	Stadium tour
18:30 – 20:00	Networking dinner
20:00	Transfer to hotel

Day 2 – 9 October

08:30 – 09:00	Bus transfer
09:15 – 09:30	Welcome words
	Stewarding
09:30 – 09:45	ESSMA – Stewarding Benchmark Report
09:45 – 10:15	Best practices on stewarding
10:15 – 10:45	Dominique Gross – 1. FSV Mainz 05
10:45 – 11:15	Coffee break
	New technologies & facial recognition
11:15 – 11:45	Technologies to ensure a safe venue
12:15 – 12:45	Commission – Regulatory framework
12:45 – 13:15	Darren Claphan – Madison Square Garden
13:15 – 13:30	Wrap-up
13:30 – 14:30	Closing networking lunch

Why OPEL ARENA



1. FSV Mainz 05 moved into their new home in 2011, OPEL ARENA. The new stadium contributed to the growth of the club and **positively impacted** the safety and security inside and around the stadium. The club is constantly improving and **fulfilling the demands** of both their fans and the German Professional Football League (DFL).

Through innovative concepts, the club made significant progress in terms of crowd management and stewarding, having implemented several new **strategies to ensure that all fans are feeling safe at OPEL ARENA.**

Participants of the **ESSMA Safety & Security** will learn more in-depth about these solutions and other European best practices.

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Topic: Crowd Management

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Delivering a safe venue for both football and non-football events

Leo van der Vliet – Manager Matchday Operations and Safety & Security at SBV Vitesse

The GelreDome is, together with the Johan Cruijff ArenA one of the most multifunctional stadiums in the Netherlands. The retractable pitch allows to organise various non-sporting events inside the venue. However, controlling and managing crowds for football and concerts has some differences.

During his presentation, Leo van der Vliet will discuss the **cross-overs between football and non-football events** and how to effectively manage both visitors who don't really know the venue and die-hard fans of the club.

Lastly, the first insights of a pilot test on profiling will be during the workshop.

Why attend:

- **Impact** on crowd management when organising **non-sporting events** and how to act upon these challenges
- Get **first results** on the pilot on **profiling**, resulting in a more effective approach towards troublemakers

Best practices on crowd science solutions

Marcel Altenburg – Senior Lecturer at University of Manchester

Marcel Altenburg works at the University of Manchester and is the programme leader of the MSc 'Crowd Safety and Risk Analysis', collaboration closely with professor Keith Still.

Marcel supported various mass events such as marathon races (+40,000 people), stadiums in Europe and the US (+75,000 people), concerts and arenas (+80,000 people) and other large-scale events.

During his presentation Marcel will discuss the **development of crowd safety and risk analysis** and provide **best practices on crowd science solutions** regarding safety, risk and efficiency for projects around the world.

Why attend:

- Insights to **effectively manage the crowds** both inside the stadium and outside perimeter
- Be able to create a proper **analysis** about current crowd management at your venue
- Get insights in **best practices** from other industries, such as mass events in open air

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Topic: Bag Policies & Body Searches

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Effective organisation of body searches

Ken Scott – Chief Inspector at SGSA

With the threat of terror all clubs installed **stricter policies** regarding bags and body searches. These searches have a big impact on **egress** to the stadium and **can cause longer queues** when entering the venue.

During the presentation, Ken Scott will present a **framework** on how to organise these body searches in the most convenient way, minimizing the overall impact for fans and staff.

Why attend:

- Gain insights in the effective management of body searches
- Learn from reference clubs in the UK and their standards
- Discuss set-up and practical implementation of search policies

Innovation solutions for a more time-efficient ingress

Stephan Bandholz - Stadium Manager at 1. FSV Mainz 05

Next to the stricter body searches, various clubs have installed new bag policies, **only allowing smaller bags** into the stadium. Opening the different bags to verify the content of every bag can be a **time-consuming effort** for the stadium staff.

Therefore, 1. FSV Mainz 05 developed a **new strategy** to facilitate the access to the stadium. As part of this strategy, the club developed a **dedicated club-bag**. This bag is **transparent** and allows fans to walk through the security checks without major hick-ups. In the meantime, the same bag has been used in various other German football stadiums.

Why attend:

- Practical and easy to implement **initiatives to improve ingress** to the stadium
- Discuss with peers on the **implementation of new solutions**

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Topic: Stewarding

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ESSMA Stewarding Benchmark Report

In the aftermath of last year's Safety & Security Workshop, ESSMA started a major survey on Stewarding. During the workshop in Mainz the **first results of the survey** will be presented and discussed with the participants. **Over 30 clubs and stadiums** have filled in the survey, leading to valuable insights to present.

Why attend:

- Gain insights in ways **to attract, train and retain stewards** at the club
- Be inspired by **best practices** from all over Europe
- **Benchmark** your club and staff against other clubs and stadiums

Complete ESSMA's Stewarding survey: <https://www.essma.eu/survey/index.php/793677?lang=en>

The benefits of having an internal stewarding programme

Dominique Gross – Head of Stewarding at 1. FSV Mainz 05

1. FSV Mainz 05 have completely **internalized their stewarding**. Head of Stewarding, Dominique Gross will discuss this **strategic decision** and talk about the **challenges** and **advantages** of having an internal stewarding programme.

Why attend:

- Discover opportunities of internalising stewarding inside the club
- Discuss costs and staff requirements to organise stewarding internally

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Topic: New Technologies & Facial Recognition

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Advice and guidelines on implementing facial recognition software

Darren Claphan – Director Threat Intelligence at Madison Square Garden

Darren Claphan will present the challenges Madison Square Garden faced before implementing 24/7 Software's platform, having a venue located in the middle of New York, as well as the need to be able to respond to incidents of all priority levels expeditiously. At Madison Square Garden, the facial recognition system is integrated with 24/7 Software to enable a smooth follow-up.

In addition, he will provide an overview of all technological investments during recent years at Madison Square Garden.

Why attend:

- Get insights on the user experience and results of the facial recognition software
- Learn more about the process on how to invest in facial recognition software
- How to train your staff to use the system

Insights on the European Regulatory Framework

European Data Protection Board

Technology allows to introduce **improved video surveillance systems**, as well as facial recognition. Although, to clubs and stadiums it is sometimes unclear what's permitted within the EU Regulations. The European Data Protection Board will present the **regulatory framework** that currently exists in regards to the use of facial recognition.

Secondly, the **guidelines** on the processing of personal data through video devices are currently **open for public consultation**. It will allow participating clubs to **share their feedback on the current regulations**.

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We look forward to welcoming you at OPEL ARENA!

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If you're interested in attending multiple ESSMA events or if you're joining with several colleagues, we can offer you a promotional price. Get in touch with events@essma.eu to request your reduced package price.

<https://www.essma.eu/events-2019>