



Crowd Management Plan

For events, the key is crowd management NOT control - the crowd are your supporters and customers and come to enjoy the event. Through careful management we ensure a wonderful atmosphere in a safe environment.

We have extensive experience in this arena which has included:

- Crowd management of over 1 million for the World famous Tour de France, covering both remote rural and urban areas
 - Crowd management of thousands in Town Centres for major outdoor events
- Regardless of the size and complexity of crowd management requirements, they all begin by profiling of the anticipated audiences, the assessment of the physical sites and environmental factors and capacity assessments. Following this initial step, we will then recommend the preparation of an Operational Strategy using the DIM-ICE model as our basis, assessing the influences, phases and modes of crowd behaviour in the specific locations.