

Service and the spectator journey

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Safety

Crowd management
Assessments
Procedures and policies



Security

Crowd control
Physical measures
Police
Cyber



Service

Welcoming conditions
Clear communications
Signage
Inclusion



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Why service? A European context

The Saint-Denis Convention



” making football matches and other sports events more welcoming, safe and secure...



Leading safety, supporting live sport

Balance S4: Research project overview

- To what extent do countries across Europe feel they meet the essentials of service?
 - Structured questionnaire
 - Follow-up interviews to get more detail
- What this can tell us about service:
 - The challenges faced by member states
 - How these challenges can be overcome
- Respondents felt principles of services were mostly being met, but there are inconsistencies

23 countries took part:

- 7 in the pilot,
- 16 in full project

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Fundamentals of service

1

The spectator journey starts when purchasing event tickets

2

Preparing a welcoming environment is key

3

Positive attitudes and actions of event personnel have a positive impact on spectator behaviour

4

Every spectator should be able to enjoy the event day without fear or worry

5

Communication is key to a safe and welcoming atmosphere

Leading safety, supporting live sport