

BAPCO²⁰²⁰

The Annual Event for Public Safety Technology

10 - 11 MARCH 2020

RICOH ARENA, COVENTRY

BAPCO-SHOW.CO.UK



Engaging Staff & the Public in the Security Objective for Crowded Places

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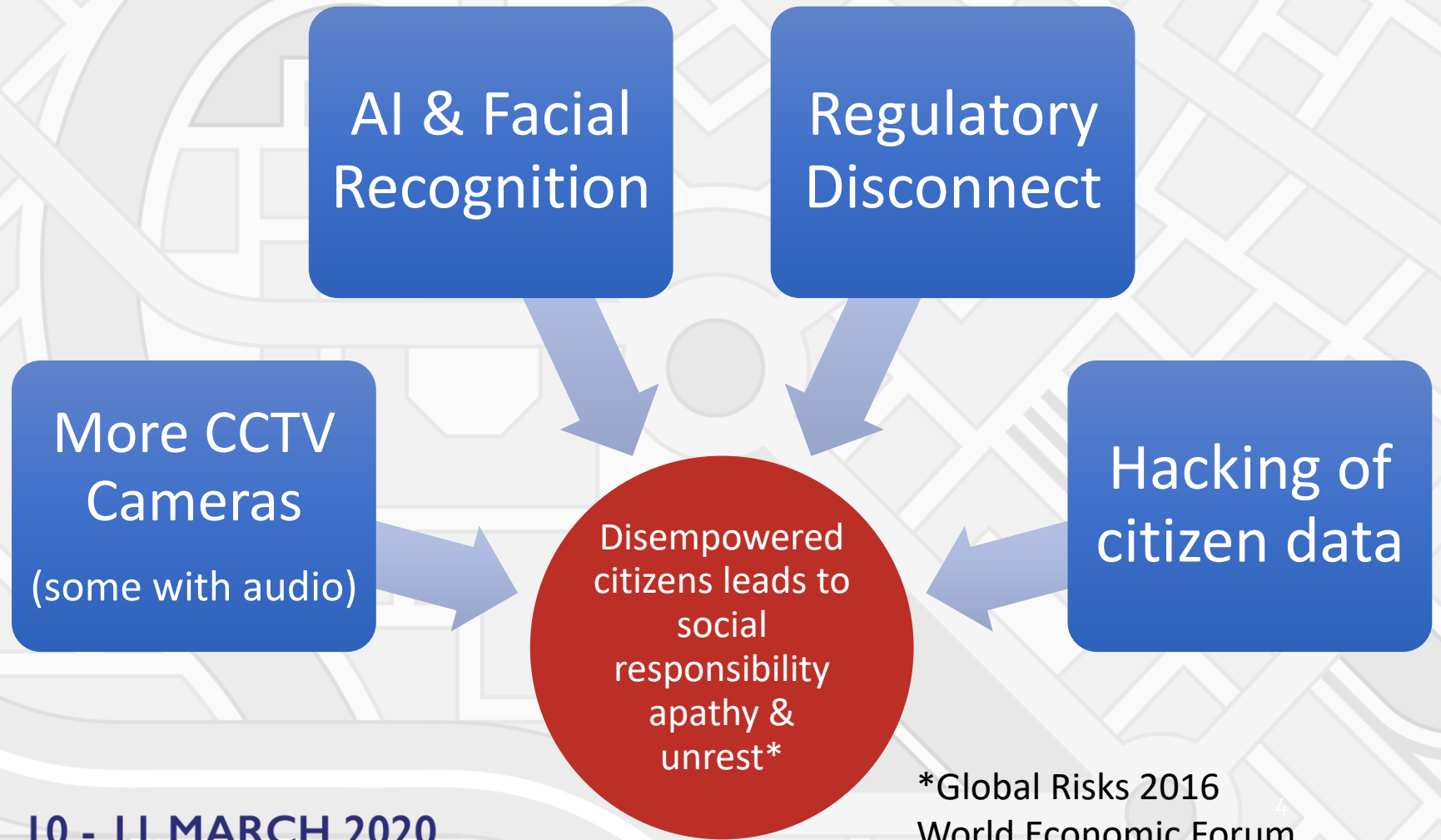
Agenda – Crowd Engagement

- Core Challenges
- Engaging the Crowd as a Security Asset
- Improving Crowd Resilience
- See it, Say it, Sorted – any venue – Gone Digital
- Deployment Lessons
 - Retail
 - Stadia
 - Events
 - Live Trials – MTA Lockdown

The Social Context for Digital



The Social Context for Digital



*Global Risks 2016
World Economic Forum

People are the Primary Asset

What about the Crowd?

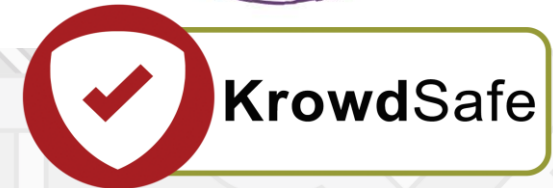


Innovation Competition - Improving Crowd Resilience

1. Enable the crowd to report threats
2. Train (Guide) the public to spot threats
3. Detect the crowd's conscious & unconscious reaction to threats

“Making the crowd a participatory threat sensor & responder”

This bid beat 62 other innovation entries



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Key Research & Response Reviews

- Trust rather than panic is a better model for behaviour in emergencies Dr Cocking, University of Brighton
- Paternalistic planning models should not be used Dr Cocking, University of Brighton
- Crowds evacuate more effectively when trusted with information Prof. Drury University of Sussex
- Communication with the Crowd is Crucial Prof. Drury University of Sussex

The Kerslake Report:

An independent review into the preparedness for, and emergency response to, the Manchester Arena attack on 22nd May 2017

"Neglecting the potential spontaneous resilience of crowds in emergencies by the authorities could also be missing out on an opportunity to make use of a positive resource. The ability of people in emergencies to play a leadership role and coordinate mutual aid amongst survivors should not be underestimated. Therefore, rather than seeing the public as potential obstructions that need to be moved on, acknowledging and making provision for people's willingness to help and direct others could provide the emergency services with a large pool of potential volunteers, who can act as a 'force multiplier'" (Cocking, 2013: p.11)



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See it, Say it, Sorted – Assessment

- Makes venue feel hostile to hostiles
- FoI shows limited reporting – Why?
 - Social responsibility apathy
 - Just not convenient/easy enough



Reporting Inhibitor 1



Reporting Inhibitor 2



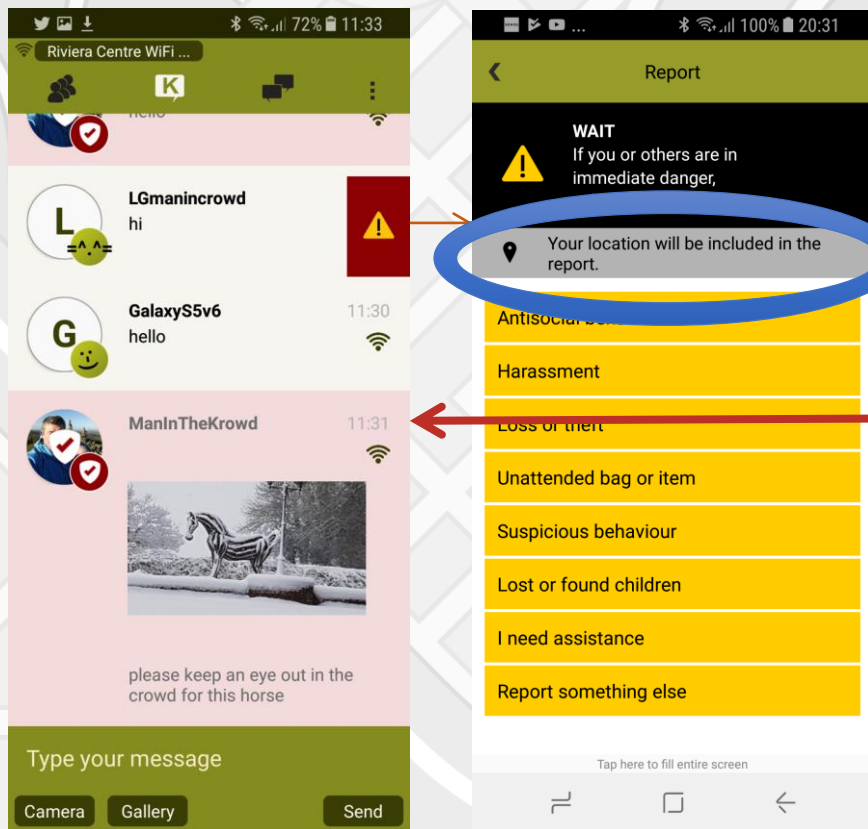
Reporting Inhibitor 3

Security App Dilemmas & Objectives

- Getting the crowd to download
 - Don't make it a security app!
- Ensure security is contextual but not worrying
 - Make it a secondary support function of app
- So simple you'd be embarrassed if you don't report!
 - Balanced UX design, 3 taps and you are done!
- Be Private-by-Design
 - Regulatory aligned + encourages engagement, avoid surveillance suspicion

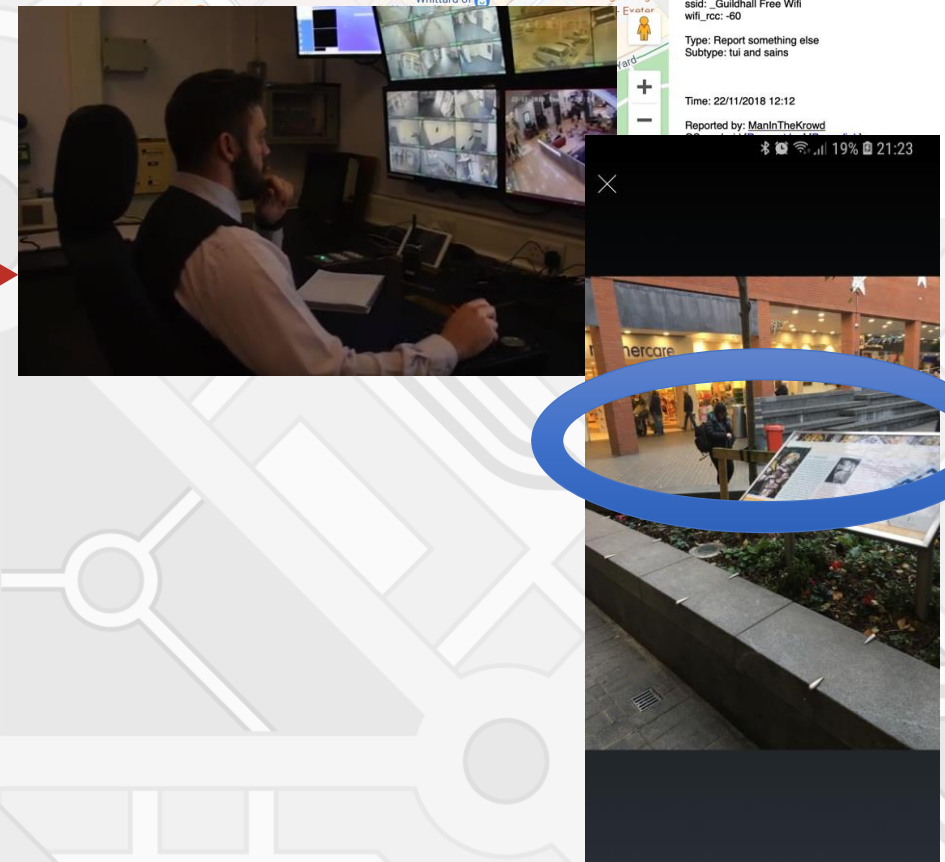
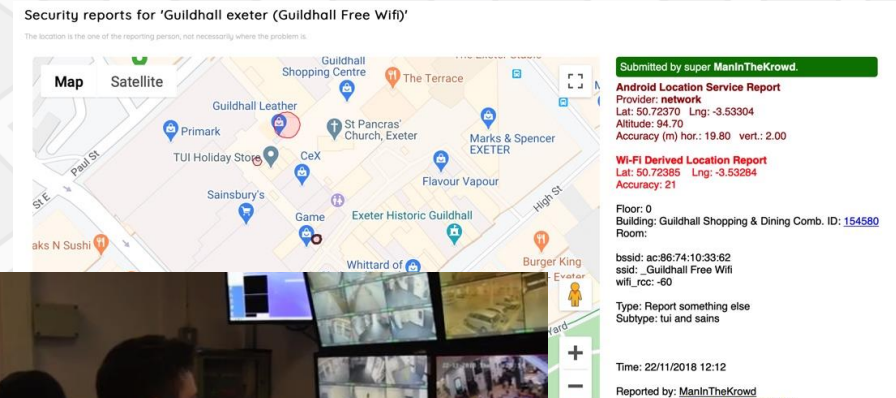


See it, Say it, Sorted – Gone Digital



App-based reporting brings key benefits

1. Automated location
2. Image sharing
3. Auto logging
4. Familiar social messaging
5. User anonymity



Retail Mall Deployment Experience

- Driving Promotional Tools
 - Tweetdeck style ad management interface
 - Place-based value to shoppers and traders
 - Managed by Marketing team
- Wanted reporting tools for cleanliness & repair too (KrowdedPlace)
 - Daily issues vs sporadic security/safety issues
 - Vectored to cleaning or maintenance teams
- Trader Engagement
 - Superdrug – all mic'ed up & nowhere to go!
 - Wilko – deploying to all 170 staff
 - Trade stalls especially keen
 - Some shops preferred deployment on managers tablets
 - Some locally controlled
 - Others needed retail chain IT dept support
- Driving development of a BID management overlay for city/town high street deployment
 - Trader messaging platform
 - Digital PubWatch/Shopwatch solution



Stadia Deployment Experience

- Equally interested in customer experience assurance as Safety/Security
 - Directly vectored to appropriate response team
- Deployed to
 - Ticketing team
 - Meeters & greeters
 - Volunteers
 - Catering
 - Concession stall holders
- Radio Loggist Integration is key



Event Deployment Experience examples

- Planet Earth Games - Child Safeguarding
 - Capture parent support at registration
 - Lost or Found Child?
 - Tap red button
 - Share(logged permission) image with safeguarding team
 - Escalate to whole crowd if needed (with permission)
- Invictus UK Trials 2019
 - Capture at registration
 - App was channel for all event schedule changes
 - >70% download of competitors & supporters



**INVICTUS UK
TRIALS**
SHEFFIELD 2019

DELIVERED BY



Live Trials – MTAs and Lockdown

- **Crisis Creates Community**
 - There is no Community without Communication
- **Multi-day trials, Multi-MTA per day**
 - Krowd deployed to combinations of staff and public
 - No or limited training or familiarity
 - Firearms, Knife, Fire, Fire Alarms
 - SCR, No SCR, Radios, No Radios, PA, No PA
 - Individual Building & High Street deployments
- **Digital Messaging Value**
 - Mutual Assurance
 - Casualty reporting
 - Situational Awareness Sharing



Summary – Key Lessons

- The crowd is a security asset in the prevent agenda
- Trials are positive for use in a Lockdown Response
- Trust the crowd and you open a new information asset class for security

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