

Crowd Profile



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To ensure public safety, event organisers need to assess the audience which is likely to attend their event and determine the risks associated with, and created by, that specific audience and event profile. This assessment will determine the measures required to manage the crowd sufficiently and allow organisers to deliver the event safely. It is recommended that organisers review the following guidance before planning their event, assessing their crowd profile or developing the required crowd management plans.

Managing Crowd Safely

Event Safety - Crowd Management

Aberdeen City Council recommend that the assessment headings below are reviewed during the early planning stages of the event. The outcome of this profile assessment will likely have a major impact on the development of the event, its plans, risk assessments and subsequent crowd management measures.

If the event, or similar events, have been organised previously, then organisers should assess each section based on these experiences with consideration given to any changes which may impact the behaviour of the crowd e.g. changes to the format, entertainment, availability of alcohol or promotion activities etc. The addition of alcohol, the inclusion of a band known for encouraging crowd trouble, mosh pits and crowd surfing or making a once ticketed event non-ticketed will have a major bearing on the risk profile of the event.

Assessment Headings

Anticipated Attendance

Assess the number of people anticipated to attend your event, this may be based on previous attendance figures, current ticket sales or assumptions based on similar events. It is important that you detail a realistic figure as the numbers attending will impact the staffing and resources required to sufficiently manage the event.

Crowd Dynamic & Behaviour Assumptions

Organisers should assess the anticipated crowd profile and dynamic anticipated at their event, this will allow for appropriate measures to be developed to control, care and cater for this audience.

The crowd dynamic will often be largely impacted by the headline feature on offer and the demographic which the event is marketed toward.

This is an assessment of the type of audience which is expected to attend your event and their expected behaviour, for example the crowd attending a Little Mix concert will differ greatly, in both dynamics and behaviour than a crowd attending a radical political movement rally or a rock concert.

Your organisation's annual family BBQ will attract mixed family groups, all of which are associated with your organisation, and as a result it is assessed that they will be well behaved, compliant and with minimal alcohol consumed.

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Your assessment may show that the planned outdoor music concert, featuring popular local groups, will attract large groups of teenagers, likely to be under the influence of alcohol, who are both excited and uncompliant. As a result the event may require greater levels of first aid, customer welfare provision and carefully considered crowd management measures to address the concerns and risks that this event and crowd present.

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Arrival

Organisers should consider the anticipated crowd arrival time, modes of transport and the measures required to control and manage these arrivals.

If there is anticipated early arrival for best vantage point, then this will likely cause queuing prior to the event officially opening to the public. In this instance organisers would need to consider how to manage this early arrival and what additional resources will be required, such as additional barriers, staffing and signage in order to manage the queues. Organisers may also need to consider the welfare of this group, especially if they are likely to be waiting for long periods of time in extreme conditions (hot or cold) and may need to ensure additional first aid cover, toilets placed externally to cover the queues or even the placement of catering facilities.

Ingress

Detail the method of getting people in to your event and the measures, if any, to control this phase of the event. Consider how long it will take for people to gain access and how quickly each entry lane can process attendees. For example, does the event have ticketed access only with a bag searching policy prior to entry or is access unrestricted in a public space?

Event

Detail how do you anticipate your crowd to interact with or move around the event. Will they roam throughout the event as there is entertainment at various locations throughout the day or is there a headline element which will attract all the crowd to the one location at a certain point.

Egress

Organisers should consider the anticipated time the crowd will disperse and the impact this will have on resources at this time. For example, if the event has a headline feature you would expect most of the crowd to leave after this element, which will require the management of mass egress and may require steward redeployment, additional exits or movement of infrastructure (queueing lanes). However if the event has no headline element, then the egress may be sporadic throughout the event and require no additional measures.

Dispersal

Consider once your audience has left the event site how they will travel home as a large crowd can put pressure on the normal existing services/network. Is the event in the city centre with access to the public transport network, is there a shuttle bus service, taxi service or will people drive to the event and require further parking and traffic management arrangements.

Further Reading

[The Purple Guide](#)

