

# ASM GLOBAL

Security and wellbeing:  
Our commitments to you



IMAGINE THE EXPERIENCE

Great entertainment venues aren't like other spaces. They can go from quiet, empty spaces into amazing, vibrant places when people come together to share an experience. Whilst we've missed hosting people in 2020, we've got a lot going on behind the scenes to prepare for a safe return.

To make sure all our guests feel safe and secure no matter which of our venues they're visiting, we hold ourselves to a set of commitments which we make to each and every one of our guests.

## **WE COMMIT TO:**

### **1. WORLD CLASS SECURITY.**

First and foremost, this means constantly assessing and understanding the risks presented by an ever-changing world and doing all we can to reduce that risk to as low a level as reasonably practical, while still maintaining a friendly and welcoming atmosphere. In practice, that means maintaining a strong security culture within our organisation, ensuring industry best-practice is always met and supporting Martyn's Law and the principles of the government's Protect Duty.

### **2. CLEAR AND EMPOWERED LEADERSHIP DRAWING ON SPECIALIST EXPERTISE.**

Every venue has access to a hugely experienced Internal Risk Management Consultancy team with Counter Terrorism and crowd safety expertise. Supported by specialists, our venue management teams are empowered to make expertly informed decisions about safety and security to suit the bespoke needs and quirks of their location and purpose.

### **3. CONSTANT TRAINING AND IMPROVEMENT.**

Training is a job that we're proud to say is never fully complete because we're always looking for ways to improve and evolve. Our teams are expected to play their part with a variety of training, including external counter-terrorism training such as ACT Awareness. From regular security briefings to formal annual counter-terrorism training, we also run immersive and realistic training workshops with venue management and third parties like the police, fire and rescue services and ambulance teams.

### **4. PROFESSIONAL AND FULLY QUALIFIED STAFF.**

We know that for a great experience you want a team of people who are fun and friendly but, it's also important that they are professional and qualified. Our teams are appropriately licensed and qualified to undertake security activities.

### **5. CAREFULLY SELECTED SECURITY AND SAFETY SPECIALISTS.**

We work closely with highly experienced and accredited security specialists who provide stewarding and security expertise at our sites, as well as specialist detection dog handlers and medical teams. We have established clearly defined roles and responsibilities, with regular communication between our leadership and security providers and we regularly audit security contractors, measuring them against stringent key performance indicators (KPIs).

## **6. STRONG RELATIONSHIPS WITH POLICE, COMMUNITY BUSINESSES AND LOCAL SERVICES.**

Our team is in regular contact with police about what they're seeing and hearing, and we thoroughly review government security agencies' advice and updates. We've adopted a standardised security risk assessment approach to guide us in integrating this information.

## **7. SPOTTING AND MANAGING RISK.**

Using all of this intel and expertise, and drawing on our relationships and experience, we carry out regular, detailed risk assessment of each of our venues using a set methodology for auditing security performance. Every venue undergoes a regular, rigorous review process, with spot checks frequently implemented and an event-specific risk assessment for every event.

## **8. INVESTING IN A WIDE RANGE OF PROTECTIVE SECURITY MEASURES.**

We have invested heavily in security infrastructure and updates and are working with suppliers to support the development of new cutting-edge security technologies, including offering testing opportunities for suppliers for artificial intelligence enabled search technology.

## **9. A BESPOKE APPROACH.**

On top of all of this, every event we host is assessed ahead of time, to prepare for any event-specific risks, while each venue is analysed according to the physical aspects of the venue itself, such as its location, proximity to roads, and building design features. We gather information from our network, government security agencies and from local police forces and then adapt our security approach accordingly, with bespoke plans in place to meet the needs of each event.

## **10. THE HIGHEST LEVELS OF CLEANLINESS AND SAFETY.**

The Covid-19 pandemic has created an extra layer of complexity for hosting events, but we've developed a programme called VenueShield, a comprehensive approach to ensuring the highest levels of hygiene and security protocols at our venues.

ASM Global is the global leader in venue and event strategy, management and other services. With venues from Aberdeen to Anchorage, and Sydney to Stockholm, we are the world's leading venue management and services company.

At ASM we know what it takes to deliver amazing experiences with world-class security. We know that for our guests to feel confident, safety and security must go hand in hand. Our commitment to our guests is that this will always be at the forefront of every ASM event and every venue they visit. They can confidently leave the details to us - all they have to do is decide on the next amazing experience they want to have.

To learn more about how ASM Global create a safe and secure environment, go to <https://asmglobal.com/p/our-solutions/security-services>