

Harbour Lights Gin

Technical and Operational Security management plan

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Author Introduction

This report was created by Sam Goodfield, and focusses on the events security management, and technical production.

Introduction and Remit

Harbour Lights Gin, in Collaboration with UWTSD are planning and running an Alice in Wonderland themed launch event located in Swansea's Utopia Bar. The event will include the sales of alcohol, including some form of entertainment and a raffle style draw. The aims and Objectives for the event are to promote and bring attention to the UWTSD and the Harbour lights brand, alongside create a platform to raise revenue for charity. The event will take place at GNSQ, on Swansea marine quarters, a purpose built hospitality venue.

The target audience / market

According to research conducted by Derby University, "the age group most likely to consume gin every day are in the 46 - 65 age bracket. (Rowell, 2020)" Further research suggests, that 26% of Women prefer to drink Gin over only 13% of Men prefer to drink Gin (Atomik research, n.d.). Atomik Research also suggest people aged 25 – 34 prefer Gin while on a night out or socialising with friends, while those over 40, prefer to drink it at home (Atomik research, n.d.). Primary Research further suggests, out of the 86 people who completed the authors survey on Gin, 91% say they consume Gin, 34% are ages 18-24 with the second highest at 21% ages 45-54. Over 79% of gin drinkers completing the survey were Female and 29% prefer to drink Gin with Friends, 27% at home and 27% on a night out. The majority were Full Time Students, with 16% in full time office employment and 11% in Public Uniformed Services. 39% drink gin every week, with 41% drinking it at least

once a month. (Appendix 1). I believe my primary research to be slightly bias however, due to the age demographic I'm connected with on Facebook, the platform used to market the survey.

The original date planned to host the event, was the 30th April, however research suggests Peppermint, have a similar event on the same day (Google Events, n.d.).

The role of Security

A designated security team is important, not only to ensure guest compliance, but also to protect the guests and the property. Research suggests, the security team are a vital part of running an event, and to manage any crisis situations (Event Security Management, 2021). Security have a key responsibility, in ensuring the licensing criteria are met. Key licensing criteria that needs to be enforced are, The prevention of Crime and Disorder, Public Safety, The prevention of Public Nuisance and the protection of children from harm. In 2018 research suggests there were 212,800 licensed venues in the UK (Gov.uk, n.d.). Door Supervisors, must be licensed by the SIA, and undergo regular training, and licence reviews, this is usually every 3 years.

Evaluation

The below set of KPI's have been created and set, for both Technical and Security operations of the event.

- All guests in the venue are at least 18 years of age
- Guests are held for a minimal time when entering the venue for ID check and Ticket Admission.
- No authorised guests enter the venue without paying an admission fee

From a technical aspect, the evaluation will be provided by customer feedback, for example customers complimenting the sound quality or lighting decor.

Risk Management

Research Suggests, Risk Management is the process of analysing what may go wrong and putting in place actions to reduce risk, and uncertainty to a lower level. Risk can be both Positive and Negative, with some risks returning a larger investment than others (APM, 2019). The researcher believes, that risk management and planning is a very important phase to management, to protect the brands identity, ensure guest safety and reduce any financial or legal burdens.

Public Liability Insurance provides a safety net to organisers, by insuring against claims made by the public for incidents or accidents that occur as a result of the event (ABI, 2018). For example, if a guest needs to be ejected, but sustains some injuries in doing so, PLI will cover any liability for personal injury or damage caused to property.

To minimise risk, SIA licensed door staff will be located in the following locations:

- Main Entrance to check tickets and ensure guests are over the required age limits
- Internally, to reduce and mitigate any risk, including but not limited to ejecting / advising intoxicated people.

Research suggests, an SIA door supervisor is a legal requirement for venues where alcohol will be served, they are trained in conflict management and physical intervention skills along with other skills including but not

limited to First Aid (ableinvestigations.com, 2018). The author is an SIA Licensed door supervisor, and holds Public Liability Insurance for both SIA Door Licensed and Production Tech.

Research suggests, that having an emergency plan is critical to any organisation, especially events. Not only is it a requirement under the health and safety at work act, but also shows commitment to safety, help improve compliance and ensure emergencies are responded too within a good time. Emergency planning can help reduce costs and improve relationships. Emergency Plans may also be required for Licensing and Insurance purposes (Skills, 2020).

DE Alexander suggests there are 3 types of hazard, covered in an emergency plan. Geophysical, such as a Geological, Meteorological, Hydrological and Biological hazards. Technological, such as HazMat, Dangerous processes, and devices / plant. Finally, he describes Social Hazards, such as Terrorist and Crowd hazards (Alexander, 2002). Alexander continues to describe the core components of emergency planning:

Mitigation

Preventative actions to reduce the risk from happening.

Preparation

Measures that can be put into place to reduce harm.

Response

Implementing the measures created in the preparation stage in response to an emergency or incident

Recovery

Post incident management, such as restoration and reconstruction, and an evaluation of the response and mitigation in-place.

(Alexander, 2002)

The author believes that for the purpose of this event, the core components to consider are Social Hazards, and Technological Hazards, which has been reflected on the risk assessment appendix.

Licencing and Safety	Personal entering the venue without a valid ID, Ticket of they are under the prescribed age.	People	The venue may lose its licence	No	Licensed Door Staff will be located at the venues entrance to ensure patrons are authorised to enter the venue.
Crowd Management	A Large Influx or Exgress of people may cause a crowd conjection situation	People	People may become uncomfortable, and less space may create further hazards, such as confined spaces	No	Limit the guests using the entrance to ensure the venue does not become crowded.
Intoxicated patron	Guests become intoxicated through alcohol or drugs	People	Guests could become ill from the consumption of alcohol or drugs, and may further become aggressive or otherwise cause other patrons to feel unsafe.	No	Guests will not be allowed into the venue if they are intoxicated. Guests in the venue that become intoxicated will be refused service, and ejected from the venue. Guests who need further help, will be passed on via nitenet for assistance.
Trips and Slips	Wet Floors, Cables or low level items may cause a trip hazard		Patrons could call causing injury to there person	No	All Cables will be affixed to the floor using an appropriate medium, spilt drinks and wetfloors will be marked with a wet floor sign and cleaned up as soon as possible.
					SIA licensed door staff will be on site to ensure intoxicated people can be escorted off site, ensuring continuity of the race event and ensuring licencing conditions are met

Contingency Planning

Evidence suggests, contingency planning is a plan devised for an unexpected outcome. A contingency plan may come into force, post incident or if there is an unexpected change to the original running order or plan (Saleh FA Aloraibi, 2020). Following from the COVID-19 Pandemic, contingency planning is vital to the stability of an organisation, and research suggests a good contingency plan to contain the following:

- A coordinated response
- Managing workforce and client impacts
- Manage contractual Risks
- Manage Financial Risks
- Maintaining documentation
- Consider insurance coverage and claims
- What are the wider risks
- Ensuring legislation is followed

(allenoverly, 2020)

Finance Planning

Requirement	Expenditure GBP	Provider
Venue	0	GNSQ
Catering Provision	1500	Catering by Sean
Complimentary Drink	400	Harbour Lights / GNSQ
Decoration	500	Multiple
Security	150	Bridgegate
Compliance / Legal	450	Insurance
Complimentary items (Raffle etc...)	200	Tickets, Marketing and Additional Extras

For the purpose of our event, a venue has not yet been found, so a contingency decision was made for the purpose of the assignment, to use GNSQ as the venue.

Finance

Financial Planning Is a key consideration to ensure an event is financially sustainable. A rough financial plan has been created below.

Project Planning

Operational and Project Planning is an important process to ensure actions are completed at the correct times, and so that all actions are completed. The Association of project management define a Gantt chart as "A Gantt chart is a graphical representation of activity against time."(APM, 2021).

Timings

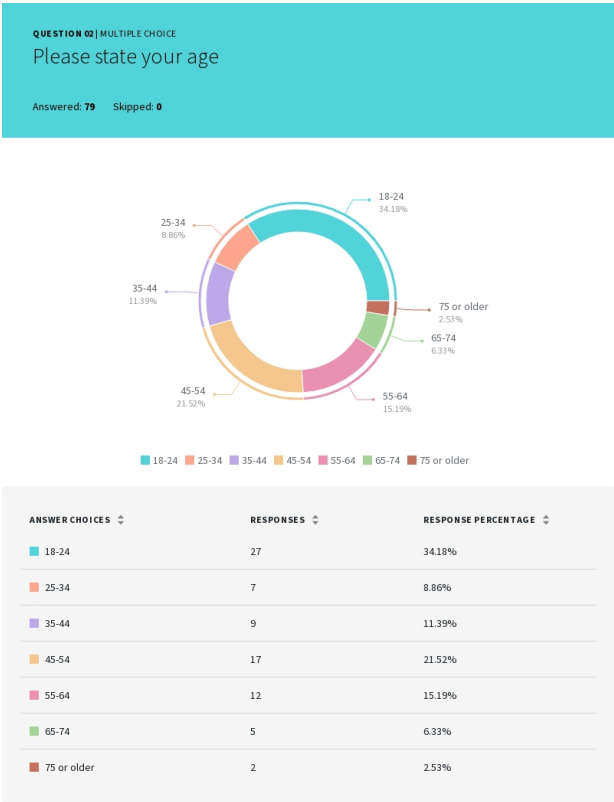
The event opens at 16:00 and will start with Canopy Style Drinks, followed by the afternoon tea event.

Marketing

Marketing is a fundamental part of events management, and a dedicated marketing team have been allocated to undertake marketing for the event. Using the data collected from Appendix One (The authors primary research) and online sources, they have identified the best platforms.

Working Together

The author believes that planning an event requires the work of many individuals, including but not limited to a management team and an operations team. Working and collaborating is essential to creating and running a successful event, and therefor a teamwork strategy has been devised. Using online platforms, such as WhatsApp, Teams and Google Drive, there has been an effective group working strategy, where delegation of tasks has been undertaken drawing on the resources available to each team member. Jessie has been acting as the coordinator, where Mel has been acting as the Social Media Manager, Sarah, Eden, Shannon and Chloe have been heading up event design and the author has been managing Tech, Online and Security.



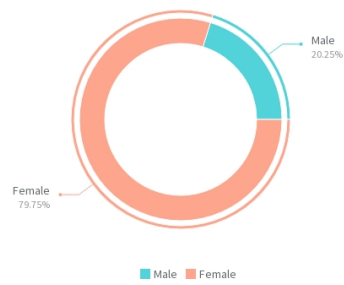
Appendix

Appendix 1

QUESTION 03 | MULTIPLE CHOICE

Whats your Gender

Answered: 79 Skipped: 0



ANSWER CHOICES

RESPONSES

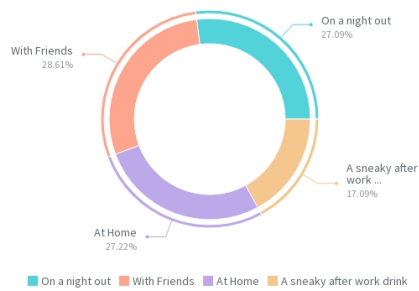
RESPONSE PERCENTAGE

Male	16	20.25%
Female	63	79.75%

QUESTION 04 | RANK ORDER

Please drag the boxes below into when you prefer / least prefer to drink Gin

Answered: 79 Skipped: 0



ANSWER CHOICES

AVERAGE

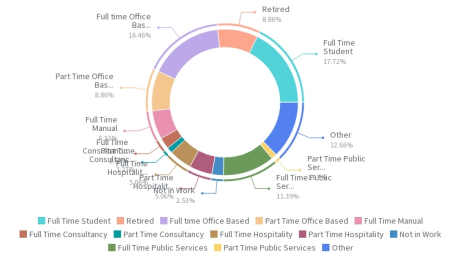
RESPONSE PERCENTAGE

On a night out	53.50	27.09%
With Friends	56.50	28.61%
At Home	53.75	27.22%
A sneaky after work drink	33.75	17.09%

QUESTION 05 | DROPDOWN

Whats your occupation

Answered: 79 Skipped: 0



ANSWER CHOICES

RESPONSES

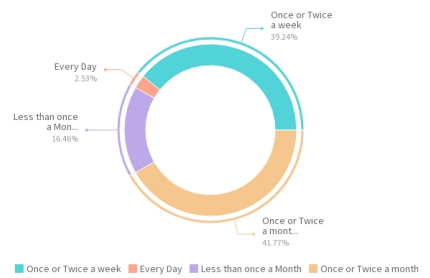
RESPONSE PERCENTAGE

Full Time Student	14	17.72%
Retired	7	8.86%
Full Time Office Based	13	16.40%
Part Time Office Based	7	8.86%
Full Time Manual	5	6.33%
Full Time Consultancy	2	2.53%
Part Time Consultancy	1	1.27%
Full Time Hospitality	4	5.06%
Part Time Hospitality	4	5.06%
Not in Work	2	2.53%
Full Time Public Services	9	11.39%
Part Time Public Services	1	1.27%
Other	10	12.66%

QUESTION 06 | MULTIPLE CHOICE

How often do you drink Gin?

Answered: 79 Skipped: 0



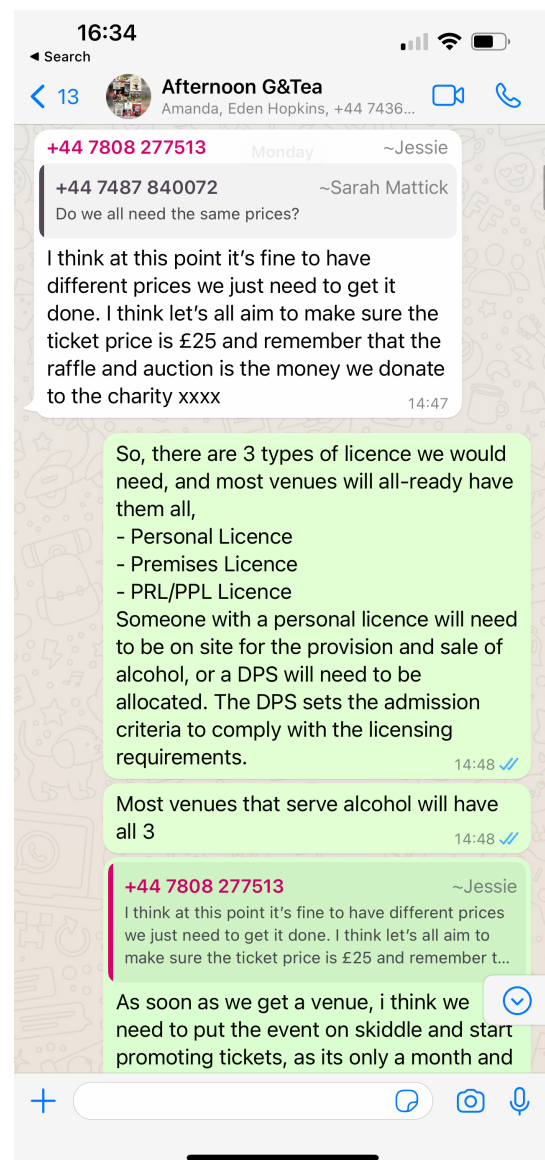
ANSWER CHOICES

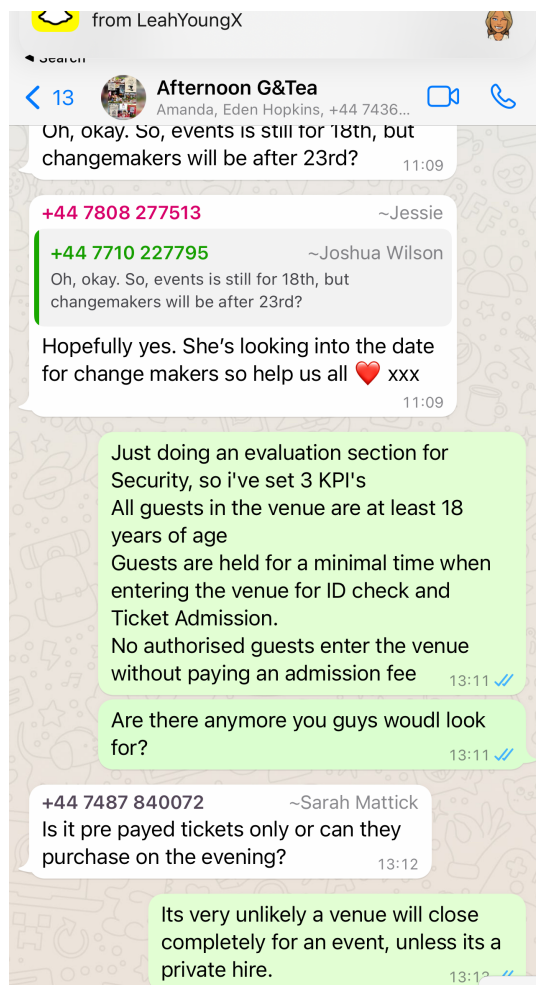
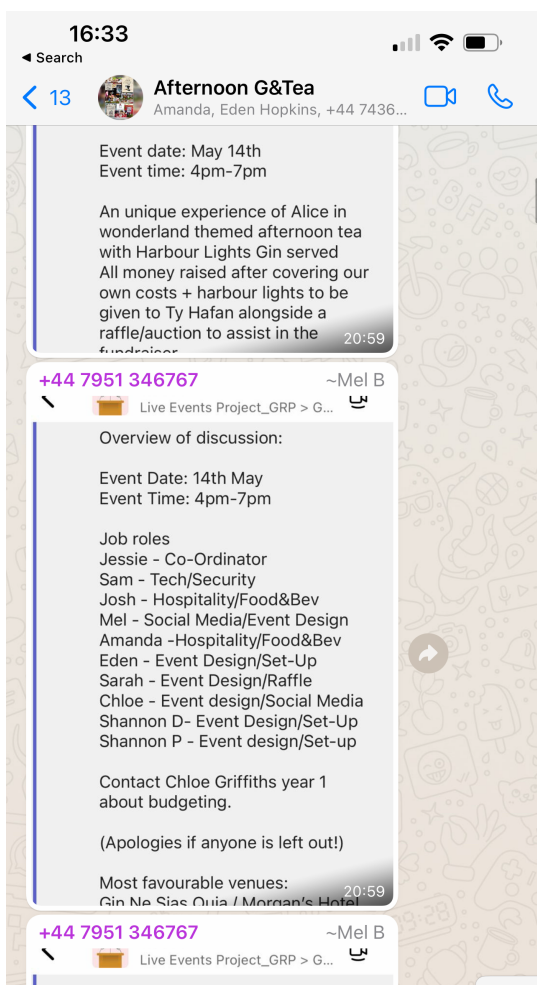
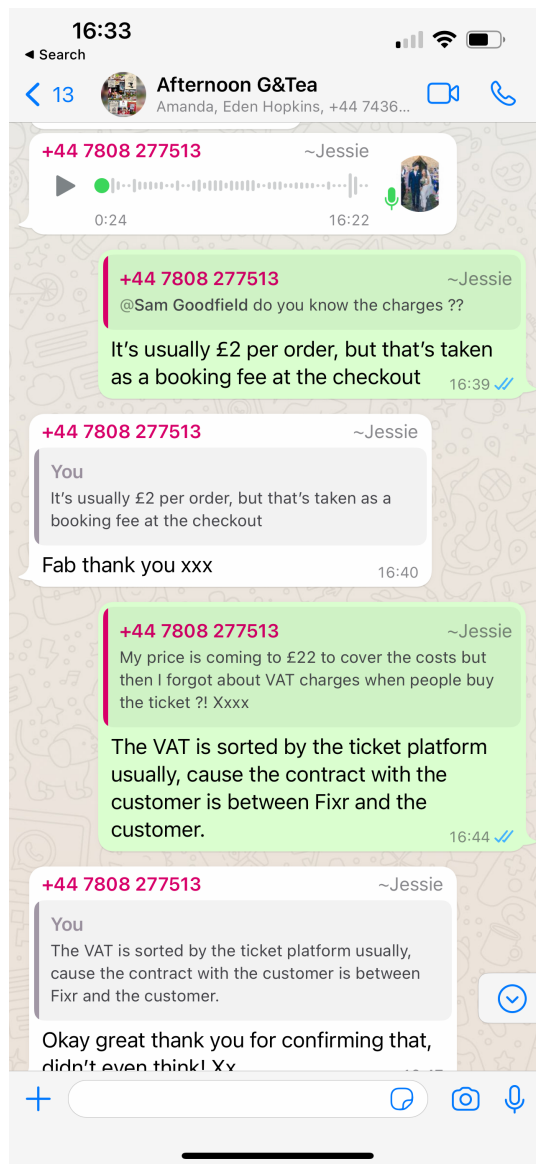
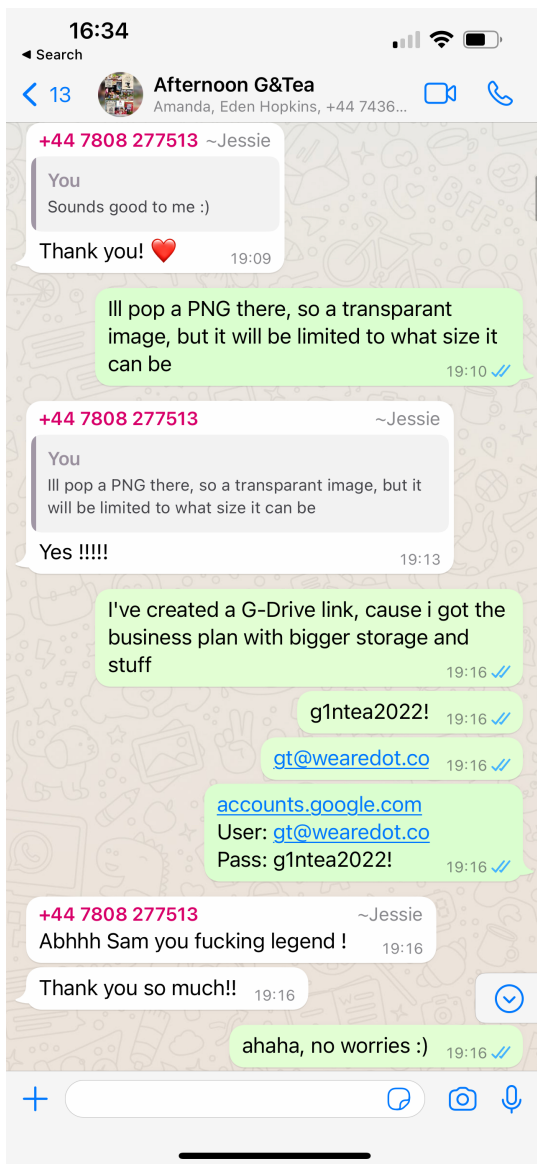
RESPONSES

RESPONSE PERCENTAGE

Once or Twice a week	31	39.24%
Every Day	2	2.53%
Less than once a Month	13	16.46%
Once or Twice a month	33	41.77%

Appendix 2 - Evidence of group work





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