Crowd Management Plan

Standon Calling 2026

DOCUMENT CONTROL

VERSION	DATE	CREATED BY	APPROVED BY	SECTIONS AMENDED	DETAILS OF AMENDMENTS
V1	May 2025	Hazel McGrouther			

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SECTION 1 – DOCUMENT DETAILS

AIMS AND OBJECTIVES
The aim of this document is to address the management of crowds at Standon Calling, supporting the extended suite of Event Safety documents in order to ensure the overall safety of all attendees, staff, contractors, and artists present during the event.

GUIDANCE AND LEGAL CONTEXT
The Event understands its legal responsibility as detailed in the Health and Safety at Work Act 1974, Licensing Act 2003 amongst other legislation, to manage risks associated with crowded spaces.

Overall responsibility for the provision of crowd safety and management plan is that of Standon Calling Festival who have engaged a competent security company and Safety Officer to provide competent and, where necessary, qualified personnel.

This Crowd Management Plan has been developed by the Safety Officer, in consultation with the contracted Event Director, Promoter, and Security Manager.

This document should be read as part of the overall Event Management Plan and not in isolation. It has been created with the knowledge of competent persons, previous event experience, health and safety guidance, and licensing regulation. Guidance includes but is not limited to:

- HSG195 The Event Safety Guide (commonly known as the Purple Guide)
- Safety of Sports Grounds Act 1975
- Safety of Sports Grounds Regulations 1987 (secondary, administrative legislation)
- Security Industries Act 2001
- Licensing Act 2003
- Sports Grounds Safety Authority Act 2011
- The Health and Safety at Work Act 1974
- The Regulatory Reform (Fire Safety) Order 2005
- Managing Crowds Safely (HSG154)
- The Guide to Safety at Sports Grounds (Home Office), commonly known as "The Green Guide“
- The Event Safety Guide/The “Purple” Guide

The jurisdiction of this document is limited to investigation and recommendation only. The Promoter holds all liability for the implementation and monitoring of recommendations. The Promoter holds liability for all overall safety of the Event, its participants, staff, contractors and affected parties. Any implementation of the recommendations must be taken in line with other safety policies and procedures

SECTION 2 – EVENT OVERVIEW

Event:	Standon Calling
Date:	Between 01 May and 30 September inclusive
Venue:	Standon Lordship, East Hertfordshire, SG11 1PR
Capacity:	29,999

Licence Number:	tbc

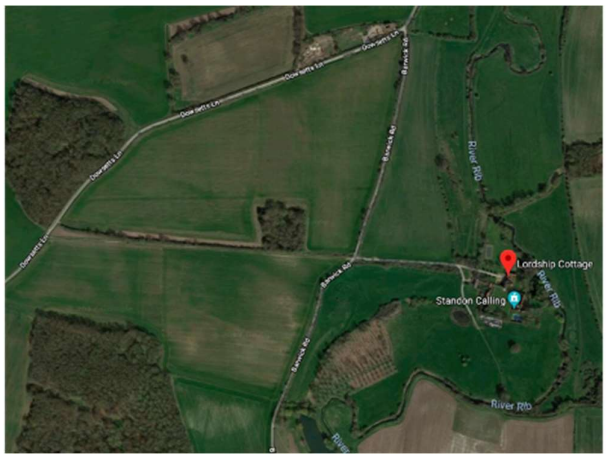
INTRODUCTION

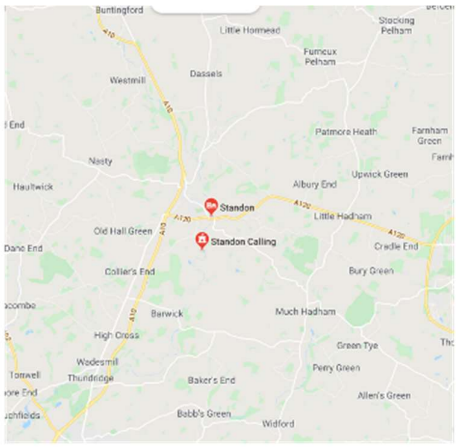
Standon Calling is series of eight stand-alone events over a 14-day period, comprising two consecutive weeks. There will be a range of bands, DJs, and other forms of performance programmed.

The arena will have a range of facilities including food concessions, market stalls, toilets and bars.

VENUE

The site is a mixed residential and agricultural area comprising of lawns, fields, and copses - the totality of which is owned by the Event Promoter's family and neighbouring farmers. Fields, residential properties, and a small river border the site. There are a number of hard-standing roads and fixed utilities in place, and the Event works in conjunction with the landowners to ensure improvements are undertaken on an annual basis.





AUDIENCE PROFILE

Gender Split	50% Male / 50% Female
Age Range	Mostly between 18-50 years old
Group Makeup	50% family audience, with the remaining arriving in peer groups
Characteristics	Generally well behaved and calm
Alcohol use	Moderate - the primary intoxicant on site is alcohol
Drug use	Low - small numbers, casual usage
Compliance level	High
Level of vulnerability	Low

Potential for antagonism	Low
Potential for disorder	Low
Likelihood of opportunistic criminality	Low
Likelihood of organised criminality	Medium - Low

SECTION 3 – CAPACITY MODELLING

CALCULATION ASSUMPTIONS

In this document, the final capacities will be determined by the lowest of:

- holding capacity
- emergency evacuation capacity

All calculations and examinations are considered with the following assumptions and their relevant reference source.

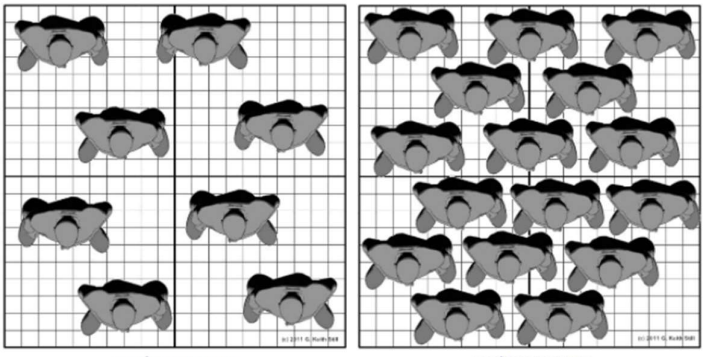
HOLDING CAPACITY:

Static crowd densities in viewing areas take guidance from the Event Safety Guide ('Generally, 0.5 m2 of available floor space per person is used for outdoor music events', or 2 per m2), and the Guide to Safety at Sports Grounds ("the maximum number that can be applied is 47 persons per 10 square metres")

Densities around the pit areas are likely to be higher than those at locations further away from the barrier line, hence it is reasonable to suggest that front of stage locations will likely have a crowd density of 3-4 people per square metre, whereas areas towards the back of stage audiences are likely to have 2 people per square metre.

These crowd densities will be referred to throughout this paper and illustrated below for reference:

2 persons per m2 4 persons per m2



2 people per square metre 4 people per square metre

EMERGENCY EXIT CAPACITY:

Flow rates are calculated based on guidance. The Guide to Safety at Sports Grounds recommends '…on a level surface 100 people can reasonably exit in 1 minute (equal to 82 spectators per metre width per minute)' (2008, p83). The Fire Safety Risk Assessment for Open Air Venues recommends '…for open air parts of the venue….109 people / metre / minute' (2006, p68)

The figures above will be reduced to account for access across wet or uneven ground, and an audience who may be situationally vulnerable (intoxicated and in unfamiliar surroundings). Calculations in this document will be based on 70 persons per metre per minute through an unrestricted exit (i.e. no queue lanes).

The total capacity of the emergency means of escape will discount the largest exit; 'When evaluating escape routes, you may need to build in a safety factor by discounting the largest exit from your escape plan' (FSRA, 2006 p25)

As per the Fire Safety Assessment: Open Air Events and Venues Guidance a notional evacuation time of 10 minutes is proposed for all outdoor open areas. This is indicative of a Normal fire risk.

In line with MUTA recommendations, the indoor marquees will be calculated with a 2-minute evacuation time.

In all cases, a place of safety is recognised as being a place where people can be safe from the effects of fire for 30 minutes or more.

Evacuation
Any incidents associated with amber or red status could result in partial or full site evacuation in order to move people to a safer place. However, it should be noted that it would only be under the most dire of circumstances that the Promoter would foresee a full site evacuation; partial evacuations are more likely, and will be the preferred response when an area needs to be cleared.

Evacuation routes and holding areas are detailed in this plan to aid rapid incident response, but must remain dynamic dependent on the location of risk.

SECTION 4 – Capacities

In this section we will examine each zone of the site, calculating the recommended capacity based on the lowest of either the holding capacity or the emergency exit capacity. The advisory capacity of each area is noted in red.

Area	Location	Sqm	Density (per sqm)
Main Stage Arena	Total	15357	2
Additional Arena Space	Total	7858	1

Emergency Exits	Width (m)	Flow Rate	Evac Time	No. Persons Evac
Emergency Exit A	15	75	10	11,250
Emergency Exit B	19.5	75	10	14,625
Emergency Exit C	5	75	10	3,750
Emergency Exit D	5	75	10	3,750
Emergency Exit E	27	75	10	20,250
Total	71.5	75	10	53,625
Missing Largest Exit	**44.5**	**75**	**10**	**33,375**

Based on the lowest of the calculations, the suggested capacity is 33,375 persons.

Full Site - holding capacity
The full arena space is 23,215 m2 for the public ('front of house') areas only; and after all production

installations.
Density at 2 persons per m2 in the main stage arena and 1 person per m2 in the additional arena space = (15,357 x 2 ppm2) + (7,858 x 1 ppm2) = 38,572 persons.

SECTION 5 – INGRESS

Design
The Event is a ticket only event with tickets purchased in advance via online websites and / on the day of each event, from the venue.

Pre-ticket queuing will be provided at the main gate entrance. Suitable facilities will be provided including toilets to ensure those waiting outside are catered for. Gates will be managed by the Gate Manager and team and will be designed / staffed using arrival data from previous years.

Due to the audience demographic, it is expected that the majority of customers will arrive by car. Traffic arrival / ingress is managed by an appointed contractor. A full Traffic Management Plan (TMP) is provided and dictates how the event will deal with arrivals to site.

Information
Information is provided to visitors via the Website and Social Media channels (both in advance and on the day). There will be signage on the approaching roads, on the approach to the site and within the site.

Information will also be provided to visitors upon arrival to site via the stewards, security, and gates staff. Staff at the main gate will be using loud hailers to control the flow and deliver clear messaging when required.

Signage listing contraband items will be displayed on entrance to the entrance queue lanes.

Management
Staffing levels and infrastructure across gates, traffic and security teams will be planned to support the varying demands of each period of arrivals, ensuring the prevention and detection of crime and criminal activity, the prevention of public nuisance, public safety and the protection of children from harm.

Queues and searching will be managed by security teams. Ticket scanning will be by the Gates team. Technical support will be provided by the ticket agent.

The Gate Manager and Event Management team will oversee all elements of customer ingress, ensuring a collaborative, joined up management of the various elements of ingress.

SECTION 6 – CIRCULATION

Design
The site has been designed to allow maximum width on walkways, with consideration given to queuing / high-density areas, and how they will impact on flow. Circulation spaces have been designed into the space and lower density calculations have been used to ensure these remain free flowing. Designated areas have been designed for people to rest and eat.

A Red, Amber, Green (RAG) document will be produced to highlight any popular acts or those acts considered to pull crowds that have the potential for volatile crowd behaviour so as to consider any additional staff deployments that may be required.

Information
The Event has a designated media manager who manages the social media platforms and website, providing artist information, details of attractions and information regarding the events. This can include information which will dissuade the public from attending densely packed areas.

Staff throughout the site are well-briefed and carry information that could be useful.

Clear and unambiguous signage will be used for access/egress points, directions to facilities, and route-finding information between areas. Where possible this signage will use recognised symbols, shapes and colours that are in everyday use.

Emergency information is delivered through the use of site wide public address system, MCs on stage and LED screens. Pre scripted announcements and media messaging have been prepared in the event of any incident requiring temporary show stop, evacuation or cancellation.

Management
The operational coordination of the Event will be managed via Event Control located within the event site. All communication via the onsite teams will be handled via Event Control.

Decision making for the event will be communicated through the Event Liaison Team, comprising the heads of department for all areas of the event management team.

It is considered that any crowd management issues will be monitored by those on the ground. All event staff, stewards and security are briefed to ensure that all observations and or incidents re-communicated to Event Control without delay to ensure suitable decisions and resource can be adequately directed to the required location.

The monitoring of crowd movements on the ground is critical and will be undertaken using a tiered system through the radio to Event Control (shown below). This will be reported hourly by Stage Managers or more frequently by security response where relevant and will dictate what stages of action are to be taken to manage circulation and crowd density.

All security and stewards will be briefed on this tiered system and how to communicate crowd densities to event control. This will ensure monitoring is consistent and reliable aiding in allocating resource to the most required areas. Such data will also form as part of the event control log aiding the collation of data of crowd densities site wide for the purpose of planning in the future.

Crowd movement tiered rating:

RAG	Crowd Density	Visual Indicators	Actions Required
Level 1 Green (2ppm2)	Moderate Attendance	Easy to move through crowds	Normal Operations - Monitor and review

Level 2 Amber (3ppm2)	Busy Attendance	Busy but compliant and happy crowds. Shoulders visible in most dense area of crowd.	Onsite resources communicate to Event Control
			Event Control to notify Safety Officer. Security Zone Manager to attend at location and review
			Standby to deploy additional resource and prevent further entry
Level 3 Red (4ppm2)	At / Nearing Over Capacity	Area is full	Response security deployed and where required site infrastructure deployed to prevent access area / Implement Exit Only.
		Hard to move for audience, some people finding it hard to control their movement, losing site of shoulders.	Event Control to notify Safety Officer who will attend with Security Zone Manager to monitor and review
			Standby for communications to audience and potential show-pause

SECTION 7 – EGRESS

Design
Once the audience departs the main site, the Traffic Management Plan (Appendix 25) considers their movements.
Lighting has been installed on all egress routes to maximise flow rates.

Information
All onsite staff and stewards will have a thorough knowledge of the site to assist in wayfinding for the visitors.

As throughout the rest of the event, social media will be used to alert guests of traffic and congestion problems.

Management
The management of egress will be undertaken collaboratively between representatives of the Event Management team and the Safety Officer. Under normal operating conditions the management of this will be controlled by the Event Director.

SECTION 8 – INCIDENT RESPONSE

Incident Management
Any incident onsite will be managed via Event Control through the event liaison team. Separate

documents have been produced to detail the system in place to manage any onsite incidents.

Site Muster Points have been established and Rendez Vous Points (RVPs) have been agreed. A dynamic assessment will be made during the event of any incident that requires an emergency service response to assess the suitability of the RVP.

Security response
It is likely that most incidents on site needing a draw on contingency supplies or resources will be slow growing incidents, or small isolated incidents. Any more rapidly developing incidents will require emergency actions and will need greater movement of public and staff around the site.

Security shall ensure that adequate numbers of response teams are on site that will be able to quickly attend sites of incidents and report in to control for additional resources or to give/receive instructions in how to proceed.

In any larger incident on site, all staff will become a central resource to be moved, deployed and instructed by the (silver) event control team who will be convened in such an event.

Weather
Weather has an impact on the behaviour of crowds and how they can physically navigate the site, it is crucial that during the planning attention is made to ensuring ground conditions are adequate at all times.

A detailed extreme weather management plan has been developed and is available as a separate document. This document details the forecasting, monitoring and trigger points for weather related incidents and actions that should be taken to ensure the safety of the pubic, staff, guests and artists.

Isolated incident
It is likely that any incident occurring onsite can be contained and would only effect one stage / location. Therefore, it is reasonable to suggest with the footprint of the event site that any incident can be handled by the onsite security, stage managers within this location.

In the event of an incident taking place at one of the stage locations a “localised show stop” (show pause) will be enacted. The Stage Managers and Security Supervisors will be familiar with the Show Stop Procedures. Full details of the show stop procedures are detailed within a separate document.

If the show-stop is involved, on any scale, it is important that, as soon as possible, there is a communication with the public explaining the issue (if appropriate) and appealing for calm and assistance.