

MARTYN'S LAW

# Communication Readiness Checklist

A five-minute self-check on the one Martyn's Law procedure most venues underestimate — communication. Spot the gaps before spring 2027.

Communication is a named public protection procedure under Martyn's Law. Use this checklist to test whether you could actually reach and direct your whole crowd in real time.

## ▶ 1 Know your duty

- You know which tier you are: standard (200–799 people) or enhanced (800+), counting staff.
- You know you must notify the Security Industry Authority (SIA) when the duty commences.
- You can name the four public protection procedures: evacuation, invacuation, lockdown and communication.

## ▶ 2 Reach – can you message everyone at once?

- You can get a single instruction to everyone on site at the same time – not just those near a speaker or steward.
- Your coverage includes the busy, noisy and outdoor areas where tannoy and stewards struggle.
- Your reach does not depend on visitors having an app, signal or their phone in hand.

## ▶ 3 Clarity – will the message be understood and acted on?

- Safety messages are short, visual and unambiguous under stress.
- You can give directional instructions (which way to go), not just a generic alert.
- Messaging is consistent across the whole site, so the crowd does not get conflicting signals.

## ▶ 4 Speed – one action, not improvisation

- You can switch the whole site from normal information to safety messaging in seconds, in one action.
- A trained operator owns this from a central control position.
- There is a clear fallback if technology or power fails.

## ▶ 5 Test & evidence

- Your communication procedure has been tested, not just written down.

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- You can demonstrate – to the SIA, your safety advisory group or insurers – that you can reach and direct your crowd in real time.

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- Communication is built into how you run the event every day, so it is routine when it counts.

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### **Ticked fewer than you'd like?**

That's usually the communication element – and it's exactly what we do. CrowdCows gives venues and event organisers a tested, real-time way to reach and direct the whole crowd: the communication capability your Martyn's Law procedures depend on, using the same system that manages flow on a normal day.

**Talk to us:** [crowd-cows.com](https://crowd-cows.com) · [info@crowd-cows.com](mailto:info@crowd-cows.com)

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This checklist is a practical aid, not legal advice or a guarantee of compliance. CrowdCows helps with the communication element of your procedures; your risk assessment, wider measures and sign-off sit with you and your safety advisers. Sources: Home Office Martyn's Law factsheet and SIA guidance, gov.uk.