

Martyn's Law: Communication Readiness Checklist

A practical, five-minute self-check on the one Martyn's Law procedure most venues underestimate: communication. Use it to spot the gaps before spring 2027.

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.
- You can demonstrate — to the SIA, your safety advisory group or insurers — that you can reach and direct your crowd in real time.
- Communication is built into how you run the event every day, so it is routine when it counts.

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 · info@crowd-cows.com

Note: 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.