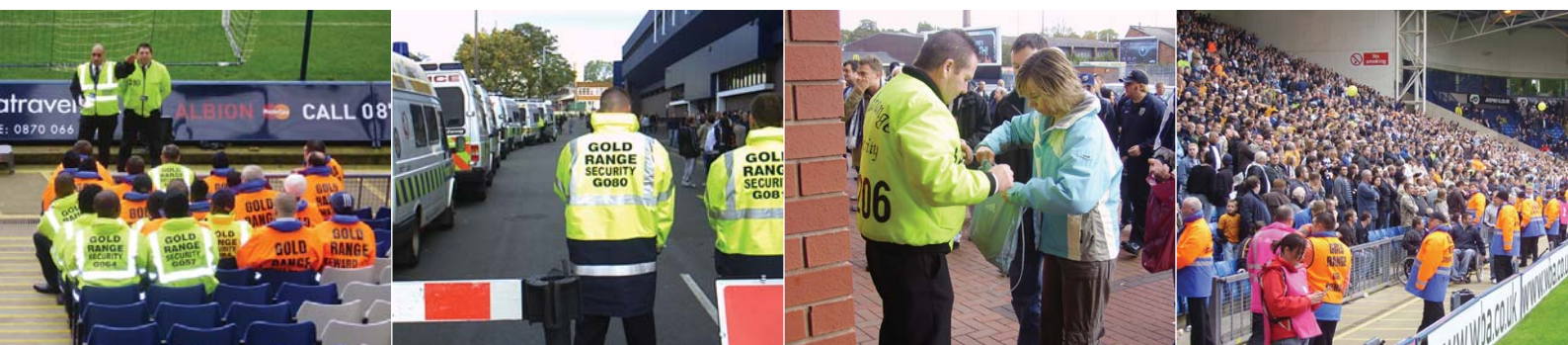


Case Study:

West Bromwich Albion FC



The Challenge

When West Bromwich Albion won promotion to the Premiership in 2004 the club was faced with the potentially costly issue of dealing with higher profile fixtures and larger crowds at its Hawthorns Stadium.

With requirements for stadium safety and security set out in law, it was critical that properly trained, well resourced teams be established to handle key functions. These included: marshalling traffic, managing crowd safety, conducting covert surveillance, handling searches, responding to major incidents, working closely with the police and handling corporate security. In addition the club wanted its chosen security supplier to play a central role in pre-match planning and to provide expert advice on all areas relating to security and stewarding.

Further challenges followed when the club was relegated to the Championship League in 2006.

The Solution

With its track record at 12 sports stadia around the country – including the national stadium at Wembley – Reliance Goldrange was awarded the contract to work in partnership with the club.

Following a detailed risk assessment, Reliance Goldrange established a team of specialist personnel, all of whom are trained to the required standards of both the Football Licensing Authority and the Security Industry Authority.

- Many of the Reliance Goldrange team members are trained in additional key areas. For example, going beyond the requirements of the SIA and FLA, all supervisors are given full training in control and restraint techniques using specialist methods accepted by both the police and prison service. All stewards are also encouraged to undertake the same training, with annual refresher sessions to ensure that their skills are maintained.
- The full Reliance Goldrange team, on high capacity match days, is 60 personnel. This includes traffic marshals who ensure safety on the roads around the ground, and access for authorised vehicles.
- Reliance Goldrange covert Officers work closely with the club managers and the police to ensure that potential trouble-makers are identified and dealt with pre-emptively.

- As a result of the capable, tailored service provided by the Reliance Goldrange team the company is now the sole provider of security and stewarding services to the football club. For many supporters approaching the football ground on match days, the Officer in the Reliance Goldrange uniform is the first official they see.

The Benefits

Reliance Goldrange provides West Bromwich Albion FC with the flexibility to manage the changing security priorities and manpower requirements of the club.

- Additional security and safety stewards are available at short notice to support the demands of specific match fixtures.
- Reliance Goldrange has allowed the club to make substantial savings by reducing the need to pay for a large-scale police presence inside the ground – on match days the skilled Goldrange teams in attendance mean that fewer police officers are now needed.
- With its emphasis on staff training, detailed planning and specialist knowledge of event security, Reliance Goldrange helps to ensure that potential problems are kept to a minimum and that West Bromwich Albion maintains its reputation as a well run and successful football club.

“I find the personnel provided by Reliance Goldrange to be punctual, smart and motivated. This enables the club to maintain flexibility within the operations department and guarantees compliance with the numerous forms of legislation that affect football clubs in the 21st century. Goldrange constantly meets the targets we set and is an integral part of our match day planning.”

Clive Whitfield, Deputy Match Day Operations, West Bromwich Albion FC Ltd



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