

# Why Bag Policy Delays Break Venues at Scale

VPOD Smart Solutions Presentation Deck

# Contents

1. 01 - Why Bag Policy Delays Break Venues at Scale
2. 02 - Bag Policies Fail at Scale (Operational Impact)
3. 03 - Bag Policies Fail at Scale (Decision Friction)
4. 04 - Why Traditional Fixes Don't Work
5. 05 - The Hidden Risks of Bag Policy Delays
6. 06 - The Real Issue: Bags Still Enter the System

# 01 - Why Bag Policy Delays Break Venues at Scale



## Why Bag Policy Delays Break Venues at Scale

Bag policies are introduced to improve safety and control. But at large venues, they often do the opposite.



They create friction, slow entry, and introduce new bottlenecks—exactly where speed matters most.



At scale, bag policies don't remove problems. They move them into the entry system.



And that's where they become operationally critical.



### What Are Bag Policy Delays?

Bag policy delays occur when rules around bags disrupt the flow of people entering a venue.

#### These delays are typically caused by:



**Bag size restrictions**  
Limits on dimensions slow down decisions.



**Prohibited item checks**  
Additional screening increases processing time.



**Inconsistent enforcement**  
Different rules or interpretations cause confusion and disputes.



**Last-minute compliance issues**  
Unprepared guests create delays at entry.

#### They affect:



Stadiums and arenas



Festivals and concerts



Conferences and exhibitions



Large public venues



#### The result is predictable:



**Slower processing**  
More time spent per person at the entry point.



**Longer queues**  
Lines extend further and take longer to clear.



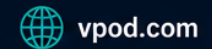
**Increased congestion at entry**  
Bottlenecks impact flow and overall experience.



Speed at entry sets the tone for the entire event. When bag policies cause delays, everyone feels it.



Effective bag policy management keeps venues safe, secure, and running smoothly.



# 02 - Bag Policies Fail at Scale (Operational Impact)

## Bag Policies Fail at Scale

Well-intentioned policies create friction, inconsistency, and delays exactly where speed and experience matter most.

### 1 Policies Introduce Decision-Making at the Worst Point

Every attendee with a bag creates a checkpoint:

- Is the bag allowed?
- Does it meet size limits?
- Does it require inspection?



This introduces:

- Delays per person
- Inconsistent processing times
- Queue interruptions

Throughput systems fail when decisions replace flow.

### 2 Enforcement Is Inherently Inconsistent

In real-world operations:

- Staff interpret rules differently
- Enforcement varies between lanes
- Attendees question decisions



This leads to:

- Disputes
- Delays
- Uneven throughput

Inconsistent enforcement breaks flow and trust.

### 3 Rejected Bags Create Secondary Queues

When a bag is not compliant:

- The attendee leaves the queue
- Searches for a solution
- Returns to the queue



This creates:

- Secondary congestion
- Entry disruption
- Frustration and confusion

Rejected bags multiply delays and impact the entire entry system.

At small scale, these issues are manageable. At scale, they compound—and the system breaks.

The goal: Remove decisions. Maintain flow. Systems, not policies, create high-performance entry.

# 03 - Bag Policies Fail at Scale (Decision Friction)

## BAG POLICIES FAIL AT SCALE

Good intentions. Operational friction. Real-world impact.



### POLICIES DON'T REDUCE DEMAND

Venues assume:



Restrictions = fewer bags

In reality:

- Attendees still bring bags
- Many are unaware of rules
- Problems are resolved at the gate



Bag policies don't eliminate volume — they delay it.



### 5 INTERACTION TIME INCREASES

Compared to a no-bag system:



More conversations are required



More checks are performed



More exceptions are handled

This reduces:

- Processing speed
- Lane efficiency
- Overall throughput



Every extra second per person multiplies across thousands.



### 6 PEAK DEMAND AMPLIFIES EVERY DELAY

At scale:

- Thousands arrive within a short window
- Even small delays per person compound

This leads to:

- Rapid queue growth
- Entry system overload
- Loss of control at the perimeter



At scale, small delays become major disruptions.



### THE BOTTOM LINE

Bag policies don't solve the problem. They shift it to the front gate — where it slows everything down.



More rules. More friction.



More delays. More queues.



More risk. Lower experience.



Less throughput. Higher operational cost.



THE SOLUTION ISN'T STRONGER POLICIES. IT'S SMARTER SYSTEMS.



Smart locker systems eliminate bag-related delays, improve flow, and protect the attendee experience.

# 04 - Why Traditional Fixes Don't Work

## The Hidden Risks of Bag Policy Delays

Bag policy delays create more than queues. They create risk, cost, and a worse experience—at scale.

### EXTERNAL CROWD RISK



Slower entry creates:

- Large queues outside the venue
- High-density, unscreened crowds
- Increased exposure to risk

This directly impacts Martyn's Law compliance.



See: [/martyns-law-event-security/](#)

### VISITOR EXPERIENCE BREAKDOWN



Attendees experience:

- Confusion about rules
- Friction at entry
- Delays and frustration

This leads to:



Negative reviews



Lower return rates

### REVENUE LOSS



Delays reduce:

- Time spent inside the venue
- Food, beverage, and retail spend



Every minute lost at entry is revenue lost.

### INCREASED OPERATIONAL COST



To enforce policies, venues must:

- Deploy additional staff
- Train teams extensively
- Manage disputes and exceptions



Costs increase—without improving flow.



At scale, bag policy delays create risk, cost, and operational pressure.



More queues. More risk.



Worse experience. Lower satisfaction.



Less revenue. Lower profitability.



Higher cost. Lower efficiency.



The goal: Remove friction. Maintain flow. Protect people. Improve the experience. Drive revenue.

# 05 - The Hidden Risks of Bag Policy Delays

## Why Traditional Fixes Don't Work

More policies. More people. More checks.

Same result: slower entry, longer queues, frustrated attendees.



### TRADITIONAL FIXES DON'T WORK



#### TIGHTEN RESTRICTIONS

- Increases friction
- Does not reduce demand



#### IMPROVE COMMUNICATION

- Helps awareness
- Does not eliminate enforcement delays



#### ADD MORE STAFF

- Expensive
- Limited impact on throughput



#### INCREASE SECURITY CHECKS

- Slows entry further
- Worsens queue growth



These fixes treat symptoms. They don't solve the system.

### THE CORE PROBLEM: POLICIES ADD FRICTION TO A THROUGHPUT SYSTEM

VENUE ENTRY IS A FLOW SYSTEM.

It depends on:



SPEED



CONSISTENCY



PREDICTABILITY



BAG POLICIES INTRODUCE:



DECISION-MAKING



VARIABILITY



EXCEPTIONS

#### HOW FRICTION IMPACTS THROUGHPUT



ATTENDEE ARRIVES

High intent. Wants to enter.



POLICY CHECKPOINT

Decisions are required. Time is added.



VARIABLE OUTCOMES

Allow, reject, inspect, or escalate.



FLOW DISRUPTION

Queues grow. Flow breaks.



THROUGHPUT REDUCED

Entry slows. Experience suffers.



AT SCALE:

FRICTION REDUCES THROUGHPUT.

REDUCED THROUGHPUT CREATES QUEUES.

QUEUES CREATE RISK AND DISSATISFACTION.



THE REAL SOLUTION:  
DESIGN ENTRY FOR FLOW,  
NOT FRICTION.



Faster entry



Consistent experience



Higher throughput



Lower risk



Happier attendees



Smart locker systems remove friction and unlock true throughput.

# 06 - The Real Issue: Bags Still Enter the System

## THE REAL ISSUE: BAGS STILL ENTER THE SYSTEM

Policies don't solve the problem.

They shift it into the most critical part of the operation.

### EVEN WITH STRICT POLICIES:

- Bags still arrive
- Bags still require handling
- Bags still slow processing



**The result:**  
Delays. Frustration.  
Risk. Lost time and revenue.

Policies create friction at the gate.  
Smart storage removes friction before it happens.



### THE SCALABLE SOLUTION: REMOVE THE PROBLEM BEFORE ENTRY

The most effective venues don't rely on enforcement. They remove friction before it reaches the gate.

#### PRE-ENTRY SMART LOCKER SYSTEMS



- Smart lockers allow attendees to:
- Store bags before security
  - Comply with policies effortlessly
  - Avoid rejection and delays

#### ELIMINATE DECISION-MAKING AT ENTRY



- No size checks
- No disputes
- No exceptions

#### INCREASE THROUGHPUT



- Fewer bags = faster screening
- More people processed per lane
- Reduced queue buildup

#### IMPROVE EXPERIENCE AND COMPLIANCE



- Clear process for attendees
- Consistent enforcement
- Faster entry



Less friction. More flow. Better experience. Stronger security.

### TRADITIONAL APPROACH: ENFORCE AT ENTRY



VS

### SMART APPROACH: REMOVE FRICTION BEFORE ENTRY



### REAL OPERATIONAL IMPACT

- With pre-entry storage systems:
- Entry speeds increase significantly
  - Queue times reduce
  - Policy compliance improves
  - Staff requirements decrease
  - External risk is reduced

See: </solutions/event-smart-lockers/>

Compare: </bag-searches-vs-pre-entry-locker-storage/>

Calculate ROI: </roi-calculator/>



### THE BOTTOM LINE

Bag policies are necessary for security. But at scale, they:

- Add friction
- Reduce throughput
- Create delays



The solution is not stricter rules. It's removing the need for those rules to slow entry in the first place.

