

EVENT OPERATIONS DIRECTOR GUIDE TO CHALLENGES AND EFFICIENCIES OF BAG STORAGE



Practical insights and proven efficiencies to help you reduce risk, improve throughput, and deliver exceptional event experiences.



IMPROVE FLOW

Reduce queues and entry delays



REDUCE RISK

Minimise security and safety exposure



INCREASE CAPACITY

Handle more attendees without increasing staff



LOWER COSTS

Decrease staffing and operational costs



ENHANCE EXPERIENCE

Faster, frictionless journeys for guests

SMART PERIMETER LOCKERS.
SMARTER OPERATIONS.
BETTER EVENTS.



SECURE BY DESIGN



24/7 AVAILABILITY



CENTRALISED MANAGEMENT



MEASURABLE RESULTS

OPERATIONS DIRECTORS FOR EVENT **KEY CHALLENGES**



Complex events. High expectations. Zero margin for error.



Your challenge is to deliver safe, efficient, and memorable events—every time. These are the biggest operational challenges you face.

1  **INGRESS CONGESTION**

Large crowds and limited entry points cause long queues and late starts.

Impacts guest experience and on-time delivery.

2  **CLOAKROOM & BAG STORAGE BOTTLENECKS**

Manual processes and limited capacity create delays, frustration and operational pressure.

Strains staff and reduces throughput.

3  **PEAK-TIME STORAGE DEMAND SPIKES**


Sudden surges in demand overwhelm manual systems and available storage.

Leads to delays, overflow and guest dissatisfaction.

4  **CROWD FLOW & MOVEMENT DISRUPTION**

Bottlenecks in storage and security points disrupt crowd flow across the venue.

Creates safety risks and operational inefficiencies.

5  **DEMAND PEAKS AT ENTRY**


High arrival volumes in short windows overload staff and slow down entry operations.

Increases wait times and impacts satisfaction.

6  **MANUAL HANDLING SLOWS THROUGHPUT**

Check, tag, store, retrieve—manual handling at every step slows everything down.

Limits capacity and reduces operational efficiency.

7  **TEMPORARY STAFFING INCREASES RISK**


Short-term staff lack familiarity, create inconsistency and increase the chance of mistakes.

Higher risk of loss, security issues and poor guest experience.

! THE IMPACT IF CHALLENGES AREN'T SOLVED

-  Lower throughput and efficiency
-  Poor guest experience
-  Higher risk and safety concerns
-  Increased costs and staffing pressure
-  Event delays and reputational damage

✓ SMARTER OPERATIONS. BETTER OUTCOMES. Event lockers and automated storage solutions help you improve flow, reduce pressure and deliver seamless events—every time.

-  **FASTER FLOW**
-  **HAPPIER GUESTS**
-  **LOWER RISK**
-  **BETTER RESULTS**

OPERATIONS DIRECTORS FOR EVENTS

ROOT CAUSES OF KEY CHALLENGES

Every operational challenge has a root cause. Solve the root cause, not just the symptoms.



KEY CHALLENGES



1. INGRESS CONGESTION



2. CLOAKROOM & BAG STORAGE BOTTLENECKS



3. PEAK-TIME STORAGE DEMAND SPIKES



4. CROWD FLOW & MOVEMENT DISRUPTION



5. DEMAND PEAKS AT ENTRY



6. MANUAL HANDLING SLOWS THROUGHPUT



7. TEMPORARY STAFFING INCREASES RISK

THE ROOT CAUSES BEHIND THESE CHALLENGES

1 INGRESS CONGESTION



- Limited entry points and narrow choke areas
- Manual checks and search processes
- No separation of bag and no-bag lanes
- Poor queue design and flow planning
- Late arrivals concentrated in short windows

2 CLOAKROOM & BAG STORAGE BOTTLENECKS



- Manual bag drop, tagging and retrieval
- Limited storage capacity and space constraints
- Disorganised storage systems
- Inaccurate bag tracking processes
- Insufficient staff training and tools

3 PEAK-TIME STORAGE DEMAND SPIKES



- Large volumes arrive at the same time
- No demand data or forecasting
- Limited ability to scale storage quickly
- Over-reliance on manual processes
- No real-time visibility of locker availability

4 CROWD FLOW & MOVEMENT DISRUPTION



- Bag drop and security create friction points
- Poor layout and bottlenecks in key areas
- Lack of signage and wayfinding
- Storage areas located away from flow
- Re-entry and retrieval queues conflict with crowd movement

5 DEMAND PEAKS AT ENTRY



- Short entry windows driven by act times or schedules
- Insufficient pre-event communication
- No incentives for early arrival
- Poor load-balancing across entry points
- Lack of real-time monitoring and reallocation

6 MANUAL HANDLING SLOWS THROUGHPUT



- Manual check, tag, store and retrieve at every step
- Paper-based or spreadsheet tracking
- Repetitive tasks increase handling time
- High dependency on people, not processes
- No automation or self-service

7 TEMPORARY STAFFING INCREASES RISK



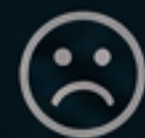
- Large volumes require more temporary staff
- Short-term staff lack familiarity and training
- Inconsistent process execution
- Higher error rates and misplacements
- Increased risk of loss, security breaches and complaints



THE IMPACT OF UNRESOLVED ROOT CAUSES



Longer queues and delays



Frustrated guests



Higher risk and incidents



Higher costs and overtime



Lower efficiency and throughput



Damage to brand and reputation



SOLVE THE ROOT CAUSE. UNLOCK BETTER OUTCOMES.

Smart lockers and automated storage eliminate the root causes – delivering safer, faster, smoother events.



WHY



FASTER
ENTRY



LOWER
RISK



HIGHER
THROUGHPUT



BETTER
EXPERIENCE

EVENT LOCKERS

FOR OPERATIONS DIRECTORS IMPROVE EVENT OPERATIONS

Event lockers automate bag storage and item handovers so your team can deliver safer, smoother, and more efficient events.

FAST. SECURE. CONTACTLESS.
KEEP THE EVENT MOVING



EVENT
LOCKERS

OPERATIONS
DIRECTOR



REDUCE CONGESTION AT ENTRY

Speed up bag drop and entry with automated self-service lockers.

**QUEUE TIMES DOWN
50-70%**



LOWER OPERATIONAL RISK

Reduce bag-related incidents and improve perimeter security.

**RISK EXPOSURE
DOWN 50-70%**



INCREASE THROUGHPUT & CAPACITY

Handle more attendees without adding more staff or infrastructure.

**THROUGHPUT UP
200-500%**



REDUCE STAFFING PRESSURE

Automate storage and retrieval to redeploy staff where needed most.

**STAFF REQUIREMENTS
DOWN 50-80%**



IMPROVE OPERATIONAL VISIBILITY

Real-time locker usage and reporting to make smarter decisions.

**DATA-DRIVEN CONTROL
IN REAL TIME.**



ENHANCE ATTENDEE EXPERIENCE

Faster, frictionless and contactless storage improves satisfaction.

**HAPPIER GUESTS.
BETTER REVIEWS.**



SMART LOCKERS. SMARTER OPERATIONS.

Designed for high-demand events. Built for results.



SECURE
STORAGE



CONTACTLESS
EXPERIENCE



24/7
AVAILABILITY



MEASURABLE
ROI

EVENT SMART PERIMETER LOCKERS

EFFICIENCIES AN OPERATIONS DIRECTOR WILL SEE

Smart perimeter lockers automate bag storage and item check, remove manual steps and keep your event moving.



FASTER ENTRY
Shorter queues, faster flow



LOWER RISK
Improved security and compliance



HIGHER CAPACITY
More people through the gates



LOWER COSTS
Reduce staffing and rework



BETTER EXPERIENCE
Happier attendees, better reviews



THE EFFICIENCIES YOU WILL SEE →



50-70%

FASTER ENTRY

Reduced processing time per guest



40-70%

SHORTER QUEUES

Less waiting, better crowd flow



200-500%

HIGHER THROUGHPUT

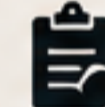
More attendees through per hour



50-80%

LESS STAFF REQUIRED

Fewer staff at bag drop and storage



70-90%

FEWER BAG HANDLING ERRORS

Less lost, misplaced or misrouted items



70-95%

REDUCTION IN THEFT & LOSS

Secure, monitored storage

OPERATIONAL BENEFITS THAT DRIVE RESULTS



SMOOTHER CROWD FLOW

- Eliminate bottlenecks at entry
- Free up walkways and choke points
- Improved crowd safety and comfort



IMPROVED SECURITY & COMPLIANCE

- Controlled item storage outside the venue
- Audit trails and reporting
- Supports event safety and regulatory requirements



HIGHER RELIABILITY AT SCALE

- Consistent performance at demand peaks
- Automated processes reduce human error
- Real-time monitoring and alerts



LOWER COST TO OPERATE

- Reduced labour and overtime
- Less rework and lost item management
- Better use of existing infrastructure



BETTER ATTENDEE EXPERIENCE

- Fast, contactless and convenient
- More time enjoying the event
- Higher satisfaction and repeat visits



DATA-DRIVEN DECISIONS

- Real-time usage dashboards
- Identify peak times and trends
- Plan smarter for future events



THE BOTTOM LINE

Smart perimeter lockers turn your perimeter into a performance advantage.

**FASTER ENTRY.
LOWER RISK.
HIGHER CAPACITY.
HAPPIER GUESTS.
BETTER EVENTS.**



SECURE STORAGE
24/7 PROTECTION



CONTACTLESS SELF-SERVICE



REAL-TIME MONITORING



SCALABLE FOR ANY EVENT

SMART LOCKERS. SMARTER OPERATIONS.
DELIVER SAFE, EFFICIENT, HIGH-PERFORMING EVENTS.

SMART EVENT BAG LOCKERS

RISK MITIGATION THAT LESSENS THE BURDEN OF MEETING MARTYN'S LAW

PROTECTING PEOPLE. IMPROVING CROWD SAFETY.

Martyn's Law places a clear duty on event organisers and venue operators to reduce the risk of terrorism and protect the public from harm.

Smart perimeter bag lockers are a proven, practical measure that reduces risk at the perimeter and across your operations—helping you meet your obligations, demonstrate compliance and protect lives.



MARTYN'S LAW: YOUR DUTY

Reduce risk, prepare, protect and be ready to respond.



1. ANTICIPATE RISK
Understand and reduce vulnerabilities.



2. PUT MEASURES IN PLACE
Proportionate measures to reduce the risk.



3. PREPARE & RESPOND
Improve preparedness and incident response.



4. DEMONSTRATE COMPLIANCE
Maintain records and evidence your risk mitigation.

SMART BAG LOCKERS ARE A PROVEN RISK MITIGATION MEASURE

HOW SMART EVENT BAG LOCKERS REDUCE RISK AT THE PERIMETER AND BEYOND



Remove the risk. Speed up entry. Improve safety.



REMOVE PROHIBITED ITEMS & LUGGAGE

- Discourages large bags entering the venue.
- Reduces the likelihood of prohibited or dangerous items getting inside.



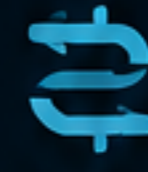
REDUCE CONGESTION & BOTTLENECKS

- Faster entry with fewer bag checks.
- Less crowding at security lanes and choke points.



DETER & DISRUPT MALICIOUS ACTS

- Visible security measure deters hostile activity.
- Lowers the opportunity for concealment of weapons or explosives.



IMPROVE CROWD FLOW & SAFETY

- Smoother flow reduces friction and stress.
- Lower density at the perimeter improves overall crowd safety.



SUPPORT INCIDENT MANAGEMENT

- Centralised storage keeps perimeter clear for emergency access.
- Speeds up evacuation and emergency response if needed.

KEY BENEFITS FOR OPERATIONS DIRECTORS



STRONGER RISK REDUCTION

A practical, visible measure to reduce the likelihood and impact of an attack.



EASIER COMPLIANCE & EVIDENCE

Clear audit trails, usage reports and signage support your due diligence and documentation.



BETTER GUEST EXPERIENCE

Quick, secure and convenient storage improves satisfaction and confidence.



LOWER OPERATIONAL BURDEN

Less manual bag handling and fewer staff required at security lanes.



PROTECT REPUTATION & BRAND TRUST

Demonstrates commitment to safety, care and responsible event management.



SAFER EVENTS. STRONGER COMPLIANCE. LESS BURDEN. SMARTER OPERATIONS.

MEASURABLE RISK & OPERATIONAL IMPACT



40-70%
REDUCTION IN QUEUE LENGTHS



50-80%
FASTER ENTRY THROUGHPUT



70-95%
REDUCTION IN LOST / MISPLACED ITEMS



50-80%
REDUCTION IN STAFF BAG HANDLING

EVIDENCE YOU CAN RELY ON

- Usage analytics & reports
- Audit trails of every transaction
- Tamper-proof event logs
- Exportable compliance reports



SMART PERIMETER BAG LOCKERS: A SIMPLE, EFFECTIVE STEP TO MEET MARTYN'S LAW AND PROTECT WHAT MATTERS MOST—PEOPLE.



SECURE BY DESIGN



24/7 AVAILABILITY



CENTRALISED MANAGEMENT



BUILT FOR EVENTS OF ANY SCALE

EVENT SMART PERIMETER LOCKER ROI AN OPERATIONS DIRECTOR WILL SEE

Smart perimeter lockers deliver measurable ROI by reducing workload, improving flow, lowering risk and creating better event experiences.



THE ROI AN OPERATIONS DIRECTOR WILL SEE



REDUCE ENTRY QUEUES
50-70%

Shorter wait times and faster flow at entry.

Impact: Higher capacity and better crowd flow



LOWER OPERATIONAL RISK
40-60%

Reduced bag-related incidents, theft, and security issues.

Impact: Safer events, fewer disruptions



INCREASE THROUGHPUT & CAPACITY
200-500%

More people through the gates per hour with the same staff.

Impact: Greater attendance potential and revenue



REDUCE STAFFING REQUIREMENTS
50-80%

Fewer staff needed at bag drop, storage and retrieval.

Impact: Lower labour costs and pressure



IMPROVE OPERATIONAL EFFICIENCY
30-60%

Less manual handling, paperwork and repetitive tasks.

Impact: Smoother operations, less stress



ENHANCE ATTENDEE EXPERIENCE
20-40%

Faster, frictionless journeys create happier guests and better reviews.

Impact: Stronger reputation and repeat attendance



REDUCE LOST, MISPLACED & DAMAGED ITEMS
70-95%

Secure storage and traceable processes minimise losses.

Impact: Fewer claims, lower replacement costs



INCREASE ANCILLARY REVENUE
£5K-£50K+ PER EVENT

Enable paid bag storage and upsell opportunities (fast track, VIP lockers).

Impact: New revenue streams



BETTER SPACE UTILISATION
20-40%

Consolidate cloakroom and storage areas, optimise venue space.

Impact: More efficient use of premium space



IMPROVE COMPLIANCE & ACCOUNTABILITY
100%

Full audit trail of all transactions and access events.

Impact: Easier audits, regulatory confidence

EXAMPLE ROI: MID-SIZED EVENT



10,000
ATTENDEES



30%
USE BAG STORAGE



£7
BAG STORAGE FEE

POTENTIAL REVENUE

£21,000
PER EVENT

(10,000 x 30% x £7)

ESTIMATED ANNUAL ROI IMPACT*

Labour Cost Savings	£40,000 – £120,000
Risk Reduction	£15,000 – £60,000
Lost Item Reduction	£5,000 – £25,000
Ancillary Revenue	£25,000 – £200,000+

TOTAL POTENTIAL IMPACT
£85,000 – £405,000+

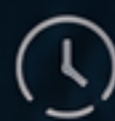
*Indicative ranges based on event size, model and operational setup.



SMART LOCKERS. SMARTER OPERATIONS. STRONGER RESULTS.



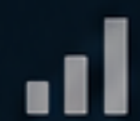
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24/7 AVAILABILITY



CENTRALISED MANAGEMENT



REAL-TIME INSIGHTS



BUILT FOR HIGH DEMAND