



NEWSLETTER

THE LATEST SPECIAL NEWS AND UPDATES FROM CROWDSAFE UK



Dear Team,

What a month it has been! I want to extend a huge thank you to each and every one of you for your hard work and continued professionalism. As we move deeper into the winter months — always some of our toughest — your commitment is what keeps us strong and steady.

OCTOBER IN REVIEW

This month we've been busy across a wide range of high-profile assignments:

- Supporting the men's and women's sides of Aston Villa F.C.
- Covering matches at Peterborough United, Nottingham Forest and Luton Town F.C.
- Working with the high-flying Coventry City F.C. team
- At the Cambridge Corn Exchange, it was comedy central with shows featuring Jimmy Carr, Josh Widdicombe, Alan Davies, and more
- Supporting OCS Group UK at the Utilita Arena for events including Katy Perry and The Kooks
- Providing cover at major events such as The Great Eastern Run and Oktoberfest.

NEW PORTAL – STAFF UPDATE

Our brand-new company portal is now live! Please check it regularly for company updates and internal notices. If you haven't already, please take a few minutes to complete the staff feedback form — your input helps shape the future of Crowdsafe UK.



COMPANY UPDATE & OBJECTIVES - COMPANY GOALS & OBJECTIVES 2026–2027

OUR POSITION

We remain competitively priced within our local market and continue to lead the events sector regionally. Our key strategic focus over the next five years is to sustain growth in the events sector and significantly expand our manned guarding operations to compete strongly across all areas of the business.

CORE GOALS FOR THE NEXT THREE YEARS

1. Achieve and maintain ACS accreditation – successfully obtained in 2023 for both SIA Door Supervision and Manned Guarding, strengthening our reputation, compliance, and client confidence.
2. Grow the Manned Guarding division to achieve a £2 million turnover by the end of 2027.
3. Provide SIA and stewarding services to major music and sporting venues – currently achieved with Utilita Arena, Aston Villa FC, and Cambridge United FC contracts.
4. Expand our client portfolio across London and other major UK cities.
5. Continue to grow our Highfield-approved training provision, delivering in-house and external courses.
6. Add new Highfield-accredited training courses including Door Supervisor, Door Supervisor Upskill, and Safeguarding.
7. Invest in staff development and progression, supporting continuous learning and professional accreditation.
8. Continue building a culture of excellence, ensuring quality, reliability, and pride in everything we do.

2025 BUSINESS PROGRESS & ACHIEVEMENTS

- ACS Accreditation: Successfully achieved in 2023 for both SIA Door Supervision and Manned Guarding, enhancing our credibility and competitive edge.
- Client Retention: Maintained strong relationships while securing new clients through proactive engagement and reputation-based referrals.
- Business Growth: Transitioned a former event site into a manned guarding contract and secured new high-profile event partnerships including Truckfest and the Antiques Fair.
- Sports & Major Venues: Expanded into the sports sector, providing SIA-licensed staff to Aston Villa FC, Cambridge United FC, and the Utilita Arena – demonstrating capability across large-scale, high-profile environments.
- Training Expansion: Achieved Highfield registration and launched First Aid training courses, with plans to add Door Supervisor and Safeguarding training in 2026–2027.
- Staff Development: Significant investment in professional qualifications – multiple staff now hold NVQ Levels 3–5 in Spectator Safety, supporting our growth and quality standards.
- Financial Growth: 2023–2024 turnover increased by 31%, 2024–2025 turnover increased by 39%, with continued investment planned to maintain consistent year-on-year growth.



EMPLOYEE OF THE MONTH – OLUWASEUN OLADEJI

Although Olu is new to the team, he is already proving to be a great asset to Crowdsafe UK. Olu has received numerous pieces of positive feedback from clients, staff, supervisors and managers — praising his professionalism, great work ethic, and how polite and friendly he is.

Well done, Olu — your attitude and performance truly reflect the Crowdsafe standard. Keep up the excellent work!



UNIFORM REMINDER & WINTER STANDARDS

With colder weather arriving, please make sure you stay wrapped up and warm while maintaining Crowdsafe UK's uniform standards:

- Correct uniform and footwear at all times.
- Clean, tidy, and professional presentation.

You can order extra cold-weather items directly from the Crowdsafe Shop via the staff app.



TRAINING, SIA UPDATES & PROFESSIONAL DEVELOPMENT

We continue working towards full approval to deliver SIA Door Supervisor Courses at our head office.

SIA Rule Changes 2025:

- From 1 April 2025, licence renewals will require a refresher qualification.
- A valid Emergency First Aid at Work (EFAW) certificate will be required before refresher training.
- From 1 December 2025, new 'fit and proper' criteria will apply to licence assessments.

More details: <https://www.gov.uk/government/news/changes-to-the-training-you-need-for-an-sia-licence>

Also remember your ACT Awareness, Run Hide Tell, and Citizen Aid training — essential for keeping yourself and others safe.



MENTAL HEALTH & WELL-BEING

These darker months can be challenging — please remember, we are always here for you. If you need support, advice or someone to talk to, reach out to your line manager or HR.

Helpful resources:

- Mind — <https://www.mind.org.uk>
- Samaritans — <https://www.samaritans.org>
- NHS — <https://www.nhs.uk/oneyou>

AND FINALLY.....

Let's keep the momentum going into November — maintaining high standards, teamwork, and professionalism in everything we do.

Thank you all for your commitment and dedication. You are what makes Crowdsafe UK thrive.