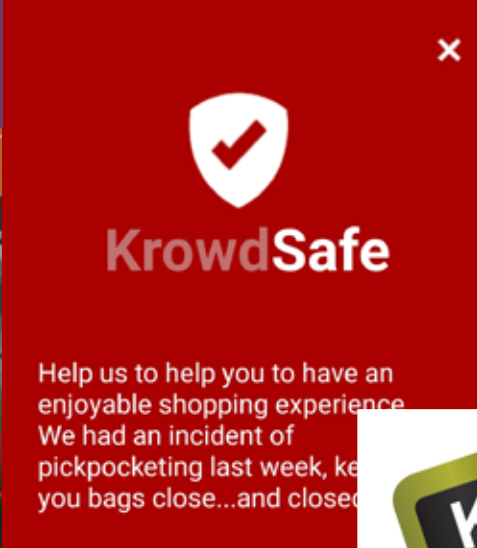


Case Study



Krowdthink



The Krowd: Public Reassurance at their fingertips

Innovation Summary

Event goers and venue crowds will, for the first time, have security at their fingertips with the launch of a ground-breaking app, The Krowd® and its KrowdSafe™ service for venue security teams. The app aims to transform safety in crowded places, enabling on-site security and the public to engage directly and communicate quickly in potentially suspicious scenarios, which means every person in the crowd with a smartphone becomes a deterrent to would-be terrorists.

DASA Exploitation

The first contract and annual subscription to KrowdSafe and other Krowd services will be at the Broadgate Quarter. The Broadgate Quarter comprises of two of London's pre-eminent office buildings, with an average daily footfall of 6,000 people. This service will help alert security and maintenance concerns to building management who can swiftly investigate and resolve.

The app will also be used for the first time at the Exeter Guildhall shopping centre and will be the official event app and child safeguarding solution for the Planet Earth Games in 2019.

This is the first market exploitation under the Defence and Security Accelerator (DASA) 'Increasing Crowd Resilience' (ICR) Programme which is funded by the Home Office as a direct response to the 2017 terror attacks, intending to accelerate crowd safety innovations and technologies.

Krowdthink

The Krowd App was developed by Krowdthink, a start-up innovator based in Devon. The company has grown with the help of the Home Office funding (£241,432), employing several new consultants from behavioural science, police, security and specialist technology backgrounds.

Security Minister, Ben Wallace said: "We are bringing government and industry together to develop tools designed to keep us all safe as we go about our day-to-day lives. I am delighted that the Improving Crowd Resilience Programme has already started to yield some ground-breaking technologies, like this app, and I look forward to further such innovations."

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Defence and Security Accelerator

Case Study

Using the crowd to deter and detect

Public vigilance is encouraged through The Krowd, with people urged to report suspicious activity or potential threats in real-time using the app on their phones. Images sent instantly from the crowd can assist the security team to visualise and assess the threat. Using a 3D venue mapping feature, the KrowdSafe security manager can locate the perceived threat and rapidly direct staff to the situation. KrowdSafe also allows security to message the crowd in their location, keeping them alert to the emerging threat situation if required, driving crowd responses that help build a rich picture. This vital information will underpin better decision making by venue security teams and the police.

Geoff Revill, Managing Director and Krowdthink founder: “I am delighted that The Krowd and our KrowdSafe service is going to be used at the Broadgate Quarter. Our dedication to producing a truly interactive venue based communications platform has paid off. The funding and support from DASA and the Home Office gave us expert insight and support, significantly accelerating our ability to move forward commercially. We have created a unique product that we are confident will make crowded places and events fundamentally safer.”

Mark Dewhirst, Building Manager of Broadgate Quarter confirmed that: “the advantage of this app is that it can be integrated with our existing security and maintenance platforms, so that the occupiers and visitors can report any security observations and/or maintenance concerns directly to building management.”

DASA Added Value

- The ICR project enabled the testing and trialling of the app in real life situations with end users;
- Funding has resulted in Krowdthink employing several specialist staff;
- Research and development funding has allowed Krowdthink to build a significantly new and differentiated innovation for crowd resilience;
- Connections to the Broadgate Quarter resulted from a DASA presence at the International Security Expo 2018, leading to procurement less than 3 months later.

Andrew McNeilly at Guildhall Shopping & Dining Exeter, says: “We are looking forward to implementing the app as the safety of our shoppers is paramount in all our planning. The app provides a closed community that is only available to users who are located at our venue giving us the reassurance that the app cannot be tampered with. The alerts enable onsite security teams to locate the sender immediately, communicate with them and coordinate an appropriate response. The development of the app into a computer-aided facility management (CAFM) and real-time customer engagement tool is also fundamental to its integration as a Management tool for large Space and Place operators.”

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