

Conference Special

Sell-out Autumn conference celebrates 25 years of the FSOA

The past, present and future of the FSOA was put in the spotlight during the organisation's anniversary Autumn Conference & Exhibition, before members were given a hilarious insight into the world of professional football from legend Kevin Keegan.

The sell-out event at The Crowne Plaza Hotel in Stratford-upon-Avon has been described as the organisation's best ever conference, featuring a packed programme of activities, talks and discussions from industry experts, highlighting a number of relevant issues including stewarding, security and the risk of terrorism at sports grounds.

Among the speakers was Claire Worley, from the Counter Terrorist Unit, who briefed members about terror methodologies and the importance of critical security planning, whilst Dr Aoife Hunt gave a presentation about analysing crowd flow at stadiums. John Newsham presented a piece about the need to re-evaluate the training of stewards before guests were given the chance to quiz a panel of experts on a range of issues, including whether match reports should be made standard and compulsory. The event also gave organisations in the events industry the chance to showcase their products and services whilst networking with other experts.

An evening dinner and celebration, compered by Andy Ashworth, featured football legend Kevin Keegan as special guest speaker, reliving humorous tales about his achievements and experiences in football.

John Newsham, FSOA Business Development Manager, said: "I would like to say a huge thank you to everyone who attended our anniversary conference, from all of our wonderful speakers to our exhibitors and guests. The day was packed with interesting content which highlighted the vast and varied roles within sports safety and the vital role the FSOA has played, and continues to play, in safety at sports grounds.

"A special thank you goes to main event sponsor, Showsec, and associate sponsor, Dallmeier, for their continued support for our conferences and the FSOA as a whole. We are now already making plans for our next conference and exhibition in March and look forward to seeing you all there." (See page 6 for info)



A word from FSOA Vice Chair, Mark Miles

It is great to have seen so many people at the event; some new faces, some old faces and dare I say some even older faces! The FSOA had its first conference at Crystal Palace in 1992. There have been many venues during this 25 years across the country but few better than this one, at the Crowne Plaza Hotel on the banks of the river Avon.

The industry we are in has seen many different challenges over these 25 years. Some are new to us in recent times such as the increased threat of terrorism or recruitment of staff whereas others are perennial ones - the risk of supporters wanting to meet up for a fight or issues with alcohol consumption. One such issue that is topical for most of us relates to steward training and how this can continue to be developed. The association, along with other key stakeholders, has started a review project to look at how training can be both relevant and then suitably accredited. The challenges we have as practitioners and which the association tries to alleviate are forever changing and evolving and the conference gave us the opportunity to hear about the past but also to look to the future and discuss how the association may change to meet these changing needs. As always the aim of conference is to provide an opportunity for colleagues to meet and discuss many things - some work related and some not. John and Dave once again worked really hard to pull together another agenda of topical speakers and my thanks goes to them and those speaking for their invaluable contributions.

The aim of the topics at our conferences are both to provide information and stimulate thought and discussion, which they did. Another key part of the conference is the exhibitors and without their support it would be very hard for the association to exist in its current guise.

I would like to pass on both mine and Sharon's thanks to all those who are involved in the running of the association; the regional chairs, those that sit on the management board and particularly to Dave and John for all the hard work they put in week in, week out and particularly for the organisation of this conference.

Finally, thank you to Kevin Keegan for joining us as our special guest speaker and rounding off the event in truly wonderful style.



Let's talk about steward training - and pay

John Newsham, FSOA Business Development Manager, told the conference that it is vital football clubs have a re-think when it comes to training and paying stewards if they are to attract people to the job - and retain them

The role of stewards has changed beyond recognition over the past 25 years. But we now need to re-evaluate how stewards are trained so they can do their jobs effectively and be retained.

Over the past 25 years, the training, assessment and qualifications required for individuals who are part-time volunteers has been ratcheted up constantly to the point where the question has to be posed of just what do we want from our stewards? Do we want someone competent to carry out the role of a part-time, lowly paid steward or do we want to turn out 'professional stewards'? If it is the latter then surely they should be paid the professional rate to do so.

Given the complexity of the history of football stewarding in England and Wales, let me just run you through the time line and key milestones that have led to the current position:

Mid 1990s	Football Stewarding Qualification (FSQ) in use. <ul style="list-style-type: none"> • Red book, 8 CD package. • Delivered by football clubs in house. • Football bodies provided national verification manager
2001	Private Security Industry Act created Security Industry Authority (SIA). <ul style="list-style-type: none"> • Activity of stewards confirmed as being 'licensable activity' but SIA confirmed no intention to require SIA licences
2003	SIA confirm they intend to start enforcing SIA licences for stewards
2003-2006	Discussions between SIA, FLA (SGSA predecessor) and sports governing bodies to negotiate and secure an exemption to the 2001 Act
2005	Football Stewards Training Package reviewed to include a module on Conflict Management. 1 st 4Sport Qualifications developed a level II Certificate Event and Matchday stewarding (CEMS) FSQ withdrawn
2006	An Exemption for In-House Football Stewards from licencing under the Private Security Industry Act (2001) was secured and enacted through the Violent Crime Reduction Act (2006).
2006	FLA writes to all local authorities asking them to insert requirement for NVQ level 2 in safety certificate
2008	Green Guide 5th edition specifies requirement for NVQ level 2. This was the first time a minimum level of training had been specified in the guide.
2008	Plans discussed for a database of stewards , to be administered by EFL. Ultimately did not proceed due to issues with the fee per steward
2009	National Occupational Standards (NOS) for Spectator Safety re-written, with involvement of sector
2010	On the Ball training package created, to update 2005 training resource
2015	Skills Funding Agency funding for vocational training including steward training becomes much more limited in availability
2016	National Occupational Standards (NOS) for Spectator Safety re-written, with involvement of sector
End 2017	Current version of NVQ expires. New NVQ based on new NOS needs to be developed.

Continued...

There are four main tiers to the regulated qualifications landscape: OFQUAL, UKAS, awarding organisations or training providers. **OFQUAL** acts on behalf of the government to control the awarding organisations offering education services (in our terms "O" levels, "A" levels and vocational skills courses), whilst **UKAS** acts on behalf of the government to control certification bodies who offer certification services to both UK and international standards. The main difference is that OFQUAL qualifications are taken once and last for life whereas UKAS certificates are timed, usually for three-to-five years, before the student is reassessed for knowledge and competency to ensure they are still capable of fulfilling the role.

Awarding organisations develop qualifications from the national occupational standards for NVQ in spectator safety, issue certificates on application of training providers and oversee approved centres with external QA/verification process.

Training Providers (i.e. approved centres) deliver training to individual stewards, which may be done by the club itself or more likely be outsourced. If training providers are training colleges, they are also regulated by OFSTED and approved by the awarding organisation to deliver training and assessment.

Then Stewards begin training. So how do we move things forward?

- We're aware of concerns in the sector about steward training, including the cost and quality of training delivery and verification, especially given that the rules regarding public funding of vocational qualifications have been revised meaning less funding is available.

- The FSOA, SGSA, EFL and Premier League have agreed to collectively look at this issue. We will work together to identify the current issues with steward training and will explore options around an alternative training package and accreditation/qualification process.

- We will look at this over the next 9 months with a view to having something in place for the start of the 2018/19 season.

- As a reminder, the SGSA sets the requirement for steward training, which is that stewards should be trained, assessed and qualified within 12 months of starting work at a sports ground. That qualification should be an NVQ level 2 or an acceptable alternative.

- It is not intended to depart significantly from this requirement, which was put in place initially in order to secure an exemption for in-house directly employed club stewards from the requirement to be licensed by the SIA. However, neither are we returning to the old FSQ. It is looking at developing the requirements for stewards training for the future, not just in football but for all events.

- There are still some training companies out there who still may be able to assist with some kind of funding but in reality, funding has gone.

- You as a safety officer/manager of facilities etc are going to have to budget for training.

- It is a legal requirement that companies - including football and other sporting venues - train their staff under Health and Safety law and stewarding is no different.

- We will also be looking at reducing some of the burden on training regarding assessments if possible. However, in doing this we also have to be mindful of the 2001 Act (The Private Security Industry Act) and not to have the SIA looking over our shoulders again.

- I.Q. Verify an awarding body are working with us on this project to assist /advise on what would be (if we go down this route and it is only an option at this moment) a certificate for stewards. There would also be a national database held by them on what qualifications stewards hold. This database would be available to view on their website.

- If we go down this route and it fulfils all the criteria from the national occupational standards then this could be the acceptable alternative to the NVQ.

Current Options below for clubs re stewards training:

Registered Centre Status:

The club engages with an awarding body and becomes a registered Centre to register and certificate directly

A blended Training Solution:

To work in partnership with a training provider

In-house training:

A competent trainer must be occupationally competent in both stewarding/event management and delivery of training to adults. A qualified assessors are required. Certificates are issued by an awarding body directly to the club

I cannot see these options changing going forward but what I can see is more clubs returning to in-house training as a result of cost. I hope that this has given some clarity on the subject and it is our intention moving forward to help simplify and take away some of the burden on training issues.

However, it is not all about training going forward.

The issue of recruitment and retention needs to be addressed if:

- we are to ask the stewards to undertake the level of training now being asked of them.
- we ask them to work in environments that could be targets for terrorists
- they are to be able to deal with anything that could arise from an event.

Then you need to address the issue of remuneration.

The days of stewards being cheap labour has to go if we are to attract the numbers and quality we are all looking for.

Pay them a living wage and you will get the rewards.

Pay them the minimum wage and you will get problems.

GAME FOR A NAME CHANGE?



During the conference, members took part in a lively discussion about the direction the organisation wishes to take in future, as well as a proposed rebrand to reflect this changing role.

The FSOA was launched in 1992 and has been instrumental in transforming safety standards and policies at football clubs up and down the country. However, as it celebrates its 25th anniversary, members reflected on the ever-changing landscape of their profession. Members are now looking forward to the direction the organisation will take in future and what its role will be, as well as discussing if the organisation's current branding, logo (*current logo left*) and name remain suitably reflective of the work it does.

In light of fact that the responsibility of safety officers and stadium managers has changed beyond recognition over the years, some members believe the name no longer truly represents the ever-evolving and expanding role of the FSOA's members. It was also suggested that, in order to attract a wider membership from other sports and industries, the word 'football' could be dropped from the title.

John Newsham, Business Development Manager, said: "It is right that the FSOA is looking forward to the future and its role in an ever-evolving and expanding industry. A rebrand gives the organisation the chance to acknowledge the fact it is keeping ahead of the changing times and the constantly developing working criteria of its members.

"Rebranding isn't about overhauling the organisation, just freshening its image to better reflect what it stands for and the fact that it is looking ahead to the next 25 years, rather than being stuck in the past. Work has already started to better establish our 'voice' in features and newsletters, thanks to our partnership with marketing consultants, The M Word Media. We now receive far more coverage in industry magazines than we have ever had because of this and are looking to build on this going forward as we continue to increase the recognition of our organisation and the work we do.

"Many members have spoken in favour of a name change going forward. It is understandable that, due to changing times, increasing responsibilities of those working in the industry and the desire to expand membership to other sports, it has been suggested the word 'football' could be dropped from the name or the word 'stadium' added. However, simply changing a name on its own has the potential to confuse a well-established and well-respected brand, which has been built up over 25 years. It could also be argued that in a few months the word 'sports' or 'security' should be incorporated, for example, and it is my personal opinion that we will struggle to ever fully encapsulate everything we do as an organisation into one title, especially when the industry is changing so rapidly. There are, however, many examples of organisations who have rebranded with a new name incredibly successfully and I look forward to sitting down to properly discuss these suggestions, what positives this could bring or indeed any implications a name change could have going forward.

"A re-brand is far more than just a change in logo or name. A brand is the sum of all of the touch points that come into contact with current or potential customers/members and it should form part of an overall marketing strategy, which includes logo, website and all marketing collateral as well as the tone of any editorial content. Done effectively, refreshing the brand image can be used to bring in more membership, increase positive publicity and maintain authority.

"We are delighted to be continuing our work with The M Word Media and we should use their expertise to help us create and maintain a refreshed brand image that best reflects the work of the organisation and celebrates the important role it plays.

"I look forward to hearing suggestions from members of the organisation about how they feel any possible rebrand, or indeed name change, should progress.

"If any members would like to put forward their ideas, email vicky@themwordmedia.com or georgie@themwordmedia.com so discussions can go forward in the coming weeks and months with members of the board."

More information regarding discussions about the future direction of the FSOA and the proposed rebrand will be available in upcoming newsletters.

Spring AGM conference & Exhibition 2018



DATES
CONFIRMED!

March 20th & 21st 2018

Talk to high-profile experts in football safety and the events industry * Network and expand your client base * Showcase your company's products & services * Learn more about the benefits of becoming a corporate member of the FSOA * Listen to guest speakers * Free one-day delegate pass for all safety officers in League One & below who are members of the FSOA

...Venue and special guest speaker to be announced

BOOK
YOUR
PLACE
NOW!

T: 01254 841771 / E: info@fsoa.org.uk / www.fsoa.org.uk

News for members

- Alan Roberts, formally of Shrewsbury Town FC, has moved to West Bromwich Albion as the Stadium Safety Officer.
- Phil Harris, Event Safety Officer at the LS185 Stadium has become a member of the FSOA.
- We are also delighted to welcome new Corporate Members: UK Security Expo, Securaseal and SGC Security Services



- The next meeting of the SW region will take place at the Memorial Stadium, Bristol Rovers FC, on November 2nd. Contact James Hillier on JHillier@yafc.net or Dave Parker on DaveParker@bristolrovers.co.uk for information.

Shrewsbury Town FC reach crowdfunding target for 'safe standing' area

Shrewsbury Town hope to have safe standing in place before the end of the season after reaching their crowdfunding target.

The club has raised more than £65,000 and would be the first in the English Football League to have safe standing. Chief executive Brian Caldwell said the club would now work closely with the local Safety Advisory Group to gain the necessary certification for the safe standing area.

He said he believes Shrewsbury will be the "flagship club" in tackling the issue.

Shrewsbury applied to have safe standing at their Montgomery Waters Meadow stadium in June, with rail seats fitted in one section of the Salop Leisure Stand by the end of the 2017-18 season.

The ground is 10 years old so is not governed by the all-seater stadiums legislation that permits clubs in Leagues One and Two to keep terraces that existed before 1994.

Shrewsbury Town Supporters' Parliament led the campaign to install about 400 rail seats in partnership with the club and sports fanfunding specialists Tifosy. There were contributions from almost 1,000 fanfunders.

Roger Groves, of the Shrewsbury Town Supporters' Parliament, said: "This is a remarkable achievement by the hundreds of fans and sponsors who have paved the way for the thousands more to bring standing back to match days at their clubs."

EFL chief executive, Shaun Harvey, said: "We are keen to see how the installation enhances the match-day experience at Shrewsbury Town and we hope it provides evidence we can take to government to support our objective."



THE GLOBAL HIGH-END SECURITY SHOWCASE
29 - 30 NOVEMBER 2017, OLYMPIA GRAND HALL, LONDON

A MAJOR-SCALE SECURITY EVENT WITH INNOVATION AT ITS CORE

Featuring:



- ▼ Securing Major Sporting Events
- ▼ Emergency Services Coordination
- ▼ First Responder Experiences from the Manchester Arena Tragedy
- ▼ Command and Control for Major Events Safety and Security
- ▼ Ensuring Crowd Safety and Security at Mass Gatherings

250+ High Exhibitors, 200+ speakers, 250+ sessions!

NEW DRONE FLY ZONE
In association with:



NEW LIVE DEMO THEATRE
In association with:



NEW CYBER INTELLIGENCE ZONE
In association with:



REGISTER A FREE VISITOR PASS NOW 
www.uksecurityexpo.com/fsoa

For more information about the FSOA, to learn more about the benefits of being a member, to book your place at our spring conference or to enquire about advertising in this newsletter for as little as £50 per month (+VAT), visit www.fsoa.org.uk, email info@fsoa.org.uk or call 01254 841771.

