



COUNCIL DEPLOYS MOTOROLA SOLUTIONS' TWO-WAY RADIOS

FOR IMPROVED COMMUNICATIONS AND SAFETY AT EVENTS



BASINGSTOKE AND DEANE BOROUGH COUNCIL

Basingstoke and Deane Borough Council is a local government authority in Hampshire, southern England. The council has a range of roles and responsibilities, including providing certain services and representation for the area it covers.

The council's Community Development team organises various events during the year, where reliable radio communications are imperative. One such annual event is Think Safe, where children aged 10 to 11 years old learn how to respond to dangerous situations and the correct way to keep themselves and others safe. The team deployed Motorola Solutions' XT420 and XT460 radios at Think Safe. The radios played an integral role in operations, allowing event organisers to communicate effectively. They could thus ensure the safety of the children and the smooth running of the packed daily schedule.

The radios have since been deployed at the National Play Day event and the Summer Streetz Festival. National Play Day offers a whole range of holiday activities for children at Eastrop Park, central Basingstoke. Some 3,000 to 4,000 visitors attended. The radios provided robust, immediate communications across the 42,000m² venue, extending to the event parking at the Park and Ride a kilometre away through a built-up area. The radios significantly facilitated event management and the safety of members of the public and organisers. Summer Streetz is a holiday programme of free activities targeted at 11–17 year olds, initiated by the council. The event took place at Russell Howard Park, a venue covering 37,000m².

CUSTOMER PROFILE

Organisation:
Basingstoke and Deane
Borough Council

Location:
Hampshire, UK

Industry:
Government

Motorola Solutions Products:

- 9 XT420 PMR446 unlicensed radios
- 6 XT460 PMR446 unlicensed radios
- 2 six-unit chargers, 3 single-unit chargers
- Range of earpieces

Applications:

- Voice calling – group and individual
- Discreet calling



*Basingstoke
and Deane*

CASE STUDY

RADIO COMMS FOR BASINGSTOKE AND DEANE BOROUGH COUNCIL

'We organise various large events for the local community during the year. The smooth running of these events is critical. This is especially true at events like Think Safe, where we have 1,400 school children attending 7 sessions in different locations during the day at Bramley Training Camp! Our facilitators and event co-ordinator need to be able to communicate immediately and clearly to ensure children are in the right place at the right time. And they have to be able to resolve any issues quickly and effectively. The two-way radios from Motorola Solutions ensure our teams have the right communications in place to work together and to manage our events efficiently. The radios are reliable, easy to operate and have fantastic battery life. We have now also used them at the National Play Day and will be relying on them at future events. The radios have exceeded our expectations.'

Sarah Elkins, Assistant Community Development Officer, Community Development Team, Basingstoke and Deane Borough Council



CHALLENGE

Council organised events need to be well managed. Public safety is paramount. When event venues stretch over 40,000m², stewards dotted all around the site need to be able to communicate quickly, reliably and simply between themselves and the event control post.

The Basingstoke and Deane Borough Council's Community Development team did have radios in place previously, but these had become rather outdated and unreliable.

SOLUTION

Ten of the XT420 and XT460 radios were deployed at the Think Safe event each day. The event organisers operated the radios on one channel for group or emergency calls. They could quickly communicate when a coach arrived, if any child had not turned up for a talk or if extra material was needed for a demonstration, for example. The day itself is divided into various sessions run by organisations including the police, the RNLI, Trading Standards, the fire service, the British Red Cross and Sainsbury's. The event manager gave a general 2 minute warning over the radios before the end of each session and then announced the end of each session. This way the team could ensure the day's schedule kept running on time, without organisers having to physically run around the buildings and grounds between sessions.

All 15 radios were deployed at the National Play Day event. One was held at the event control post. Four were given to the stewards patrolling the four sectors that the venue had been divided into. They could call into event control with

serious issues, such as a missing child, or simpler requests, such as the need for extra banners. The stewards were also equipped with Motorola Solutions' earpieces, in case they had to convey sensitive information. Three parking stewards based at the Park and Ride, Old Common, a kilometre away, could also communicate directly to event control to advise on a car blocking in another vehicle, for example. And the remaining radios were divided between cleansing operators, who had to ensure the cleanliness and tidiness of the event, and roaming event coordinators. The radio operators just used one channel for group calling; however, they could have switched to a private channel to contact event control, if needed.

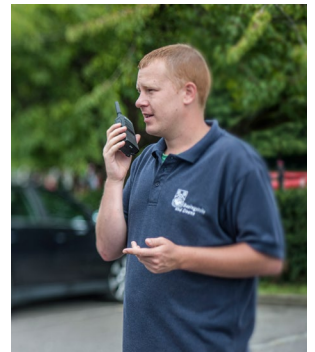
BENEFITS

Using the Motorola Solutions radios at its events does not incur any costs for the council, as the radios operate without subscription or call charges on unlicensed frequencies. And the event organisers found that the easy-to-use radios offered crisp, clear audio throughout the venues, even in high noise conditions and over multiple sites.

Sarah Elkins summarises: "Good communications are key to ensuring the smooth running of our events and enable us to respond to any issues that may arise. With the Motorola Solutions radios, we have excellent communications." The Community Development and Events teams will use the radios for future events.

Benefits:

- **Increased safety:** For both employees and members of the public
- **Reliable, clear communications:** Strong signal across extensive event venues
- **Easy-to-use radios:** Crucial for occasional operators
- **Excellent battery life:** No need to recharge during the day
- **Enhanced event management:** Immediate communications between event control, stewards and operators ensures any incidents are swiftly resolved and events run smoothly
- **Improved operations:** Programmable alarms ensure participants adhere to the event schedule
- **Cost-efficiency:** The radios operate without subscription or call charges on unlicensed frequencies



For more information on how Motorola Solutions' two-way radios can improve the efficiency, security and safety of your event please visit us on the web at www.motorolasolutions.com/twowayradios or access our global contact directory at www.motorolasolutions.com/contactus

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