

Crowdguard aim to deliver **the highest standards** to the H.V.M environment

Laurence Goode, Director – Crowdguard, answers questions exclusively for Security Buyer about the company and what it hopes to achieve in the H.V.M marketplace

What made you decide to enter the mobile security barrier protection market?

Hundreds of people have been killed and injured in the last four years in vehicle attacks across Europe, including the Westminster Bridge, London Bridge and Finsbury Park incidents in the UK. The UK have led the world in Hostile Vehicle Mitigation (H.V.M.) products, design standards and test regimes, but quality of installation is just as important as the products themselves. Poor installation can completely negate the effectiveness of H.V.M. measures.

Crowdguard's mission is to bring together industrial engineering standards and professionalism, a wealth of industry experience in the design, testing and application of H.V.M. products, and a commitment to the highest installation standards without compromise.

How do you differ from the competition?

Crowdguard bring the highest survey, documented methodology, training and continual improvement regimes to H.V.M. installation through the exclusive use industrial engineering sister company Ainscough Industrial Services.

We have seen that until now, and especially regarding temporary or deployable H.V.M. for public events, installation is typically carried out by safety stewards or crowd marshalls. While trained in crowd safety, these roles just don't have the engineering background or training that we feel is critical for H.V.M. to be effectively deployed.

Also, with engineering depots all over the UK Crowdguard are alone in having true national coverage, and therefore response times,

capacity and cost effectiveness that cannot be matched.

What are you aiming to achieve?

Crowdguard's aim is to set new standards for H.V.M. installation to match those already in place for H.V.M. product. We have been appalled by the installation quality of some deployable H.V.M. schemes that we have seen. We believe that the threat to public safety and public freedom is too important for HVM installation to be an after-thought or relegated as a secondary task to those with other responsibilities.

How much experience have you bought to Crowdguard?

I've had 35 years in the security industry running companies mainly in the nuclear, airport and critical national infrastructure areas, with 10 years in the USA in the high security prison market, and much time in Saudi and the middle east associated with anti-terrorist projects. I also ran AIS for several years and know first-hand the engineering quality and capability at Crowdguard's disposal.

As the founding chairman of the PSSA I was honoured to establish a world class team of security industry leaders that developed the definitive verification scheme for the highest security / anti-terrorist H.V.M. and perimeter protection equipment.

How do you plan to expand the company?

Our current focus is on improving industry installation standards for deployable H.V.M.



systems. Sports stadia, festivals, music events, councils and governments can all take advantage of our services. However, we'll also be bringing our experience into the permanent H.V.M. installation arena.

Regardless we will always be working with only the best specialist product companies. We know the value of our expertise and are fully aware of the interdependence of product design, installation technique, application, and factors such as impact rating and penetration distance. Our aim is to have strong partnering relationships where we provide feed-back from our installation and application experience to jointly continue development of product, installation techniques, and more importantly drive industry installation standards forward.

What happens when legislation changes?

Our huge resource availability means that our customers can be confident that any legislation increasing H.V.M. requirements for any public spaces or events will never present a problem.

In terms of technical changes to H.V.M. standards our aim is to help drive, not just react to these; we will always be ahead of new legislative changes to the direct benefit of our customers.