



July 2022

CASE STUDY
RFID EVENT MANAGEMENT SERVICES
HENLEY ROYAL REGATTA 2022



DISCRETE ACCESS CONTROL.
MEMBERS AND VISITOR TRENDS AND DISTRIBUTION

Event:- Competitive Rowing.

Client:- Henley Royal Regatta





INTRODUCTION

With a few exceptions the Henley Royal Regatta has been held every year since 1839. Hundreds of competing teams congregating from all corners of the world and thousands of Henley Royal Regatta Members and their Guests attend during the four day event. The Management Team not only have to organise all teams, crews, staff, Members and Guests - they have the additional challenge of maintaining a very traditional and unique atmosphere that makes the event unique.

However, to maintain this atmosphere of tradition becomes more of a challenge as the event management (The Royal Henley Regatta Club) have to deal with an increasing catalogue of rules, regulations and guidelines that inevitably require extra resources, time and money.

From these ever increasing demands one thing has to be assured - that the event maintains the standards and traditions expected by the thousands of Club Members. With this in mind the Management Team were directed to discover a way where meaningful information could be generated on the trends, movements and behaviour of attending Members and their Guests. Key to generating the data for this strategy was information on Access and Egress at the site perimeter and at a restricted area within the site.

However, a vital part of the solution was not to have security staff scanning wristbands, tickets or passes at the access points. It was deemed totally inappropriate for Members and their Guests to be processed in this way at the heavily trafficked access points. Any solution provided had to be discrete, autonomous but accurate and reliable.

If a compelling solution could be identified a pilot project on a limited scale would be required to ascertain that the technology functioned as advertised and to generate feedback from the Club Members.

THE SOLUTION

To trial the solution The Club canvassed their members for a group of several hundred to be involved and willing to trial the solution.

Having established the specific needs of the Club, Wrist Marketing and Global Barcode proposed that UHF RFID would be most appropriate. RFID (radio frequency identification) technology is a well established solution for all types of events, providing a high level of security with multiple event management modules available.



In this instance a long read range option was implemented. UHF (ultra high frequency) Tags (chips) has a read range of up to five metres. The antenna strategically located (See image) at the three access points emit fifteen thousand scans a second, sniffing out any RFID Tag in range.

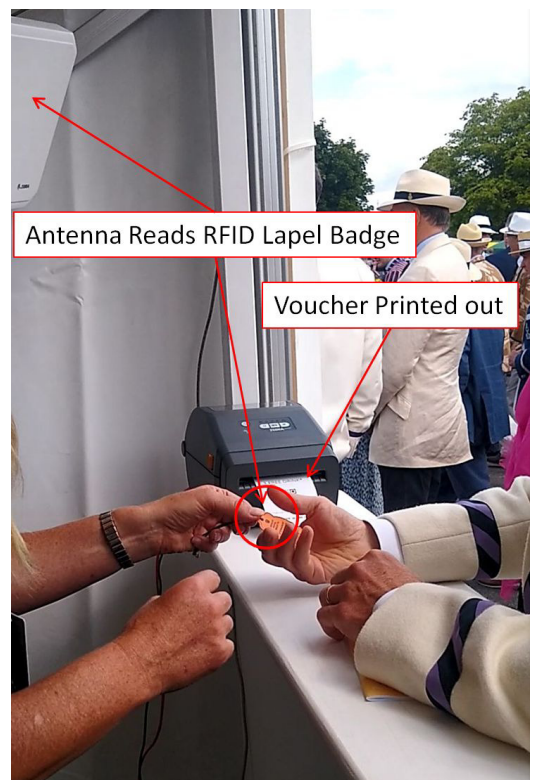
As soon as a Tag or Tags are identified the unique Tag number is checked against a local database and the information logged as a named Member and/or Guests arriving or departing.



The UHF Tags that the antenna were reading comprised of a cardboard label badge with a UHF Label with an adhesive backing attached to the reverse side. The scanning antenna were calibrated to read the Tags from a couple of metres. This ensured accurate scanning of those arriving and departing but not scanning a Tag several metres away, unrelated to the access points.

In conjunction with the access control trial each participant could claim a soft drink voucher, redeemed at the bars on site. This was managed by the system whereby the Member's badge was scanned (autonomously) and the unique number of the Tag checked against the database. A number of vouchers were allocated to each Tag.

Once the vouchers were used up the voucher printer would print a ticket advising the Member that all their allocation of

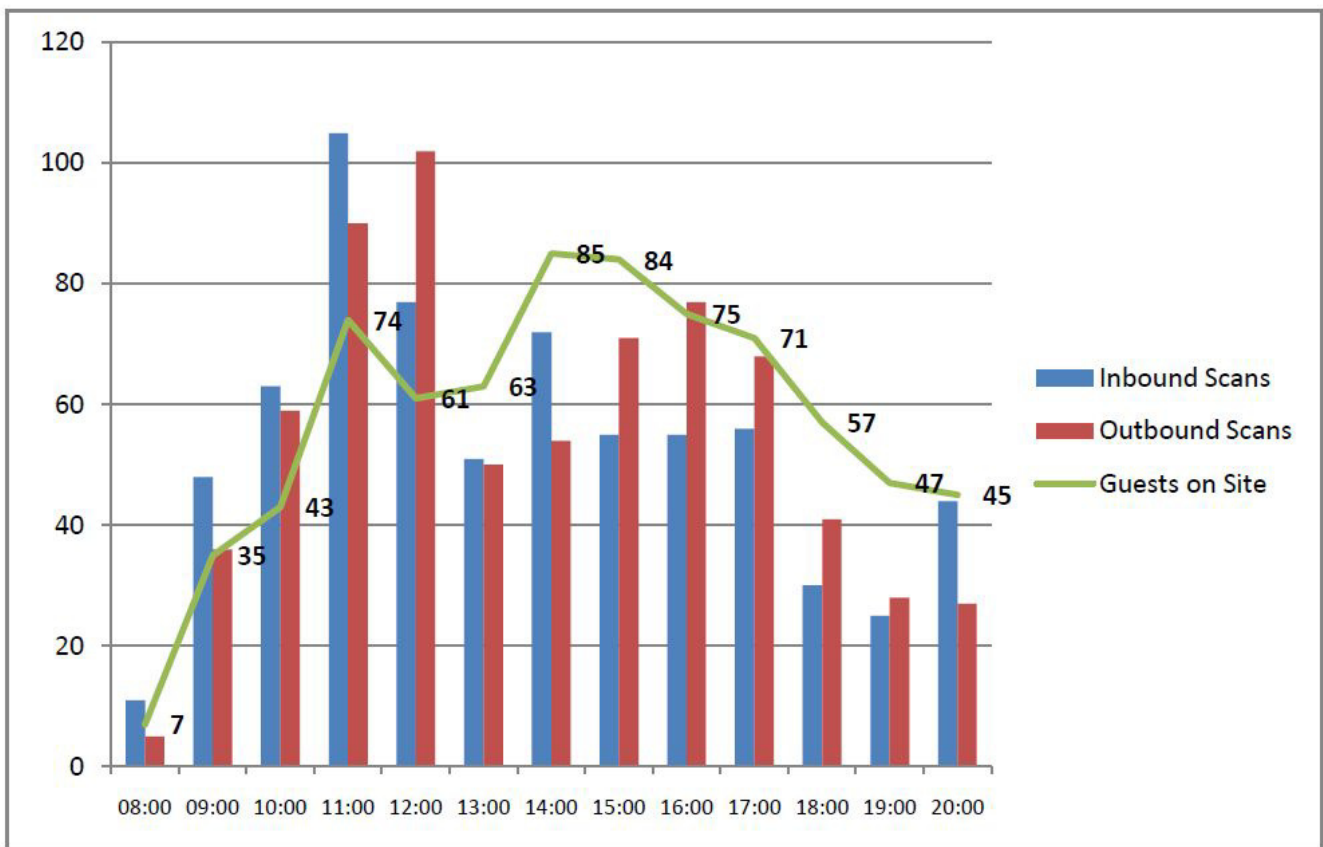




vouchers had been used. This element was introduced as an incentive for the Members and to demonstrate to them how the system functions.

THE OUTCOME

The system that monitored the three access points, and the system that managed the vouchers operated seamlessly throughout the four day event. Each Member who had volunteered to trial the system collected their RFID Lapel Badges on arrival on their first day of attendance. A high level of interest was expressed, both regarding the technology and the intended outcome. The voucher system effectively demonstrated further elements of the system in terms of how the scanner read the Lapel Badge, queried the database and thus printed out the correct voucher. An additional eighty or so Members expressed an interest to be included in the trial. These individuals were allocated an RFID Lapel Badge and their names added to the database. All of the accumulated data was collated and fed into various reports. A twenty six page report detailed the scan data for footfall and capacity at the various access control points and reported on the complementary voucher allocation. A sample page shown below.





As a trial and introduction of the technology to the Club Members the system and the outcome was received positively with plans for an extended deployment for 2023.

The Wrist Marketing and Global Barcode Team are proud to have supplied the solution which was precisely aligned to The Royal Henley Regatta's specific requirements and thank The Club Management for their enthusiastic support.



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