



# BIRMINGHAM CHRISTMAS MARKETS 2019

Case study



## The Challenge

Birmingham's annual Christmas Market is the largest authentic German market outside of Germany and Austria and is the pride of Birmingham's annual event calendar. Having started in November 2001, the annual event has grown in popularity each year and now welcomes over 6 million visitors over a six-week period.

Held in Centenary Square, not only does the square need to accommodate crowds of visitors throughout the 6-week period, the area is also situated next to a busy central road and bus route. This escalated the need for barriers to be more than just crowd safety barriers, but also to meet crash test certification.

All barriers supplied needed to be pedestrian permeable so as not to create a bottle neck by reducing the number of entry and exit points and causing queues into or next to the roadway.

## The Hard Facts

- ▶ Birmingham's annual Christmas Market is the largest authentic German market outside of Germany and Austria.
- ▶ The event takes place across a six-week period, finishing just before Christmas and attracts over 6 million visitors each year.
- ▶ Hardstaff provided ATG Access Surface Guard Barriers alongside HVM, Steel Barge barriers to protect visitors and prevent targeted or accidental vehicle collisions within Centenary Square.
- ▶ Both solutions provided are tested solutions recognised by the Centre for the Protection of National Infrastructure (CPNI), ideal for temporary event security and pedestrian permeable.

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## The Solution

As a multi award-winning manufacturer and supplier of protective barriers, East Birmingham City Council contacted Hardstaff Barriers for assistance.

Hardstaff provided ATG Access Surface Guard Barriers to supplement the existing National Barrier Asset barrier installation which were installed in one central location to restrict vehicle access to the public square and to protect the crowds of visitors attending the event.

These barriers were also integrated with HVM steel barge barriers. All HVM barriers supplied were surface mounted, pedestrian permeable and crash test certified to meet the risk profile of the site. This solution met the outlined requirements at point of site survey prior to the installation.

The integrated security solution remained in place for the six-week period and was successfully removed after the event had finished.

## The Outcome

The deployment of Surface Guard allowed for a safe and successful event for Birmingham.



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0115 983 2304

sales@hardstaffbarriers.com | enquiries@hardstaffbarriers.com

A Division of Hill & Smith Ltd, Hillside, Gotham Road, Kingston-on-Soar, Nottingham, NG11 0DF

