

Ian Mixer

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Personal Summary

Ian is an accomplished leader and innovator in crowd safety management who delivers success through inspirational leadership, intelligent problem-solving and outstanding decision making. His impressive track record in event and incident management across public and private sectors is complemented by genuine expertise in wider organisational management and development.

Widely regarded as a leading voice in football safety, he drives smart strategies to improve service delivery through effective performance management, whilst ensuring full procedural and statutory compliance. An exceptional strategic communicator, Ian builds productive relationships through effective liaison with senior partners – proven across high level stakeholder engagement.

Ian's blend of theoretical knowledge, operational experience, creative vision and passion for his work enables him to create a world-class safety environment for forward-thinking businesses.

Key Skills and Achievements

- **Strategic Leadership** – across public and private sector organisations, is entrusted with not only the day to day achievement of organisational objectives but also the development and care of people and creation of innovative future-proof strategy
- **Communication/Relationship-building** – builds relationships based on trust, integrity and a willingness to see others' perspectives; held personal responsibility for many high-profile incidents and sensitive locations and built strong, enduring personal connections
- **Operations and Risk Management** – huge experience of assessing risk to inform strategy and decision making in operationally critical settings such as major policing operations; has successfully translated this skill into commercial environments and business growth
- **Innovation** – understands change management dynamics; identifies and drives effective projects and programmes. Addresses weaknesses and achieves compliance with national standards, addressing cultural as well as detail issues. Challenges the status quo.
- **Crowd Safety Management** – Consummate assessor of risk and experienced at creating a health and safety conscious culture across complex workplaces with deep knowledge of football stadium and major event management. Expert in relevant legislation.

Selected Achievements in Crowd Safety Management:

- Creation of "Ox-Tales" app – GDPR compliant digital management of football risk supporters
- Design and development of "Ox-Rails" – UK's first independent safety rail in an all-seated stadium. Led from concept stage through significant legislative and cultural challenge
- Invited to speak at international conferences on crowd safety and security issues

Professional History

Crowd Safety Expert and Strategist

Mixer Associates Ltd and Littoralis Ltd

April 2016 - present

- Company Director of Crowd Management, Safety, Search and Training Consultancy. Clients include: Oxford United, Vespasian Security, Bluewater Centre & Manchester Arndale Centre [Incentive FM] and One New Change [Land Securities].

- Consultant in development of Ox-Tales: Supporting Safer Stadia – demonstrating ability to leverage broad expertise in football crowd safety to create innovative solutions that placed Oxford United at the forefront of intelligent and compliant risk management.

Training and Development – Crowd Safety

The TESS Group

May 2016 - present

- Harness sector-specific expertise to deliver training in Crowd Safety & Traffic Management.

Consultant and Subject Matter Expert – Event Security

Vespasian Security and Corps Security

July 2015 – August 2016

- Key role in supervision and delivery of effective security operations. Selected positions:
- Mutiny Festival 2016 (VIP Security), Pearl Izumi Cycling Tour 2016 (VIP Security)
- Oxford United Football Club (Deputy Safety Officer – 2015 / 2016 season)
- Ascot Racecourse 2016 Season (Race Day Search & Safety Supervisor)
- European Bank of Reconstruction and Development Annual Meeting & Business Forum 2016
- Americas Cup Festival 2015: Supervisor / Emergency Liaison Team (ELT)
- Victorious Festival 2015: Supervisor / site ejections

Police Event and Incident Commander, Operational Planner and Football Intelligence Leader

British Transport Police and Metropolitan Police Service

April 1987 – August 2015

- Operational Planning and Command of the most complex events such as 2012 Olympic Games, high-risk football deployments, Notting Hill Carnival and dynamic incidents
- Police Search Advisor overseeing locations and events of highest significance
- Major Incident Command experience across high-profile, complex and sensitive events
- Football / Event Intelligence – supervising “spotters” and intelligence teams
- Police Trainer - search, officer safety training, risk assessment, emergency first aid

Awards, Qualifications and Personal Development

Professional and Academic Development and Certifications include:

- BA (Hons) Crowd Safety Management
- FdA [Level 5] Crowd Safety Management
- NVQ [Level 4] Spectator Safety Management Course
- NCRQ Certificate [Level 6] Applied Health & Safety
- NCRQ Certificate [Level 6] Personal Injury Liability & Absence Reduction
- Event Counter Terrorism Risk Manager
- NVQ [Level 4] Training and Education [2019 – awaiting validation]
- Level 3 Award - Assessing Competence in the Work Environment

Multiple awards during Police career for management/response to incidents including:

- Blackfriars Court Security Operation; Waterloo Station Crowd Management; 2011 London Riots; life-saving actions; BBC White City ‘Taxi’ Bomb
- Long Service & Good Conduct Medal

Interests: Coastal walks, keeping fit, music & Continuing Professional Development.