



Strasbourg, 2 July 2025

Bals4(2025)04

## **Joint Project Balance S4 "Strengthening the Safety and Service pillars of the Saint-Denis Convention"**

### **Guidelines Drafting Group**

#### **Background and rationale**

One of the activities of the Balance S4 joint project is to prepare a document summarising the guidance for the different topics covered by the safety and service pillars of the Saint-Denis Convention. The Expert group will recommend priority areas that need further training and guidance. The policy proposals and guidelines will cover specific topics regarding safety and service, will be addressed to public authorities responsible for sport, the police and other stakeholders involved.

This will include:

- Guidelines for model structures of safety and service action plans for Council of Europe member states;
- Guidelines for promoting
  - o gender-balance, diversity and non-discrimination (girls, women, children, families, elderly people, minority groups, migrants and refugees) at sports events;
  - o safety and service specificities of women's sports competitions;
  - o accessibility (person with disabilities) at sport venues;
  - o public health issues at sports events, during and following a sanitary crisis.
- Recommendations for the Training toolkit package: informative documents, training manuals, presentations and evaluation forms to be used in the national trainings.

#### **Objective**

The two sets of Guidelines and the training toolkit recommendations will be drafted by SGSA and the Expert Group, based on the relevant deliveries of the joint project:

- the conclusions of the Balance S4 awareness-raising activities,
- the ToTs sessions on safety and service,
- the 2025 Balance S4 Survey and good practice models, and will be complemented by
- the on-site observations and findings of the [UEFA Women's EURO 2025](#) tournament (Switzerland).

Ultimately, these Guidelines will form the basis of draft recommendations to be later submitted to the Saint-Denis Committee.

## **Modus Operandi**

The [14th edition of the UEFA Women's EURO 2025 tournament](#) to be held in Switzerland from 2 – 27 July 2025, presents the perfect opportunity for the Expert Group to study the practical safety and service arrangements during the competition by attending a selected number of matches.

The Expert Group will hold its kick-off meeting at the UEFA House of European Football in Nyon (Switzerland) on 4 July, before attending the UEFA Women's EURO 2025 tournament. The Expert Group members will experience first-hand the good practices and lessons learned and reflect them in the Guidelines.

After the UEFA Women's EURO 2025 tournament, the Expert Group will meet online on three occasions to:

- 1) agree on the structure of the Guidelines
- 2) exchange on the draft texts
- 3) finalise the Balance S4 Guidelines and Recommendations

The deadline for the draft Guidelines and recommendations is 1 September 2025.

## **On site observation - Proposed Programme**

**4 July** UEFA headquarters in Nyon

09.00 - 13.00 Presentations WEURO 2025 safety, security and service

*13.00 – 14.00 Lunch at UEFA restaurant*

14.00 Transfer to Stade de Genève for the observation tour and the match **Denmark vs Sweden**

- **Venue capacity** : 30,084 spectators
- **Notable features**: Opened in 2003, the stadium has hosted various international matches, including games during UEFA Euro 2008.
- **Why attend**: Denmark and Sweden share a rich footballing history, making their encounters highly anticipated. Both teams are strong contenders in Group C, which also includes Germany and Poland, adding significance to this fixture. Vibrant crowd, with passionate fans from both nations creating an electrifying environment.

18.00 Start of the match

## **Saturday 5 July**

Travel to Zurich for the observation tour and the match **France vs England** on Stadion Letzigrund.

- **Venue capacity** : 24,061 spectators
- **Notable features**: Stadium was one of the venues for UEFA Euro 2008.
- **Why Attend**: This match features two of Europe's top teams in a highly anticipated Group D clash. England, the reigning champions, face a strong French side in what promises to be a thrilling encounter.

21.00 Start of the match

## Members

The Expert Group members are representatives of State Parties to the Saint- Denis Convention, of football authorities, of supporters, specialised in providing safety and service at major sports events, engaged in replicating the Balance S4 Training of Trainers on safety and service in their country.

### Composition of the Drafting Guidelines Group (number of representatives)

UEFA: Adrian Dinca and Siobhán O'Brien

SGSA: Ken Scott and Jo Welford

Football Supporters Europe: Stuart Dykes

AccessibAll: Olivier Jarosz in Geneva on 4 July and Dmytro Zharyi in Zurich on 5 July

One representative of each of the countries expressing commitment to organise the ToT on Safety and on Service in the national settings: Belgium, Greece, Poland, Spain, Switzerland

Council of Europe (Balance S4 Secretariat/Sport Division) : Gabriela Matei, Marie-Françoise Glatz, Susana Lucas Perez

Total: 12 persons

SGSA Andrea Jones and one representative of Portugal will attend the 4 July morning session online.

The members of the Guidelines Drafting Group will contribute to the development and drafting of the Guidelines based on the findings of the previous major sports events, namely [FIFA Men's World Cup 2022](#) (Qatar), [UEFA Women's EURO 2021](#) (England) and [FIFA Women's World Cup 2023](#) (Australia & New Zealand), the observations from the UEFA Women's EURO 2025 in Switzerland, ensuring complementarity with the work on the key Human Rights issues for the Women's EURO 2025 ([UEFA Women's EURO 2025 Human Rights Declaration](#)). These Guidelines could be reflected into future FIFA Championships.

Likewise, the findings from UEFA Women's EURO 2025 could be part of the final evaluation of the tournament to be made by the Saint-Denis Committee at its plenary meeting of December 2025.

### Suggestion for matchday observations

Aim of the observations:

1. To inform the development of guidelines on safety and service
2. To find examples of good practice in safety and service

	Safety	Service
<b>Fan Zone (external location)</b>	Queue management (outside) Entrance control/searching Capacity/crowding Queue management (inside) First aid point/medical support	Nature of any searching – friendly? Quality of information/signage Quantity of information/signage Examples of being welcoming to each team Ex: branding

	<b>Safety</b>	<b>Service</b>
	Who is staffing this – police, security Accessibility – safety of area/routes Any ASB/alcohol issues	Food/drink offer, music, entertainment Accessibility – service. Ex: specific areas, staff, are stalls accessible, is information accessible
<b>Zone Ex</b>	Queue management at transport hubs Who is staffing the route – transport staff, tournament staff/volunteers, police, security Accessibility – safety of area/routes Any ASB/alcohol issues	Directional signage to transport/stadium – visibility of this Examples of being welcoming to each team Ex: branding Food/drink offers en route Accessibility – service, Ex: are staff available to help, any specific signage or access routes
<b>Stadium outer (on footprint)</b>	Queue management (outside) Entrance control/searching Appearance of outer security – visible? Circulation, and any pinch points Who is staffing this area – police, security, stewards, volunteers Accessibility – safety of routes, how is the ground accessed, specific gates? Any ASB/alcohol issues	PA/announcements – clarity, content Nature of any searching – friendly? Quality of information/signage Quantity of information/signage Examples of being welcoming to each team Ex: branding Food/drink offer, music, entertainment Ticket collection process – queues, information, accessibility, staffing etc Accessibility – service, are there specific staff, are the entrances well signed/marked, anything for non-visible disabilities
<b>Inside the stadium</b>	Queue management (inside) Circulation, and any pinch points Visible staff – police, security, stewards, volunteers Disabled facilities, Ex: viewing areas, accessible concessions, toilets/ changing places Facilities for other disabilities? Any ASB/alcohol issues Reporting lines for discrimination incidents – visible?	Staff interaction with spectators PA/announcements – clarity, content Use of screens for info Quality of information/signage Quantity of information/signage Examples of being welcoming to each team Ex: branding Food/drink offer, music, entertainment Accessibility – service, are there specific staff, are the entrances well signed/marked, facilities for non-visible disabilities