



<b>Company / Organisation Name:</b>	GHD
<b>Team / Department:</b>	Movement consulting, Advisory
<b>Address:</b>	6th Floor, 10 Fetter Lane, London EC4A 1BR, UK

**Provisional title for project:**

Study on the arrival profile of large public events

**Short description of the problem that would be addressed by the project:**

The arrival profile of large public events depicts the frequency of arrivals to the venues hosting the events during the pre-event period. The shape and the peak of the profile have a great impact on crowd management of crowd and operating of the venues. In order to maximising capacity and enhance visitor experience, while making the places safer and secure, it is important to develop an understanding of the arrival profile. Through the analysis of existing arrivals data collected during the Events Research Programme (ERP), this research attempts to answer:

1. Does the arrival profile follow any general distribution?
2. What are the factors influencing the shape and peak of the profile (event type, cultural settings, spectators' demographic profile and home location etc.) and how?

**Short description of the data sources that would be used in the project, and how they would be used**

The arrivals data and the other related data collected during the Events Research Programme (ERP) necessary for the study will be made available. Using statistical test tools, the students will

- identify the general distribution or common pattern of the arrival profile from the events of the same type,
- and identify key factors that contribute to the difference in the profiles of events of different type if any.

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

No requirement to be onsite

**Any issues of data confidentiality and IPR that would need to be resolved**

Data will be stored in a secure cloud-based platform. GHD have experience of supporting Master's Students through the CDRC process and understand the relevant ethical procedures that students may face. GHD actively encourages the publication of Master's research subject to the relevant data sharing and privacy policies.

**Essential skills**

Knowledge of statistics and data analysis

**Desirable skills**

**Preferred degree programmes (if any)**

A programme with a primarily statistical/data science focus

**Preferred selection method**

Either face to face or online

**Support and training offered by the company**

A full range of support and training is available from GHD, starting from a 1 hour meeting every 2 weeks, through to a full-time desk being provided at our London offices, with immediate access to a dedicated supervisor and other staff. This meeting will either be conducted in person or online, depending on the health restrictions in place.

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

GHD has a strong track record of offering project placements to students over the past 5 years. Successful students will be supported with individual mentors who are subject matter experts, most of whom have previously taken part in the CDRC Scheme themselves and who have a good understanding of the process and guidance required.

For details on how to apply, please visit:

[www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students](http://www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students)