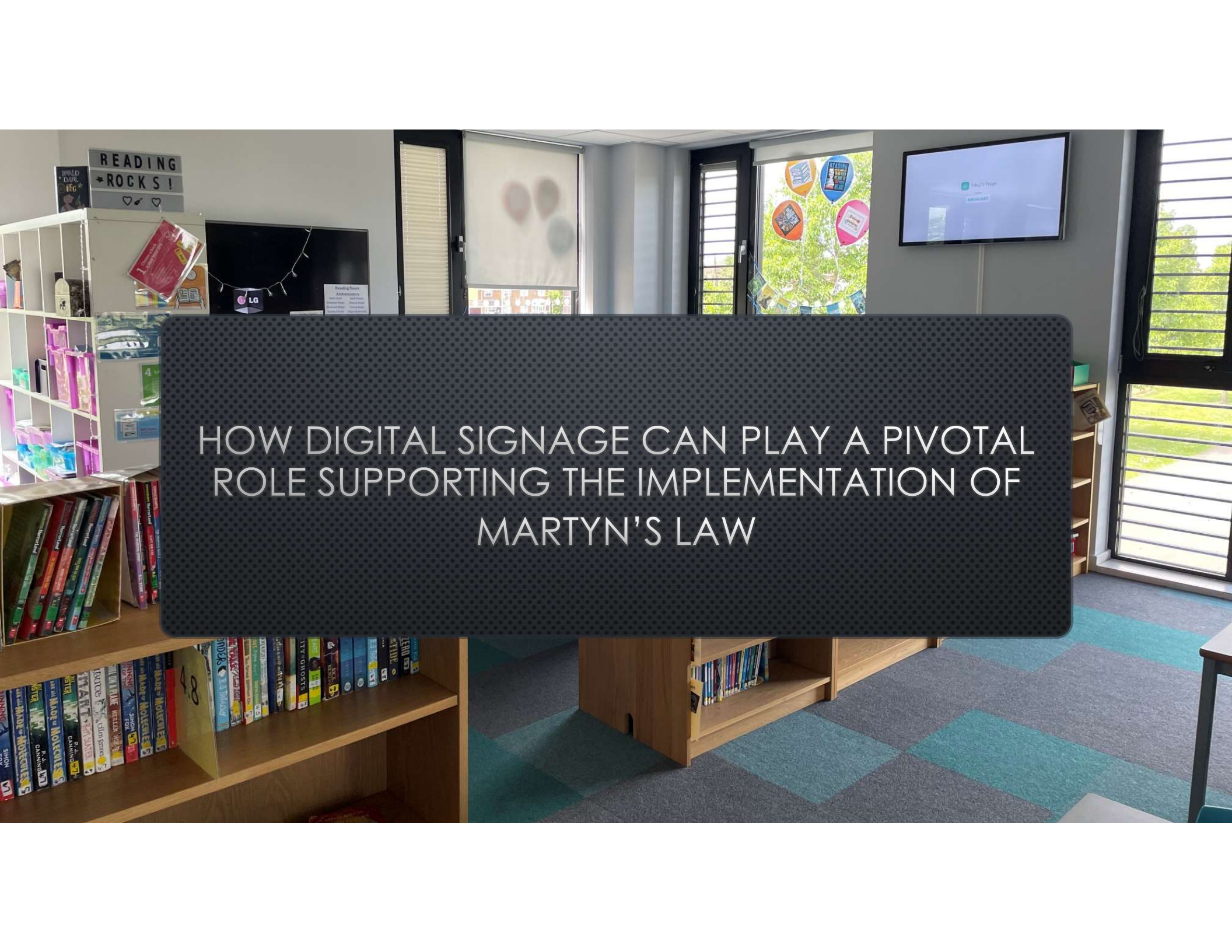




DIGITAL SIGNAGE

MARTYN'S LAW

The background image shows a bright classroom. On the left, there are wooden bookshelves filled with books. A sign on the wall reads "READING ROCKS!". In the center, a large digital screen displays a blue interface with the text "Marty's Law". To the right, a window is decorated with colorful balloons and streamers. The floor is covered with a patterned carpet in shades of green and blue.

HOW DIGITAL SIGNAGE CAN PLAY A PIVOTAL ROLE SUPPORTING THE IMPLEMENTATION OF MARTYN'S LAW

On Thursday, 3 April 2025, the Terrorism (Protection of Premises) Act 2025, also known as Martyn's Law, received Royal Assent. This marks a landmark effort to improve how businesses prepare for and respond to terrorist threats in all public settings. Named in memory of Martyn Hett, who was one of the 22 victims of the 2017 Manchester Arena Attack. The act was put in place to ensure all public spaces and venues implement more stringent public safety measures.

Key components of Martyn's Law

- Risk Assessments
- Security Measures
- Emergency Plans
 - Staff Training
- Public Awareness

How can digital signage support some of the key elements of the new legislation?

Emergency Plans – Real-Time Emergency Alerts

Speed has been proven essential in crisis communication, an instant change in messaging shown to offer direction and instruction can save lives. Digital signage has the capability to instantly display safety messages and emergency instructions.

These can include shelter in place, lockdown alerts, silent alerts and emergency wayfinding. This can all be operated from a central point and can be implemented on multiple or individual screens at any time.

Public Awareness

Digital signage is used in many forms for day-to-day public awareness, it can display special offers, building maps along with a whole host of useful information.

Adding content which displays information on reporting suspicious activity or detailing emergency procedures and escape routes would ensure public awareness even when not in an active emergency.

Inclusivity & Accessibility

Although not specifically detailed in the legislation, inclusivity and accessibility is imperative in all public settings. This ensures that in an emergency every person is well informed regardless of their abilities. Digital signage can display emergency messages & instructions in multiple languages as well as high visibility visual aids.

All businesses and venues have **24 months** to implement improvements and ensure they are compliant with the new legislation. Digital signage could be the tool to support you making the transition as easy and effective as possible.

We at Digital Sign Solutions have already implemented digital screens across multiple organisations, in particular within the education sector, these screens allow instant emergency alerts that override the current playlists provided by our CMS system.

RECENT CASE STUDY

St Matthias School – Wolverhampton

Brief – St Matthias contacted us about finding a digital signage solution that assisted with the new Martyn's law legislation. The key points were that they wanted to be able to communicate with students, staff & visitors but also have the ability to use the screens as an emergency messaging system at the click of a button.

We partnered with Trilby TV, the only dedicated content management system made for education. As well as the large content catalogue of resources and ease of use, we were able to demo that at a click of a button bespoke emergency messages could be sent to all screens to override current content.

Delivery – We carried out a full site survey for the whole school, working with marketing, IT and facilities to determine the best locations across the school for new screens and utilizing some existing.

We supplied and installed

63 x new digital screens, varying from 22", 32" 43" & 86" screens in classrooms, corridors, staff rooms, library, canteen & reception area

We used commercial grade screens with a 5mm toughened glass face to stand the test of being in high traffic areas that students can come into contact with.

All screens had built in media players and cables covered with trunking to leave a neat and tidy finish.





