

# SiYtE for Martyn's Law Compliance

Powered by SiYtE, our cloud-based platform:



Unifies monitoring, analytics, and response coordination in one operational interface



Rapidly integrates with third-party cameras, sensors and IoT devices



Configurable for different venue sizes, layouts and operational requirements



Futureproof, modular and adaptable to evolving threats and regulations

## What is Martyn's Law?

Martyn's Law is new UK legislation designed to improve public safety by requiring venues with a capacity of more than 200 people to assess and mitigate the risk of terrorism. Named in memory of Martyn Hett, one of the victims of the Manchester Arena attack, the law will place a legal duty on venues to take proportionate steps to protect the public.

## How Can We Help?

To support venues in meeting the anticipated legal requirements of Martyn's Law (Protect Duty), Purple Transform offers a scalable smart surveillance and threat intelligence solution.

To deliver this solution at scale, we are forming a go-to-market consortium of trusted partners, including:

- Hardware vendors
- AI analytics providers
- Systems integrators
- Security consultants

Together, we offer a complete, end-to-end solution that provides actionable intelligence to ensure venues are compliant, resilient, and prepared.

## SiYtE's Role

SiYtE provide the orchestration layer and user interface of the solution, providing:

- Real-time situational awareness accessible from control rooms or mobile devices
- AI-powered threat detection, identifying risk indicators, anomalies and behavioural patterns
- Multi-channel alerts (SMS, app, radio, desktop) and predefined workflows to guide responses
- Security teams equipped with redacted video and location data for fast, informed decisions
- Intelligent search (e.g., "person in red jacket"), incident replay, and full audit-ready logs

SiYtE's open platform design:

- Enables seamless integration with best-in-class third-party analytics and hardware
- Supports flexible deployment with no vendor lock-in
- Built within a GDPR-compliant framework
- Empowers operators to manage both routine operations and critical incidents with clarity



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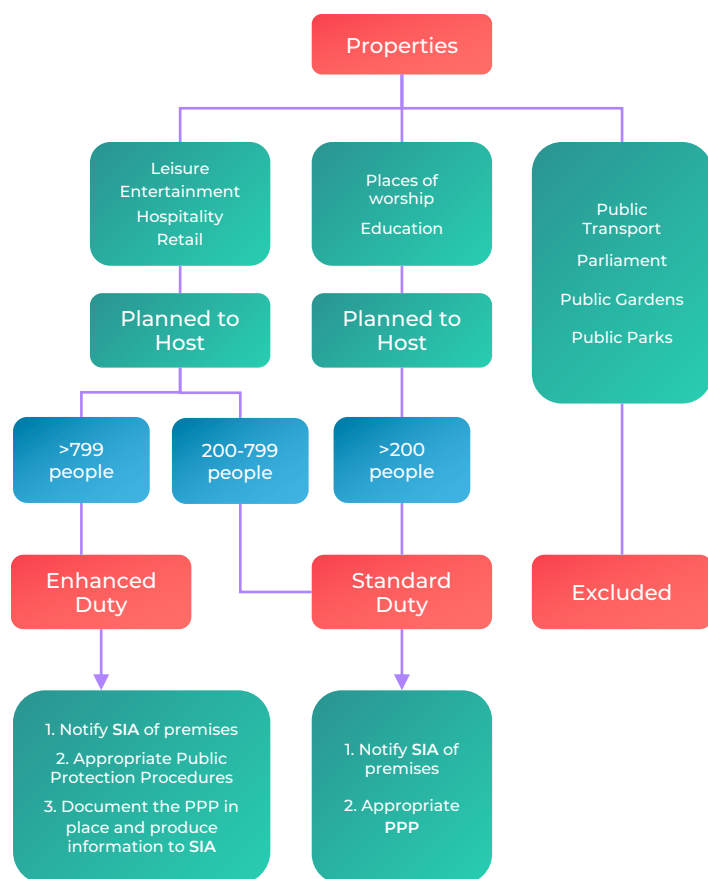


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# Partnering to Support Venues



## Example Deployments by Venue Size

**Small Venue** (community hall, small theatre):

- 4–12 cameras with vision & audio analytics
- Detection of potential threats such as aggressive behaviour, loitering & trespass
- Affordable, enhanced awareness, greater public reassurance

**Medium Venue** (retail, university campus):

- 20–50 cameras/sensors with vision & audio analytics
- Incident detection and mobile response coordination
- Structured, scalable command and response model

**Large Venue** (stadium, airport terminal):

- 75–300+ cameras/sensors with vision & audio analytics
- Define and monitor zones for targeted threat alerts
- High-scale command/control, real-time management and post-event logging

## Consortium Partners Wanted

Purple Transform is forming a national delivery consortium to take this solution to market as a unified, scalable offering.

We are inviting:

- **Hardware Providers:** cameras, sensors, edge compute
- **Systems Integrators:** deployment, testing, support
- **AI & Analytics Developers:** advanced video/audio/behavioural analytics
- **Security & Risk Advisors:** Protect Duty compliance and SOPs
- **Venue Operators & Public Sector:** pilots, feedback, early adoption

Together we will enable practical, high-impact safety improvements that help venues confidently comply with Protect Duty - from theatres and civic buildings to stadiums and transport hubs - aligned with public expectations and legislative standards.

**Interested in partnering? Get in touch with our team directly or send an enquiry via our website, we'd welcome the opportunity to discuss how we can work together.**



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