

10 Easy Measures to Improve Guest Safety



Centres that can deliver a memorable experience through unique amenities, the personal touch and stellar customer service will be rewarded with repeat business, word-of-mouth referrals, and positive reviews on social media. If you are looking for ways to improve guest satisfaction at your centre, consider these ten strategies.

1 CLEANLINESS AND HYGIENE

Customers will naturally be health conscious when they visit your operation, especially now that the COVID-19 Pandemic has made everybody reconsider their expectations when it comes to hygiene, you need to make assurances that your operations is undertaking the latest and best practice in this area, cleaning all surfaces and touch points regularly and that you or your site manager are walking the centre to assess which areas may need improvement and/or increased precautions.

2 SHARED SPACES

Overcrowding should be avoided at all costs as many guests will be concerned about this (depending on where you are it may also be illegal as a result of your local authorities COVID-19 regulations). Don't leave this to chance, review your operations with your managers and ensure that you have this under control some areas to consider for improvements are - having very visible and clear signage highlighting the need for hygiene and social distancing, Increasing your daily cleaning procedures - especially in high touch areas such as arcade games and accessories and ensuring your teams on the ground are trained on the importance of remaining vigilant and taking seriously the need to maintain safe spacing between your customers.



LET'S TALK SAFETY

FEB 2021

3 ELECTRICAL CABLING /POWER CONNECTIONS

Have your tech team check and confirm you are using safe methods of powering on your equipment. Avoid the use of extension cables and ensure cables leading from the equipment are suitably fixed in place. Check all cables and address any potential trip hazards, that they are adequate for the required power and enclosed in an outer shield cable to protect against being trapped under games.

4 ELECTRICAL POWER SOCKETS

Use power socket covers on all unused power sockets to ensure they are adequately protected against young inquisitive fingers.

5 LIGHTING – HOW TO GET IT RIGHT

The quality of lighting in an entertainment environment can have a significant effect on play and enjoyability. With correct and fully operational lighting, your customers will feel safe and enjoy their time in your facility, not only does this create a better environment for them to enjoy but it also will lead to the all-important repeat play as they stay in your facility longer. Similarly, in your high risk or work areas, poor lighting can be a safety hazard – it is crucial that your employees can see clearly around large rides and games as misjudgement of the position, shape or speed of an object can lead to accidents and injury". Always ensure your team have available, portable lighting (a rechargeable torch or battery stand lamp) when working inside equipment and behind games machines/ attractions.

6 CONDUCT REGULAR RISK ASSESSMENTS

Check for loose mats, rugs, unsecured cables, and steps which are some of the common causes of slips, trips, and falls. In addition, poor lighting and clutter can cause injuries such as sprains, strains, bruises, bumps, fractures, scratches, and cuts. Do not leave this to once in a lifetime, rather complete risk assessments and review them on a regular basis. Everyone has a part in keeping themselves and others safe.

7 CREATE A COMMUNICATION CULTURE

Hold regular team briefings "toolbox talks" to educate your team on the previous day's activities and today's planned events. Don't be shy to continually repeat your operations Do's and don'ts, explain if any attractions is closed off or non-operational



LET'S TALK SAFETY

FEB 2021

and why and finally make certain all your team members know who is responsible or the point of contact if they need to call for support or assistance.

8 SIGNAGE

Good, clear signage is critical to customer communication, getting this right can be a challenge as it is a well-known fact that many people do not take notice of signs. To get this right, always review the message you intend for your sign to relay and the aim of the message. Too many signs in a facility will not work, do not overdo it as this will result in all your signs being ignored. It is important to use signage regularly but to also have clear and well sized messages and that you are communicating in more than one language. The correct signage within your facility will not only ensure your customers are aware of the messages you are aiming to convey these signs are also a support to your team members who can refer to them when communicating to customers and asking them to follow your operations rules. For portable signage such as “caution wet floor”, ensure its readily available and all your staff know how and when it should be used.

9 FLOORING

Safe flooring, removal of trip hazards and repairs to damaged areas is an easy fix for your operation. Customers are rarely looking down when they enter your facility, you have invested in creating a “WOW” factor and as such your customers will be looking around at all your attractions, signage and not at the floor. To ensure you do not create hazards at floor level, regularly check your flooring for signs of wear and/or trip hazards and repair where necessary, if the repair can't be done immediately then ensure the damaged area is blocked off and has adequate signage in place, until it can be repaired.

10 WEBSITE & SOCIAL MEDIA

Speaking with all your potential customers before they visit your facility is a strong method for letting them know you are a safe operation that takes their wellbeing seriously. Constantly update information on your website and your operations social media platforms to promote your cleaning policies and how you are protecting your staff and guests at your centre.



LET'S TALK SAFETY

FEB 2021

The 10 measures shared here should be used as a guidance along with your existing company policies to make sure you have a safe and welcoming environment. With these in place you should be confident that you are providing a positive and safe environment for colleagues and visitors to enjoy and return to again and again.

Article contributed by Mr. Ben Clegg, Director - Spares, Operations & Technical, Amusement Services International L.L.C.

The advice shared above is based on a high-level view of best practice when implementing Guest Safety at leisure and entertainment venues. It is however important that you speak with and follow the recommendations of the local authorities and regulations in the countries that you operate. Their guidelines will help you to create your own Operating Procedures, Staff Training Plan and documentation to ensure your guest safety measures meet the requirements of your individual country, the regulations and recommendations of your local authorities.