

Professional Independence Statement

Last updated: **Friday 13th March 2026**

Sentinel Event Advisory is committed to providing independent, objective and professional consultancy to event organisers, venues, businesses and organisations.

Our role is to support informed decision-making through practical advice, recognised good practice and proportionate risk management. We believe that effective consultancy should be impartial, transparent and focused solely on achieving the best outcome for each client and their event.

Professional independence underpins every aspect of our work and is fundamental to maintaining the confidence of our clients and stakeholders.

Our Advisory Role

Sentinel Event Advisory provides independent consultancy across a range of disciplines, including:

- Event planning
- Event safety
- Operational planning and readiness
- Event medical advisory
- Risk management
- Governance and compliance
- Documentation development and review
- Independent event assurance

Our role is to advise, challenge where appropriate and provide professional recommendations that support effective planning, governance and operational resilience.

Independence

Independence is fundamental to our approach.

We do not allow commercial relationships, supplier preferences or operational interests to influence the advice we provide.

Recommendations are based upon:

- Relevant legislation;
- Recognised industry guidance;
- Established good practice;
- The specific requirements of the client;
- The nature, scale and complexity of the event; and
- Professional knowledge and experience.

Where appropriate, we will challenge existing assumptions or proposed arrangements where we believe an alternative approach better supports the safe, effective and proportionate delivery of an event.

Sentinel Event Advisory does not seek to make decisions on behalf of clients. Our role is to provide the information, professional opinion and constructive challenge necessary to enable clients to make informed, confident and defensible decisions.

Operational Responsibility

Sentinel Event Advisory is an advisory consultancy.

Unless specifically agreed as part of a separate written contract, we do not assume responsibility for:

- Managing event operations;
- Directing event staff, volunteers or contractors;
- Delivering operational event management services;
- Providing event medical services; or
- Assuming the legal responsibilities of an event organiser.

Responsibility for planning decisions, implementation and operational delivery remains with the client or appointed event management team.

Impartial Recommendations

We do not routinely promote, endorse or recommend particular suppliers, contractors or service providers.

Where recommendations are requested as part of a consultancy engagement, they are based upon objective criteria including:

- Competence;
- Relevant experience;
- Compliance with recognised standards;
- Demonstrable capability;
- Suitability for the specific event; and
- Overall value in meeting the client's requirements.

Recommendations are provided solely to support informed decision-making and should not be interpreted as exclusive endorsements.

Professional Standards

Our consultancy work is informed by relevant legislation, recognised guidance and accepted industry good practice.

Depending on the nature of an engagement, this may include guidance published by organisations such as:

- The Health and Safety Executive (HSE);
- The Purple Guide to Health, Safety and Welfare at Music and Other Events;
- National Protective Security Authority (NPSA);
- ProtectUK;
- Relevant Local Authority guidance; and
- Other recognised professional and industry standards.

We continually review developments within the events industry to ensure our advice remains current, practical and proportionate.

Our Objective

Our objective extends beyond helping organisations achieve compliance.

We aim to support the planning and delivery of events that are safe, well-governed and operationally resilient.

By providing independent advice throughout the planning process, we help clients develop arrangements that are proportionate, practical and capable of withstanding professional scrutiny.

Questions About This Disclaimer

If you have any questions regarding this disclaimer, please contact:

Sentinel Event Advisory

Email: contact@sentinelmedicaladvisory.co.uk