



WESG

West End
Security Group

POWERING PUBLIC SAFETY:

WESG & imabi's Portal for Westminster Business Resilience

CASE STUDY

2025

OVERVIEW

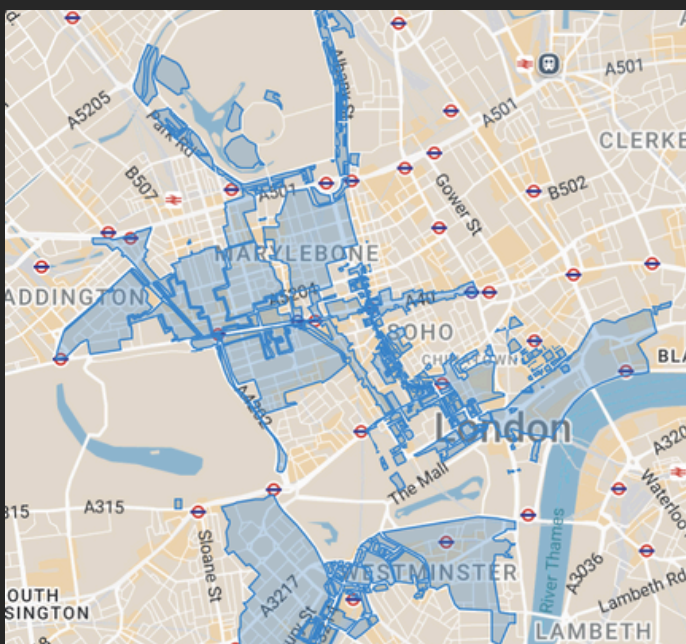
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How a leading security group and imabi created a first-of-its-kind emergency response hub for London's most iconic business district

ABOUT WESG

The West End Security Group (WESG) is a not-for-profit alliance representing over 6,000 businesses across London's West End and Westminster.



Its membership includes some of London's most influential property owners and estates, such as The Crown Estate and Grosvenor Estates and it works closely with the Metropolitan Police, BTP and Westminster Council.

WESG works to strengthen public safety, business resilience, and coordinated emergency response across one of the world's most iconic city districts.

THE CHALLENGE

The West End and Westminster are home to some of the UK's busiest streets, most iconic landmarks and highest footfall businesses - but also face an increasing range of threats, from disruptive protests to serious crime, major incidents, terrorist attacks and extreme weather.

With over 83 million visitors to the area annually and an annual GVA of £12.8 billion in the Heart of London area alone (including Piccadilly, Piccadilly Circus & Leicester Square), the area is an economic powerhouse as well as a global destination.

With more than 610,000 employees working in one of the world's densest commercial hubs (on par with Hong Kong) the stakes for security, continuity and

coordinated emergency response couldn't be higher.

WESG needed a faster, smarter, and more unified approach to help its members respond in real time, plan for emergencies, and build day-to-day resilience - helping their members comply with the Health & Safety at Work Act 1974 and business continuity and resilience best practices; recognising that the real threats of today are immediate.

WESG is also committed to supporting businesses that may be affected by the Terrorism (Protection of Premises) Act 2025 (Martyn's Law) by raising awareness and helping them prepare in advance, so they are better placed when the legislation comes fully into effect.

KEY GOALS

- Provide a **centralised digital hub** for emergency preparedness across the West End and Westminster.
- Replace fragmented, email-based communications with **real-time alerts** that are timely, visible, and location-specific.
- Enable businesses of all sizes improve preparedness and emergency response through interactive, digital-first planning templates, as well as help them meet **current compliance requirements** for the Health & Safety at Work Act 1974.
- Embed business continuity and resilience best practices.
- Make life-saving resources more accessible through a **dynamic emergency mapping tool** showing trauma/bleed kits, defibs and acid kits.
- **Eliminate** the need for printed or manual forms when preparing evacuation, invacuation or lockdown procedures.
- Ensure smaller retailers and high-footfall businesses have **simple, scalable tools** to plan, respond and recover from incidents.

THE SOLUTION

imabi worked closely with WESG to build a fully branded, secure digital portal embedded within the imabi platform - tailored specifically to the risks and operational realities of central London. The portal brings together guidance, tools, real-time updates, and asset mapping in one mobile-first hub accessible to WESG members via individual logins via the imabi Pro app.

KEY FEATURES DELIVERED INCLUDE:

- A **fully branded**, custom-designed portal exclusive to WESG members and their Statutory Partners (including emergency services & Westminster Council), accessible via the imabi Pro app.
- A suite of **interactive planning templates** (evacuation, lockdown, invacuation, communication) designed with WESG Security Consultants to support business continuity and resilience best practices, meet current compliance requirements (e.g. Health & Safety at Work Act 1974) and prepare for the introduction of Martyn's Law.
- A **dynamic emergency mapping tool** showing the locations of trauma kits, bleed control packs, defibrillators, acid attack kits, grab bags and safe spaces across the West End and Westminster.
- The ability for WESG to send **targeted push notifications in real-time** - with users segmented into custom groups for tailored updates.
- A **library of downloadable and shareable resources**, including checklists and best-practice guidance covering protest disruption, extreme weather, cyber-attacks, and more.
- **Full administrative control** for WESG, including the ability to **add and manage users**, update content, upload new materials, and **assign user access by role or group**.
- A **bespoke engagement analytics dashboard**, built around WESG's reporting needs, allowing them to monitor usage and measure impact across the member base.
- **Hands-on training and rollout support**, including onboarding sessions for WESG administrators and ongoing guidance to ensure the team could manage and grow the portal independently

The portal is now live and in daily use across the West End and Westminster, providing WESG with the tools to communicate faster, guide smarter, and strengthen resilience across its member organisations and the 6,000+ businesses they in turn support.

RESULTS

WESG

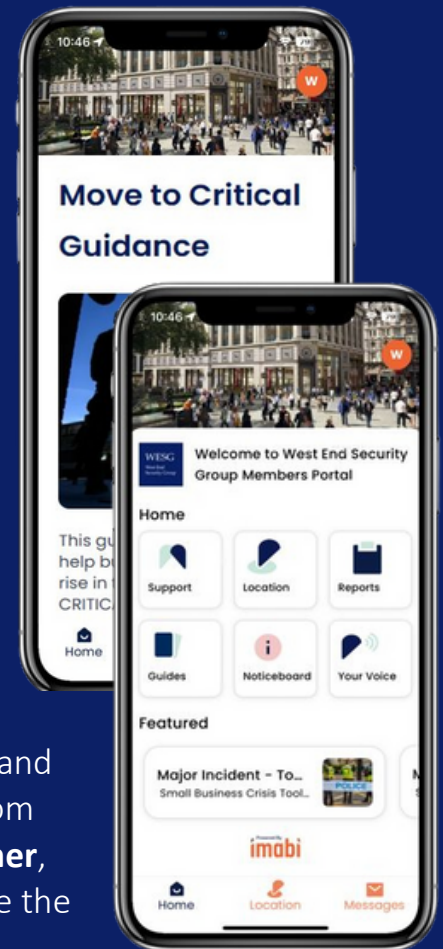
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The WESG Portal launched successfully with full uptake across its member organisations, including some of the UK's most recognisable estates, retailers and hospitality venues.

SINCE ROLLOUT, THE PORTAL HAS:

- Enabled faster, targeted communications during protest events and major incidents - including **real-time updates** on route changes during planned marches.
- **Supported businesses** in building compliant safety and security plans ahead of the introduction of **Martyn's Law**, as well as helping embed **business continuity** and resilience best practices amongst Members.
- **Replaced** manual, paper-based processes with **practical digital tools**.
- Improved visibility of life-saving resources through **dynamic mapping**.
- **Increased confidence** among frontline staff and business leaders around incident readiness.

WESG's team continues to lead on content, communications, and insight via the portal, with full autonomy and access to a custom engagement dashboard. **imabi remains a close delivery partner**, providing ongoing support and success management to ensure the platform **continues to evolve with WESG's needs**.



“This launch represents a major step forward in strengthening emergency preparedness and resilience for Westminster’s business community. The WESG Portal ensures better coordination, faster communication, and more effective response when it matters most.”

— Sarah Dever, Security Consultant, WESG

“Through the imabi platform, our members have instant access to guidance on everything from civil unrest to cyber attacks - all in one place, whenever it’s needed most. It’s a powerful step forward in making preparedness practical for Westminster’s business community.”

— Simon Brooker, Security Consultant, WESG



BUILT FOR RESILIENCE.

READY FOR ANYTHING.

The WESG Portal is just one example of how the **imabi** platform is helping organisations plan better, act faster, and stay one step ahead.

Whether you need a secure, private portal for members or employees, or a public-facing platform to engage wider communities, imabi can be tailored to your needs.



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