Yorkshire’s largest shopping centre, Meadowhall, attracts over 25 million visitors each year and is home to 280 stores. Providing customers with a memorable shopping experience is a top priority for this major retail centre, matched equally by the need to ensure the safety of shoppers, retailers and staff in the event of an emergency.

A MOTOTRBO Capacity Plus digital two-way radio system with DMRAAlert indoor positioning has been in use at Meadowhall for a number of years, enabling its control room to monitor and pinpoint the location of personnel throughout the centre. The system allows Meadowhall to react quickly to incidents and helps to sustain high standards of service and safety.

Working with Motorola’s Authorised Radio Partner DCRS, Meadowhall expanded its MOTOTRBO solution to include a solar powered public address system linked with the centre’s existing Motorola radio system. Operating at eight different assembly points situated outside the centre, the system is solar-powered, supporting Meadowhall’s commitment to green shopping. The pioneering system facilitates communications locally at assembly points, or centrally from the control room to both staff and the public during the evacuation process. It allows the centre to control crowds during an evacuation, keeping them informed at all times and once the all-clear is given it helps to get people back inside as quickly as possible.
Meadowhall had been successfully using Motorola’s MOTOTRBO radio equipment for a number of years and they wanted a wireless external public address system which could run on their existing MOTOTRBO digital radio system. The installation needed to be completed with minimal disruption and it required an independent, environmentally-friendly power source, as mains power did not extend to the assembly points outside the centre.

**THE SOLUTION**
Motorola’s Radio Partner DCRS designed and developed what is thought to be a UK first: a solar powered public address system linked with a MOTOTRBO radio system. A secure, weatherproof housing containing a MOTOTRBO DP4600 portable radio which is integrated into an amplifier was installed at each of the eight assembly points. A pair of solar panels is positioned on top of each post, to power the system and charge internal sealed batteries, so the system remains fully charged and ready for use. Below the solar panels is a set of horn speakers, creating an individual Tannoy system which can be activated via the security control room or at each assembly point. The system is controlled via a TRBOnet dispatcher application developed by Neocom Software. It enables voice and data messages to be recorded for training or insurance purposes. The control room or marshal at each assembly point can also select from a choice of pre-recorded messages and send these out via the TRBOnet dispatcher to either individual or all the assembly points at the push of a button.

Simplicity and ease of use are vital in an emergency situation and this was a key consideration for DCRS when designing Meadowhall’s public address system. During an evacuation or events such as the Christmas Lights switch-on, marshals simply unlock the housing and use a handheld microphone to communicate with the control room via two-way radio or to broadcast live messages to the crowd gathered at the assembly point. Messages can also be broadcast from the assembly points to the car park areas on two levels.

It was a crucial part of the functionality that the system could be used centrally from the control room with pre-recorded voice announcements or locally so that each assembly point marshall could use specific communication based on the circumstances they had at their assembly point.

Steve Luscombe, DCRS Director
And once the all-clear has been received, marshals can allow customers back into the centre with a simultaneous broadcast, minimising disruptions to business when drills need to be carried out.

**The MOTOTRBO public address system has exceeded all performance expectations and gives us the confidence that in the event of a real emergency situation we could deliver very effective communication, in turn ensuring an even more controlled and efficient evacuation. It is also an environmentally-friendly solution, powered entirely by solar energy.**

Dawn Osborne, Head of Operations: Meadowhall Shopping Centre

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**MEADOWHALL SHOPPING CENTRE: DIGITAL PIONEER**

**MOTOTRBO INTEGRATED PERSONNEL TRACKING SOLUTION**

The team at Meadowhall has been successfully using Motorola’s MOTOTRBO radios equipment for a number of years. DCRS director, Steve Luscombe explains ‘They were one of the first shopping centres to introduce the MOTOTRBO DMRAAlert guard tour application to allow them to coordinate the security, cleaning and maintenance teams and track and monitor staff movements throughout the site, improving safety and offering better service to both visitors and retailers’. This is a passive tracking solution that doesn’t require users to swipe a card or tag a key fob. They simply go about their normal daily duties and their location is recorded. The system allows management to see the exact location of personnel at all times and to contact them instantly via push-to-talk or text messaging. The ability to track and locate personnel throughout the centre has greatly improved response times and safety levels. Also, being able to store data from the tracking system and draw reports which indicate the date, time and location of staff, can be invaluable in mitigating insurance claims for slips and trips.

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MOTOTRBO™ AT MEADOWHALL.
IMPROVED EFFICIENCY, INCREASED SAFETY, EXCEPTIONAL SHOPPING EXPERIENCE.

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