



Safer shopping: Motorola Solutions' safety and security ecosystem enhances the shopping experience and protects the public and employees

THE LIBERTY

Located in the heart of Romford, East London, The Liberty is the go-to shopping centre for fashion, beauty, lifestyle, and accessories. The centre boasts more than 40,100 m² of retail space, around 100 shops, a range of food outlets and 800 car parking spaces. It attracts an annual footfall of 13.6 million, equating to circa 262,000 shoppers every week.

GUARDING UK (GUK)

Guarding UK (GUK) has been providing high-quality security and service management solutions for over 20 years and is a leading member of the government accredited SIA Approved Contractor Scheme. GUK currently manages over 2,000 sites across the UK, employs around 850 staff and protects circa £40bn worth of assets at commercial, corporate, and residential sites across multiple industry sectors including retailers, property owners and management agents. It offers a range of services from day-to-day security operations, to long-term risk management strategy, always with a focus on providing outstanding customer service and valuing its employees, clients, and their customers.



Customers

- The Liberty
- Guarding UK (GUK)

Partners

- XEVA (Distributor)
- Radiocom Systems Ltd (Partner)
- Link CCTV Systems (Partner)

Industry

Retail



Challenge

Aware of the need to keep its shoppers, employees, and premises safe and secure, this project initially started with The Liberty asking companies to tender to replace its outdated incumbent security systems, including new fixed security cameras, IP network and a refurbished control room. Beyond this, GUK, The Liberty's security company, was keen to introduce body cameras (for both first-hand perspective evidence and as a deterrent) and upgrade its radio systems, which were, again, becoming obsolete and did not offer reliable coverage across the whole centre. The Liberty and GUK were also keen to look at ways its new systems could be connected, especially the radios and the body cameras, to enable a faster, more coordinated response to any incidents to improve shopper safety, as well as enhance the safety of guards who are on patrol 24/7.

Solution

Having been awarded the tender for the initial security systems upgrade, Motorola Solutions partner Link CCTV Systems deployed a range of solutions, including numerous Avigilon H5A dome cameras and H5 Pan-Tilt-Zoom (PTZ) cameras, which they installed inside and outside the shopping centre, to give high-definition video coverage of all viable areas. Teams working in the shopping centre's on-site control room can use the integrated video analytics to quickly zoom in on events of interest, or to quickly locate a missing person, via appearance search, for example.

Following this installation, GUK approached another Motorola Solutions partner, Radiocom Systems Ltd, regarding its requirement to incorporate body cameras and update the radio communications system for their guards deployed at The Liberty. Radiocom works in close collaboration with Motorola Solutions distributor XEVA. Following on-site surveys and testing,

Radiocom installed a repeater on the roof of the shopping centre and some antennas to deliver robust coverage throughout the site and in the surrounding areas and car parks. Guards and other security personnel have been equipped with MOTOTRBO™ R7 radios with full keypads and earpieces, configured for digital emergency calls and quick text messaging.

GUK guards on patrol now also wear VB400 body cameras, which they can activate during an incident for a first-hand perspective of events to complement the fixed video recordings. However, the body cameras also have peer-assisted recording (if a colleague's VB400 within a 10m radius starts recording, other VB400s will automatically start too), pre- and post-recording, and recording triggered when a radio user presses a paired radio's emergency button, to ensure critical moments are not missed. The cameras record prosecution-grade video and audio footage, and teams in the control room can securely prepare, process, and share the evidence with any relevant authorities using VideoManager; footage has already been used to prosecute shoplifters. However, guards are finding that the cameras often de-escalate incidents, so they are also acting as an excellent deterrent and helping to reduce crime and anti-social behaviour. The cameras are charged on a multi-unit docking station and can be logged in and out via RFID. Guards swipe their cards and are told which camera to take, based on which has the latest firmware, which has been downloaded and which is fully charged, with VideoManager assigning user profiles and tracking user actions to ensure full transparency and traceability.

Link CCTV and Radiocom provide support and service for their elements of the system; although, since installing the new safety and security system, there has been very little need for maintenance or intervention.

“The integrated systems from Motorola Solutions and their partners mean we now have a single automated high-performance system, which is user-friendly and cost-effective; the solution enables faster, informed decision-making and an effective, quicker response to incidents such as vandalism, theft, or antisocial behaviour. There are far less false accusations and incidents and those we are faced with often de-escalate quickly; however, we also have prosecution-grade video and audio evidence, if needed. Our security guards feel safer too. I would happily recommend this security solution and Radiocom to other clients.”

– Dion Redelinghuys, Head of Operations,
Guarding UK

“Our new video systems capture many more events due to the vast improvement in the quality of the cameras and the pictures they display on the monitor wall. And the cameras allow our security team to accurately view all events at any given time.”

– Tom Stobbart, Centre Manager,
The Liberty



Benefits

Both The Liberty and GUK are exceptionally positive about the installation and aware that the ecosystem could be connected even further in the future if needed, for example, between the body cameras and the Avigilon VMS for body camera livestreaming directly into the control centre; both these systems are ONVIF compliant. A further option is Radio Alert, so Avigilon Unity Video alarms and alerts are received directly on the guards' radios. Mark Blythe, Managing Director, Radiocoms explains: "The installation has been well received, with both teams recognising the potential to expand the systems capabilities."

Indeed, having a reliable, easy-to-use, interconnected system means The Liberty and GUK can work smarter and faster to keep shoppers, guards and assets protected, whilst de-escalating potential incidents. Guards feel safer as they know they will always have a strong radio signal, and the body cameras ensure they can gather first-hand perspective evidence, which stops false accusations and often de-escalates potential incidents. Store owners, meanwhile, have noted a reduction in violent and antisocial behaviour and feel more protected, knowing the strong GUK presence is supported by the latest in security technology. With the automation and interconnectivity, GUK estimates that its guards can set all the relevant technology in motion almost instantaneously. This significantly speeds up incident response time and means guards can concentrate on the job in hand, whilst helping GUK to meet its security KPIs for The Liberty.



Benefits

- Safer environment for shoppers, retail employees and security guards
- Clear, crisp radio communications across all areas
- High-definition fixed video footage across the site, with AI-driven analytics for fast, targeted incident resolution
- Evidence-grade, first-hand perspective video
- Automation and connected systems for a faster, coordinated incident response
- Powerful deterrent to de-escalate potential incidents
- Easy-to-use, highly reliable, intelligent systems with very little maintenance and support required



Solutions

A MOTORBO Capacity Plus system comprising:

- 1 x SLR5500 repeater
- 30+ x MOTOTRBO R7 portable radios with full keypad and accessories

Body cameras:

- VB400 body cameras with RFID tags and Klick Fast shoulder harnesses
- VideoManager

Video security system:

- A range of Avigilon cameras including 40 x H5A dome cameras and 25 x H5 PTZ cameras
- Avigilon Unity Video software (VMS)

Integration achieved:

- VB400s with R7s for automatic recording on pushing the R7's emergency button
- VB400s with other VB400s for paired recording

Future integration:

- VB400 footage with the Avigilon VMS for live streaming and enhanced situational awareness

Services:

- Motorola Solutions extended warranties, with service and support from Radiocoms and Link CCTV





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