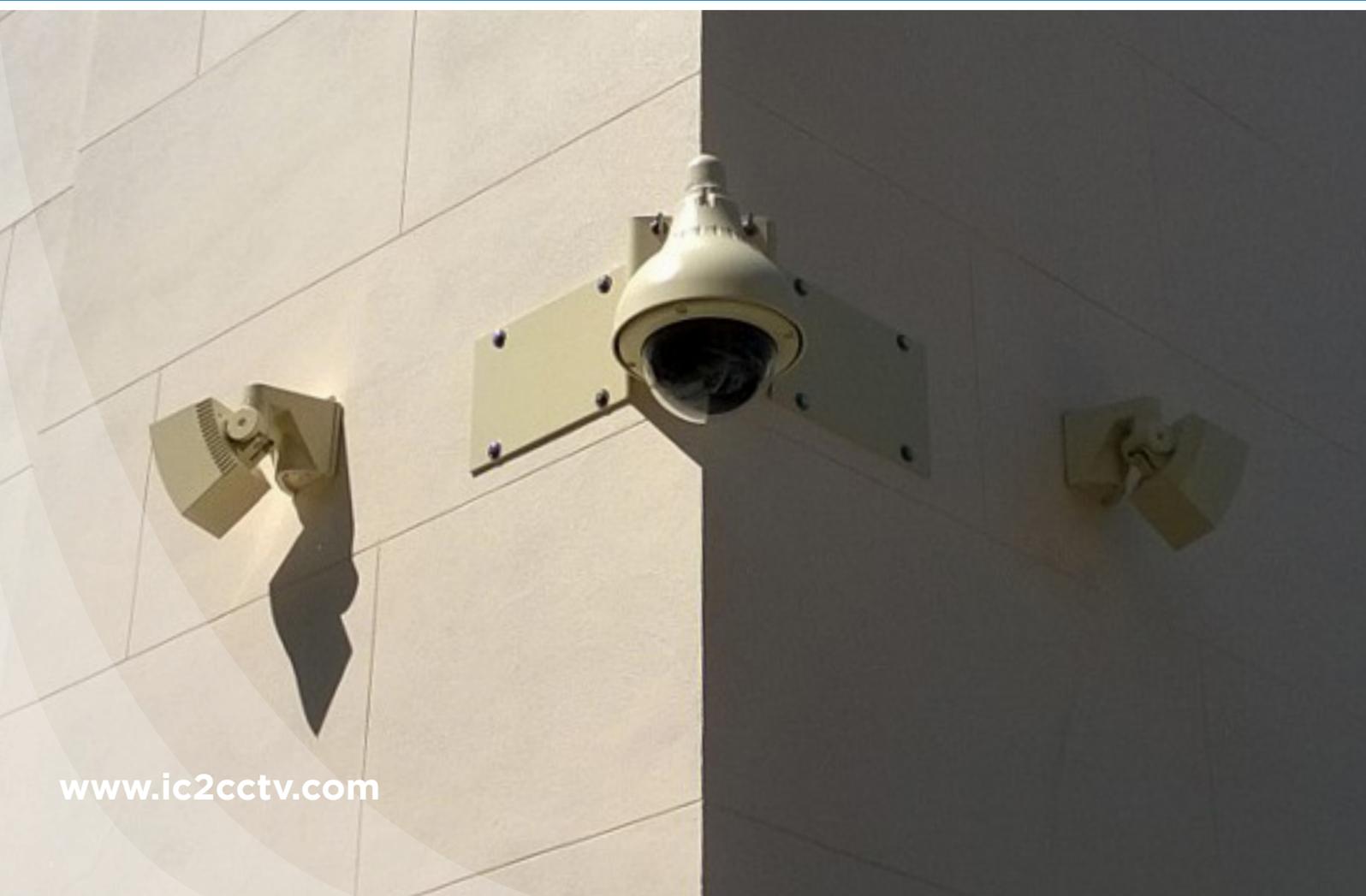


The hidden benefits of CCTV

A quick guide to the less obvious advantages of CCTV and some tips for maximising value



INTRODUCTION

In these times of heightened national security, the pressure to reduce intelligence, policing and military budgets seems to have eased a little. The most visible use of the increased investment seems likely to be increased numbers of security assets, such as armed paramilitary-style police.

When it comes to security for organisations and protecting people, premises and property, the increasing use of CCTV and related security systems seems to offer some similarities, evidenced by the proliferation of cameras. However, this misses the point. There's far more to national security than firepower and more to business security than greater numbers of CCTV cameras.

Without national security, society at large would cease to function properly; and without CCTV and related systems, institutions such as schools and hospitals and the free flow of business and enterprise would all be inhibited.

In this guide we go below the surface to uncover the less obvious advantages of video surveillance systems. Here, we provide a quick look at some of the hidden benefits of CCTV and some tips for maximising its value.

1. Lower insurance premiums

Benefit:

Businesses with CCTV systems often qualify for a discounted rate and enjoy reduced insurance premiums. An insurer's decision matrix on whether to offer a discount is likely to be dependent on the reputation and security expertise of the company that supplied and maintains the system. The highest rated suppliers are accredited to the National Security Inspectorate (NSI) and this may be supported by accreditation to the British Standards Institution (BSI) Quality Management standard ISO9001:2008.

The level of discount may also be indexed to the capability of the system. The latest CCTV systems that provide high quality imaging to identify and help apprehend offenders may increase the discount available. It's difficult to put hard figures on this, as each insurer and each business is different. In domestic settings, some insurers have been known to offer discounts of between 2% and 15% on contents insurance policies for homes with professionally installed and maintained intruder alarms.

Tip:

To maximise the benefit here, why not consider establishing the discounts available from different insurers before choosing a provider or deciding how much to invest in security.

2. Improved deterrence

Benefit:

The presence of CCTV cameras deters people from criminal, anti-social or otherwise undesirable behaviour, simply by providing a visual clue that an area is being monitored.

For random undesirable behaviour such as vandalism, through to those with organised criminal intent, people are likely to be deterred if they are aware of the presence of CCTV. Appropriate CCTV warning signage is a compliance requirement.

Tip:

Consider increasing the number or optimising the positioning of signs for maximising visibility and raising awareness of the system.

3. Intervention before offences are committed

Benefit:

A CCTV system supported by a public address (PA) system enables verbal warnings to be given, providing the ability for interventions to be made before undesirable behaviour occurs.

An area covered by CCTV may be remotely monitored by an approved and compliant service provider. When equipped with a PA system, the monitoring team are able to issue a verbal warning of their detection. This might be to warn a trespasser before an intrusion attempt.

Tip:

Consider audio monitoring to enable the monitoring team to understand any verbal communications and the intentions of those under CCTV surveillance.

4. Ensuring appropriate police and emergency response

Benefit:

CCTV provides visual confirmation of burglary or fire alarm activation. Establishing positive activation or false alarms protects police response.

Combining CCTV with intruder and fire alarms enables verification of activation events. Remote monitoring of the integrated system by approved and compliant service providers enables the prioritisation of police or fire and rescue response to the site or premises.

Tip:

Consider the benefits of integrating access control systems, such as door, turnstile, gate and barrier entry with CCTV and alarm systems to maximise protection against all threats.

5. Reassures people in sensitive environments

Benefit:

Sensitive environments including educational, medical or social care establishments are made much safer by the presence of CCTV. This helps to protect vulnerable individuals such as children, patients or service users as well as staff such as teachers, nurses or carers from assault.

In all cases footage from monitored areas helps establish the circumstances and how an event unfolded. This provides evidence and supports the process for dealing correctly and appropriately with any incident.

Tip:

Make sure footage is retained for as long as possible as there may be a considerable delay between an event and the need to investigate what happened.

6. Helps security staff to remain safe

Benefit:

For staff responding to alarm activations, CCTV provides a good idea of what is going on at any camera position, and helps to ensure safety.

Fire or burglar alarm activations are often false. However, without visual confirmation it may be impossible to establish this quickly. With CCTV, security personnel sent to investigate have a much better idea of what to expect on arrival at the camera position. Requesting police or emergency response to serious situations can be accelerated, potentially saving lives and property.

Tip:

Consider using an HD CCTV system as it supports wireless connection to mobile devices such as tablets and smartphones, allowing security personnel to physically investigate while monitoring live CCTV.

SUMMARY

How iC2 helps you get the full benefits of CCTV

iC2 is a leading mid-market security systems provider and was established in 2001. The business is owned and managed by a team with a collective experience of over 100 years in the electronic security business. iC2 holds CCTV and security and quality accreditations with NSI and BSI respectively.

It is our firm belief that the appropriate and compliant use of CCTV is an invaluable asset to businesses and organisations of all types that need to protect people, premises and property. In doing this, the technology also plays a significant role in helping to support a safer society.

A prestigious client list including luxury international boutique brands, top flight sporting venues, retail developments and educational and social environments demonstrates how solutions are deployed to meet a variety of requirements.

From deterring theft of high value luxury goods, to sports fan and public safety and child protection, solutions are deployed to meet a range legitimate purposes for which they are appropriate and fit for purpose.



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About Us

Keeping you safe and secure at all times

ic2 provide you with innovative solutions tailored to you and your sector. We are London-based with a national team of surveyors and engineers that work closely with our clients throughout the UK and internationally.

Our unique consultative approach allows us to tailor bespoke systems to your individual requirements, ensuring that your operational requirements are met.

We appreciate the need to demonstrate the best value to you every time and as a technology-led company, you can expect our cutting-edge and ground-breaking approach to serve your needs for many years to come.

Please feel free to contact us to discuss any requirements you may have. We are happy to give you impartial advice, should you have any queries.

