

PARK SECURITY:

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Located in the heart of West Midlands in Coventry, England, the Skydome Entertainment Complex is a multi-level integrated leisure complex that hosts thousands of visitors daily. Home to cinemas, nightclubs, bars, and restaurants, the Skydome offers an attached 17-story parking structure for the convenience of its customers. A 24-hour operation, Targetfollow approached 1st Alert UK and Pelco on behalf of UK-based car park company RCP parking for a comprehensive video security installation.

In the past, security footage was not meeting the high standard that a busy 24-hour car park demands. When approached by RCP Parking Ltd. to provide a top-of-the-line security system, 1st Alert UK knew that Pelco was the only choice. Implementing a system designed to secure automobiles, deter crime and provide peace of mind to Skydome customers, the results have been immediate.

Phil Grant, RCP car park manager, notes that since the installation, customers are using the structure more, feeling more comfortable in leaving their vehicles there, day or night.

The demands of the installation were rather straightforward. Security personnel needed the ability to both monitor the

relationship we have with Pelco and the excellent technical back up we receive, we felt confident we could plan a more expeditious installation schedule."

With all parties impressed with the installation, Mark Cook, Group Facilities Manager for Targetfollow, the sister company to RCP, said, "1st Alert UK has consistently delivered an exceptional service, and their success on the Skydome project has cemented our on-going partnership and led us to elevate 1st Alert UK to preferred supplier status."

Within the first week of operations, the Pelco system was put to the test – and came through with flying colors. In two separate incidents, video was used to pinpoint suspicious activity within the car park. Because of the video evidence, the investigations were made that much easier and hope for conviction of the alleged suspects, strengthened.

"Since the installation, we have noticed a 50% reduction in criminal activity," noted Grant. "And we have found the image quality outstanding. The ability to protect our customers... continues to improve business. And our [security] staff feels confident that should any activity take place, they have a

United Kingdom Car Park Chooses Pelco



entire complex and control cameras to track moving vehicles as well as individuals on foot. As a result, a combination of fixed and positioning systems was needed.

"Pelco was the natural choice for this application," explained Dave Oram, 1st Alert UK National Project Manager. "In fact it's the only manufacturer we have complete confidence in, and our engineers repeatedly re-affirm this to us."

With a successful history of working with the Pelco product line, a system was soon put together that included the System 6800 Matrix Switch, EH3500 ImagePaks, KBD300A Keyboards, Spectra III Domes and Spectra Mini Domes.

It was projected that this project would take four to five weeks to fully finish, but with the teamwork of 1st Alert UK and Pelco, the complete system was delivered, installed and performing above expectations, ahead of time and on budget. Charlotte Bain, sales director of 1st Alert UK says, "Due to the

clearer understanding of what they are investigating, which gives them a feeling of security and boosts morale."

Founded over 20 years ago, 1st Alert UK specializes in all aspects of building and town centre security and boasts an impressive and varied portfolio across the public and private sector. Their mission is to provide service perfection and cutting-edge, dynamic solutions to their customers, in addition to holding up their service principles of listening, understanding and responding to the needs and requirements of their clients. As their principles of customer service so closely match those of Pelco, it is no surprise that this partnership was a complete success.

Pelco looks forward to continuing its relationship with 1st Alert UK in future installations. For more information about their company, please visit their Web site at www.1stalertuk.com. **1**

