

Cheadle FC win at home with remote monitoring technology

Cheadle Town Football Club is using a partnership of remote monitoring services and the latest technology to ensure that its premises are monitored and secured at all times.

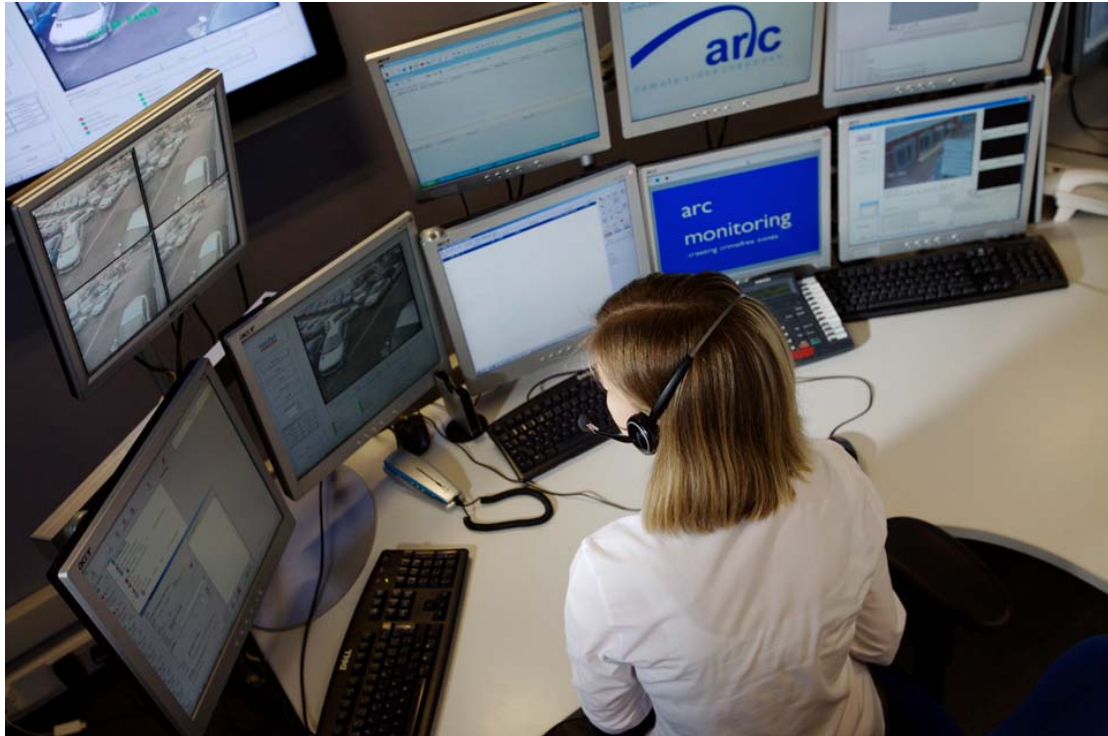


Cheadle FC, currently in the second division, has had a rich and diverse history in the years since it formed in 1961 as Grasmere Rovers. Now situated at the Park Road Stadium, the club is famous for its foreign tours and has a record of playing 96 games in 30 different countries in front of over 312,000 people, scoring 111 goals.

Being a rather isolated site, often unmanned out of match time, Chairman Chris Davies was keen to prevent any trespassing. Although no cash or valuables are kept on site, periodic attempts had been made to get to the stocked bar. "There's never been a real problem with security at the club," says Mr Davies. "It's more a matter of preventing any break-ins and eliminating the associated cost."



Arc Monitoring was brought in to handle the remote monitoring for the installation. "Cheadle FC don't have the personnel resources to make best use of the CCTV network, a common situation for installations on more remote or infrequently used sites," says Jonathan Sturley, Managing Director of Arc Monitoring.



At the heart of the remote video response service offered by Arc is the Vista SmartTel. The SmartTel has been designed to provide fast transmission of high quality colour or monochrome images via ISDN, PSTN, GSM or TPC/IP (LAN/WAN) communication networks, allowing the remote monitoring of camera locations virtually anywhere in the world.

At Cheadle, a number of fixed cameras have been installed in the bar area and around the perimeter of the buildings to monitor activity out of hours. These cameras are linked to the SmartTel on site which then transmits via ISDN to Arc's partnering EMS software.

SmartTel represents excellent value for all parties. For the installer, it allows a competitive quote to be tendered and for the customer it provides a one-stop solution for their remote monitoring needs. "The SmartTel solution is resilient, reliable and very capable," says Mr Sturley. "Because it's so easy to configure, installers are comfortable setting the system up and it takes them little time at all."

Arc prides itself on offering a flexible service and continually working to understand the often-changing requirements of their customers. "The human element is very important in remote video response," says Mr Sturley. "We are Certified Investors in People and have developed a committed and loyal team that are very aware of their

duty of care.” It’s this marriage between the human factor and IT that makes them so successful. “They’re a very professional outfit,” confirms Mr Davies. “We feel completely reassured that any attempts by trespassers to enter the premises will be dealt with quickly and competently.”



Over the years CCTV has emerged as the dominant discipline in electronic security. As Mr Sturley points out, an intruder alarm is rarely responsible for catching anyone. With remote video response, however, the chances of actually apprehending trespassers are dramatically increased. In fact, at Arc Monitoring, they catch someone every night – a statistic that pleases their network of customers no end. “In a maturing security market, remote monitoring gives installers something new to offer,” says Mr Sturley. “It’s a value added service that offers truly impressive results, without an expensive price tag to go with it.”

Of course, remote video response really took off with the technological advances surrounding broadband. Now available to 95% of the population, the percentage of broadband connections has doubled over the last few years. To help aid the market and make it easy for installers to offer remote video response, Arc works to educate and support them during any installations. “It all comes back to the people factor,” says Mr Sturley. “By lending our experience to installers and providing all the necessary training the end user can be assured of a flawless installation and trouble-free usage.”

The system has been successful from the start and Arc has been able to successfully deal with any attempted break-ins. A recent example highlights the value-added service Arc are able to provide.

An individual breaking into the club bar set the alarm at Arc's monitoring station off one Sunday late afternoon. Arc immediately started tracking the intruder and saw him turning on the beer taps. Using the SmartTel audio PA system, they advised him that the police had been called and suggested he vacate the premises. As always in such an event, Arc kept a close eye on him. Their vigilance was essential as they then witnessed the intruder starting a fire and fleeing the site. Having called in the fire brigade, Arc then monitored the arrival of the police. "This is where the initiative of one of our operators really came into its own," says Mr Sturley. "He saw that the police were going to enter the building without realising that the danger of the fire existed. Fortunately he used the PA system to warn them and they waited for the fire brigade to arrive and put the blaze out. The police were delighted that we were able to warn them of the danger."

"Because we had the right technology and people in place the situation was contained," says Mr Davies. "Had it not been for Arc's quick thinking and their intelligent use of the SmartTel PA system, there would have been further damage to our property and even lives could have been in jeopardy."

And the success at Cheadle isn't an isolated incident. "Every night we stop crime," says Mr Sturley. "With the combination of our personnel and the technology offered by the Vista SmartTel we have a winning formula that works time after time."

According to Mr Davies, the system will easily pay for itself within the first year. "The cost of the set-up was roughly equal to the cost of a single guard over a year," he says. "This way we can be assured that our property is protected when vacant and that a fast and reliable system is in place should an incident occur."

About Arc Monitoring

Arc, in partnership with your CCTV installer, has created a unique combination of cutting edge technology combined with highly motivated operators to provide you and your premises with the one thing you seek: a crime free zone.

Through the combination of the systems employed - CCTV and Remote Video Response amongst others - they can offer the complete security monitoring service.

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