



ClearImage

Clear Image Case Study

Clear Image Group
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Project	FreedomCAM & Contractor Key Pad
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Saving money, time and effort

The Site

Northwich Retail Park is a small retail park situated just east of Northwich town centre in Cheshire managed by DTZ, with tenants including Next, Currys, Argos and B&Q. The only security coverage was a gate, locked overnight by a lock down service, at a cost of approximately £11,000 pa.



The Challenge

The park is an open site without a full time DTZ management presence. There were two main challenges to overcome. Firstly, providing security surveillance cost-effectively and secondly, management of contractors. Installation of conventional security cameras was not possible as: a) the tenants would not wish cameras to be building mounted; b) the landlord's power supply is available through the lighting columns only, which is not suitable for running conventional camera systems; c) there are no landlord's telephone lines through which to manage connections; d) there is no landlord's building in which to store the control equipment required for a conventional camera system. Because DTZ do not maintain a full-time on-site team, management of contractors was a logistical headache, in addition to concerns of health & safety.

For an area prone, like many of its kind, to the usual problems of crime, joyriding and fly-tipping, clearly having no camera surveillance was not an acceptable option to tenants – yet a conventional camera system was not possible without a very significant cost and substantial business interruption.

The Solution



To solve these problems, Clear Image introduced the innovative FreedomCAM, a flexible CCTV surveillance solution combining state-of-the-art IP camera technology with 3G mobile communications and power back-up. Positioned on lighting columns, this solved at a stroke the problems of power supply and mounting, with the added benefit of providing a comms connection. FreedomCAM uses high quality intelligent IP cameras incorporating 32GB solid state built in video storage and two-way audio. Camera images and recorded footage can be accessed remotely from anywhere, anytime, using a



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standard PC / laptop. FreedomCAM is a neat, discreet solution (see image, left) suitable for deployment in almost any environment. Just three FreedomCAMs cover the site, at a tiny fraction of the cost and business interruption of a conventional system.

The addition of a Contractor Key Pad provides further functionality. An IP keypad monitors ON/OFF site attendance, with the facility to provide both a snapshot of the person on site and a record of movements logged at the monitoring station. Alarm activity logs can be provided periodically on or request. This provides DTZ with an audit trail of attendance for both general contractor management and health & safety.

The Benefits

- Reduced costs – three FreedomCAM units cost just £616.72 per month (including all maintenance and monitoring) – that’s just £7400 pa compared to the cost of a lock down service: a saving of over £3500 per year
- Massively improved functionality – for less than the cost of a lock down service, this solution provides full site CCTV surveillance with monitoring functionality, recorded images to support investigation / evidence, plus a contractor management facility
- High quality, cost-effective CCTV surveillance in an exceptionally challenging situation where a conventional camera system and the necessary associated infrastructure would have cost many thousands of pounds
- Facility for remote Contractor Management with full audit trail for contractor accountability
- Facility for Health & Safety management by logging contractor attendance
- Enhanced client amenity

For more information please contact:		
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