



ACCRINGTON STANLEY FOOTBALL CLUB

INTRODUCTION

Accrington Stanley is one of footballs' oldest names and was among the twelve founder members of the EFL. A long-established club within the North West, their stadium accommodates 5,000 with on-site hospitality and training ground.

In 2014, management identified the need to review the current CCTV system and look at ways in which ease of use and image clarity could be improved upon to support their position as the only league two football club who don't require police presence on match days.

A gallery of the Accrington Stanley security installation is available via the website: www.guidesecurity.co.uk/casestudies

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D. Burgess - Managing Director

SERVICES PROVIDED

CCTV Maintenance | Intruder Monitoring





Selection Process

Managing Director, David Burgess was initially introduced to Guide Security by Accrington Stanley's Chairman Andy Holt who has been a valued client of Guide Security for many years.

'During their initial visit, Guide Security carried out a detailed survey of our current security provision and more importantly took the time to fully understand our requirements. Neither the club or the offices were alarmed when the old system was in place causing major concern for the retail side of the club, therefore it was essential this was included in the proposal. When compiling the proposal, Guide Security demonstrated both a high degree of technical competence and commercial awareness, protecting our original investment by incorporating existing equipment where possible.'

'The team carried out a full survey, mapping the current system, highlighting areas for improvement such as detecting blind spots, identifying cameras which weren't performing and advising on technology. We were impressed with the speed at which they got back to us, the detail of the initial plans, the technical expertise of the team and their willingness to work with us to achieve the desired outcome within our budget.'

Installation and Equipment

David continues, 'The installation process was seamless. The engineers were obviously well briefed and fully understood the requirements and quite simply got on with the job. They kept us informed and crucially made us aware of any potential down time. In total, the installation took ten days and the team even attended the first match to ensure that the system performed as expected. Overall, the new system is more user-friendly and provides a better clarity of image compared to the original.'



'The introduction of IP technology over the original analogue has provided us with instant playback and remote access to cameras via a tablet so we can keep an eye on everything. Any minor or significant

issues can be dealt with swiftly via a quick call to our own security team, Guide Security or indeed the police.'

Match-Day Management

The new security system offers huge benefits to Accrington Stanley by enhancing the working ability of the match day management team. David explains, 'On a match day we can have up to 4,000 people and can now manage this with confidence due to having a fully operational control room synchronising with our stewards.'

'Another issue solved by Guide Security is the ability to prevent the football club from receiving unnecessary fines. The new cameras offer colour images that provide a level of clarity which enables us to pick out individuals who may have set off flares or who are involved in anti-social behaviour,' says David. 'This evidence can be shared with the individual or group in question and handed over to the police for more serious offences.'

Accrington Stanley are extremely proud of their status as the only league two club allowed to host matches without a police presence. 'It is here that the CCTV becomes an integral part of our team,' David states. 'Typically, a club our size would spend as much as £12,000 per match on policing. The lack of incidents on match days is down to our match day management team working hand in hand with the CCTV system. This combination offers not only operational benefits, but also financial.'

“ Overall, they offer a high quality product, a professional approach, friendly service and are reliable and trustworthy.”

D. Burgess - Managing Director

Final Words

David summarises, 'Guide Security continue to find solutions to any obstacles which may come our way. They are proactive and an integral part of the team. Moreover, when issues do arise, their reaction time is brilliant. The team are working with us to continue to develop the system across additional facilities planned for development. Furthermore, they have upheld standards, done exactly what we have asked and advised us where necessary.'