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## BLACKBURN ROVERS FOOTBALL CLUB

### INTRODUCTION

Blackburn Rovers are a long established EFL football club and one of the leading clubs in the North West. Their portfolio includes a 31,000-seater stadium, club shop, business centre and indoor centre all on one site, with training grounds just ten miles away in the Ribble Valley.

In 2016, the safety officers identified that the analogue CCTV system installed throughout the site was in danger of failing. They were experiencing camera issues on a regular basis and were at risk of not meeting their health and safety requirements which could lead to losing their match-day license.

A gallery of the Blackburn Rovers security installation is available via the website: [www.guidesecurity.co.uk/casestudies](http://www.guidesecurity.co.uk/casestudies)

**“ Guide Security are definitely a company focused on building a long term relationship and creating a win-win situation.”**

*M. Cheston - Financial Director*

#### SERVICES PROVIDED

CCTV Maintenance





## Selection Process

Following a broad consultation process the Club decided to utilise the services of Guide Security with whom they already had established security arrangements at their training facilities. This decision was based on the expeditious manner in which Guide Security produced detailed plans based on the requirements of the Club.

'The professionalism of the team was second to none,' says Stuart Caley, Safety Officer. 'My first impression was that the team adopted a 'can do' approach and were more than capable of meeting our product, service and financial requirements. We walked away from the meeting confident that they would do what needed to be done.'

Mike Cheston, Financial Director of Blackburn Rovers continues; Guide Security worked with us to come to a financial arrangement which enabled us to upgrade our system within a required timescale.'

## Installation and Equipment

The team utilised most of the existing cabling, infrastructure and cameras where possible and implemented the upgrade on a phased basis. The first phase was completed in October 2016 and the second phase in December 2016.

Stuart shares his experience of the installation; 'Guide Security, using a single engineer, commenced work on site and within five days the new digital platform was in place. In addition a number of cameras which had previously not been working were restored to the system. The technical knowledge and speed at which the engineer worked was commendable. They blended seamlessly alongside our in-house IT and monitoring team, making the whole experience simple and hassle free.'

David Beresford, Deputy Safety Officer continues; 'The functionality, ease of use and clarity of images is massively improved compared to our previous system. The instant record and playback, plus the additional functionality, makes the system extremely user friendly.'

Guide Security worked with us to train our CCTV team in time for the start of the season and the clarity of images the new digital cameras provide is exceptional. We're looking forward to introducing the remote viewing app for our head grounds man so that he can monitor issues affecting the pitch from his home.'

'The speed of delivery was extremely quick, the quality of work was commendable and we've benefitted hugely since the new system was installed' adds Mike.

## Match-Day Management

'The instant playback and clarity of images is invaluable. You wonder how you did without it,' states David. 'If an incident occurs we can utilise the digital processes available with the system to review what has occurred with a view to indentifying the individual(s) involved. This enables us to provide our stewards with the information they need to move in and deal with the issue whilst our CCTV team are still monitoring. Whereas previously we'd be looking through tapes, with the new system we can literally playback and identify issues whilst still monitoring the environment in real-time. It's very difficult for an individual to argue their point when faced with their image staring back at them.'

**“ We have seen a reduction in anti-social behaviour, particularly certain groups we have had problems with in the past.”**

*M. Cheston - Financial Director*

David continues, 'Under the terms of our information sharing agreement we can also provide the police with evidential material which may be used to support prosecutions for offences under specific football legislation or other crimes. The improved imagery is so much better than what we previously had available to us.'

## Final Words

David: The team at Guide Security worked with us to provide a solution which worked. They utilised our existing infrastructure to support a phased installation and their willingness to work with our IT Department made the installation seamless. The ongoing relationship is based on open two-way communication with the team on speed-dial whenever we need them. If we have a breakdown on the system their response time is fantastic and Ben Carolan our Account Manager is regularly in touch to make sure everything is working fine and that our system is future-proofed.

Stuart: 'Professional' sums Guide Security up. The quality of the service, the quality of the products, their commitment to the project and the team's competence is astounding. It's the complete package and this is what makes them the best at what they do.

Mike: The team at Guide Security are reliable, efficient and sincere. There is no second-guessing, no checking, turnaround is amazing and they aren't pursuing their own agenda. They are interested in what our needs are and work with us to find the best solutions for us.