

# Telford upgrades with Siemens to meet vision for the future



Siemens has provided a technically advanced integrated security solution for what is set to become one of the major retail, leisure and residential destinations in the West Midlands, The Telford Shopping Centre.

Dating back to 1973, the original Telford mall opened with just 24 shops. Reflecting the area's rapid population growth, the centre has expanded and is now home to over 160 stores including House of Fraser, Debenhams, M&S and Zara, as well as cafes, bars and more recently a health centre.

Siemens supplied the original surveillance system for the centre in 2002 and was called back in to undertake an upgrade to encompass the centre and car parking facilities, in line with current advances in digital CCTV and recording technology.

Doug Lebeau, Operations Manager at Telford Shopping Centre explains:

"We have worked with Siemens for many years now and have always been delighted with the level of technical support we have received from the team. Once we made a decision to review our security solution, it was an automatic choice to turn to Siemens for their advice.

"We required a future-proof security system, one that can meet the demands of an ever-changing contemporary retail and residential development. We have moved from VCR to digital technology and what we have now is a much faster system with tangible benefits in terms of providing a safe and secure environment for Centre visitors."

The technology, which includes 112 cameras across the centre, pedestrian walkways, stairwells and car parking areas, has been rationalised into a new single Siemens Fidelity contract. Peter Hawksworth, Managing Director Security Solutions at Siemens explains: "This approach provides a very cost effective method of system upgrades, which includes comprehensive support for the future, as annual payments have remained the same and are fixed for the next seven years. It has also enabled the centre to integrate separate elements across the site into one single system, supported and maintained by Siemens."



Peter continues: "We are providing a 'future-proof' control and recording platform which will cater for long term plans to further expand the centre to create a thriving centre for the West Midlands. New digital video recording systems will increase the efficiency of the security team by eliminating manual effort associated with tape systems."

Telford Centre's long term vision is to create an integrated shopping, residential and leisure destination at the heart of the West Midlands to bring together the traditional town centre experience with the strength of a shopping centre. New long term plans to increase the centre's role within the community means it will play a pivotal role for all of its users.

"Increasing footfall, diversity and infrastructure means today's security systems must be capable of meeting both short and long term needs. Higher quality recorded information will make identification of suspects and incident review easier, helping to provide an attractive and safe environment for shopping centre customers" explains Peter Hawkworth.

All necessary training for the security and management team is included as part of the upgrade and further training will be available whenever necessary throughout the duration of the partnership.

## Highlights

- System upgrade encompassing the Centre and car parking facilities
- Separate elements across the site integrated into one single system, supported and maintained by Siemens
- 'Future-proof' control and recording platform caters for long term plans for further expansion
- New digital video recording systems will increase efficiency
- New single Siemens Fidelity contract provides cost effective method of system upgrades
- Annual payments have remained the same and are fixed for the next seven years

The information in this document contains general descriptions of technical options available, which do not always have to be present in individual cases. The required features should therefore be specified in each individual case at the time of closing the contract.

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