

CASE STUDY



THAT'S CENTERTAINMENT! PANASONIC STYLE.

As part of the park's original design specification in 1998, a security plan was implemented which included a purpose built security office and a dedicated CCTV system. As the park grew in popularity and expanded its customer base, the site's management group, Donaldson's, felt an upgrade to the system was necessary to take advantage of technological developments in surveillance technology; protecting the safety of its clientele as well as it's long term economic future.

Panasonic Premier Integrator, Reflex Systems of South Yorkshire, has significant expertise in this sector and is a long-term partner at other similar sites owned by Donaldson's, the management group of Sheffield Valley Centertainment. With this long-standing relationship, Reflex was an obvious choice to meet the owner's objective of better site management, achieved via a significantly upgraded high-performance surveillance system. ►

Situated in Sheffield, in the heart of the Don Valley, the Valley Leisure Park complements the adjacent Sheffield Arena and Don Valley stadium, as one of Sheffield's premier leisure facilities. Attracting thousands of visitors each week, the leisure park boasts one of the UK's largest multiplex cinemas with over 20 screens, a large Hollywood Bowl complex, and multiple restaurants, including Old Orleans, Frankie and Benny's, Chiquito, The Boardwalk and a Burger King.

Panasonic
ideas for life

High-spec surveillance

After a comprehensive audit of the site, David Kynman and Steve Ward, Reflex's Group Sales Director and Projects Director (respectively), specified a Panasonic based solution to meet with Mike Jeffries' specific requirements.

To meet the objectives, Reflex installed Panasonic's WV-CW860 dome cameras throughout the site. The WV-CW860's integrated housing is specifically developed for 'all weather' outdoor use, making this camera unit the ideal choice for exterior surveillance of the park.

The system's camera images are transmitted via coax cabling to an on-site control room. Manned 24 hours a day, it is equipped with Panasonic 17" colour monitors and a 16-channel digital recorder. Programmed to record 120 images per second, it allows operators to review crystal clear images of any incidents captured, making the identification of individuals involved an easier task. Video playback and review is controlled intuitively via a corresponding Panasonic WV-CU650CJ/B controller that also manages the system's WJ-SX150A camera switching matrix. The WV-CU650CJ/B controller was chosen for Valley Centertainment due to its busy control room environment. Several operator shifts a day results in many different user preferences.

Mike Jeffries employs Security Industry Authority (SIA) licensed operators in the Valley Centertainment control room. Mike explains the advantages: "Using only SIA qualified staff ensures our control room conforms to best practice standards. Our investment in industry leading Panasonic technology allows for an effective overview of any potential or actual incidents, whilst the corresponding investment in our staff training guarantees a measured and professional response to situations."

The new system comprehensively covers the site's award-winning secure car park area comprising of parking for 1,200 cars, business units, (including their back of house service areas), a dedicated tram stop on Sheffield's SuperTram network, and arterial roadways, pubs and other industrial units surrounding the site. ►



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Effective detection

Access to an effective surveillance system, tailor-made to their needs has proved invaluable to Mike and his Sheffield security team: “A successful public entertainment venue would require a vast amount of human resource without a high-performance CCTV surveillance system like ours”, he continues: “When visiting a large scale entertainment venue like this, customers should never have the feeling that either themselves or their property are open to any kind of danger.

“The Panasonic surveillance system has been integral in our gaining a Safer Parking Award from the Associated Police. Since the system was installed there hasn't been a single incident of vehicle theft from our car parks, whilst accidental damage to any vehicles left on the premises can be quickly resolved if any 'parking mishaps' are captured on our high-definition surveillance system.”

Utilising the Panasonic technology at their fingertips, Valley Centertainment staff have the ability to track individuals' deep into the park's surrounding areas. “We regularly assist the police with investigations into road traffic accidents and altercations outside the local pub, as these events have usually been caught on our cameras,” explains Mike: “Staff often find the system is useful as an emergency device in a variety of ways. The team have, in the past, been alerted to a rear door on one of the premises that developed a latch fault, as the staff were locking up for the evening. On alerting the control room operators, we were able to train a camera on the door and monitor the premises remotely until it could be repaired early the next day. This saved substantially on manpower, negating the need for a member of the security team to be physically present, to monitor the door all night.

Invaluable asset

The new CCTV system is not only deployed for security at the park but also as a front line Health and Safety tool too. A typical example of this is a case when control room staff noticed two children fast asleep in a locked vehicle, in direct sunlight on a very hot summer day, “None of the car's windows were open and the temperature we judged to be extremely high.” explains Mike: “With intuitive and rapid routes to archive footage through our Panasonic controller, we were able to quickly identify the owner's of the car. Our security staff on the ground were then scrambled, and a search instigated. This resulted in the children's parents being found in one of the Park's restaurants, as pinpointed by the CCTV system. Fortunately, this scenario drew to a ►

successful conclusion, with a potentially dangerous situation being resolved quickly and efficiently with the children removed from the hot vehicle."

Utilising the surveillance 'overview' Panasonic's CCTV system affords the security controllers and managers, Mike can use just five 'on-foot' security guards to effectively cover the extensive leisure facility, even during its busiest periods. Mike concludes: "This system has proved invaluable for the management of Sheffield Valley Centertainment. The high-performance CCTV system can be the eyes and ears of a modern leisure complex like ours. It's like having an extra twenty ever-alert security personnel that never go home! Since the system went live, we haven't had a single instance of a break in, graffiti or vehicle theft – it's just not an issue anymore." ■

Equipment List:

CCTV cameras

Panasonic WV-CW860 external dome cameras
(housing 22x zoom lenses)

Panasonic WV-CW864A external colour/mono domes
(all IP66-rated)

Digital recording systems

Panasonic WJ-HD316A 16-channel digital video
recorder with 160 Gb hard drive plus telemetry

Panasonic WJ-HDE300 expansion unit for HD300 Series

Panasonic IS-HD250 250 Gb hard drive

Panasonic LFD511 4.7 Gb CD/DVD archive unit for
HD316/HD309 DVD Ram, DVD Rom

Matrix

Panasonic WJ-SX150A 16-camera switching matrix
complete with four mono outputs

Controllers

Panasonic WV-CU650CJ/B desktop controllers/keyboards

Monitors

Panasonic WVCN1780 17" colour monitors, 800 TV
lines, SVHS metal cased with three inputs

Panasonic WV-CM1480 14" colour monitors, 800 TV
lines, SVHS metal cases with three inputs

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"The PPI scheme has been developed to create loyalty between Panasonic and the integrators who are willing to go that extra mile. As the scheme has developed and evolved it has generated a benchmark standard for CCTV installers across the UK & Europe."

Find out more at:
www.premierintegrator.eu



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