



Direct

Security

Borough Market

Social security

An end-to-end security system implemented by Direct Security at London's Borough Market, has not only created a safer and more secure environment for traders and shoppers, it has increased productivity for the market's security team and improved relations with the police.

Empowering protection

Often, businesses see surveillance only as a means of preventing bad things happening. It's a way to identify threats and risks, keep an eye on suspicious characters, expedite a response to trouble, and document disagreeable incidents. But at Borough Market, one of London's oldest markets and now a renowned food centre, surveillance plays a much more expansive role.

By upgrading its aging analogue surveillance system with a new high definition solution from Direct Security, Borough Market is protecting the vibrant, friendly and safe atmosphere that makes the market such an enjoyable experience for shoppers and profitable for vendors. It is also helping improve productivity for the police and the market's own security professionals. Overall, it has created an environment that's more conducive for successful business.



Mobile monitoring and high definition surveillance

Budget and time constraints meant that transition to a fully-internet based system had to be phased. 18 HD dome cameras were initially installed to monitor high-volume pedestrian traffic through the Crown Square, Green Market and Market Hall areas, as well as the adjacent car parks and local delivery routes, whilst Direct Security also boosted the performance of the market's 20 existing analogue cameras by installing a number of video encoders.

Today, staff monitor the system from a central control room via desktop PCs using Direct Security's video management software with High Definition Stream Management (HDSM)™ technology, and security personnel can access the system from their mobile devices. Borough Market stores up to two weeks of continuous surveillance video using a network of video recorders.



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*David Gledhill,
Operations Manager, Borough Market*



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Securing a rich tradition

Dating back to the 11th century, Borough Market is now one of London's most widely recognised sources of exceptional British and international produce, where people come to connect and share.

To maintain its rich tradition of community, Borough Market has always been committed to protecting its 100 retail tenants and thousands of customers, and to supporting local law enforcement agencies.

Recently, Borough Market decided to replace its existing analogue surveillance system,

which could no longer deliver the functionality, reliability or image quality needed to optimise security at the site. It commissioned Direct Security, to install and support an advanced surveillance system.

“We chose Direct Security because its cameras had the best image quality on the market, and the software was very user-friendly,” explains David Gledhill, operations manager at Borough Market. “More than that, it offered the flexibility we needed for our strategic goal of maintaining the welcoming, commerce-friendly atmosphere that Borough Market has enjoyed for centuries.”

Higher confidence and productivity

Borough Market stores up to two weeks of continuous surveillance video using a network of video recorders, and the new system has quickly instilled great confidence with Gledhill. “We haven't had any downtime since we installed the system,” he says. so the security team doesn't have to spend much time managing or maintaining it. “There is no question that we have saved many man-hours since deploying the Direct Security system.”

Faster investigations

The security team has also been able to reduce the time needed to investigate incidents. “The software delivers a wide range of search and playback tools that reduce the time needed to complete an investigation,” explains Gledhill. Using the old system, security personnel might need four hours to review a 12-hour tape. “With Direct Security, we can review the same 12-hour period in less than 15 minutes – 25 times faster than before.”

Stronger law enforcement relationships

The introduction of the new system has also led to a better relationship with the local police, who sometimes request footage as part of their broader criminal investigations. “The police think the Direct Security system is great,” says Gledhill. “In fact, footage was recently used as key evidence at two trials, leading to the prosecution and sentencing of both defendants.”

Happy tenants, delighted customers

Gledhill says the solution has helped Borough Market reach its goal of boosting safety and security on-site without impacting the friendly, open atmosphere that shoppers enjoy. It has also helped improve its service to tenants, leading to increased sales sustainability.



“We were not focused exclusively on return on investment, when we invested in the Direct Security solution,” he explains, “but by improving security and reducing theft, we are delivering peace of mind to our traders which in turn helps us attract more customers and grow their businesses.”

“
... Footage captured by our system was recently used as a key piece of evidence at two separate trials, leading to the prosecution and sentencing of both defendants.
”

*David Gledhill,
Operations Manager, Borough Market*

Challenge →

Protect traders and customers in one of London’s most vibrant and historic markets

Results

- Peace of mind among traders and shoppers
- Higher tenant retention rates and business growth
- Better relationship with local police
- Improved success in investigations
- Substantial time savings for security team
- Protection that supports rather than constrains commerce

Direct Security Advantages



Rapid installation



Easy to use



25x faster searches



Less maintenance



Responsive support