

The Co-operative Food works with Axis and Kings Security to protect its people and property.

Embracing the power of networked video surveillance to improve the welfare of colleagues and customers.



Organization:
The Co-operative Food

Location:
United Kingdom

Industry segment:
Retail

Application:
Loss prevention, safety and security

Axis partners:
Kings Security Ltd.,
Milestone

Mission

The welfare of customers and colleagues is taken extremely seriously at The Co-operative Food. In order to enhance the safety and security of its stores, the retailer undertook a review of its incumbent analogue surveillance systems with the aim of improving colleague safety, incident detection, response times and conviction rates through the adoption of IP video technology.

Solution

Installer and Axis partner, Kings Security, developed an interactive security solution that utilised Axis networked video cameras to measurably increase the personal well-being of Co-operative colleagues, and improve loss prevention across the supermarket estate.

The final installation incorporated Axis' compact fixed dome cameras and high performance video encoders, controlled by a Milestone Professional operating system, sitting on a Razberi server.

Live surveillance footage from each store is streamed to a central control room and monitored by a dedicated operator at Kings Security. Staff can directly communicate with the control room via an incident button and operators can both listen to and broadcast messages in-store.

Result

The Co-operative Food reported an average 50% reduction in reported instances of crime and a significant reduction in unrecorded loss from theft of attractive commodities in stores where Axis cameras had been installed. Following a staff engagement survey, an average 34% increase in 'perception of safety in the workplace' was reported, as measured against the previous year. Feedback from local law enforcement has also been positive, with system footage routinely used to support prosecutions.

“We chose Axis because its product range and camera quality meant we could use a minimum number of suppliers and maintain the same blueprint system across the entire estate.”

Graham Watt, loss prevention manager at The Co-operative Food.

Making the switch from analogue to digital

The Co-operative Food is the UK's fifth biggest food retailer, with almost 2,800 local, convenience and medium-sized stores. Its supermarkets range from between 1,000 and 24,000 sq ft. It has food stores in every UK postal area, and over 75,000 employees, serving a total of 14.5 million customers per week.

Having acquired much of its estate through a substantial acquisition and integration programme, diverse surveillance set-ups existed across the chain, operating in silo, with no centralised control platform. Axis partner, Kings Security, was selected to transition the retailer onto one unified, future-proof security system and implement a sustainable asset renewal programme.

Graham Watt, loss prevention manager at The Co-operative Food, explained: "Our stores trade from 6am to 11pm across very mixed-demographic locations. Some sites are higher risk than others. We needed a system that would cope with disparities in each location, could be easily scaled up or down as necessary, and that would connect the estate on one integrated platform.

"After analysing the market, we chose Axis because its product range and camera quality meant we could use a minimum number of suppliers and maintain the same blueprint system across the entire estate."

Colleague and customer comfort is a top priority

The solution was an interactive security network that improved surveillance cover for high-risk stores and increased the safety and security of customers and colleagues.

Kings Security installed an 'incident button' that could be pro-actively used to alert control room operators when a colleague feels at risk. Steve Evans, commercial director at Kings Security, said: "We have a 24-hour manned control room, with a dedicated operator monitoring up to 20 stores. If an incident occurs or a staff member anticipates that a situation may escalate, they can alert the operator. It's incredibly comforting for staff to know that someone is watching over them and that support is on-hand whenever necessary."

When locking-up, colleagues can request that operators assess the area, using the cameras to scan and identify any potential threats. Steve added: "Axis' unique Light-finder technology means the picture quality is clear and precise – even in the dead of night." AXIS P8221 network I/O audio module adds two-way audio capabilities, allowing control room operators to make in-store announcements, speak directly to colleagues or deliver instructions.

Subtle and effective surveillance

Axis' camera's wide angle view allow fewer units to be used to deliver full coverage of the shop floor and sensitive areas. Graham explained: "We often change store layouts – promoting specific products, reorganising shelves etc. The picture quality, manoeuvrability and depth of field of Axis' cameras mean that there's no need to increase camera numbers or move them around whenever we have a re-shuffle."

Axis cameras have also helped fulfil the retailer's central aim of improving the comfort of its staff and shoppers, thanks to the camera's discreet and compact design. "Security should never be obtrusive," says Graham. "The system Kings Security and Axis have delivered provides an effective deterrent for thieves, but is subtle and effective enough to ensure that customers and colleagues feel protected, not scrutinised."



"We regularly recommend Axis cameras to customers because of their high quality and reliability. The team's after sales support is excellent; we understand Axis products, what they're capable of and trust they'll do the job every time. Out of the box failures with Axis are next to none." Steve Evans, commercial director at Kings Security.

The co-operative food

KINGS
SECURITY

