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**ADPRO remote video monitoring solution reduces crime and improves business at McDonalds**

McDonalds, the fast food chain with more than 1000 restaurants in the UK alone, is working with ADPRO remote video monitoring technology from Vision Systems to provide a safer environment in which young families can dine and in which its employees can work.

As with many other restaurant and hotel chains in the United Kingdom, McDonalds has its fair share of unruly patrons and gangs of youths who harass or assault staff and disturb legitimate restaurant guests. McDonalds wanted to prevent its restaurants from being targeted by these groups, and proactively protect the safety of their staff and the families that enjoy the McDonalds experience.

With this in mind, McDonalds identified 20 of its sites as known 'trouble spots' and sought a CCTV solution that could handle remote monitoring of multiple retail sites from one central location. Their requirements also included audio-integration to be able to communicate directly with offenders whilst visually monitoring their actions simultaneously over a data network.

The system also had to be compliant to the new BS8418 security standard. This standard specifies best practice CCTV installation and monitoring, and has recently been adopted by the UK police as a mandatory requirement for rapid response.

The solution comprises multiple cameras to film the interior and selected exterior areas of each restaurant. These cameras are connected to the ADPRO FastTrace unit that records and transmits the video to Visual Verification, one of the UK's leading central monitoring stations. Each restaurant is also fitted with speakers and microphones to ensure high quality audio reproduction.

Staff at the Visual Verification control room can now keep a watchful eye on each restaurant. If they see public disorder in a restaurant, or if staff notify them of a problem by pressing a duress button, the central monitoring station operator can view live images of the incident and use an audio connection to address the offenders with a message such as: "You in the blue baseball cap. You are causing disruption. Please leave the premises immediately or the Police will be called".

Knowing that they are being watched and on camera usually causes the individual to leave before an offence is committed, and word is being circulated through the gang scene that McDonalds restaurants are to be avoided.

Since the BS8418-compliant ADPRO security system has been installed, security-related incidents at McDonalds' restaurants have decreased and this has, in turn, dramatically increased customer numbers, particularly young families.

Not only has the ADPRO solution contributed to increased revenue for McDonalds, but employees can also feel safe knowing that they are supported by the video and audio security system 24/7.

Peter Bolton, Regional Security Manager for McDonalds stated the new technology "has contributed to increased repeat business from young families". It has also "increased the safety and wellbeing of our employees' leading to higher staff retention, a reduction in the

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number of security-related incidents and a better service to its customers."

Peter Bolton added: "Within seconds of receiving an alarm notification our security staff can now intervene by a live voice response. This has reduced the time that an offender has to cause trouble to seconds, and in most cases they leave the restaurant immediately. The ADPRO security solution has contributed to increased repeat business from young families who want to enjoy a safe and positive McDonalds dining experience, free from disruption and intimidating behaviour from youth gangs".

He concluded: "By implementing the ADPRO solution we have increased the safety and wellbeing of our employees. In turn this means higher staff retention, which again means that we are better able to serve our customers' needs. ADPRO FastTrace has been a win-win solution for us".



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