

Peoplesafe

Winning Protection Service for Lone Workers

By Mike Faulkner, Vice Chairman of Judges

In May 2008 Rocksure Systems was recognised as a finalist in the North East regional heat of the National Business Awards – dubbed the “Business Oscars” by the now Prime Minister, The Rt. Hon. Gordon Brown.



This achievement for the South Yorkshire company is justifiable reward for its foresight of market demand, its capability to deliver a robust and reliable technology solution, and its ability to respond quickly to market conditions.

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a service provided by **rocksure**



Rocksure Systems launched Peoplesafe in 2004 and was the brainchild of the two current directors, Ian Johannessen (Managing Director) and Martin Rodgers (Sales & Marketing Director). Having a combined security and telecommunications background, together they recognised that a gap in the market existed for a comprehensive service to help protect lone workers. Whilst individual devices existed, Rocksurre Systems set out to create an holistic solution that would change the way that employees and employers viewed personal security. The outcome was Peoplesafe, a multi-functional lone worker alarm location and protection service.

The Health & Safety at Work Act 1974 and latterly the Corporate Manslaughter Act 2007 both highlighted employers' responsibility for the wellbeing of lone workers and put an onus on employers to assess and reduce risks. Whilst 'screech alarms' and other devices initially satisfied the letter of the law, they did not really encompass the 'spirit' of the law. Often presenting an employee with a 'Personal Alarm' only served to highlight the dangerous aspects of their role, rather than reassuring them of their safety.



Peoplesafe

Rocksurre Systems, through combining a series of technologies developed its Peoplesafe solution. Through presenting employers and employees with a service which both complies with the legal requirements and makes lone workers feel safer, the solution has won plaudits from customers in several sectors.

The company's most popular solution uses a discrete alarm which to all intents and purposes, looks like a normal identity badge. However, its in-built functionality allows Rocksurre to listen in, locate and then respond to the end user should they trigger a red alert or fail to check out of a meeting. Motion sensors can also detect whether the wearer has fallen or become unconscious or even had a severe impact such as a road accident.

The customer support is backed up by a comprehensive CRM system (customer relationship management), which enables the company to assess the usage of each device and the functionality, allowing Rocksurre Systems to be proactive in

suggesting training needs and feeding back usage data to its customers.

This user-data service allows the employers of lone workers to assess whether the devices are being used and if they are being used appropriately. In turn, this gives the customer peace of mind that its lone workers have the protection afforded by the service as well as having confidence that their investment in the service is reaping a return.

Since launching the Peoplesafe solution, customers have been won in several sectors including: housing construction; social care; car parking enforcement; and, in the retail sector. Each use the service for different reasons, but all benefit from providing employees with a duty of care and enabling lone workers to work without fear of verbal or physical abuse. The service is fully scalable therefore it can simply be rolled-out across an entire workforce as simply as it can be distributed to a solitary employee.

"I was conscious that as our parking hosts regularly work alone at night and could be vulnerable to an accident or attack. Now with Peoplesafe they have peace of mind knowing they can summon help at a touch of a button. Our personnel are delighted with the additional safety and protection provided by Peoplesafe which they now wear automatically as soon as they go on duty."

Clive Comport Quality Manager (Q PARK)

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Peoplesafe in action

Its uses are many and varied, from field worker solutions through to fixed based office and retail staff. It is so versatile that Peoplesafe have won the prestigious "Best Innovation in Technology" award at the recent House Building Industry awards.

For field based lone workers that need to enter premises Peoplesafe's functionality allows them to 'check-in' at a meeting time, and if for any reason they do not 'check out' at a prescribed time, it triggers an automatic alert. If the worker is in distress help is not far away. Likewise for those responsible for opening or closing offices or shops – a timeline is set allowing them enough time to secure the premises. If the worker does not complete the task in the time allotted, an alarm is raised and if appropriate, the emergency services are deployed.

In the event of an emergency involving violence the smart ID holder allows the wearer to discreetly trigger an alarm without drawing the attention of the aggressor. The alarm function will alert police to the location affording the lone worker confidence that help is at hand.

The ID holder also has a hidden microphone which enables Peoplesafe operators to listen-in and record conversations when the wearer activates the function on the ID holder. All emergency incidents can be recorded and the quality is such that it is admissible as evidence in court. So not only does the device afford the wearer the confidence that help is never far away, it often serves to corroborate evidence leading to the perpetrators of violence or abuse to be successfully prosecuted.

"We looked at various options, but decided on Peoplesafe as it provided us with a total solutions package that includes the Peoplesafe unit, operator, response, tracking and ongoing support."

Richard Brookes Housing & Accommodation Services Manager (Birmingham YMCA)

Customer focused technology

Any business faced with a duty of care and a moral and legal obligation for the welfare of its lone workers will look to find the most suitable solution. Yet often the prospect of having to engage with a variety of technology providers, which are not necessarily part of the organisation's existing supply chain can prove to be a barrier. With Rocksore Systems the flexibility which surrounds the use of the Peoplesafe solution is particularly customer focused. Customers are free to use almost whichever mobile technology they prefer in order to minimise the cost, disruption and the impact of implementing a new solution.

Martin Rodgers, Director explained: "Providing a service that genuinely improves the safety of lone workers has been the secret of our success from day one. Providing an appropriate personal alarm system is only part of the job.

Hand held devices can fail if snatched from, the grasp of the worker, dropped or left in an inaccessible pocket. But the smart ID holder comes with a lanyard for wearing around the neck. It is always accessible and contains a discreet 'Rip Alarm' which activates should the ID holder be forcibly removed from the wearer.

The flexibility of the technology configuration makes it a particularly good choice for organisations operating in several different sectors.

Top ten blue chip companies using Peoplesafe:

- Argos
- Carphone Warehouse
- Taylor Wimpey
- Persimmon Homes
- A4E
- NHS
- YMCA
- Sevenoaks DC
- University of Manchester
- Barratt Homes

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“Recently one of our firemen witnessed an intruder and pressed the red alert. Immediately the alert was pressed Rocksure Systems call centre responded to the call which was very impressive.”

Peter Sharp, Works Manager (Charnwood)

Through the comprehensive training programme which accompanies all deployments of the system, users are not only acquainted with the full functionality that is in-built in the smart ID holder, they are also made aware of the types of incidents where the Peoplesafe service can be used. This serves to reinforce in them a feeling of wellbeing from their employer

– engendering loyalty in often high staff-turnover industries – but also a confidence in engaging in conversations to reduce the potential incidence of conflict.

Martin Rodgers, continued: “We have shaped the company to be able to take advantage of any changes and improvements in technology.

Not only does that protect our position but ensure our customers always get the best solution. Many of the innovations we have introduced have now become the industry standard.”

“The major benefits of using Peoplesafe are its ease of use and ability to make staff feel safer knowing that someone was there if needed. Implementing Peoplesafe means that we are able to more efficiently ensure the health and safety of our canvassers and know their whereabouts at all times.”

Ian Bigwood, Electoral Manager at Sevenoaks District Council



Growth going forward

Because the Peoplesafe solution is not restrained by its technology, Rocksure Systems have been instrumental in recognising new markets. It has shown leadership in educating several sectors to their duty of care and lone worker responsibilities. Today the growth in deployment of the Peoplesafe service is exceeding all expectations. And whilst the bulk of these are concentrated in the house building, retail, social care, local councils, and parking enforcement sectors the company has a strategy to explore new markets with bespoke offerings.

Ian Johannessen MD stated: “Quality and integrity of service is the platform our business is based upon. Many of our big wins follow a customer having a bad experience with a large multinational. They just don’t have the focus!”

Peoplesafe is a subscription service so the initial investment for organisations wanting to protect their lone workers is easily affordable. In addition, workers can be confident in a service that is working to BS8484 standards.

Growth going forward can only be constrained by Rocksure Systems’ ability to scale. The continuous drive for business efficiencies will always produce a culture of lone working. The company is constantly reviewing technological breakthroughs and looking at ways to improve its offering to meet a growing demand.

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Retail Application Note

“Violent crime against retail continues to represent a disturbing level.” (BRC Retail Crime Survey 2005-06)



Protect your staff and assets with Peoplesafe

Speed of reaction during an incident in a retail environment is paramount. A rapid response ensures staff trauma and financial losses are minimised. The Peoplesafe service allows staff to wear a discrete mobile panic device which can instantly and covertly raise an alarm when an incident occurs.

Resembling a normal ID holder, but packed with the latest mobile phone technology, Peoplesafe not only enables the member of staff to covertly raise an alarm if threatened, but also allows a trained operator at Rocksure’s monitoring centre to listen in to the device and coordinate the response.

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a case study

- Community Based Teams
- Public Sector Workers
- Home Visitors

Peoplesafe protects electoral canvassers in Sevenoaks



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a case study

- Home Visits
- Social Care
- Community Liaison

School of Nursing, Midwifery and Social Work



“Peoplesafe has been extremely helpful and Peoplesafe is an excellent means of staff safety when they are working alone.”

Dr. Sarah Jones, Head of School of Nursing, Midwifery and Social Work

MANCHESTER
The University of Manchester

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- Home Visits
- Social Care
- Community Liaison

Peoplesafe is top choice for Rooftop Housing



“All our staff now have the reassurance of knowing that if they have an accident or are faced with a potentially visible situation they have the means to raise the alarm.”

Mark Jackson, Facility and Health & Safety Manager

Rooftop



“I was impressed with a demonstration of Peoplesafe. Identified as one of the year’s 20 best innovations for estate agents, Peoplesafe is now rolling out to all our branches.”

Simon Brown, Proprietor (Browns Estate agency)

External recognition

Rocksure Systems has a list of ‘firsts’ to its name and a plethora of customer recommendations. It is also making producers of isolated safety equipment for lone workers review their offering. But one of its major achievements was to be named as a finalist in the North East heat of the National Business Awards. It could have taken an easier route to recognition and entered either a local, or even a county award, or it could have stayed within its industry sector. Instead it entered into the broadest business awards programme in the UK, which attracts businesses from across the whole of the North East of England. Making the final four for The Orange Best Use of Technology in Business Award is a huge achievement.

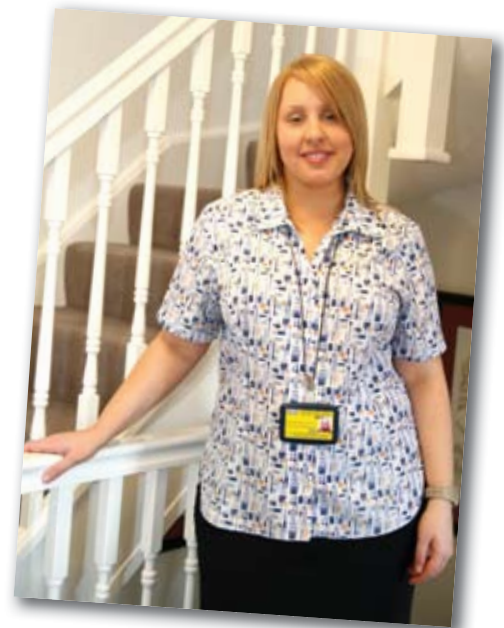
The National Business Awards, sponsored by Orange, were launched in 2002 and has grown to become the UK’s most respected and sought-after business Awards accolade. It operates on a cross-sector basis and is an all-encompassing programme attracting entrants from multiple sectors

irrespective of size and age. It operates five regional heats which cover the entire country.

Entrants first have to register then complete a detailed entry form. The average time to complete a submission is three days. The questions compel the entrants to seek information from across the entirety of the business and to undertake an internal review of the effectiveness of the results. All entrants must meet the category criteria (there are 10 separate regional categories) and also show evidence that the business is innovative, successful and ethical – these are the underpinning values that enable businesses of different types and sizes to be judged on a fair and equitable basis.

A shortlisting panel is convened to consider all the entries which are scored from their paper submission. The four with the highest scores are shortlisted as finalists after undergoing a media check to ensure the validity of their claims as far as is possible. Finalists are then required to present in person to a convened panel of esteemed judges to present their case. Judges are pulled from a variety of sources including business practitioners, subject specialists, thought-leaders, academics, media specialists and some from the public sector and union officials. It is at the end of the presentations that the judges make their decision, often after much debate.

Usually, it is the smallest of margins that separate the winners from the finalists therefore making it to finalist status is an enormous achievement and one which all finalists should be proud. The positive media interest and PR activities serve to further enlighten the achievements of these exemplar companies.



National Business Awards – FINALIST



PEOPLESAFE KEY DATES

- May 04** Initial concept discussed between Martin Rodgers and Ian Johannessen
- Aug 04** Business Launched
- Sept 04** First Contract Won
- Dec 04** Approached by a major high street bank to protect cash centre workers following a spate of high value robberies
- Dec 05** Truck driver kidnapped whilst wearing a Peoplesafe device on test. Successful response results in contract with major retailer
- Aug 06** Major deployment to protect Argos Shop staff key holders
- Dec 06** Rocksure opens new purpose built head office in Sheffield
- May 07** Revenue grows 340 per cent
- Jan 07** Persimmon become the first housebuilder to sign up
- July 08** **Finalists at the National Business Awards sponsored by Orange**
- Oct 07** Second advanced monitoring station goes live (NSI Gold)
- May 08** Revenue grows 163 per cent
- Oct 08** **Peoplesafe Wins "Best Innovation in Technology" Housebuilding Industry Award**

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