

# Commercial CCTV



## Key Points to Consider

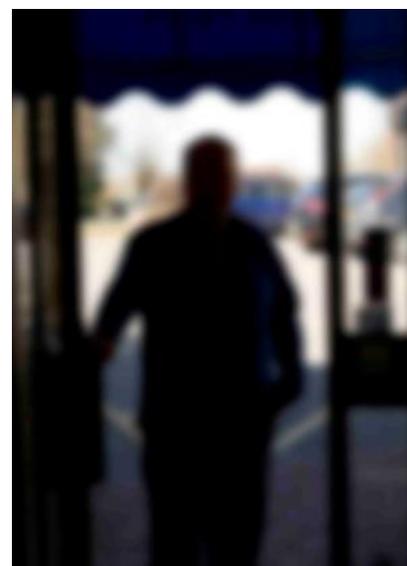
- What can CCTV do for my business and customers
- What are the Benefits of good CCTV
- Check storage and playback options
- Ensure installation is by an approved installer
- Know the Data Protection Act

## CCTV supporting small businesses

This leaflet offers guidance to users of CCTV on how to get the most from this technology. Before buying you need to make some important decisions to ensure that the system actually meets your requirements.

## What can CCTV do for me, my Business and my customers?

If you install a poor system then the answer is probably “very little”. You will need a very clear idea of what you want your system to do and how it should perform. This should be based on your premises, its layout, and the specific problems you want to address. The mere visible presence of a CCTV camera is unlikely to assist your fight against crime in your business. It is the action that can be taken as a result of your system that is all **important**, whether that is at the time of an incident or afterwards. Performance has to be “designed in”. CCTV needs to be of a good quality to ensure the best results. It doesn't necessarily have to cost a fortune – it just needs to be well thought out.



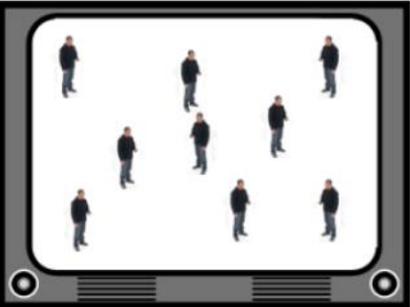
How Good is Your CCTV?

## Benefits of a good CCTV system

<p><b>Crime detection</b></p> <p>CCTV is an electronic witness that can assist in proving guilt, innocence and association. It plays a significant part in many investigations by the police. There are two critical elements within the investigative process – the identification of suspects and the capture of events.</p>	<p><b>Staff and public safety</b></p> <p>The use of CCTV for the safety of users of your business is important. Often this requires some form of live time monitoring of the cameras to enable an early intervention by an appropriate person in an incident such as an assault or a violent shoplifter.</p>
<p><b>Crime reduction</b></p> <p>The reduction of crime is inextricably linked to the ability to detect and prosecute offenders. The potential reduction strategy is therefore based on the threat of being caught. This preventative benefit relies on knowledge by the public of the presence of cameras and also their effectiveness. Clearly people cannot be deterred from committing crime if they don't know they are being watched.</p>	<p><b>Shop management</b></p> <p>Some CCTV has an important part to play in the management of a store, e.g. seeing the arrival of a delivery lorry. This will probably mean however, that the same camera cannot be expected to be capable of identifying persons committing crime. In simple terms don't install a camera for one purpose and expect to use it for another because you and the police are likely to be disappointed.</p>

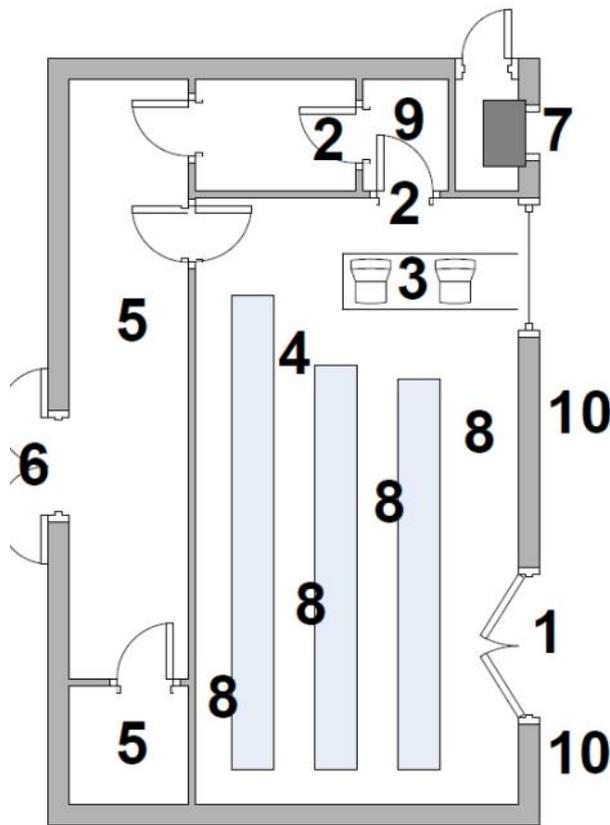
## What do I need in a CCTV system?

One of the most common failings in a CCTV system is having image sizes that are too small to enable identification and recognition. The pictures below demonstrate how large a person should look on screen, depending on the purpose of the camera.

		
<p><b>Identify</b> (100% screen height)*</p> <p>Sufficient picture quality and detail to identify an individual beyond reasonable doubt.</p>	<p><b>Recognise</b> (50% screen height)*</p> <p>Viewers can say with a high degree of certainty whether or not an individual shown is the same as someone they have seen before.</p>	<p><b>Observe</b> (25% screen height)*</p> <p>Some characteristic details of the individual, such as distinctive clothing can be seen.</p>
<p>Screen height is how much space vertically a 1.7m tall figure would occupy, as shown in the diagram above</p>		

\*on a standard definition image

## Generic site plan



	Location	Activity	Image Quality
1	Door – Customer	Any	Identify
2	Door – Secure	Any	Recognise / Observe
3	Tills	Robbery / Assault / Theft / Fraud	Identify
4	High Value Items	Theft	Recognise / Observe
5	Stock Room	Theft	Recognise / Observe
6	Loading Bay	Theft / Vandalism / Health & Safety	Recognise / Observe
7	ATM	Theft / Assault / Fraud	Identify
8	Aisles	Theft / Health & Safety	Observe
9	Cash Counting	Theft / Fraud	Identify
10	Car Park	Theft / Assault	Observe

A key element of most systems is the ability to identify persons entering and leaving the premises. By recording large images at these pinch points, smaller image sizes and therefore wider overview coverage is likely to be acceptable at other parts of the building to provide sufficient evidence of what took place.

### **As a minimum, your system should therefore meet the following standard:**

☑ At least one camera must provide identifiable quality images of everyone entering your premises, i.e. clear image of the face plus characteristics of clothing, items carried etc. The best place to capture these images is usually at the main doorway. It is strongly recommended that a second camera with similar capabilities is placed near the till.

☑ The video signal from these cameras should be recorded at a minimum of six frames per

second. All other cameras should record at six frames per second for higher risk locations or a minimum of two frames per second at lower risk locations.

☑ Make sure the recorded image quality is similar to that of the live view. The video should be recorded at its original size with a minimal amount of compression.

In addition to these cameras you should then identify the most important areas of your premises from the table and generic site plan above and ensure that they are also covered with additional cameras to the required standard.

As well as choosing the best location for your cameras, it is also important to consider the angle of view and lighting conditions as the pictures below illustrate. Additional lighting may need to be installed to achieve good quality images.



Camera set too high



Camera view obscured



View too wide to identify vehicle



Subject strongly backlit



Good position and lighting



Good coverage to identify vehicle

### ***What else do I need to know?***

#### **Playback and export. Can the pictures be quickly reviewed and can the police take them away as evidence easily?**

- ◆ There should be someone available at all times who is trained and able to replay recordings and produce copies for the police.
- ◆ The user should know the retention period of recordings
- ◆ The system should be able to quickly export video and stills onto a removable storage medium e.g. CD/DVD with the time and date integral to the relevant picture and without any drop in quality.
- ◆ Exported images should include any software needed to view or replay the pictures.
- ◆ Equipment and installation should be compliant with BS EN 50132-7.

#### **Storage and retention. What should you keep and for how long?**

- ◆ The system should be capable of saving and securing recorded images for review or export at a later date.
- ◆ Information should be kept secure and retained for no longer than is necessary for the purpose of the system. A minimum of 14 days is recommended for small CCTV systems.
- ◆ The system clock should be set correctly and kept accurate (taking account of GMT and BST). This will be very important if a police investigation is carried out.

## **Who should install a CCTV system for me?**

It is likely that you have a monitored intruder alarm. You could choose to use that company or another company who specialises in CCTV. They should be CCTV accredited by a UKAS approved scheme to ensure that the installation and subsequent maintenance are of a professional standard. The company should perform testing of the system using an approved audit and commissioning test and prove that the system meets your specified requirement. We recommend the Home Office CAST test targets, which can be found on the Home Office website.

<http://www.homeoffice.gov.uk/science-research/hosdb/industry-download/>

## **Do I have to comply with the Data Protection Act?**

Yes. It's simpler than you might think. The Information Commissioners Office has published specific guidance on CCTV which contains a lot of useful information and step by step help specifically for small businesses like yours. Visit their website at

[http://www.ico.gov.uk/for\\_the\\_public/topic\\_specific\\_guides/cctv.aspx](http://www.ico.gov.uk/for_the_public/topic_specific_guides/cctv.aspx)

### **Source of all information**

Home Office CAST publication 37/10 ISBN

Sir Robert Peel created the Metropolitan Police in 1829. He set out nine principles for policing. The First Principle was:

**“To prevent crime and disorder, as an alternative to their repression by military force and severity of legal punishment.”**



[Click here for further Crime Reduction Advice](#)

More general information can be found at <https://www.askthe.police.uk/content/@1.htm>

**Secured by Design (SBD)** tests and assesses the quality security products and crime prevention projects. It supports the principles of 'designing out crime' through physical security and processes.



We advise that you look on the SBD website for all of your Security products.

More Security Products can also be found at:

<http://www.soldsecure.com/>



 **CRIMESTOPPERS** An independent charity where  
**0800 555 111** you can report crime anonymously