

KEYBURY NEWS

CUSTOMER NEWSLETTER ISSUE 12

KEYBURY LAUNCHES FIRE ALARMS DIVISION

Move supplements intruder alarm expertise



Keybury Security Systems has adopted a new trading name – Keybury Fire & Security.

The rebranding is purpose designed to reflect the way the company has successfully evolved over the past 26 years and its current standing as one of the region's best-known and most qualified providers of both security and fire alarm systems. Managing director Frank Gee explains: "The reason behind the name change is that while we have achieved a very good reputation for providing electronic security systems and undertaking fire alarm work over all these years, we have more recently embraced important new regulations governing the entire fire alarms industry. "We are now finding that a lot of our security customers need fire alarms to meet the stringent new standards that are now in place – and both are incorporated in our new title." As a direct result, Keybury has established a standalone department dedicated to fire alarms and is now offering:

- Design and installation of new fire alarm systems.
- Maintenance of existing fire alarm systems.

"It is proving a major growth area for us and we are now much better equipped to help customers meet their obligations under the new legislation, which is far-reaching and must not, at all costs, be ignored by companies.

"At the same time, effective security provision continues to be central to our overall remit. We have successfully been providing and maintaining intruder alarm and CCTV systems for more than a quarter of a century – and remain extremely strong on this side of the business. "We are very confident that these latest developments will take the company forward into the next 25 years," comments Frank. New signs on Keybury's head office premises and new livery on vans will reflect the name change.

Hot response to new Fire Approvals Standard – see story on back cover.

CHEERS TO THE FUTURE!

Keybury strengthens trading partnership with Keighley brewer

Keybury Fire & Security continues to carry out high profile security contracts on behalf of Timothy Taylor during the award-winning Keighley brewer's landmark 150th anniversary year.

Keybury is installing intruder alarm and CCTV systems at Taylor's new head office development at Knowle Springs Brewery. Due to open in November, the purpose-built offices will enable further expansion of the brewery and allow more room in the yard for dray lorries.

Keybury has also undertaken new intruder alarms and CCTV installation contracts as part of major refurbishment projects at two well-known Timothy Taylor-owned outlets in central Keighley – the Lord Rodney and the K2 nightclub.

The Lord Rodney is now a modern, sophisticated bar eatery, while K2 has been transformed into a stylish venue with a state-of-the-art sound and lighting system, new dance floor and cocktail bars.

Taylor's MD Charles Dent, below, said: "Effective security provision both at head office and throughout our tied estate – and the resulting peace of mind it offers staff and customers - is high on our list of priorities. "As our preferred security supplier, Keybury continues to effectively meet our requirements – on time and on budget. We have no hesitation in recommending them."



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Broughton Hall enhances security provision



Installation of a new digital CCTV system by Keybury Security & Fire has enhanced security provision for companies based at the award-winning Broughton Hall Business Park, near Skipton.

Broughton village, which together house 51 diverse businesses employing over 500 people.

"The system offers a highly functional, yet discreet deterrent and has been designed specifically to blend in with the natural environment of the historic Broughton Hall and its listed buildings," explained Keybury sales director David Lalor.

"Utilising the latest technology, it allows CCTV camera images to be recorded digitally and viewed both from Broughton Hall Estate's on-site management office

and via the internet from anywhere in the world. "This facility enables security personnel to monitor on-site activity 24 hours a day and take immediate action should an incident arise."

Estate owner Roger Tempest said: "The safety, security and peace of mind of our customers are paramount and the new CCTV system equips us with an extremely powerful monitoring and response tool."



Job well done: Broughton Hall's Roger Tempest, left, with Keybury's David Lalor.

Keybury remains Broughton Hall Estate's established supplier and has also been engaged to handle security provision on behalf of a sister company, Rural Concepts, run by Roger Tempest that has other property development interests throughout Britain and abroad.

Among them is a high profile development project at Aldourie Castle, below, originally a 17th century stone fortified laird's house located on the banks of Loch Ness near Inverness.

Keybury is providing intruder alarm and CCTV systems for this prestigious project. In the interim, a bolt-on facility to the main Broughton Hall Business Park CCTV system allows mobile dome cameras to be deployed to effectively monitor security at the site while development work is in progress.



Total security solutions for tyre firm

Keybury Fire & Security provided total security solutions after installing intruder, fire alarm and CCTV systems when local company Unity Tyres transferred to new, purpose-built premises located on the former Magnet Joinery site at Airedale Business Park, Keighley.

The expanding firm, which has been trading in the town for 35 years – previously from Walk Mills, where Keybury also handled security requirements – provides a professional tyre distribution and wholesale service to its Northern Division customers.

The new site incorporates a two-storey office complex housing the sales and administration functions, along with warehousing and delivery facilities. In addition to the 28,500 sq ft warehouse, there is a 16,000 sq ft yard to provide additional storage capacity for larger tyres.

It represents a £1.5m investment for Unity Tyres, with effective security provision paramount to the project. Simon Hall, the company's Keighley-based logistics manager, said: "Keybury did a very good job within tight timescales."

Keybury goes back to school

Keybury Fire & Security has completed major contracts in two West Yorkshire schools as it increasingly strengthens its presence across the regional educational sector. Keybury has enhanced existing security provision at the new Bradford Academy in East Bowling, which first opened its doors to pupils in September last year. The company has installed an access control system to better manage flow around the premises, along with a 15-camera CCTV system to provide internal coverage of school buildings. At Ashlands Primary School in Ilkley, Keybury has installed dual intruder and fire alarm systems throughout the premises. Paul Hainsworth, business and HR manager at Bradford Academy, said: "We place a major emphasis on the security of our students. Keybury are a very professional and reliable organisation, extremely courteous - and they listened closely to our specifications. "They also offered value for money and the whole package they delivered far exceeded their competitors. I have been in the business for 30 years and have never before come across something so impressive." Keybury sales director David Lalor said: "Educational establishments have become much more aware of the need for effective security provision and the peace of mind it provides. We now have systems in over 100 schools across the region."

SAFE AS HOUSES

Keybury Fire & Security's already high levels of demand for domestic intruder alarm and other security installations at homes across West and North Yorkshire are on the increase. Managing director Frank Gee explains: "We have a situation locally where a number of security companies have either gone out of business or have sold out. "As a direct result, we are now receiving many more enquiries from customers who no longer have an alarm company to look after their security requirements. "They are turning to Keybury based on our reputation, built solidly over 26 years of trading, for effectively protecting homes, their contents and people - a pedigree that many remaining competitors simply cannot match."

For full details of Keybury's all-encompassing security provision for domestic users – and the peace of mind this undoubtedly brings – contact Keighley head office or the district offices in Skipton and Ilkley. Telephone numbers are listed on the front page of Keybury News. Alternatively, visit the informative, user-friendly website at www.keybury.co.uk

So you have a burglar alarm but no service contract.

Seven reasons why your alarm should be maintained.

*You can gain insurance approval with the vast majority of insurers. Often in order for an insurance company to accept your alarm system as a reasonable deterrent a current service contract is mandatory. **Peace of Mind** of knowing that your system is fully functional. **24 Hour Response** to any problems is guaranteed to all contracted customers. **Regular service visits** are carried out annually. **Save money** each year on reduced insurance premiums offered by most insurers. **Free Technical Advice** available 24 hours a day.*

***We can takeover your existing system for only £89.95 plus vat.** (subject to free site survey) This tremendously priced limited-offer provides both an initial service visit and a further visit in twelve months time plus call-out facilities and any call-out charges throughout the year. Parts are chargeable and any labour charges incurred to problems beyond our control e.g. wildlife damage.*

To take advantage of this limited special offer book your appointment now.

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Keybury Security Systems
Keighley, Skipton, Thury

Keybury meets new CCTV obligations

Staff at Keybury Fire & Security have undertaken specialist training to better equip the company with skills required to meet strict new standards that enable customers using its detector-activated, remotely monitored CCTV systems to gain the quickest possible police response.



Sales director David Lalor, left, explained: "Applied correctly, detector-activated CCTV has the potential to stop crime in its tracks - a verbal warning alone can deter at least 90% of intruders.

"However, major changes to the ACPO (Association of Chief Police Officers) policy mean that Police attendance on site can no longer be guaranteed within an acceptable time frame.

"For end-users seeking maximum site security, it is now vital to ensure that detector-activated, remotely monitored CCTV systems – and companies that design and install them – are fully compliant with BS 8418 and qualify for a Unique Reference Number in order to obtain a guaranteed police response to a detector activation.

"Our people are now trained and our systems inspected to this rigorous standard, ensuring not only quality, but also the means to determine that an incident on our customers' premises becomes a police priority – a rapid response facility that can also help reduce insurance premiums.

"Businesses should be aware that security companies without such certification have to call 999 and report an emergency situation like any ordinary member of the public."

Keybury remains at forefront on fire front

Keybury Fire & Security's response to a revolution in the fire alarms industry that affects every single business in the land has had a major impact.

As reported in Issue 11 of Keybury News, the company has been successfully audited and accredited, at the first time of asking, to meet the requirements of a new and far-reaching nationwide industry standard governing the installation and maintenance of fire alarms - BAFA's SP203 Fire Protection Systems Scheme.

As a BAFA-approved company, all Keybury design, installation, commissioning and engineering service personnel have undergone training on specialist courses run by the British Fire Protection Systems Association to equip them with the skills necessary to guarantee compliance.

The company also mounted an awareness-raising drive across its West and North Yorkshire trading heartlands to help customers ensure they do not fall foul of the stringent new rulings.

Customers have since responded in their droves and Keybury reports that it is now maintaining fire alarm systems on behalf of over 500 companies, as well as progressing many enquiries and orders for brand-new systems to replace out-of-date fire alarms that fail to come up to the required standards.

Managing director Frank Gee said: "It is a major success story as far as Keybury is concerned. We are the only company in the area to have been awarded top-rated Gold approvals by the National Security Inspectorate (NSI), the industry watchdog, for both our security and fire alarms provision."



DID YOU KNOW THAT

- BAFA is a non-profit making organization dedicated to improving standards in fire protection. It is supported, amongst others, by government, trading standards and the Health and Safety Executive.
- In today's environment of risk assessment, with the increasing responsibility for safety on the owner/occupier, it is increasingly important that the quality of fire protection ensures "fit for purpose" and is installed and maintained by "competent persons."
- Choosing fire protection from a BAFA-registered firm like Keybury Fire & Security ensures that its products and services conform to recognised standards.
- Remember, this is now the law of the land and companies that ignore the legislation, which requires a minimum of two service visits per year, do so at their peril.



Setting new standards

Managing Director Frank Gee, head of the Keybury Security & Fire team.