



# MOTOTRBO™ SAFEGUARDS SHOPPERS AT MEADOWHALL

SOLAR-POWERED PUBLIC ADDRESS SYSTEM INTEGRATED INTO MOTOTRBO FOR ENHANCED SAFETY



© British Land

Yorkshire's largest shopping centre, Meadowhall, attracts over 25 million visitors each year and is home to 280 stores. Providing customers with a memorable shopping experience is a top priority for this major retail centre, matched equally by the need to ensure the safety of shoppers, retailers and staff in the event of an emergency.

A MOTOTRBO Capacity Plus digital two-way radio system with DMRAAlert indoor positioning has been in use at Meadowhall for a number of years, enabling its control room to monitor and pinpoint the location of personnel throughout the centre. The system allows Meadowhall to react quickly to incidents and helps to sustain high standards of service and safety.

Working with Motorola's Authorised Radio Partner DCRS, Meadowhall expanded its MOTOTRBO solution to include a solar powered public address system linked with the centre's existing Motorola radio system. Operating at eight different assembly points situated outside the centre, the system is solar-powered, supporting Meadowhall's commitment to green shopping. The pioneering system facilitates communications locally at assembly points, or centrally from the control room to both staff and the public during the evacuation process. It allows the centre to control crowds during an evacuation, keeping them informed at all times and once the all-clear is given it helps to get people back inside as quickly as possible.

#### CUSTOMER PROFILE

##### Company

Meadowhall Shopping Centre

##### Partners

DCRS Ltd (Authorised Radio Partner)  
Neocom Software (Application Partner)

##### Industry

Retail

##### Products

- MOTOTRBO Capacity Plus with DMRAAlert indoor tracking
- TRBOnet Enterprise
- Tannoy public address system
- 8 x MOTOTRBO DP4000 Series portable radios

##### Key Benefits

- Seamless evacuation process, improved crowd control
- Environmentally-friendly
- Scalable digital radio solution to accommodate future growth
- Centralised voice and data communications

## CASE STUDY

MOTOTRBO™ SAFEGUARDS SHOPPERS AT MEADOWHALL

### THE CHALLENGE

Late in 2013, Meadowhall approached their long time radio specialist partner DCRS to discuss the possibility of introducing an external public address tannoy system to each of the shopping centre's eight assembly points.

In the event of an emergency at Meadowhall Shopping Centre, evacuation marshals are sent to assembly points, where they can communicate with security staff to coordinate their response. In the past, the marshals had to use handheld loudhailers to broadcast messages to crowds gathered at each site, while communicating with security staff via their two-way radios. Meadowhall required a new solution that could transmit pre-recorded radio messages simultaneously or independently to each assembly point once the centre had been evacuated, providing a more seamless and rapid response.

**Customer safety is at the heart of everything we do at Meadowhall. It is vital that we have an effective public announcement system in place in the event of an evacuation scenario. We needed a system capable of quickly and effectively delivering clear communications across the entire site to both our staff and members of the public whenever it is called into action.**

Dawn Osborne, Head of Operations: Meadowhall Shopping Centre

Meadowhall had been successfully using Motorola's MOTOTRBO radio equipment for a number of years and they wanted a wireless external public address system which could run on their existing MOTOTRBO digital radio system. The installation needed to be completed with minimal disruption and it required an independent, environmentally-friendly power source, as mains power did not extend to the assembly points outside the centre.

### THE SOLUTION

Motorola's Radio Partner DCRS designed and developed what is thought to be a UK first: a solar powered public address system linked with a MOTOTRBO radio system.

A secure, weatherproof housing containing a MOTOTRBO DP4600 portable radio which is integrated into an amplifier was installed at each of the eight assembly points. A pair of solar panels is positioned on top of each post, to power the system and charge internal sealed batteries, so the system remains fully charged and ready for use. Below the solar panels is a set of horn speakers, creating an individual Tannoy system which can be activated via the security control room or at each assembly point. The system is controlled via a TRBOnet dispatcher application developed by Neocom Software. It enables voice and data messages to be recorded for training or insurance purposes. The control room or marshal at each assembly point can also select from a choice of pre-recorded messages and send these out via the TRBOnet dispatcher to either individual or all the assembly points at the push of a button.

Simplicity and ease of use are vital in an emergency situation and this was a key consideration for DCRS when designing Meadowhall's public address system. During an evacuation or events such as the Christmas Lights switch-on, marshals simply unlock the housing and use a handheld microphone to communicate with the control room via two-way radio or to broadcast live messages to the crowd gathered at the assembly point. Messages can also be broadcast from the assembly points to the car park areas on two levels.

**It was a crucial part of the functionality that the system could be used centrally from the control room with pre-recorded voice announcements or locally so that each assembly point marshall could use specific communication based on the circumstances they had at their assembly point.**

Steve Luscombe, DCRS Director





## THE BENEFIT

Delivering exceptional audio quality across an extended range, MOTOTRBO has integrated data communications that can be customised to meet a broad range of functions. Its versatility and scalability provide customers with the ability to adapt and expand the system as required and to benefit from a single solution that consolidates their voice and data communications.

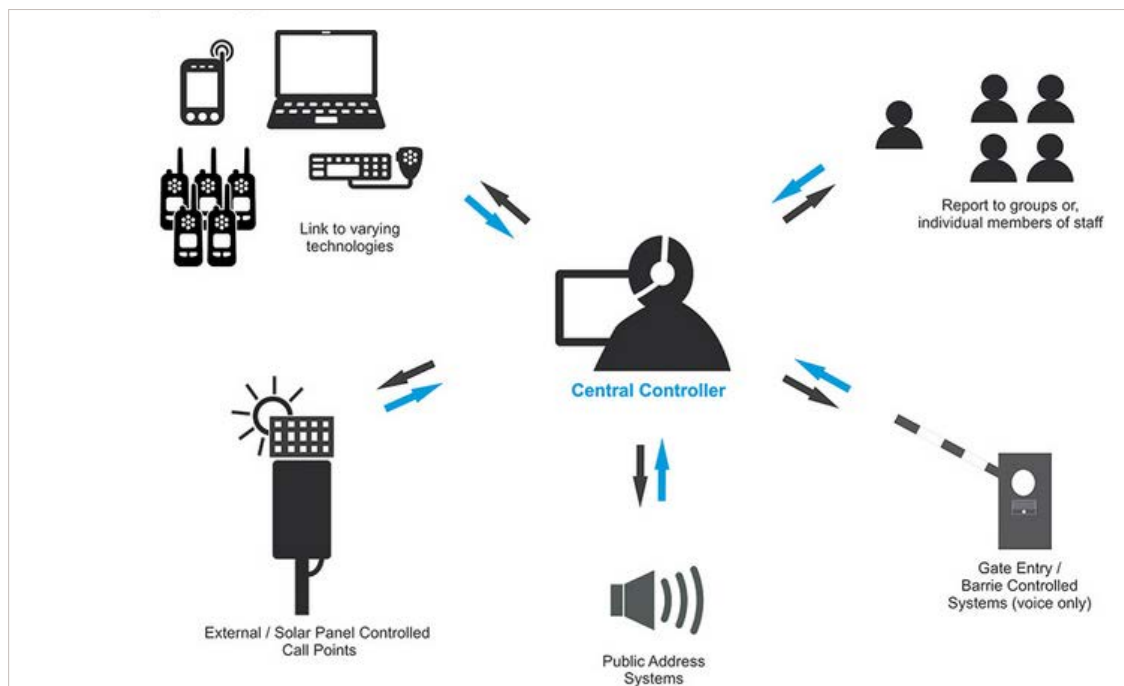
The MOTOTRBO public address application has been used successfully to carry out evacuation drills at Meadowhall as well as to control crowds and keep them updated on events such as Stage 2 of the 2014 Tour de France race, which was routed past the shopping centre.

It has been welcomed by the local police department as well as Health and Safety officials and has demonstrated the ability to keep staff and customers informed throughout an evacuation, overcoming a common pitfall of many evacuation procedures.

And once the all-clear has been received, marshals can allow customers back into the centre with a simultaneous broadcast, minimising disruptions to business when drills need to be carried out.

**The MOTOTRBO public address system has exceeded all performance expectations and gives us the confidence that in the event of a real emergency situation we could deliver very effective communication, in turn ensuring an even more controlled and efficient evacuation. It is also an environmentally-friendly solution, powered entirely by solar energy.**

Dawn Osborne, Head of Operations: Meadowhall Shopping Centre



© DCRS Ltd

## MEADOWHALL SHOPPING CENTRE: DIGITAL PIONEER MOTOTRBO INTEGRATED PERSONNEL TRACKING SOLUTION

The team at Meadowhall has been successfully using Motorola's MOTOTRBO radios equipment for a number of years. DCRS director, Steve Luscombe explains 'They were one of the first shopping centres to introduce the MOTOTRBO DMRAAlert guard tour application to allow them to coordinate the security, cleaning and maintenance teams and track and monitor staff movements throughout the site, improving safety and offering better service to both visitors and retailers'. This is a passive tracking solution that doesn't require users to swipe a card or tag a key fob. They simply go about their normal daily duties and their location is recorded.

The system allows management to see the exact location of personnel at all times and to contact them instantly via push-to-talk or text messaging. The ability to track and locate personnel throughout the centre has greatly improved response times and safety levels. Also, being able to store data from the tracking system and draw reports which indicate the date, time and location of staff, can be invaluable in mitigating insurance claims for slips and trips.



**CASE STUDY**

MOTOTRBO™ SAFEGUARDS SHOPPERS AT MEADOWHALL

# MOTOTRBO™ AT MEADOWHALL. IMPROVED EFFICIENCY, INCREASED SAFETY, EXCEPTIONAL SHOPPING EXPERIENCE.



© British Land

[www.motorolasolutions.com](http://www.motorolasolutions.com)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. ©2014 Motorola, Inc. All rights reserved.

