

## Great Places Housing Group iDefigo Vodafone Case Study

### Protecting Residents from acts of Anti-Social Behaviour

Great Places Housing Group (GPHG) provides affordable social housing across the North West and Yorkshire and is one of the largest home building housing associations in the country, owning 24,000 homes. The group consists of Great Places Housing Association, Plumlife and Cube Homes, with over 600 employees working across a number of offices. As a profit-for-purpose organisation, the group gives back to customers, communities, and its employees.

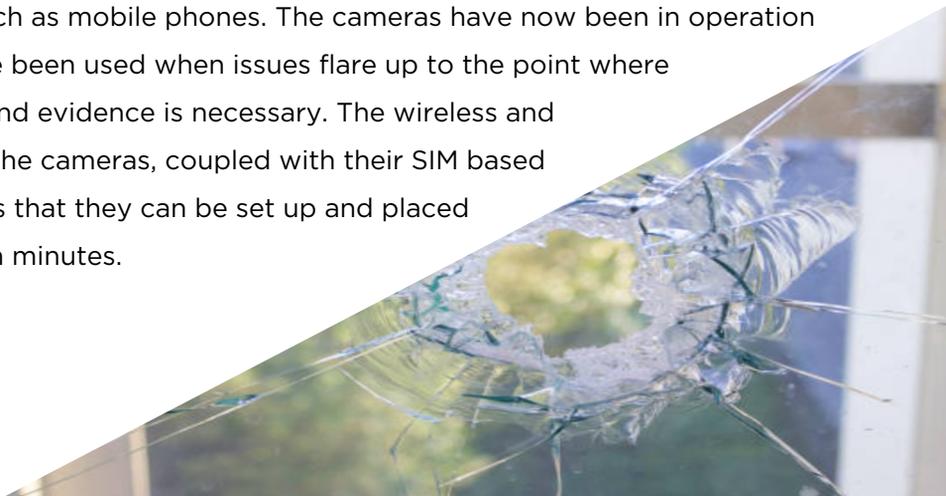
#### Issue

GPHG operates in 30 council areas across the North West and beyond and provides 1,500 supported housing units for vulnerable people, including teenage parents and people with drug or alcohol problems, or mental health issues. As with all communities there are occasional cases of Anti-Social Behaviour (ASB) which once reported require investigation and, in some cases, monitoring and possible remedial action.

ASB issues could include domestic abuse, hate crime and regular party policing. Given the number of residents these ASB matters are in reality few and far between. Although measures such as CCTV are used these have their drawbacks for the GPHG ASB Team. Apart from having to be hard wired, viewing the footage when required is time consuming and the data must be retrieved to be viewed which is not a straightforward process.

#### Solution

GPHG approached iDefigo when they heard of our smart wireless camera solution. The re-deployable nature of the cameras and the rapid and easy access to the images have been particularly appealing to GPHG, with the solution's cloud-based platform enabling footage to be viewed on devices such as mobile phones. The cameras have now been in operation for over two years and have been used when issues flare up to the point where monitoring, further action and evidence is necessary. The wireless and battery powered nature of the cameras, coupled with their SIM based network connectivity means that they can be set up and placed literally anywhere by staff in minutes.



## Result

The smart cameras have been used to protect residents and GPHG property in several Anti-Social Behaviour scenarios. The cameras have been used to give evidence to the police in the case of one property being firebombed (hate crime), to monitor people entering and exiting properties regularly, holding unneighbourly parties to determine numbers and the extent of the problem. There has also been an incident where the entrance to a city centre property has been a regular attraction to night-time revellers who are caught short, so this camera not only provides visual evidence but also acts as a deterrent due to the local CCTV warning signs.

Kirsty Moore, ASB Co-ordinator for the Group says, "The fact the camera footage can be easily accessed, and the particular incidents pinpointed very quickly without having to view hours of footage is a really benefit of the iDefigo cameras. We also have standard CCTV cameras which are not as accessible, and to find the right footage can be time consuming". Kirsty adds "Having high quality still images is a real plus as we can use these as evidence and currently, we have a few cases where this footage is being used in court cases. Also being wireless and easy to install means we don't have to rely on external contracts which makes these types of cameras particularly useful to us. We've never had any issues with the cameras, they have been extremely reliable, and the batteries last a good amount of time before needing to be re-charged."

Great Places Housing Group continue to use the iDefigo cameras as part of their determination and firm stance to make their communities and properties as safe as possible for their residents and staff.

## About iDefigo

iDefigo, a UK-based specialist in hardware and software solutions for remote surveillance, has a Smart Camera solution which directly addresses the challenges that come with monitoring the most common sites for ASB and other scenarios. Unlike CCTV, the Smart Camera offers high-grade cameras that are easily installed anywhere at a low cost. The cameras capture events that matter and transmit images to any device 24/7.



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