

Silhouette



NEWS FROM PROFILE SECURITY SERVICES LIMITED

Profile cuts a dash

February's London Fashion Week saw some of the world's best known names converge on the capital, as well as the pick of the crop when it comes to up-and-coming designers.



One name making a welcome return to the spotlight was that of Hardy Amies. Along with E. Tautz and Gieves & Hawkes, the three Savile Row couturiers called on Profile Security Services to ensure the event ran like clockwork.

Royal review

With the press corps, celebrities and even Royalty in attendance, Profile's officers provided an unobtrusive presence, blending vigilance with correct etiquette to make sure everyone was at their ease.

As well as keeping an eye on the VIPs, the venue was stocked with some of the world's most expensive frocks and fabrics. Eagerly anticipated, this was



Prince Michael of Kent reviews a model line-up at the Hardy Amies event in London

the first fashion show staged by the house of Hardy Amies in 12 years, showcasing the work of its young designer Oliver J. Benjamin.

Don Rouse, Head of Media Relations at Hardy Amies was full of praise for the Profile team and their professional approach. He commented, "On a very important day for three Savile Row Houses, security was crucial – especially when presenting three different shows to the world media".

continued over...

Issue Highlights...

- Hardy Amies: A look back
- New Regional Managers
- Maidstone CCTV praise
- Wales' outdoor line up
- Business wins: Chesapeake, Drivers Jonas Deloitte & NHS

and MUCH MORE besides...

MD's message



Welcome to this Spring Edition of *Silhouette*. This has been a busy start to the year, with new contracts, new faces and new successes making

headlines. All of which – as you'll see from the many pages of this bumper edition – tells us that the seeds of our hard work are coming into flower.

February saw London's catwalks resonating with the pitter-patter of stilettos, pumps and brogues. Profile was there making its own cameo appearance.

As you'll see in our cover story, we provided security during London Fashion Week for one of Savile Row's most exclusive labels.

Much as we would like to dress our own staff in suits by Hardy Amies, at £3,500 for a bespoke outfit or £1,750 for an off-the-peg number, it's unlikely our many clients' financial directors would... wear it.

Prices apart, the event and our association with this prestigious fashion house reminds me that we share many common values. When we say we provide security that is 'Tailored. Not Uniform', we're saying we will lavish the same care and attention to detail as they do with a needle and thread. That the fit of our bespoke security services will be every bit as personal and as perfect as theirs.

Whether we're looking out for catwalks or cat burglars.

Martin McGowan Scanlon
Managing Director

The response from all quarters for this newsletter has been phenomenal.

Please keep your views, news and stories coming in. Simply email them all to The Ed at News.Letter@profilesecurity.co.uk

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Crowd-puller

Eagle-eyed colleagues may have caught sight of their fellow Profile officers on the television that week! A special feature about Hardy Amies' return to the catwalks included footage of the event on the BBC's London Edition of *Inside Out* on 1st March.

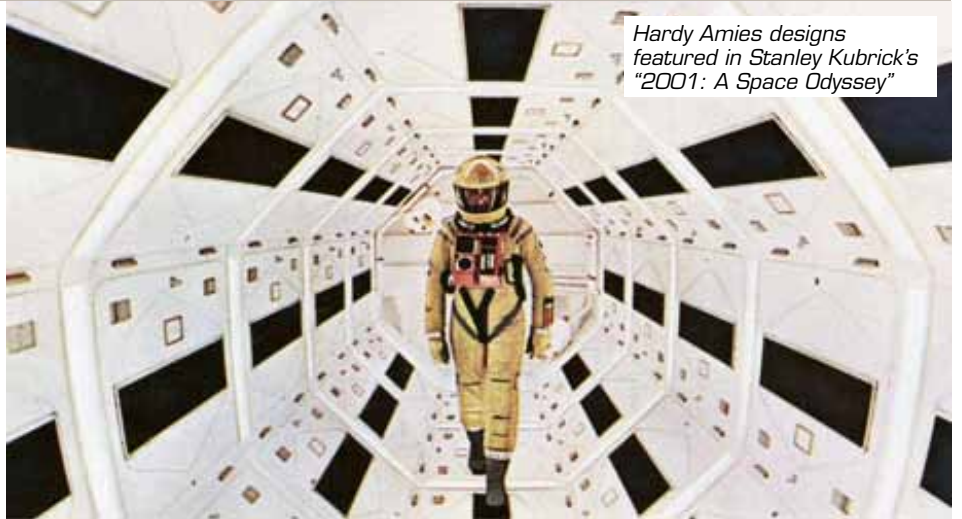
The new collections, the highlight of London Fashion Week's Menswear Day generated even more interest than was anticipated, with twice the numbers expected attending the show. The Profile team took matters in their stride as guests filtered to and from the fringes of the catwalk.

"We were expecting about 70 guests. It turned out to be 140! The men at Profile did what was absolutely needed: make us feel that all those guests were being taken care of. Thank you all."

Don Rouse, Head of Media Relations at Hardy Amies



Profile's tailored security: Officers Ivo De Greef (left) and Dean Craig



Hardy Amies designs featured in Stanley Kubrick's "2001: A Space Odyssey"

Hardy Amies: Model Innovator



Stylish innovator Hardy Amies

Best known as one of Her Majesty The Queen's favourite designers, Hardy Amies was something of a pioneer.

He made history at the Savoy in 1961, staging the very first men's fashion show. His sculptured suits became synonymous with the look of the decade. He published his "ABC of Men's Fashion", still a bible of what to wear and what not to wear long after it appeared in 1965.

A favourite of film stars and other celebrities, his designs were worn by screen legends such as Audrey Hepburn, Ava Gardner and the ever-dapper Avenger John Steed, actor Patrick Macnee.

Among his many special commissions, he clothed the 1966 World Cup winning squad (taking care of their suits – not the football strip!). He also designed suits for airline staff at BEA and Concorde.

In 1968, he added Stanley Kubrick's "2001: A Space Odyssey" to his list of costume design credits, penning many of the extraordinary space suits featured in the science fiction classic.

In the 1970s, he was one of the first to bring high fashion to the high street, licensing designs under the popular Hepworths label. The idea was revolutionary at the time.

Since his death in 2003, the team at No. 14 Savile Row have regrouped, drawing inspiration from the master and continuing to innovate as Hardy Amies would have done it. Impeccably.



No. 14 Savile Row: making a comeback in 2010

New faces lead business drive across the South



Paul Horrocks (left) and Dan Liddiard: joining the Profile team

We're delighted to welcome Paul Horrocks and Dan Liddiard who will team up with Bharat Kataria to manage our Southern Region.

Regional Manager Paul Horrocks comes to us from STM Security. Before that, he was with Pegasus after a 24-year commission in the Guards, where he reached the rank of Warrant Officer Class 2. During his seven years in the

security industry, Paul has worked on a number of high profile projects. He and his wife Donna recently celebrated their 19th wedding anniversary. In his spare time, Paul enjoys reading, running and spending time with his two teenage daughters.

Fellow Regional Manager Dan Liddiard has spent 15 years in the security industry, including a spell as Close Protection Officer looking after VIPs like Frank Bruno! Working up through the ranks from Door Supervisor, he graduated to Security Dog Handler, Operations Manager and most recently senior management, looking after some 300 Officers. Dan and his wife have two dogs at home – both of them expertly trained as you would expect! An accomplished cook, he is a keen follower of rugby, having only recently given up playing at county level for Essex.

Dan and Paul have been getting to know their (Profile) teams and will play an important role in expanding the company's reach throughout the South.

Maidstone Watch Wins Praise



Keeping a watch over Maidstone: CCTV operators Pauline and Natasha, part of the 24-hour Profile team.

Profile has been working in close collaboration with Maidstone Town Hall's CCTV operation. The council was pleased to share the praise it received from Kent Police.

Detective Sergeant Gary Watson was generous in his praise: "On numerous occasions I have been impressed by the professionalism, efficiency and expertise of Maidstone's CCTV operators. I have personally witnessed two incidents where the operators have located suspect vehicles from the ANPR broadcast (*Automated Number Plate Recognition – Ed*) and then gone on to direct local Police patrols to the correct location, which has resulted in a swift and safe resolution".

Profile's team operates from an underground location close to the city centre, with shift patterns giving 24-hour cover. DS Gary Watson added, "Having canvassed members of my team, I have been told of other similar good work carried out in the last two months or so and it is clear that Maidstone CCTV is very well regarded both in the ANPR unit and among the Police Officers of Maidstone. Please pass on our appreciation and well-deserved congratulations to the whole Maidstone CCTV operator team".

Team takes up City & Guilds challenge



Security Officer Billy Smith receives his NVQ Award certificates from Dave Pritchard, WSG Associates North of England Area Manager (left) and Paul Sopp, Profile's Customer Service Manager based at Warrington. Billy is the first to achieve the City & Guilds award in the North West. Also recently qualified are David Hindley, Alan Cartwright and Blair Kinsella.

Profile's perfect package



Chesapeake's Buyer Nigel Alexander welcomes Profile's Victoria Ramsay

Profile celebrated another new business win in Scotland late last year. With the preparations in place, our Security Officers took up their positions on 29th January 2010, providing manned guarding services to the Chesapeake plant in East Kilbride, Glasgow.

Profile's Business Development Manager Victoria Ramsay is confident this success heralds many more in the region.

"We were delighted to be awarded this important contract. Chesapeake recognised how Profile's management provides close supervision of staff and systems".

Victoria Ramsay, Business Development Manager

Hands-on approach

Chesapeake's Buyer Nigel Alexander has already noticed positive benefits at the site's gatehouse which welcomes incoming visitors and contractors. He commented, "Since Profile took over, we've seen a definite improvement in the officers and the duties they perform. We chose Profile Security because of the hands-on approach to man-management and training they promoted during our selection process which fitted well with Chesapeake East Kilbride's beliefs and Investors in People profile".

Chesapeake is a global player in the design and manufacture of consumer packaging. The business supplies a broad range of paperboard products primarily to customers in the premium drinks, confectionery, tobacco, pharmaceutical and healthcare sectors. Chesapeake also produces plastic bottles and containers largely for industrial and household chemicals.

Offering customers a global service with local capability, Chesapeake has 40 sites located in Asia, Europe and the United States, employing around 4,700 people.

First impressions count

Profile will be keeping its beady eye on Chesapeake's East Kilbride Branded Packaging plant which supplies packaging for some of the world's most prestigious brands in the premium spirits and fine confectionery sectors.

Nigel Alexander stressed, "The first impression for any visitor to the Chesapeake East Kilbride site is the 'meet and greet' by the Security Officer on duty. It's important for Chesapeake that this is performed in a smart and professional manner. We've been very pleased with the progress to date: the new regime appears to have been tailored just right which is an important step towards meeting our company's expectations".

SIA audit praises Profile – again!

Any review, any inspection, any test is always cause for a few sleepless nights, some chewed fingernails and some nervous pacing up and down corridors.

Such anxiety proved misplaced as Profile once again passed its ACS test with flying colours. The Security Industry Authority carried out its annual re-certification inspection, renewing Profile's membership of its Approved Contractor Scheme with no hesitation.

After making it among the top-rated security companies nationwide last year, Profile's rating climbed several points higher. Although the industry watchdog does not publish league tables as such, it confirmed that Profile had made further significant improvements.

Profile MD Martin McGowan Scanlon commented, "This is a great team effort which shows we've made detail improvements across the board. Particular credit goes to Mick Austen, our Group Health, Safety, Training & Quality Director. It's thanks to his leadership and unstinting dedication to quality that we can all see the benefits of our teamwork rewarded in this way".



Mick Austen's drive for quality continues with another great result

Keeping Wales wired



Carmarthenshire's A Team: Shane Holden is pictured outside the project's main yard near the village of Red Roses.

As part of our ongoing work with the National Grid's Electricity Alliance, Profile is providing security cover during the refurbishment of the two electricity lines that run between Pembroke and Swansea.

The project covers a 50-mile route with over 36 officers currently attached to the scheme and another 60 officers set to join from mid April. The purpose of the project is to restore or fully replace over 110 pylons that have stood for nearly 40 years.

Profile's Key Account Manager, Tom von Speyr explained, "Work of this

nature is not everyone's cup of tea, so when recruiting, we make sure that all prospective staff members realise that they will not be based in a state of the art office building but that they will in fact be outdoors for the majority of their shift, patrolling come rain or shine".

Even though all the officers were clear how demanding the task would be from the outset, Tom was keen to praise the team: "The staff members who have been with us since January have endured a harsh winter and we'd like them to realise how much their dedication and professionalism is appreciated".

Opening new doors in Leeds

Profile's Andy Tilsley teams up with Leeds NHS Local Security Management Specialist Dominic Mullan (right). With some 47 sites scattered in and around Leeds, Profile's contract was set up in record time before its official start on 1st March. A delighted Dominic confirmed, "So far, so good," as Profile undertakes its new locking and unlocking duties, key-holding, alarm response and on-site surveillance and support.



New Managing Agents happy with the change



The site in Bracknell is in the capable hands of Ken Davies

Managing Agents Drivers Jonas Deloitte have recently appointed Profile to take over security arrangements at a host of sites they manage across the UK. Our Regional Manager Paul Horrocks tells us more.

Taking over any security operation calls for meticulous planning. Part of the process is the TUPE transfer – identifying opportunities for existing security staff to transfer their employment over to the new operator.

Ken Davies is a case in point. Well-regarded by Drivers Jonas Deloitte and by all at The Beeches, their site in Bracknell, he runs the day-do-day operation with a firm but fair hand. Leading his team by example, Ken was key to the successful takeover of the site by Profile. He helped keep his entire team – and the tenants on the site – informed of all the details and timings at every step in the process.

Because he was fully appraised of all the details, the needs of all parties

were met. Crucially, the transition fell into place seamlessly with the highest levels of service being maintained during the handover.

We're delighted to welcome all those who have transferred over and we aim to keep you posted with progress on all the Drivers Jonas Deloitte sites now under Profile's care.



David and Spencer welcome visitors to Marlowe House, Drivers Jonas Deloitte's site in Sidcup, Kent

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SIA Licence Renewals

There is currently no requirement to take refresher training if you are looking to renew your SIA licence.

The Home Office is looking at whether top-up training should be introduced for Door Supervisors renewing their licence. If any changes are announced, these will not be a requirement until May 2011 at the earliest.

If you're one of the 250 Profile employees who hold a Door Supervisor licence, read on!

New Modular Door Supervision Qualifications from June 2010

Door Supervision training is changing to reflect more up to date and relevant working practices. Additional training will now include escorting and disengagement skills, first aid awareness, dealing with 14-18 year olds and awareness of terrorist threats.

- If you have a current Door Supervisor qualification and you have not yet applied for a Door Supervisor licence, your qualification will still be accepted as long as it was awarded less than three years ago.
- If your SIA licence is due for renewal and you do not intend to carry out the duties of a Door Supervisor in future, you will be given the opportunity to transfer to a Security Guarding licence.
- If you plan to renew your SIA licence and change to Door Supervision, you will have to complete a two-day top-up training course in Physical Intervention.

Ken Cooper: Among the very best



Profile's Regional Manager Bharat Kataria (right) hands Ken Cooper his well-earned coaching award.

Profile's Ken Cooper was recently presented with his City & Guilds Coaching/Trainer Certificate.

Based at Welwyn Garden City, Ken has been fitting in his studies around his work commitments, effort that has not gone unnoticed.

Ian Lindon, Manager of WSG Associates Vocational Qualifications told Profile's Training Director Mick Austen, "Ken's Coaching Skills portfolio was one of the best I have seen in the security industry. It clearly demonstrates all the hard work he put into its construction".

Mick was full of praise for Ken's achievements, also acknowledging that a further six members of Ken's staff at the Welwyn site were set to start work on achieving the City & Guilds' Security Practitioner Award.

60 second profile



Hi! My name is Ronelle Laubscher. I'm the Site Supervisor at 45 Moorfields. For those that don't know, Moorfields is a multi-tenant building managed by our clients DTZ who maintain properties all over the UK. At 45 Moorfields, I take responsibility for the building, liaise with contractors and tenants, and I motivate and encourages the on-site team of six.



I'm originally from South Africa where I once worked in an Art Gallery in North Cape, Kimberly. I did various jobs there but mainly looked after the school visits and organised tours for kids. I moved over here four years ago with my husband, Emile.



Outside of work, I love to read and I spend as much time as I can on the golf course. I don't have a handicap and I'm no Gary Player, but Emile and I really love the game. At the end of the year, we plan to head back home to put down some roots and look at starting a family.



I'll really miss the team at Moorfields, especially Sara Lee and the DTZ management. But equally, I'm looking forward to starting a new chapter in my life. My time in security has been challenging but rewarding. I'll have many fond memories thanks to the friendships I made and the help and support of Profile and people like Bharat Kataria, my Regional Manager.

Do your bit for our schools

As part of Profile's ongoing campaign to engage with its neighbours up and down the country, help us to help the national Vouchers for Schools campaign. If you don't already support your own children's school by collecting the vouchers at supermarkets, please ask for them every time you visit the checkout at participating Tesco and Sainsbury's stores.



Send your vouchers to The Ed, Profile Security Services Limited, 374 Wandsworth Road, London SW8 4TD. Vouchers can also be sent via the Internal Mail.

Corporate Social Responsibility (CSR) is the voluntary action that businesses and individuals take to improve the quality of life for the local community and society at large.





Security Practitioner Training

in association with WSG Associates Vocational Qualifications



Profile has between 30 and 40 spaces available for those who would like to obtain a Security Practitioner qualification, a credible certificate that will demonstrate your professionalism.

We currently have programmes running in London, Birmingham, Manchester and Warrington.

The qualification

"Security Practitioner" is a programme of workplace coaching and skills assessment that will evaluate your skills and knowledge without disrupting your normal working duties. It allows Security Officers to demonstrate their competency in real-life situations, confident that not only do they know what their duties are and how they should be performed, but also that they are capable of performing those duties to the National Occupational Standard.

Who is it for?

Security Practitioner is the logical next step for Security Officers who have already passed the knowledge tests associated with the SIA Licence to Practice. Designed for Officers who have already had some practical experience, it is equally useful for assessing the skills of experienced Officers. Successful completion of the programme leads to the award of a full Level 2 qualification.



What does it involve?

Contact your Customer Service Manager and let them know that you would like to enrol on the programme. Once signed up, you will be allocated a Skills Coach whose role will be to monitor, assess, advise and train you.

Self-motivation is essential as you will be asked to demonstrate competency in a range of security procedures over a period of 16 weeks. When the Skills Coach is happy that you meet the standard, your performance will be recorded in a workbook and be independently assessed. Once competency is proven in all of the modules, you will be awarded a full Level 2 qualification.

How will it benefit you?

This programme is seen as a meaningful career development opportunity. It will also help demonstrate that you have committed yourself to continue with your personal development, all of which will form part of future SIA licensing criteria. You will have achieved a nationally recognised certificate.

Remember you are never too old to learn!

Contact your Customer Service Manager, Regional Manager or Mick Austen, Group Health, Safety, Training & Quality Director on 07970 406693



Arcadia game set and match

London Region's Employee of the Month is **Wayne Sappleton**, Security Manager for Profile's Arcadia group of London sites. These include Arcadia HQ in Colegrave, as well as the Wallis and BHS offices.



Glyn William Jones

1941 –2010

It is with great sadness that we have to report the death of Glyn Jones on 26th January. Glyn worked for Profile Security in Central London for four years, after transferring over from another security organisation. A much loved individual and a valued and well-respected team player, he will be deeply missed by all of his colleagues and the many people who came into contact with him through his work. Profile extends its heartfelt condolences to his family and friends.

Also in the news...

Winter Winner!



To the winner the spoils: Customer Service Manager Pete Matthews (right) presents Darrell Swann with the winner's cheque.

Darrell Swann, our man at Debenhams, Brackmills, was the lucky winner of our nifty £50 giveaway. One of three to answer all the questions correctly in the Winter Edition of *Silhouette*, his was the first name out of the hat!

There's another quiz to sink your teeth into on the back page of this edition. Have a go! It's more fun than the National Lottery and your chances of winning the top prize are infinitely better!

Make it your Mag!

Silhouette would like to hear from all its readers. It doesn't matter if you're in senior management or manning the front line, your views and anecdotes are worth sharing. Send your news stories, announcements and suggestions to The Ed, *Silhouette* Newsletter, Profile Security Services Limited, 374 Wandsworth Road, London SW8 4TD or by email to The Ed at News.Letter@profilesecurity.co.uk.

How did you do?

Here are the correct answers to the Winter quiz. If you need any of them explaining... ask Darrell!

1. Tom
2. A bed
3. Robin
4. China
5. Four
6. Rack
7. Earwig
8. Sean Young (only woman of the three Seans)
9. New Year's Day
10. Viagra
11. Seven
12. Marmalade
13. Carats
14. Second
15. Volkswagen Beetle
16. Brad Pitt
17. Meat
18. Van Gogh
19. An eye
20. Malcolm is a newborn baby.

The last newsletter and its quiz are archived on the Profile website.



Congratulations

Ian Cato and his wife welcomed baby boy Harrison into the world on 17th January. Ian is based at Profile's National Grid site in Pembroke. Will Ian be taking on the night shift at home?

ACT F.A.S.T.

It's already a year since we joined forces with Trigon Limited, adding recruitment and consultancy to Profile's portfolio of skills and services.

Risk management is at the heart of Trigon's brief, a task that can take many forms. Taking a leaf out of the National Health Service's recent awareness campaign, Managing Director **David Childs** is fully supportive of the "Stroke Act FAST" campaign.

"First Aid training is part and parcel of what Trigon and Profile are all about," says David, "but whether trained or not, the more people can recognise the signs of a stroke, the more we can tackle and prevent this debilitating problem".

Over 111,000 people in England alone have a stroke every year. Strokes are the third largest cause of death and the largest cause of adult disability in the UK.

What is a Stroke?

Like all organs, our brain needs the oxygen and nutrients provided by our blood to function properly. A stroke occurs when blood supply to the brain is restricted or stopped. If this happens, brain cells begin to die, resulting in brain damage and potentially death.

Those at risk

Strokes can affect people of any age, however the most at risk group are those over the age of 65. Those at increased risk include people who smoke, are obese, have a poor diet or consume excessive amounts of alcohol. Strokes are also more likely among people of Afro-Caribbean origin. Conditions that affect the circulation of the blood, such as diabetes, heart disease or high blood pressure also increase the risk of stroke.

Symptoms

Although the signs and symptoms of a stroke vary, they usually begin suddenly. The NHS's F.A.S.T. campaign will help you spot the signs:

Face – The face may have fallen on one side, the person may not be able to smile, or their mouth or eye may have dropped.



Arms – The person may not be able to raise both arms and keep them there because of arm weakness or numbness.

Speech – There may be slurred speech.

Time – It is time to dial 999 IMMEDIATELY and ask for an ambulance. The quicker the call is made, the greater the chance of a full recovery.

Treatment and prevention

The best way to prevent a stroke is to:

- Follow a healthy diet.
- Take regular exercise.
- Drink alcohol in moderation.
- Stop smoking.

For further information visit the NHS Stroke Act FAST website: www.nhs.uk/actfast

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Slips, Trips and Falls

What can you do to make a difference?

Your actions could help prevent someone getting injured. Seen a spillage? Instead of thinking it's someone else's problem, why not clear it up? Here's a useful checklist to help improve safety for you and your colleagues around the workplace.

- Suggest ways of preventing obstacles and contamination from getting onto the floor (water, oils, cardboard, waste etc.)
- Make sure the floor is clean and dry
- Clear up spillages immediately
- Dispose of waste materials
- Remove any obstructions
- Avoid leaving cables trailing
- Store goods safely
- Keep workstations clear and tidy
- Make sure flooring materials are level and secure
- Mark slopes and changes of level
- Ensure you have adequate lighting
- Wear sensible footwear
- Think about visitors to your workplace, what do they need to know? Do you need to do more to protect them?
- Always use your initiative and follow up all the measures you put in place!

Win a nifty £50!

Here's another chance to go brain-jogging and perhaps win yourself a handy cash prize, too! Write your answers in the spaces provided, fill out your details at the bottom, then post your entry in a sealed envelope by internal mail or by post to: The Ed, *Silhouette* Newsletter, Profile Security Services Limited, 374 Wandsworth Road, London SW8 4TD.

Entries close at 11.59pm on Friday 28 May. The winner will be the first correct entry drawn out of the hat on Monday 14 June. Answers will be published in the next issue of *Silhouette*!

See how you get on with these 20 mind-stretchers!

Good luck!

1. How much soil is there in a hole that measures one cubic metre?
2. What word in the English language is still pronounced the same way, even if you remove the last four letters?
3. A bucket of water weighs two kilos. What do you add to make it weigh half?
4. In what part of your body would you find a quarter of all your bones?
5. Which Dutch cheese is made backwards?
6. Which is the only planet not named after a god?
7. Name something that gets wet as it dries?
8. What language is 'happy birthday' the translation of "felichan naskightagon"?
9. Name something with keys, but no lock?
10. What is black when you buy it, red when you use it and grey when you throw it away?
11. If the hands of a clock line up end to end and the clock strikes, what time is it?
12. According to research, which is the most productive day of the week?
13. Which number is considered lucky by Italians?
14. You owe Penny a pound. You have one penny. What do you owe?
15. Name something you take shopping but often throw away before you get home?
16. How much would you need to add to 11,158 to make it exactly divisible by 77?
17. Name a part of a castle you don't give away?
18. Can you name three consecutive days without using the words Wednesday, Friday or Sunday?
19. On Sports Day, if 30 children stand in each line, the whole school would make up 16 lines. How many lines would be formed if each line contained 24 children?
20. And finally, here's another lateral thinking puzzle: a man is walking down a dark street where the lights are switched off. He is dressed in black from head to toe, including a black balaclava. Along comes a black car with its lights off, but somehow the car manages to stop without hitting him. How did the driver see the man?

Name

Company

Daytime telephone number

*Eligible for entry:
all members of the Profile Security Services Ltd staff and their associated contacts who are on this newsletter's distribution.*