



We benefit from the fact that Securitas always is up to date with the latest technology development.

Paul Gray,
Chief Operating Officer,
National Gallery

CASE: PEOPLE FOCUSED THE ART OF ENGAGING EMPLOYEES

Securitas has not only enhanced security at the National Gallery in London, but also helped provide a better visitor experience, leading to higher membership sales.

The National Gallery in London, UK, is one of the world's best-known art galleries, with a history dating back to the 1820s. The gallery welcomes up to six million visitors per year and is committed to education, with an extensive program including free public lectures, guided tours and seminars. The valuable collections, in combination with the gallery's ambition to be as accessible as possible to the general public, present quite a challenge from a security perspective.

Securitas has been providing security and visitor engagement services to the National Gallery since 2015. The contract included taking over 350 employees who, up until then, had worked directly for the museum. The transition was not entirely smooth, and job satisfaction went down after the change. At the beginning of 2018, Securitas appointed a new key account manager. Some time later, new sales and operations managers started at the National Gallery. Both the client and Securitas agreed that new solutions were necessary to make the contract successful and to increase employee satisfaction. It was also important to establish good relations with the union representing the employees.

In June 2019, the National Gallery signed a five-year extension of its contract with Securitas, marking the start of a new way of working at the gallery based on an integrated approach to technology and people. The common goal was enhanced security, a better visitor experience and increased efficiency. Securitas engaged with the gallery's different stakeholders, including external parties such as the Metropolitan Police, to explain the benefits of the proposed changes and get their support.

As a start, the 300 Securitas employees working with security at the National Gallery received further training and equipment to allow for full communication between all security departments. The different teams responsible for security in the gallery, in perimeter security and in alarm response now have efficient work routines and processes so that they can solve any issues that arise in the best way possible. Incident response times are down to approximately 45 seconds, compared to a minute and a half under the former system.

Securitas not only provides security to the National Gallery, but also runs all visitor engagement activities, which includes selling tickets and membership packages. Being a public museum, the National Gallery must raise a large part of its funding from commercial activities in order to meet its public sector financial obligations.

A special training program, focusing on behavioral training and sales training, was created for the visitor engagement team members. The result has exceeded everyone's expectations as sales of memberships have gone up since Securitas took over, from around 1 000 per year to nearly 10 000 in 2019. There have been a number of challenges and obstacles along the way, but together with the client, Securitas has created an efficient security solution with skilled and engaged employees.

As its biggest supplier and with a direct impact on the gallery's day-to-day commercial revenues, Securitas is now seen as a vital partner in the National Gallery's wider ambitions. We are also very pleased that the National Gallery is a Living Wage client, which means that they are committed to paying wages that meet the cost of living.