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Policing & Security Must Step Up & Change!
Societal Revolution Demands a Whole Different Approach with History in Mind!

By Nicholas Ashton, Police Best Practice

Attitude has changed; society is not what your Mother or Father remembers. Everyone has changed, remember what Sir Robert Peel stated in 1829, '**The people are the police and the police are the people.**'

It is the communities we all live and breathe in, some have the belief in public service, to wear the uniform and uphold the laws on the books. Police and Public Service individuals wear the uniform because they believe in serving the greater public and know that the uniform makes them a standout amongst the crowd. *They do it proudly and efficiently.*

I know, immediately there are those of you stating the **negative** that all cops are corrupt, racists, pigs, a paid annoyance and just in the job to use violence against anyone they confront or interact with.

Thank you for showing your stereotype ignorance! We all thank you!

That is so far from the truth; it is asinine! Globally, 3% of the population is connected criminally and has thoughts or actions to steal, kill, beat up, or con the other 97% of the population. That means all people, including you, depending on which side you are on!

Think about it, inside your workplace, family, neighborhood, and every place you visit.

The necessity for visual confirmation of actions is so demanded, even with the arguments that CCTV or VSS do not stop crime occurring. There is little evidence to suggest that these systems help to deter crime. However, CCTV/VSS footage plays a significant role in responding to incidents, investigating crimes, and prosecuting those responsible. Such footage is useful in both low-level crime cases and high-profile events – it's captured the movements of terrorists such as the culprit of the attack at Manchester arena in 2017 and helped to identify the suspects of the Salisbury Novichok poisoning in 2018. The latter was more of a human recognizing of the faces in the footage with '**Super Recognizers**', they are 1 or 2% of the population that can retain faces while looking at a crowd or single individuals and being confident they have the culprits.

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VSS and CCTV are operated by most Local Authorities globally and connected with operational policing to protect the public and ensure their safety. Indeed, the whole genre of **video surveillance systems** (VSS) beyond the traditional closed-circuit television (CCTV) is growing swiftly – Drones and Body Worn cameras, Automatic Number Plate Recognition (ANPR & LPR) and the evolution of technology incorporating artificial intelligence (AI) representing the current societal landscape. It's more than evolved in the last few decades from just a few dozen cameras to millions & millions of cameras in operation globally now. They are everywhere from corporate offices, casinos, hospitals, sports stadiums, event centers, transportation hubs, retail outlets, the local high-streets, ATMs, and even along river banks.

All this footage that never sees the light of day that contains incidents and events that are key to all of our security.

CCTV/VSS Auditing is the only step to securely know what is on the outside and inside of your box. Yes, the ins and outs of activity that must be audited by a human each day. AI or machine language cannot replace the human mind, eyes, and intellectual understanding to notice the difference.

We are solidly dedicated to our clients, as they benefit from our strong mission and clear vision. If you're looking to secure and maximize your CCTV/VSS or Object Comparison for Law Enforcement & your corporation/business, call us today for a comprehensive solution package based on your budget and requirements.

Know more than your CCTV/VSS knows and improve your demanded Duty of Care responsibilities to all, both visitors, those entrusted with your care and employees.

WE ARE IN THE NOW & KEEP YOU; IN THE KNOW...



The advertisement features a teal background on the left with white text. On the right, there is a photograph of a white CCTV camera mounted on a wall. The text reads: "The CCTV & Object Comparison Auditing Solution Plus", "Daily Ears & Eyes Enables Your Demanded Duty of Care", and "www.cctv-audit-solution.com".



The advertisement features the text "POLICE BEST PRACTICE" in large, bold, black letters with a red and blue gradient underline. Below this, the website "WWW.POLICEBESTPRACTICE.COM" is written in black, and "www.policebestpractice.com" is written in blue.

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The logo consists of the text "POLICE BEST PRACTICE" in bold black letters with a red and blue gradient underline, and "WWW.POLICEBESTPRACTICE.COM" in black text below it.