



# SURVEILLANCE CAMERA COMMISSIONER

## Objective 6 - Enablers and incentives are in place to encourage the voluntary adoption of the SC Code

### Work Strand Lead - Philip Jones, Revo (British Council of Shopping Centres)

Number	Deliverable (and key milestones)	Success measure	Target Date	How does this contribute towards objective
6.1	Secure commitment of Revo (Security & Safety Shopping Committee), British Retail Consortium (BRC) and Association of Town and City Management (ATCM) to raise awareness and encourage adoption of the SC Code.	Buy in to the SC Code from all parties listed.	31/05/2017 (delivered)	These major property owners / managers and associations will lead the way and encourage others to adopt the SC Code. This will present a launch point for adoption by others in the retail industry and, at the same time, present a potential commercial imperative; namely a unique selling point and a reduction in costs (for example, insurance premiums).
6.2	Demonstrable awareness of SC Code and associated guidance and legislation through encouragement to complete the self assessment tool and analysis of shopping centres and/or major retailers (and banks) which have done so.	Number of members which have completed self assessment tool.	31/03/2018 (delivered)	Having encourage adoption of the SC Code via property management companies, shopping centre owners and retailers, completion of the self-assessment tool will evidence the drive to adoption and will lead to certification. Thus, other similar commercial bodies will be encouraged to follow suit.
6.3	Demonstrable compliance with SC Code and associated guidance and legislation through encouragement to undergo Third Party Certification and analysis of shopping centres and/or major retailers (and banks) which have undertaken Third Party Certification against the SC Code.	Number of members which have undertaken and published confirmation that they have Step 1 Third Party Certification.	31/12/2018	The drive to certification will evidence adoption and drive further work across the 'voluntary adopter' sector. This will, it is envisaged, result in adoption by others outside the retail and banking sector due through advertising, industry pressure, the desire to be 'first in class' and the commercial imperative.
6.4	Roll out of programme to encourage voluntary adoption within other sectors, which might include public transport, health and social care, town centres, education and parking enforcement.	Number of sectors and, potentially, the number of organisations within each sector, who have agreed to adopt the programme, leading to certification.	31/03/2019	This will reinforce adoption amongst a range of businesses across various sectors.