



BSIA - SAFERCASH CASE STUDY



The British Security Industry Association is the trade association for the professional security industry in the UK.

Their members are responsible for more than 70% of UK security products and services (by turnover) including the manufacture, distribution and installation of electronic and physical security equipment and the provision of security guarding and consultancy services.

Our vision is to create a climate where the BSIA membership is a symbol of quality and professionalism for security buyers and industry partners.

SaferCash is a security initiative which aims to reduce the number of attacks on cash-in-transit couriers through the effective sharing of intelligence between the cash in transit industry and Police forces nationwide.

SaferCash helps to reduce attacks by providing a national framework for information and intelligence sharing. Providing a link between individual police forces and importantly providing immediate support for CVIT crews who witness a suspicious incident.

“ Use of this form of communication is essential to our business and used on a daily basis to alert personnel of potential threats and to assist in the prevention of crime. Unfortunately we can't quantify this with a figure ”

Steve Hurst, Head of SaferCash

To provide the best service possible to their clients SaferCash require a fast and reliable way to communicate. SMS is perfect for this and Dynmark offer fantastic prices and dedication.

Today, SaferCash use Dynmark to deliver a range of communications to on cash-in-transit couriers.

If a SaferCash 'spotter' notices anything suspicious an SMS alert can be sent to the driver to warn them. For example 'Man in grey hoodie, stood by the Fish & Chip shop'

Dynmark, providing SMS communications services to the BSIA since 2005.