

Our vision for the future



Managing Director, Jonathan Levine



Clients and potential clients gather to celebrate the company's formal re-launch



The Institute of Directors provided the backdrop for the re-launch of Axis Security, a formal gathering of existing clients, potential clients, and other key influencers within the industry to meet the new senior management team and learn more about Axis' vision for the future.

Whilst guests toasted the success of the new venture, Jonathan Levine outlined in more detail his plans for the coming months ahead:

"The reason we are re-launching the company in this way," he said, "is to communicate to both existing and potential customers our plans and vision for the future.

"When I joined Axis in December of 2007, having spent the previous 11 years as Managing Director of First Security, I found a company that was fundamentally sound, with a loyal customer base and a hard-working team of security personnel. What I also discovered was that here was a company that could offer more to both our customers and our employees."

The first steps on that development have now begun. Since the start of the year, Jonathan has been joined by former colleagues David Mundell, John Fitzpatrick, Neil Ames and Edward Holmes – all of whom have demonstrated an in-depth understanding of the industry, and have reputations for personal

integrity and commitment. Most recently, they have welcomed Roy Hudson to the fold. Roy has a wealth of operational experience and has been in the security industry for over 17 years.

"It is important, however, that we do not overlook the strength and capability of those who were already in place," Jonathan stresses. "Jacqui Lapham and Deon Archibald together have provided an excellent service to our existing customers. Behind the scenes, Paul Bailey – our Communications Centre Manager – has also done a sterling job in supporting the operational management team and the security officers themselves."

"Axis is serious about security and serious about the long-term support it will be giving to its customers and its employees."

As some may already be aware, Axis has moved all non site based staff into one location in the Kings Cross area. This has ensured improved communications and provided an environment in which the existing and new company members can integrate successfully as a single management team. As the company grows, it will of course be looking

to strengthen all areas of the business, ultimately benefitting in a single mind-set, and a single culture.

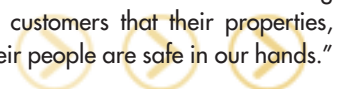
"We have also critically reviewed the remuneration and benefits packages for all of our security officers implementing a company sick pay scheme, life assurance cover and performance related awards," Jonathan continues.

Jonathan also pointed to the new branding: "You will see that visually we have changed. A new logo – 'angels wings' to denote a combination of protection and care – and over the coming months we will be introducing stylish new uniforms to provide our employees with the image befitting of our customers premises (see article page 2).

"But this is not just a cosmetic exercise," Jonathan insists. "Behind this new identity is a new period of long-term investment – investment in our people, in our infrastructure, and in our service. We want to give a clear message to the market that Axis is serious about security and serious about the long-term support it will be giving to its customers and its employees."

The event also provided the first opportunity to reveal the company's new strap line: Building Confidence.

"Building confidence is our new strap-line. It is also our business," Jonathan concludes. "Giving confidence to our customers that their properties, their assets and their people are safe in our hands."



Inside

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New remuneration and benefits for officers

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Focus on David Russell of Discovery Networks

Starting off on good Terms

by Alison Bell

Among the first tasks performed by the new management team has been a thorough review of remuneration and benefits packages for all officers, including the implementation of a company sick pay scheme, life assurance cover and performance-related awards.

"We want to make sure that all of our employees are well looked after," says Jonathan Levine, Managing Director. "Our aim is for Axis to be acknowledged as an industry leader and innovator, and to be recognised as a fair and enjoyable place to work. The most important asset of any company is its people, and so with this in mind we have reviewed the remuneration packages currently offered to staff, and worked to improve the pay and benefits.

"In line with government legislation for example, we will be extending annual leave from 24 days to 28, with effect from April 2009. Bank holidays will continue to be paid at double time if worked. A company sick pay scheme will be introduced to a maximum of four weeks from the 1st July (as with the majority of schemes, this is subject to a waiting period of five rostered days, during which statutory sick pay is paid).

"A private healthcare scheme will be provided via the Hospital Saturday Fund on all new contracts, and will be reviewed on existing contracts

dependent on the client's wishes. The level of contribution by Axis is far higher than that provided by the majority of our competitors, and covers not only hospital care but also dental and optical treatment. Additionally, if employees wish to increase the levels of cover then they can do so by contributing to the scheme themselves.

"Currently all Axis employees are covered by our personal accident insurance policy which protects employees whilst at work and travelling to and from work. However, we will also provide 'death in service' cover which equates to approximately one year's salary and is applicable to employees at all times whether on duty or not.

"On all new contracts, a new uniform (which includes shoes) will be provided free of charge to officers (see article below for design details). At existing contracts, the current uniform arrangements will remain in place until discussions are held with our customers at contract review," continues Jonathan.

"Among other benefits is a £50 contribution towards the cost of any evening classes to every employee on an annual basis, to help provide staff with a healthy work/life balance. There is no limitation regarding the nature of the evening class that the employee wishes to attend, and the £50 goes a long way to covering the course costs. A typical 10-week photography course for example

costs in the region of £75, while a course in French for beginners costs around £70.

"A Red Letter Day points scheme has also been implemented to reward loyalty and high performance. Points will be awarded for acts above and beyond the call of duty, service loyalty, training and development achievements, promotion awards, security professional of the month and of the year awards, annual appraisal recognition awards, and also client specific awards. The points can then be redeemed against various gifts, experiences and goods.

"We have reviewed the remuneration packages currently offered to staff, and worked to improve the pay and benefits"

"Finally we will be donating 0.5 pence per contracted hour worked to charity – further details to be unveiled at our annual Christmas luncheon.

"We hope these incentives and benefits will set us apart from our competitors, and ensure that Axis Security goes from strength-to-strength in the months and years to come," concludes Jonathan.



Suits you Sir!

In line with the new corporate branding, the Axis uniform has also undergone a makeover. The smart new dark charcoal suit, with matching shirt and tie will be issued free of charge to all officers on new contracts, and will be offered on existing contracts subject to the client's preference.

The suit has been specially designed for Axis by Fiona Bennett of Corporate Image of London, with image, comfort and practicality in mind.

"The brief was simple," says Fiona, "Axis wanted to create a uniform that would look smart and be

easily identifiable on site, but that would also be hard-wearing and practical for the officers as they go about their daily duties.

"Axis already had a strong idea of the look they wanted, and I worked with them to refine it, specifically designing a tie in keeping with the new logo and identity. The suit is a two-button single-breasted jacket, with matching trousers in dark charcoal. This is a hardwearing suit that will be issued in a lightweight fabric for summer



use and a heavier fabric for the winter months.

"At the fittings several of the guards commented on how comfortable the new uniform felt, and I hope they will continue to be pleased with it," concludes Fiona.



INTERVIEW



BroadcastNews

Sean Feast talks to David Russell

David Russell is the Director of Facilities and Real Estate Solutions for Discovery Networks EMEA/UK, responsible for managing a broad range of services including security throughout the EMEA region. Having originally served in the army, he spent a number of years as a contract manager for Pegasus Security, responsible for a variety of properties in and around Covent Garden. Moving in-house with Enterprise Oil, David has worked for a number of blue-chip businesses including Willis, Goldman Sachs and KPMG, during which time he also studied at Cranfield Business Management School. He has been with Discovery Networks EMEA/UK since September 2006.

SF Tell us something about your role?

DR At Discovery Networks EMEA/UK we have seven service lines, one of which is Building Operations. Within Building Ops are M&E, cleaning, Health, Safety & Wellness (HSW) and probably the most important, security. When we arrived at our EMEA headquarters in 2005 we had about 250 people working for us at Discovery House. Today we have more than 1,000 employees, not just in the UK but also in Madrid, Milan, Paris, Warsaw, Bucharest, Oslo, Copenhagen, Stockholm, Munich and Amsterdam. One of the first things I did was conduct a review of all of our external suppliers, assessing both our current and future needs. Axis impressed me from the start; its officers were very helpful, working with us during the transition process. They gave me immediate confidence.

SF How would you describe your corporate culture?

DR It's not a City-type culture. It's much more relaxed and yet still professional, with a real sense of 'team'. To that end, the Axis team has fitted in very well, having a good sense of safety and security without being obstructive.

SF What role does Axis play in supporting your people?

DR An important one! Their approach is always very positive. As the business has expanded, and our property portfolio increased, we have introduced new access control technology that when fully rolled-out will enable any member of staff access to any

Discovery Network office in our region. Axis has been most helpful in supporting the implementation of the new technology.

SF Do their responsibilities extend beyond security?

DR Fundamentally, Axis is employed to provide a manned guarding service for us 24/7. They are there to protect our people and our property, to be firm if they have to be, but also helpful. Being a media company broadcasting 24-hours a day, we have people in the building day and night and the guards are often the first point of contact. What we find now is that the guards are more than just about providing security; they are also an essential part of our emergency procedures, responsible for fire alarms, bomb evacuations etc, as well as providing additional resource in terms of first aid. That's the value-add that they deliver.

SF How big is the team?

DR We currently have a team of seven working in shifts; their manager is Steve Kendall who has been there a number of years. His maturity brings a little more balance to the team. We have always looked for the best, and have always had good officers working on the contract, individuals who have been well vetted, trained, supported, and who can deliver the higher level of service that we demand.

SF Has licensing made a difference to the calibre of security officer?

DR Not really in our case because we have always demanded the best. What I think it has done, based

on my experience of when I was working for Pegasus, is started to improve standards from the bottom upwards. What it has also done is given our existing security officers a feeling of ownership; it adds to their individual credibility.

SF How do you see the challenges of the future?

DR Axis has a new management team. I know Jonathan Levine from a previous life, and we've had a good conversation about the future. Of course we will market-test the business at some point, there is nothing wrong in that, and I recognise the ambition of the company. Axis has to keep working hard. If we were to ever get the feeling that we had been forgotten or not cared for, then that would be an issue.

We are constantly changing and a growing brand. We were an administration department, now we provide total facilities solutions across EMEA. We were a department of three, now we are eight and have a further 10 outsourced managers for various services, including security. It's a good mix of internal and external resource. The challenge will be for Axis – and indeed for all of our partners – to identify how we are changing, and adapt their performance and their service accordingly. Our requirements are becoming ever more sophisticated, and they need to change with us.



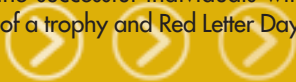
Rewarding excellence

Awards recognising the hard work and bravery of Axis Security officers will be presented for the first time at the annual Christmas lunch.

The new 'Officer of the Year' and 'Team of the Year' awards, will be presented to the individual and team that in the management's and their client's opinion goes above and beyond the call of duty, explains Jonathan Levine:

"There are many unsung heroes in the company, but up until now we have never had a formal scheme to acknowledge the tremendous contribution that our officers make in enhancing the lives of our customers. These awards will recognise this hard work and, if successful, we hope to make into an annual event."

Recognition for the successful individuals will come in the form of a trophy and Red Letter Day voucher points.

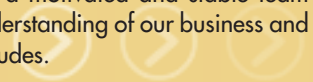


Savills shows confidence in Axis

Axis Security has secured a major new contract with property company Savills, covering eight multi-tenanted buildings in the City and West End. Axis is providing manned guarding at six of these prestigious buildings, and response patrols at the remaining two, encompassing 25 officers. We are also providing a dedicated Portfolio Supervisor to ensure the day-to-day smooth running of the account.

The buildings are managed by Savills on behalf of their investment clients. Having reliable security to provide the level of service that the buildings demand is paramount, explains Savills' Director Stephen Saunders: "Security is understandably a key consideration and, in choosing a security provider it was essential that I could be 100% confident in their ability to deliver."

"In selecting, Axis Security's reliability and credibility was much in evidence. I have built up a good working relationship with the management team, and know that they have the appropriate skills to meet our requirements. I also know from experience that the management team place great importance on employee welfare matters. This is important to us as we require a motivated and stable team of security officers at all of our buildings. They also have a thorough understanding of our business and have shown a commitment to excellent levels of service," Stephen concludes.



Face to a name



As Communications Centre Manager, Paul Bailey will be a familiar name to all officers – he is the first point of contact in the control room, coordinating rosters, wages and holidays. Here Axisdirect takes the opportunity to learn a little more about him and his role.

Paul joined Axis Security in March 2003, after a stint as a concierge at luxury flats in Kensington. He'd previously served for 14 years in the army, before spending five years as a mobile supervisor with Olympus Security.

"I missed security," says Paul, "so after four years as a concierge, I took the decision to rejoin the manned guarding industry, with a position at Axis. It was a move I haven't regretted."

"The role of Communications Centre Manager is largely a background role, giving the support

managers Jackie and Deon every help I can. The day-to-day work is varied, and includes rostering all officers, coordinating mobile supervisors and key holders, and ordering uniforms.

"I am the first port of call for the officers, so if there are any minor problems I am able to solve them before they escalate into a bigger issue. I enjoy the interaction with both guards and clients, and have built a good rapport with them. Although being office-based does mean that I have fewer chances to get out-and-about, it has presented other opportunities to me, and I have certainly become more aware of the business at all levels."

"I enjoy problem solving and the opportunity to make a tangible difference in the role. Up until recently, for example, holiday pay was a major headache, but with greater experience and new management direction this has been improving and there has been a marked reduction in complaints about incorrect holiday pay."

"Of course in my five years at Axis there have been challenges, but a highlight for me has been the new management team coming on board. They've brought in new ideas, new direction and new contracts, and now with clearer goals to work towards they have boosted motivation and morale."

"I was asking for more work," says Paul, "and with all the new contracts, they keep giving it to me. I'm certainly being kept busy!"

For well-deserved relaxation, Paul enjoys spending time with his children: two daughters aged 19 and 15, and a son aged 14, whom he enjoys watching football and going fishing with during the season.

InBrief

Swing when you're winning

The annual Axis Charity Golf Tournament will this year take place at the prestigious East Sussex National Golf Resort and Spa, near Uckfield on July 21st and 22nd.

Designed by Robert E Cupp, one of Jack Nicklaus's course architects, with major championship golf in mind, the club has staged two European Opens and played host to some of the world's leading players including Nick Faldo, Ernie Els, Vijay Singh, Colin Montgomerie, Jose Maria Olazabal, Nick Price and Ian Woosnam.

In July, Axis customers will follow in these famous footsteps to battle it out for the Axis Charity Trophy, with the prize money going to a charity of the winner's choice. Look out for a round-up of all the action in the next issue.

Top quality

Axis Security has recently passed its ISO 9001 quality management audit. ISO 9001 is the world's most established quality framework, currently being used by over 3/4 million organisations in 161 countries, and sets the standard not only for quality management systems, but management systems in general, helping businesses to succeed through improved customer satisfaction, staff motivation and continual improvement. More in the next issue.



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