

## Case Study

# SECOM PLC AND CHILD SAFETY MEDIA PARTNERSHIP - 2024 JUNIOR CITIZEN EVENT

In its third year of partnership with Child Safety Media, SECOM plc is one of two businesses providing vital funding that allows Child Safety Media to run the Tandridge Junior Citizen Event. This event, which SECOM is proud to support, underscores the company's commitment to enhancing child safety in the local community.

Building on the successes of previous years, SECOM once again sponsored and actively participated in the event, held in October 2024. With SECOM's support, the event equipped more than 700 Year 6 students with essential safety knowledge, helping them understand how to stay secure when home alone, the basics of fire safety, and how security services contribute to community well-being.

## COMMUNITY ENGAGEMENT AND EDUCATIONAL OUTREACH

For the 2024 event, SECOM provided a dedicated team of seven employees from various departments, including Security Install Engineers, Control and Command, and Marketing, who conducted hands-on workshops and interactive sessions. Alex McCabe, SECOM's Control and Command Manager, shared how rewarding the experience was for both staff and students, saying, "The children were fully engaged and seemed to genuinely enjoy interacting with us. My grandson, who was there from one of the schools, even told me we were the best – though he might be a bit biased!"

General Manager of UK South Install, Martin Harrold, was pleasantly surprised by the children's enthusiasm, particularly their lively participation in the quiz at the end of the session. "The kids loved the chance to run around and compete for correct answers. It really brought the session to life and kept them fully engaged," he noted.



## AT A GLANCE

### COMPANY

Child Safety Media

### INDUSTRY

Education

### SOLUTION

Safety Workshops

"SECOM is proud to be sponsoring the Child Safety Media event, as we recognise the crucial importance of empowering Year 6 children during their transition to secondary school. We are committed to providing valuable safety tips to ensure they are equipped to navigate their newfound independence confidently. Together, we will foster a safer environment for the future generation."

**MANAGING DIRECTOR,  
SECOM PLC**

Satoru Awano

Olivia St Pierre, SECOM's Marketing Executive, echoed this enthusiasm, describing the day as "fast-paced and energetic, but incredibly rewarding." Reflecting on the event, she added, "I had a fantastic time at the Tandridge event at the Lingfield Hotel and Racecourse. The children were enthusiastic and eager to learn about staying safe when home alone. Every child participated fully, and the round-robin session at the end showed just how much they'd absorbed from our presentations."

## CULTURAL EXCHANGE AND PERSONAL GROWTH

For Elisa Burgio, SECOM's Marketing Assistant from Italy, the event was more than just a chance to educate young people on safety—it was an opportunity to connect with the local community and her colleagues. "I loved being part of the Child Safety Media event," Elisa said. "Helping young people become more aware of their surroundings and share tips on staying safe when they're home alone felt like making a meaningful impact. Plus, it was fun and rewarding to see the kids having a good time." Elisa was also struck by how each school's unique environment shaped the children's interactions. She laughed, adding, "I talked so much in English that by the end of the day, I felt like a real Brit!"

## A PASSION FOR EDUCATION AND SAFETY

Senior Marketing Executive Zoe Armstrong brought a unique perspective to the event, blending her professional and personal background. "I've always had a passion for education. As a qualified primary school teacher and a mother to two teenagers, the Tandridge child safety event naturally sparked my interest. In my 20 years at SECOM, our primary aim has always been to protect people and make society safer. I saw this as an opportunity to act out our company philosophy and play a more active role in enhancing children's understanding of safety and security," Zoe remarked. Her commitment was evident as she worked closely with the children, sharing practical advice and providing an engaging experience that left a positive impact.

## REINFORCING SECOM'S COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY

As SECOM plc continues its partnership with Child Safety Media, this year's event again showcased the company's commitment to Corporate Social Responsibility (CSR). By merging financial sponsorship with active involvement, SECOM underscores the role that businesses can play in educating young people and fostering safer communities. Lauren Michael, SECOM's Head of Marketing and Communications, praised the initiative: "The Junior Citizen Event is a valuable opportunity for us to empower young minds. It's inspiring to see the positive difference we're making in the Tandridge community, imparting lifelong safety skills to young people."

SECOM's collaboration with Child Safety Media exemplifies CSR in action, creating a lasting impact on the local community. Through this annual initiative, SECOM is committed to helping young people feel safer, more informed, and prepared to navigate their lives confidently.

Reflecting on the significance of the event, SECOM Managing Director Satoru Awano stated: "SECOM is proud to be sponsoring the Child Safety Media event, as we recognise the crucial importance of empowering Year 6 children during their transition to secondary school. We are committed to providing valuable safety tips to ensure they are equipped to navigate their newfound independence confidently. Together, we will foster a safer environment for the future generation."

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