

# STAY SAFE

## Ex-IDF lieutenant Yair Daren at Security Risk Specialists explains what makes his security company stand out from the crowd

### In the spirit of Pesach, why is your security company different from all other security companies?

Unlike most Israeli security companies, which are based in north London, Security Risk Specialists (SRS) is in central London. When I set up the company in 2013, I wanted to offer something different to what was already out there and appeal to clients both within and outside the traditional Jewish community. My father made aliyah from Wales and my mother from Morocco, and I feel this diverse background enables me to relate to a broad spectrum of people, so the cosmopolitan nature of central London appealed to me. I've lived in Clerkenwell for more than 10 years and fortuitously my first client was an office complex based here, so my business in this area has grown organically. The location of our HQ in Clerkenwell, a stone's throw from the City, enables us to provide services for the financial sector and corporate world, as well as the residential sector in central London.

### What services do you provide?

SRS offers an array of man-guarding and front-of-house services with a particular emphasis on security concierge services for offices and luxury residential apartments. We protect people, institutions and property and this can include close protection, canine security and the use of patrol cars. Our clients have included heads of state, the Royal Navy, Jamie Oliver's headquarters, the Hatton Garden diamond district and Madonna.



Events security



### How does your IDF experience inform your approach?

My experience as an army lieutenant in a front-line tanks unit gave me an insight at an early age into a leadership role but perhaps more profound in determining the ethos behind SRS was the decade I spent as a security officer and manager in the UK. There was little investment in training and development, I rarely saw inspiring managers and it was hard to feel connected to a wider team. So when I established SRS I wanted to create a sense of community - an kind of extended family for my security officers. As SRS we have clear values that we ensure all our employees are aware of and aligned with. These include accountability, integrity and collaboration. They are consistently reinforced by our managers, who are committed to leading by example and adopting different approaches to ensure our security officers are motivated and that the contribution they make is recognised and valued.

### What is your assessment of the current security landscape?

I regularly attend security briefings and conferences. At a recent meeting with key figures from the City of London Police, the current threat level was discussed at length. The UK intelligence agencies have deemed the threat level in the UK from international terrorism as 'substantial' at present, which means that an attack is likely. However, this threat assessment shouldn't be taken out of context - for instance the threat in the UK is smaller than for some of our continental neighbours such as France or Belgium. Contrary to continental Europe, the

UK benefits from a natural border since it is surrounded by water, strict and highly-regulated gun laws and advanced intelligence-gathering capabilities by both MI5 and MI6, which are backed by a pro-National Security consensus from both sides of the political spectrum. The Jewish community, with its close allegiance to Israel, is subject to greater threats so naturally visible security can be a very useful tool in creating deterrence and achieving prevention.



Private security



High profile institutions



Office/corporate security



Reception/front of house security



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