

# Safe as houses

If you are concerned about you and your family's welfare and are after a secure service, Affinity Security Solutions could be the safety net you have been looking for

**B**ased in Chelsea over the past ten years, Affinity Security Solutions provides a service of security drivers and personal protection officers. Owner Darren Smith has seen his client base change dramatically from Hollywood film stars, A-list celebrities and overseas royalty to new clients from the private sector such as heads of industry, bankers and lawyers to name but a few.

Darren believes his business is growing as a result of the common perception that crime is getting worse. 'It is not the police who are at fault,' says Darren. 'But they are fighting a losing battle as the public appear to have lost faith in the service provided and end up turning to businesses like Affinity Security Solutions.' Only last week, a Chelsea resident made an enquiry because of the fact that an alarm call had resulted in no response and they were horrified at the prospect of no help coming when really needed.

'The recently reported murder of a wealthy banker and the level of crime existent within London and the Chelsea area has produced a considerable increase in enquiries about the services I can offer,' says Darren. With his experience in special forces and work within the security sector, Darren has an ability to choose fully trained, experienced people, which include ex-military personnel and a retired Metropolitan police inspector, to carry out the job to the best of their ability.

Darren will assess the needs of each individual client and tailor-make a security service that would best suit them. Many of his clients only require one man for seven days a week which incorporates a team of two to three men working on a rota system, covering a yearly contract. 'A typical day might include a school run, business visit, shopping trip, dinner, theatre or social function,' says Darren, 'which is then completed with the client being driven home and escorted to the front door. The house is then made secure by the security driver before being locked and alarmed.'

Darren speaks to the majority of his clients on a daily basis to ensure that his service is running as smoothly as possible and believes that communication is the key to his business. Ultimately, his philosophy is underlined by his clients needs – nothing is more important in life than knowing that you and your family are safe.

Darren will be pleased to speak to any new clients to discuss any personal needs or queries about his service.

Please contact :

