

MP – COMMUNICATIONS PACK: EVERYONE WELCOME

This communication pack contains guidance and communications asset to share with local shops in your constituency over the summer of 2025.

This pack is designed to help MPs support local shops in creating safe, inclusive, and responsible retail environments for every customer.

We have included:

- Template social media
- Sample text for your newsletter
- A link to a poster tool where retailers can generate a poster showcasing the support features they offer in their shop.

For more information or help sharing the materials please contact Edward.woodall@acs.org.uk

Creating inclusive and welcoming shops

Local shops serve millions of customers every day and are at the heart of their communities.

We want to help retailers make their stores as inclusive and accessible as possible for all customers, including those with disabilities, hidden conditions and additional needs.

ACS provide comprehensive guidance to help retailers understand how small changes can make a big difference in creating welcoming environments for everyone.

By sharing these resources with businesses in your constituency, you can support local shops in becoming more inclusive and ensure every customer feels valued.



Everyone Welcome Assets



Our Everyone Welcome Poster helps demonstrate a store's commitment to being inclusive and welcoming to everyone in the community.

Retailers can use our poster generator to create a customised poster that highlights the accessibility features and support they offer to customers with different needs. You can generate a poster [here](#).



The Everyone Welcome guide provides practical advice to help retailers make their stores more accessible and inclusive for customers with disabilities, hidden conditions, and additional needs.





The guidance is available [here](#).

Template Social Media Post

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- Everyone deserves to feel welcome when they shop. @ACS_LocalShops' #EveryoneWelcome guide can help retailers make small changes that make a big difference for disabled and vulnerable customers. 
<https://www.acs.org.uk/advice/everyone-welcome>
- From better signage to tailored customer service, there's lots retailers can do to be more inclusive. I'm encouraging local shops to use @ACS_LocalShops' #EveryoneWelcome guide and poster generator to show their support.
 <https://www.acs.org.uk/advice/everyone-welcome>

Facebook

-  Everyday activities like shopping can be challenging for some customers – but small changes can make a big difference.
-  The Association of Convenience Stores have created a practical guide to help local shops become more inclusive and welcoming for disabled and vulnerable customers.
-  Retailers can even generate a personalised poster to showcase the support they offer.
-  Check out the #EveryoneWelcome guide here: <https://www.acs.org.uk/advice/everyone-welcome>

Newsletter Text

Retailers in [Insert Constituency] can access free resources to help make their stores more inclusive and accessible for all customers, including those with disabilities or additional needs. The Everyone Welcome guide includes practical tips for improving customer service and store layout, along with a customisable poster to showcase the support available in-store. The full set of tools is available here: <https://www.acs.org.uk/advice/everyone-welcome>

More information

- [Generate the poster](#)

Tips to support customers with:

- [Disfigurement](#)
- [Sticks or walking frames](#)
- [Wheelchairs or scooters](#)
- [Learning disabilities](#)
- [Hearing loss](#)
- [Sight loss](#)
- [Dementia](#)

Other:

- [Additional help for customers](#)
- [The Hidden Disabilities Sunflower](#)
- [Advice on how to communicate with customers in an inclusive way](#)



Social Media Images



Hello/Bye



Thank you

General Principles

- Treat all customers in the same manner and with the same **respect** and **courtesy** you would anyone else.
- Providing **good customer service** to customers will sometimes mean taking a different approach.
- Try to think **flexibly** and **creatively** about the way you serve customers in order to meet their needs.
- Remember that not all disabilities are visible. Do not make assumptions about what a customer can or cannot manage.
- A customer may not introduce a personal assistant or an interpreter. Take your lead from the person using the services.
- Some customers may be accompanied by a guide or assistance dog. These dogs are working dogs and should not be treated as pets.
- Don't worry if you ever feel embarrassed because you aren't sure what to do. We can all feel anxious about doing the wrong thing on occasions but most customers will understand you are trying to help.
- Be **confident**; **relax** and **ask** your customer how you can help.
- Some people need a little more time for everyday tasks such as finding items or paying. **Always be patient** and give extra help if it's needed.

MP – COMMUNICATIONS PACK: RESPONSIBLE RETAILING

This communication pack contains guidance and communications asset to share with local shops in your constituency over the summer of 2025.

The pack also contains a brief explainer on the importance of preventing underage sales and how you can share ACS resources with businesses in your constituency to help them sell products responsibly.

We have included:

- Template social media posts
- Sample text for your newsletter
- Challenge25 Assets, Preventing Underage Sales Guide and our Selling Vapes Responsibly Guide

For more information or help sharing the materials please contact Daniel.askew@acs.org.uk

Preventing Underage Sales

Preventing underage sales of age-restricted products like tobacco, vapes, and alcohol is essential to protecting young people and supporting responsible retailing.

Retailers have a crucial role in ensuring these products don't fall into the hands of minors by staying alert, training staff properly, and following strict age verification procedures.

At ACS, we support businesses with resources, guidance, and training to help them comply with the law and stay vigilant in preventing underage sales.

By promoting responsible retail practices and sharing these tools with businesses in your area, you help protect young people, uphold public health standards, and maintain trust in local retailers.



ACS advice

PREVENTING UNDERAGE SALES

Understanding how to manage underage sales is probably the main compliance challenge a convenience store retailer faces. This guide explains what you are legally obligated to do; what you should consider doing as best practice; and how you put in place the policies and procedures that will help you to manage this difficult area successfully.

UNDER 25?

Please be prepared to show proof of age when buying age restricted products

Responsible Retailing Assets



Challenge25 is a long running successful policy created to support colleagues who are doing their job by enforcing the law on age restricted sales. The policy, which urges colleagues to check for proof of age for anyone that might look 25 or under, is most commonly used for alcohol purchases but also applies to all other age restricted products.

Any business can download Challenge25 materials for free and display them in their shops [here](#).



ACS' Selling Vapes Responsibly and Preventing Underage Sales Guide provides comprehensive advice to local shops on how to sell age restricted products responsibly.

This guidance below can support local shops identify illicit products and put in place the policies and procedures to prevent underage sales.

[ACS Selling Vapes Responsibly Guide](#)
[ACS Preventing Underage Sales Guide](#)



Template Social Media Posts

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- Challenging underage customers can sadly be a major flashpoint for abuse against shopworkers. I'm supporting @ACS_LocalShops by sharing #Challenge25 materials to help retailers communicate their responsibilities and reduce the risk of confrontation.
- We're supporting @ACS_LocalShops in highlighting to business how you can put plans and procedures in place to prevent proxy sales of age restricted products. Check out this guide: <https://www.acs.org.uk/advice/preventing-underage-sales>

Facebook

We're working with The Association of Convenience Stores to support local businesses in tackling underage and proxy sales of age-restricted products like tobacco, vapes, and alcohol.

If you run or work in a shop, it's vital to have the right steps in place to stop these harmful sales. This guide offers clear, practical advice to help you stay compliant and protect young people in our community.

■ Take a look: <https://www.acs.org.uk/advice/preventing-underage-sales>

Newsletter Text

I am calling on local retailers here in **[Insert Constituency]** to take advantage of the free information, advice, and resources available to them from the Association of Convenience Stores which are designed to help businesses sell products responsibly and prevent underage sales. The resources include guides on how to put procedures in place to prevent underage sales, identify illicit products, and tailored Challenge25 materials to display in your store. These are all are all free and available to view [here](#).

More information

- ACS has developed a dedicated resource hub for MPs, providing access to a range of materials designed to support local businesses. You can explore the hub [here](#).
- For further information on the resources or to arrange a visit to your local convenience store please contact ACS Public Affairs Manager Daniel.askew@Acs.org.uk

Social Media Images

ACS|advice



PREVENTING UNDERAGE SALES

Understanding how to manage underage sales is probably the main compliance challenge a convenience store retailer faces. This guide explains what you are legally obligated to do, what you should consider doing as best practice, and how you put in place the policies and procedures that will help you to manage this difficult area successfully.



IT IS AN OFFENCE
FOR UNDER 18s
TO PURCHASE
OR ATTEMPT TO
PURCHASE
ALCOHOL

You could receive
a fine of £1,000

25

MP – COMMUNICATIONS PACK: TACKLING RETAIL CRIME

This communication pack contains guidance and communications asset to share with local shops in your constituency over the summer of 2025.

The pack also contains a brief explainer of the challenges local shops with retail crime and how you can help

We have included:

- Template social media
- Sample text for your newsletter
- ShopKind asset and crime prevention guidance

For more information or help sharing the materials please contact Edward.woodall@acs.org.uk

The retail crime challenge

The level of shop theft and violence and abuse against shopworkers is widely reported in the national media, but we want to help retailers prevent crime in their shop and local communities.

Local shops are investing over £5,000 per store annually in crime prevention measures to deter criminals from targeting their stores.

At ACS we co-ordinate the #ShopKind campaign and provide comprehensive guidance to retailers to increase security in their stores.

By sharing these resources with all types of businesses in your consistency you help deter crime and make communities feel safer.

“When your staff are threatened with a hammer, when someone threatens to kill you who lives near your shop and the police don’t take it seriously, what’s the point?”

Amit Puntambekar, Nisa Local, Fenstanton

For more information go to acs.org.uk



Number of incidents of violence estimated in the sector

59,000+

87%

of store colleagues have experienced **verbal abuse**

?@!#!

Tackling Retail Crime Assets



The #ShopKind campaign is a retail sector initiative aimed at addressing abuse and violence against shopworkers by encouraging positive behaviour in stores.

Any business can download ShopKind materials for free and display them in their shops [here](#).



The ACS Crime guidance provides comprehensive advice to local shops on the most effective crime prevention measures, such as body-worn cameras, CCTV systems, and staff headsets

This [guidance](#) can support local shops decide what they need to invest in to protect their colleagues, communities and customers.

Template Social Media Post

Facebook

🚨 Keeping our local shops safe is essential for the wellbeing of our communities.

I'm encouraging retailers across [Insert Constituency] to make use of the Association of Convenience Stores Crime Guidance, which provides practical advice on effective crime prevention measures - including body-worn cameras, CCTV systems, and staff headsets.

Let's work together to protect shopworkers and create safer high streets for everyone. 🛒 👤

#ShopKind #RetailCrime #SupportLocalShops

Instagram

🚨 Violence, theft, and abuse in local shops are not acceptable, our shopworkers deserve respect and safety.

That's why I'm backing the #ShopKind campaign led by @acs_localshops. With retailers spending over £5,000 a year to prevent crime, we all have a role to play in making our high streets safer. 🍷 🛒

Let's protect those who serve our communities every day. 🔗 Learn more: [ShopKind](#)

#ShopKind #RetailCrime

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🚨 Retailers in our community are spending £5,000+ per store to fight crime and protect staff.

I'm backing the #ShopKind campaign to tackle retail crime and support safer, stronger communities. Let's respect shopworkers and help stop abuse. 🛒 👤 ♀

👉 Access free ShopKind materials here: [ShopKind](#)

#RetailCrime #ShopKind

Newsletter Text

I would like to encourage local retailers in **[Insert Constituency]** to take advantage of free information and advice from the Association of Convenience Stores (ACS) such as the Crime Guidance, which provides practical advice on effective crime prevention measures - including body-worn cameras, CCTV systems, and staff headsets.

Retailers can also support the #ShopKind campaign, run by ACS and backed by the Home Office, the campaign aims to encourage positive behaviours in shops, acknowledge the important role of shopworkers and raise awareness about the scale and impact of violence and abuse against shopworkers. Free to use assets for #ShopKind can be found here.

More information

- [ACS Crime Report 2025](#)
- [ShopKind Campaign Resources](#)
- [ACS Crime Prevention Guidance](#)

- For further information on the resources or to arrange a visit to your local convenience store please contact ACS Public Affairs Assistant Alexandra.margetts@acs.org.uk