

# 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](mailto: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](https://acs.org.uk)



Number of incidents of violence estimated in the sector

59,000+

87%

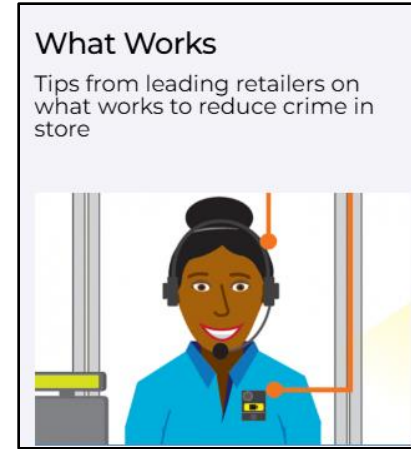
?@!#!  
of store colleagues have experienced **verbal abuse**

# 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

## X

🚨 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](mailto:Alexandra.margetts@acs.org.uk)