



I'm a  
**#ShopKind**  
Champion



Home Office



ShopKind



# Welcome!

Congratulations on being nominated as a **#ShopKind Champion**. You have been chosen because you're a leader in your field and we believe you can influence others by promoting **#ShopKind** in your organisation or across your network.

**BUT** before we go any further, please take a picture with your #ShopKind Champion Pack and share it on social media to let everyone know you're a #ShopKind Champion!

## Here are a few suggested messages you could use:



I'm a #ShopKind Champion! We can't tolerate violence and abuse of shopworkers anymore. When we're all out shopping, we need to think about how we can #ShopKind.

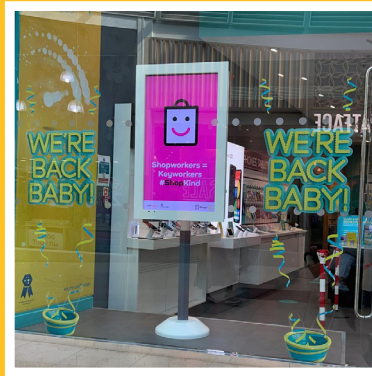


So pleased to be nominated as a #ShopKind Champion! I'm looking forward to sharing the #ShopKind message!



Did you know hundreds of shopworkers are abused every day? This isn't acceptable! I'm proud to be a #ShopKind Champion.





## Dear ShopKind Champion,

We need your help to spread the **ShopKind** message in your organisation and across your network. Here's what we need you to do:

### Step 1:

Get the **#ShopKind** message established in your organisation or across your network.

#### How?

- Share the **#ShopKind** stickers with others, put the posters up in shop or office and tell people about **#ShopKind**.
- Share how you are using **#ShopKind** in your organisation on social media.

### Step 2:

Encouraging people and your organisation to think about how they can help people to **#ShopKind**.

#### How?

- Set up a meeting with your colleagues to discuss **#ShopKind** and use the **#ShopKind** briefing and key questions sheet to help you.
- We bet you are already doing loads to support your people and shoppers! Use **#ShopKind** to tell everyone what you are already doing!



### Step 3:

Sign posting people towards help and support where they have faced violence and abuse in shops.

#### How?

- We have pulled together information to make sure people that need support can get it.
- Being a victim of abuse or violence can have a devastating impact. Make sure people in your organisation or network know where they can access support.



Use this briefing to tell people in your organisation or network about **#ShopKind**. The key questions could inspire discussion across your organisation or network about what more can be done to encourage people to **#ShopKind**.

## What is #Shopkind?

**#ShopKind** is a retail industry campaign, co-ordinated by ACS (the Association of Convenience Stores), that is responding to the growing problem of abuse and violence toward shopworkers.

**Our aims are simple:**

- Encourage kind behaviour in shops.
- Acknowledge the essential role of shopworkers in our communities.
- Raise awareness about scale and impact of abuse and violence towards shopworkers.

## Why is #ShopKind important?

**There is a growing problem of violence and abuse towards people working in the shops across the country:**

- USDAW, the shopworkers Union, estimate that **70% of shopworkers have faced verbal abuse**.
- The British Retail Consortium estimate that **over 1,300 shopworkers are abused each day**.
- The Association of Convenience Stores estimate there **over 76,000 attacks** against people working in local shops.

## Key questions

**Use these questions to challenge your organisation or network to do more to encourage people to #ShopKind.**

- To what extent is abuse and violence an issue for people in our organisation?
- How do we communicate to colleagues and customers that their safety is our priority?
- How can we work with other businesses and organisations to ensure our people and the communities we serve are safe?

# Further information

## #ShopKind

You can use all #ShopKind materials including: posters, stickers, shelf-sliders, colleague video messages, social media assets, in-store radio message and till screen graphics.

<https://nbcc.police.uk/crime-prevention/shopkind-webpage>

If you have more questions about #ShopKind or being a ShopKind Champion please contact [willem.vandeven@acs.org.uk](mailto:willem.vandeven@acs.org.uk)

## Support for victims

**Ministry of Justice: Victim and Witness Information:** Get free support in your area: Your local support team will help you cope and recover after a crime. <https://www.victimandwitnessinformation.org.uk/>

**Victim Support:** Need help after crime? Independent. Free. Confidential. <https://www.victimsupport.org.uk/>

**Suzy Lamplugh Trust:** Help improve the safety of workplace. <https://www.suzylamplugh.org/suzys-charter-for-workplace-safety-training>

**Grocery Aid:** Workplace Critical Incident – **08088 021122** – Available to any grocery colleagues who have witnessed or been involved in a critical incident in the workplace. <https://www.victimandwitnessinformation.org.uk/>

**Retail Trust:** Creating hope, health and happiness for everyone in retail. <https://www.retailtrust.org.uk/>

## ShopKind is supported by:

