

Dear ShopKind Champion,

We need your help to spread the **ShopKind** message in your organisation or 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!

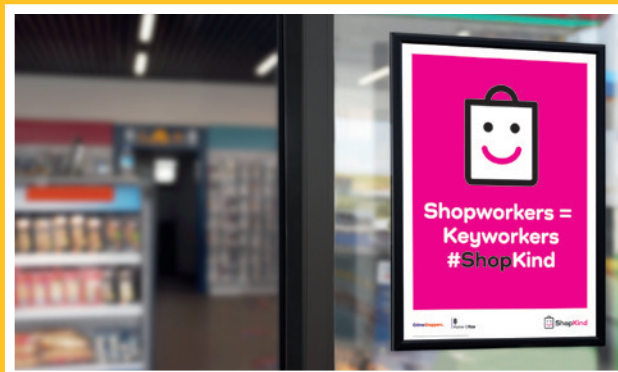


Step 3:

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) on behalf of the UK Home Office, 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 **90% of shopworkers have faced verbal abuse**.
- The British Retail Consortium estimate that **over 400 shopworkers are abused each day**.
- The Association of Convenience Stores estimate there **over 35,000 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 our people that their safety is a priority?
- How do we communicate to our customers that their safety and the safety of our people is a 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 download additional #ShopKind materials for free from here:

<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

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/>

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:





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