

I'm a #ShopKind Champion

Home Office

ShopKind

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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.

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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 **78% of shopworkers have faced verbal abuse**.
- The British Retail Consortium estimate that **over 1,600 shopworkers are abused each day**.
- The Association of Convenience Stores estimate there **over 67,000 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?

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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 **daniel.askew@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:

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