ACS the voice of local shops

ShopKind Week 2026

W/C 9th November

What is #ShopKind

Retail sector campaign to address abuse and violence against shopworkers by:

- Encouraging positive behaviour in stores
- Acknowledging the essential role of shopworkers
- Raising awareness about scale and impact of abuse and violence towards shopworkers









Co-ordinated by

ACS | the voice of local shops

Hosted by

NATIONAL BUSINESS CRIME CENTRE

Reducing crime through partnership and prevention

Originally Funded by

Home Office

How Does #ShopKind Work?

ACS | the voice of local shops	ACS co-ordinates the campaign, we create materials for supporters to use and promote the campaign in national media.
NATIONAL BUSINESS CRIME CENTRE Reducing crime through partnership and prevention	The National Business Crime Centre hosts all the ShopKind campaign assets on their website for campaign supporters to access.
	ShopKind supporters (**you!**) use the campaign materials in their stores or on social media to demonstrate their commitment to the campaign objectives.
ShopKind	Encouraging positive behaviour in stores Acknowledging the essential role of shopworkers Raising awareness about scale and impact of abuse and violence towards shopworkers

Campaign Supporters

ACS the voice of local shops

A total of **173** organisations support #ShopKind



Four major campaigns coming together in 2026 to send a united message around colleague safety and the importance of the UK retail sector

ACS | the voice of local shops

USDAW

Retail TRUST 1832 ONWARDS

NATIONAL BUSINESS CRIME CENTRE
Reducing crime through partnership and prevention









ShopKind Week: What will Happen

- ACS will be promoting the ShopKind campaign in the trade and national media to raise awareness of the importance of treating retailers and their colleagues with kindness.
- We will be asking retail supporters and ShopKind champions from other stakeholder groups to publicly endorse the campaign.
- The ShopKind activity is intended to compliment and cross over with the wider co-ordinated week of action

A total of 173 organisations support #ShopKind



Political and Policing Support

We will ask political and policing leads to support the ShopKind campaign:

- Home Secretary
- Policing Minister
- Shadow Home Secretary
- Shadow Policing Minister
- Police and Crime Commissioners
- Senior Policing Representatives






Key Campaign Messages

The campaign's key messages we will be pushing the media are:

- Positive action from retailers to create safe shopping and working environments
- The scale of violence and abuse against shopworkers
- Consumers experience of violence and theft in shops



How to Support

We need your support on w/c 9th November
You can get involved by:

Share assets on social media



Displaying assets in your business



Getting staff involved in the campaign



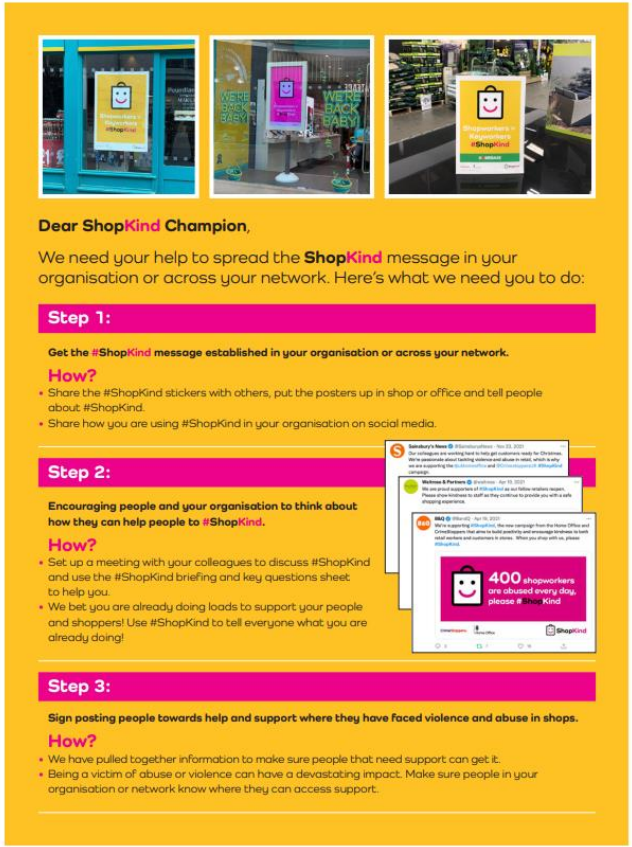
Ask Senior leadership team to endorse the campaign



All ShopKind materials are available on the National Business Crime Centre here

How to Support: ShopKind Champions

- Nominate a ShopKind Champion in your organisation.
- Receive digital ShopKind Champion pack.
- They will be responsible for sharing the ShopKind message through all communications streams.
- Our Champions pack is here



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.

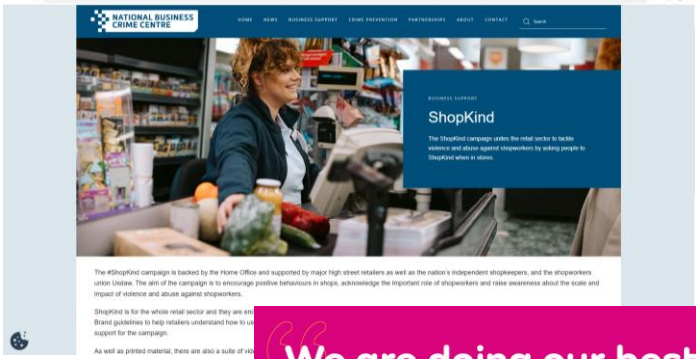
How to Support: Media Spokesperson

- Nominate a Media Spokesperson within your organisation.
- We will refer ShopKind media requests to them
- Talk about what your organisation is doing in relation to ShopKind



Updated Shopkind Materials

- All ShopKind materials are here
- Digital assets are free to use
- You can get ShopKind materials professionally printed at **your own cost**. Contact Neil Penfold info@fluiddesignstudio.com to order bulk materials.
- For any queries or specific usage requests, contact Daniel Askew (Daniel.askew@acs.org.uk)





Get Involved!

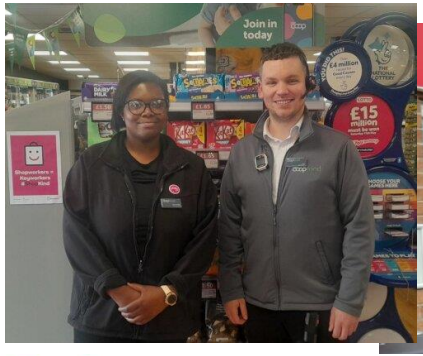


Nisa Retail
@NisaRetail

This #ShopKind week we're reminding shoppers how important it is to treat shopworkers with kindness and respect, this week and every week.

Our retailers are here to help you – make sure you treat them kindly!

ACS | the voice of local shops





Mid Sussex Police
19 Mar ·

#ShopKind campaign unites the retail sector to tackle violence and abuse against shop-workers by asking people to #ShopKind when in stores.
In 2022, legislation was introduced, which means people who attack shop-workers now face tougher penalties thanks to new legislation as part of the Police, Crime, Sentencing and Courts (PCSC) Act. The provisions make attacking any individual who serves the public, including shop-workers, an aggravated offence.
#MidSussex #ShopKind



Like Comment Send Share







Greggs
20 April at 09:46 ·

We're proud to support the #ShopKind campaign, to help prevent violence and abuse towards our shopworkers. As lockdown restrictions ease, please remember to #ShopKind



Asda @asda · Apr 19

We're joining other retailers in asking all customers to #ShopKind, be kind to our colleagues and each other, and shop safely and respectfully.

The British Retail Consortium @the_brc · Apr 19

Shopworkers do an incredible job every single day, and they deserve our respect and consideration. With so many shops newly reopened, please remember to #ShopKind.



7 15 37



