

#ShopKind Briefing



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

Hosted by

Funded by

Campaign Supporters

A total of **131** organisations support #ShopKind



How does #ShopKind work?

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

ShopKind Assets



Black outer line indicates
the cutter guide
for the badge.



David Cave
@DavidCa69831622

I have attended the local retailers and handed out a poster and offered reassurance. Our shop workers are key workers and shouldn't have to face any abuse of any nature
[#ShopKind](#) [#OneTeam](#)
[#InOurCommunity](#) [#HereForYou](#)
[#CommunityPolicing](#)
[@HumberbeatNEL](#)

2:03 PM · Apr 21, 2021



W/C 17th April #ShopKind Week

Activity	Details	How to support? (PR TEAMS)
Pitch to print & broadcast media on levels of violence and abuse in retail	<ul style="list-style-type: none"> • Shoppers seeing more abuse of shopworkers • Scenarios most likely to lead to abuse of shopworkers 	<p>Provide a comment for the press release here.</p> <p>Provide a spokespersons or case study from your business</p>
New campaign assets for supporters to share on social media	<ul style="list-style-type: none"> • Clips of shopworkers asking people to “ShopKind” • Shopworkers talking about their experience • Tannoy message (unlicensed) 	<p>Use new and existing ShopKind assets in store or on social media</p> <p>Use the ShopKind to elevate your own campaigns</p>
Home Office Minister, Chris Philp MP, Message of support for ShopKind	<ul style="list-style-type: none"> • Message of support for the campaign • Calling for retailers to support 	<p>Share the Ministerial message on social media</p> <p>Demonstrate what your business is already doing</p>
ShopKind Sponsoring the Retail Risk Conference	<ul style="list-style-type: none"> • We are promoting the ShopKind campaign at the Risk Conference 	<p>Tell your loss prevention teams to attend</p>

Pitch to print & broadcast media on levels of violence and abuse in retail...

- Draft press release available from 10th April for stakeholders
- We welcome volunteers to speak to the media
- ShopKind media contact: Chris.noice@acs.org.uk
- Consumer polling by **Yonder** currently in the field to support promotion of the campaign (sample size 1,000 UK adults):
 - Repeater question on members of the public that have witnessed shopworkers being abused
 - New polling on the value of shopworkers and public facing workers
 - How often different public facing workers experience violence and abuse

How to use ShopKind

- Social media
- Use it to promote your own campaigns!
- Get your store teams involved!
- Share it across you networks!
- Get senior leaders to be ShopKind Champions



Resources and Contacts

Resources

<https://nbcc.police.uk/business-support/shopkind/shopkind-webpage>



Contacts

- Edward Woodall, ShopKind Campaign Lead:
Edward.woodall@acs.org.uk
- Willem van de Ven, ShopKind Co-Ordinator:
Willem.vandeven@acs.org.uk

