

National Week of Action - 2026

‘Safer Business Action Week’

9th November 2026



SAFER BUSINESS
ACTION WEEK

Supt. Lisa Maslen

The National Business Crime Centre's Safer Business Action Week will unite with the Association of Convenience Stores, Union of Shop, Distributive and Allied Workers and Retail Trust, aligning their respective ShopKind, Respect for Shopworkers Week and Let's Respect Retail campaigns with activity taking place across the country.

The collaboration comes as the new standalone offence of assaulting a retail worker is expected to come into force, marking a significant change in the protection given to people working in shops.

The Association of Convenience Stores' ShopKind campaign promotes positive behaviour towards shopworkers, raises awareness of the impact of abuse, and encourages customers to treat colleagues with respect.

The Union of Shop, Distributive and Allied Workers' Respect for Shopworkers Week campaigns for action to tackle the high levels of violence, threats and abuse experienced by retail workers, encourages members to report incidents and makes it clear that abuse should never be part of the job.

The Retail Trust's Let's Respect Retail campaign unites retail workers, retailers and the public to protect staff against abuse and encourages shoppers to show simple acts of courtesy, kindness and respect to create more respectful shopping environments.

By aligning these campaigns with Safer Business Action Week, the NBCC and its partners will connect public awareness and behaviour change with practical crime prevention, reporting, intelligence, partnership working, and enforcement.

▸ [USDAW - Homepage](#)

▸ [Home | Retail Trust](#)

▸ [Welcome to ACS | ACS.co.uk](#)

The ask – can you please tell us...

The Ask

- Your commitment as a force to support the Safer Business Week of Action

Post event data

- If you conduct SaBA Days, how many your force carried out
- How many police officers and staff were involved in your week of activity
- How many arrests due to the week's activity
- Please share anything else of note e.g. good news stories, learning

Safer Business Action (SaBA) Days



SAFER BUSINESS ACTION DAYS

Safer Business Action (SaBA) Days is a joint approach by police, business, private security, Business Crime Reduction Partnerships (BCRPs) and Business Improvement Districts (BIDs) working in partnership to focus resources into designated location to create a significant impact to reduce crime.

Remember: a SaBA day does NOT include Business as Usual or regular patrols



What is a Safer Business Action Day?

The objective of the day is to deliver a focussed operation with joint patrols, the targeted intervention of offenders and a range of crime prevention activity, through:

- ☒ Working in collaboration to create awareness and understanding of the crimes that affect business;
- ☒ Demonstrating the importance of tackling crime to protect and safeguard frontline staff;
- ☒ Developing local, trusted relationships leaving a legacy of partnership working.

For more information see our website [SaBA Days \(nbcc.police.uk\)](https://nbcc.police.uk)

Purpose and Objectives of the week:

- ▶ To put a focus on business crime, raise awareness of the issues affecting businesses and highlight the existing work taking place to support businesses
- ▶ To support the business community by prioritising and tackling business crime, in particular the Retail Crime Action Plan
- ▶ To promote collaborative working and strengthen the relationships #tacklingretailcrimetoegether
- ▶ To highlight and celebrate achievements and good news stories

Focus Areas

The following provides the themes of the week with examples of activity for each area, but we're keen for each force to be innovative in its approach.

- ❑ **Prevention** – To identify and share best practice and provide crime prevention advice
- ❑ **Intelligence** - Use data to identify crime trends, hot spots, prolific offenders and OCGs
- ❑ **Enforcement** - Use a variety of tactics to target high harm and prolific offenders
- ❑ **Engagement** - Be visible and provide reassurance to the business community

Prevention

- ▶ Conduct high visibility reassurance patrols in hotspot areas
- ▶ Offer design out crime site visits
- ▶ Provide bespoke crime prevention guidance
- ▶ Identify and engage with the 'Top 10' business crime offenders
- ▶ Provide training to support businesses - e.g. Business Impact Statements, how to report
- ▶ Highlight existing guidance focussed on preventing business crime

Intelligence

- ▶ Identify opportunities to share information with the business community e.g. new and emerging crime trends, hot spots, crime patterns.
- ▶ Provide briefings to local business community groups e.g. BIDs, BCRPs, Shopwatch schemes
- ▶ Identify new opportunities to increase crime reporting
- ▶ Use data to identify high harm offenders and new and emerging crime threats
- ▶ Create problem profiles and problem-solving plans

Engagement

- » Conduct business/store visits to increase confidence
- » Offer drop-in sessions aimed at businesses
- » Use PCC/Senior Officer briefings to highlight the work you're doing
- » Look to host a Police/business community roundtable to address concerns
- » Consider the use of surveys to better understand local issues
- » Liaise with your BID/BCRPs and business crime steering groups
- » Utilise briefings and pop up stands in retail/high footfall areas

Enforcement

- » Deploy covert officers to crime hotspots
- » Prioritise arrest enquiries for outstanding business crime suspects
- » Utilise Restorative Justice and other diversionary schemes
- » Explore ASB powers - CPWs, CPNs and CBOs - to target those that cause businesses the most harm e.g. prolific/violent shoplifters, aggressive begging



Week of Action - 2025



Safer Business Action Days



Our last Safer Business Action Week in 2025 was focussed on carrying out days of action. The feedback from the business community was excellent as was the support from police forces and businesses.

Forces supported = **35**

Number of SaBA Days = **211**

Officers/staff involved = **4407**

Arrests = **1213**



Comms and Media support

Consider what media content and messaging you will plan for the week. See below for some ideas:

- ▶ Video messages in support of targeting business crime
- ▶ Raise awareness of the NBCC website and its guidance
- ▶ ShopKind branding - [Shopkind \(nbcc.police.uk\)](https://shopkind.nbcc.police.uk)
- ▶ Utilise social media posts - **#SaBaWeek**
- ▶ [SaBA Communications Guidance](#)

Supporting materials

- ▶ Training Videos - [Shopworker Videos \(nbcc.police.uk\)](https://nbcc.police.uk)
- ▶ Crime prevention guides for businesses - [NBCC Guidance](#)
- ▶ Guidance:
 - [Victim Support- employee framework](#)
 - [Impact Statements for Business \(ISBs\)](#)
 - [Reducing violence against shopworkers guide](#)
 - [Ten principles of crime prevention to retail crime](#)



Our movement to end abuse

**Retail
TRUST**

1832 ONWARDS

Cliff Lee

Director of Wellbeing Services

The magic of hello



The movement: unmissable

This is where it becomes unmissable. The greetings, the faces, the seven seconds – all of it amplified at scale.

Piccadilly Circus.

High street takeovers.

Shopping centre takeovers.

Town takeovers.

Retailer windows.

An industry moving as one, with a greeting for the whole country.

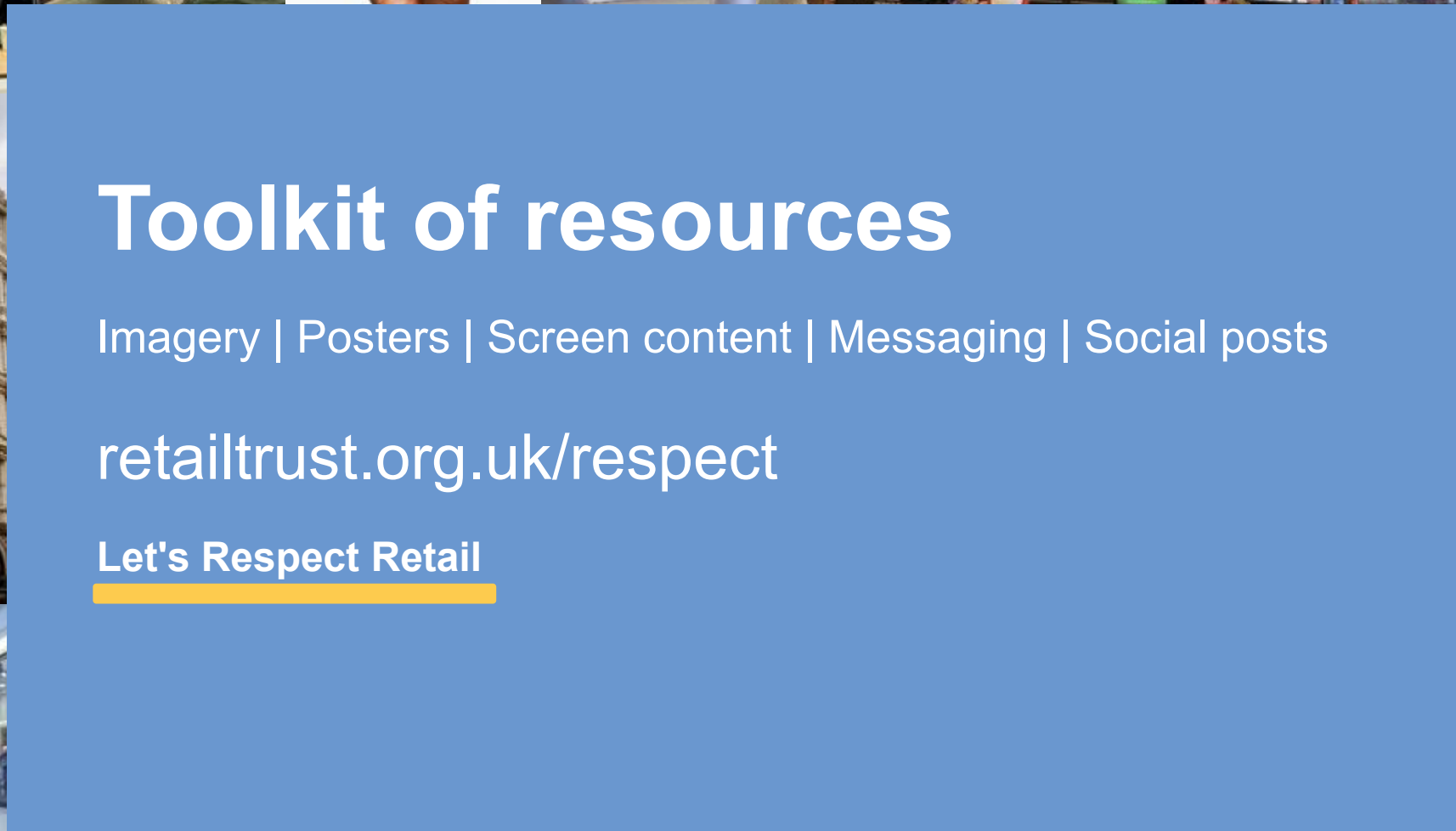


Let's Respect Retail

Our movement to end abuse

- New Let's Respect Retail report containing new data, insights and stories detailing the current state of play when it comes to retail staff abuse and the impact it is having on individuals and the sector, which will also be sent out to the press.
- Advertising in shopping centres across the country encouraging shoppers to change their behaviour to support staff.
- Advertising in cinemas throughout November.
- Advertising in train stations and Heathrow Airport.
- A wide-range of retailer support covering in-store campaign assets, receipts, screens and colleague communications.





Respect for Shopworkers Week

9 -15 November 2026



- Usdaw is the Union for retail workers with over 370,000 members, the majority working in retail stores.
- Our Freedom From Fear campaign has been running for over 20 years.
- Respect Week runs every November in the run up to Christmas
- Public facing message to shoppers to 'Keep Your Cool'
- Encourages retail workers to 'Report It – Sort It'
- Work with retail trade bodies, employers, police and Government to ensure shopworkers receive the respect and protection they deserve.
- Campaign calls for standalone legal protections for retail workers.



Campaign Activity

- Rep led campaign activity in around 1,000 retail workplaces
- Workplace campaigns stands include leaflets, giveaways and surveys
- Significant social media activity – digital assets pack
- Campaign is supported by major retailers including Tesco, Sainsbury's, Morrisons, the Co-op and Poundland.
- Engaging with MPs and retailers to co-ordinate high profile visits during the week
- Encourage joined up activity with local police forces



Freedom From Fear Survey



- Annual survey of retail workers evidences the issues members face.
- 2025 results showed levels of abuse remain high:
 - 78% have experienced verbal abuse
 - 54% were threatened by a customer
 - 11% were assaulted
- Interim results for 2026 will be released during the week.
- National and local press releases will highlight members experiences in different parts of the UK.
- Full year results and report released early 2027.



Getting Involved

- The co-ordinated week of action is a great opportunity to link up with Usdaw campaigns in retail stores and jointly encourage incident reporting.
- Briefings encourage Usdaw reps running campaigns to extend an invite Police and Crime Commissioners and local police forces.
- Police wanting to support a local Respect Week event can contact their local Usdaw office for details of events taking place near you.
- Usdaw Office details are on our website: [USDAW - Contact Us](#)
- For any questions or further details about the campaign please contact liz.green@usdaw.org.uk





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

Hosted by

Originally Funded by

How Does #ShopKind Work?

	ACS co-ordinates the campaign, we create materials for supporters to use and promote the campaign in national media.
	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.
	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

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



#ShopKind is supported by...



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



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.
- We will be promoting the campaign with updated materials for in-store use
- 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



Theo Paphitis  
@TheoPaphitis

Shopkeepers and retail workers are part of the fabric of our society, and they work hard to look after customers. That's why I'm supporting #ShopKind week, to remind customers to treat our colleagues with respect because they are here to help you !



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.



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.

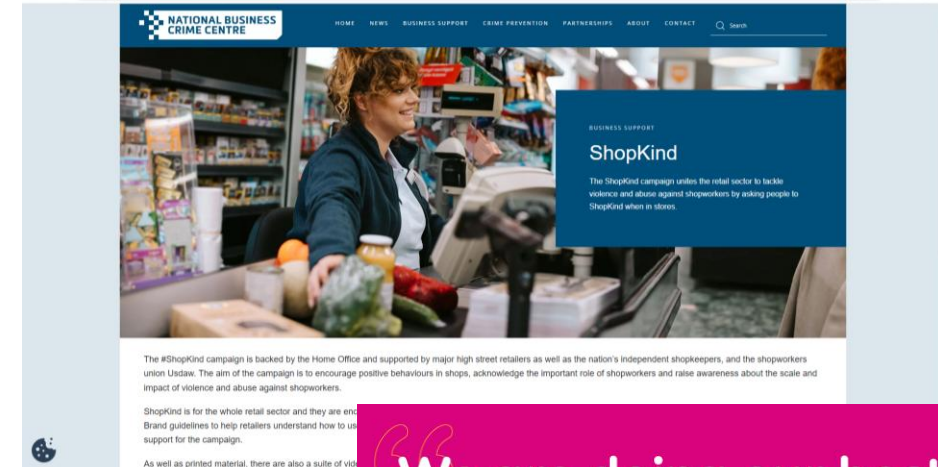
How to Support: Media Spokesperson

- 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

- Updated materials will be available on the NBCC website from mid-October
- 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
@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!



Shopworkers =
Keyworkers
#ShopKind



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**

GREGGS

supporting
#ShopKind



"We're proud of our people who have worked hard throughout the pandemic to maintain an essential service providing takeaway food to customers unable to work from home. Their safety, and that of our customers, is of utmost importance to us and so we wholeheartedly support the ShopKind campaign and would encourage others to do the same."

- Roisin Currie, People and Retail Director at Greggs



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



Shopworkers =
Keyworkers
#ShopKind

Like Comment Send Share



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**.



400 shopworkers
are abused every day,
please **#ShopKind**

CrimeStoppers. Home Office

ShopKind