

Shoplifting has a significant impact on your business, particularly if you don't have the resource for an enhanced security presence on your premises.

We've put together a few easy-to-implement methods you can use to reduce shoplifting in your store.

Stay safe

Our number-one piece of advice regarding shoplifters is to put your personal safety first.

Shoplifters might respond aggressively when challenged, and there is no situation where retaining a stolen product is more important than your wellbeing.

If you feel threatened, make it your priority to de-escalate the situation, remove yourself to a safe area, and call the police as soon as possible.

For more information about preventing shoplifting and other crimes our Crime Prevention Handbook is available online:

bit.ly/crime-prevention-handbook

Find out what's happening in your neighbourhood by signing up to Warwickshire Connected or Neighbourhood Watch:

www.warwickshireconnected.com

www.ourwatch.org.uk

You can report crime on our website:

www.warwickshire.police.uk/report/

In an emergency, always call 999.

**Protecting
your business**
from shoplifters



**Warwickshire
POLICE**



Be 'A.R.D.'

Reorganising your shop is a great way to keep things fresh – when done right, it can also harden your shop against thieves.

Follow the acronym "A.R.D.":

Assess

Map out where the key problem areas in your shop are – what's going missing the most?

Rearrange

While changing your store layout, make sure you have direct lines of sight down the aisles where possible.

Move your key problem areas into full view of your front-of-house.

Direct

Go and introduce yourself to patrons on the way in and ask if they are looking for anything in particular.

Customers will appreciate the attention. Shoplifters will feel like they've been spotted.

This is sometimes called the "three-to-five second rule", as if done quickly, it's a well-known method of deterring potential thieves.



Don't work alone

Lone working leaves you vulnerable to being misdirected while other people steal from your business.

It also emboldens shoplifters to more brazenly steal from your shop, under the belief that if you're on your own, there's nothing you will be able to do about it.

Wherever possible, make sure your rotas allow for more than one member of staff on the shopfloor at any one time.

Particularly if you're a smaller business, making good relationships with your neighbours makes everyone more resilient.

Check on each other, keep an eye on your neighbours, and warn each other about known offenders.

Electronic tagging

Tagging your items, particularly your high-value items, is a highly-effective way to make sure nothing leaves the shop without you knowing about it.

The outlay on a tagging system can be expensive, but if you find yourself a frequent target of shoplifters it could be an investment that quickly pays returns.

Distractions

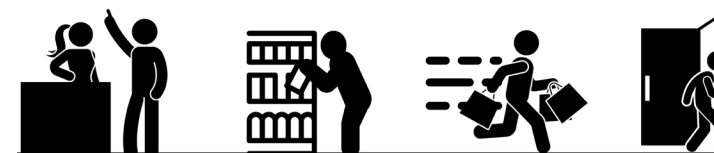
Shoplifters are organised – they will often work in packs.

While one is talking to you, their friends will be sweeping the shelves.

Be wary of overly friendly or talkative patrons. Don't be afraid to end the conversation early if you suspect you're being had.

Groups that split the moment they're inside the shop are also bad news.

Having multiple members of staff on hand can help you keep track of larger groups.



Cameras

Security cameras will ensure that any incident that takes place is recorded.

Police regularly put out appeals using the CCTV images taken from shoplifting incidents, and use the footage in court.

Modern cameras are much simpler to set up, can link with your computer, and can be connected to WiFi to allow access off-site if needed.