

Brochure



Creating safer in-store environments

Body cameras for retail

The Association of Convenience Stores (ACS) recently reported that 87% of retail workers in the UK have experienced some form of abuse at work.¹

Verbal and physical abuse, intimidation, theft and hate crimes are just some of the injustices faced by these critical workers on a daily basis. The British Retail Consortium reported that the number of abusive incidents has increased in the last year from 870 to 1,300 per day, highlighting the severity of the situation for in-store staff across the country.²

4 ways body cameras can benefit retail workers

Minimise abuse

Body-worn cameras have been proven to minimise verbal and physical attacks, as people's behaviours change when they know they are being recorded.

Secure convictions

Footage gathered on body-worn cameras increases the likelihood of swift and fair convictions if staff are verbally or physically assaulted.

Real-time intervention

Live-streaming from a body-worn camera can instantly alert colleagues, as well as on-site and external security staff, of an ongoing incident, providing real-time support and intervention where required.

Provide an independent witness

Video evidence helps to resolve complaints and disputes by providing transparency and reducing false accusations against retail staff, particularly those working alone.

5.6m

The number of incidents of shop theft over the last year³

76,000

the number of incidents of physical violence against retail workers last year⁴

7 out of 10

the number of retailers who believe that the cost of living crisis has led to an increase in theft

¹ ACS Crime Report 2024

² BRC Crime Survey 2024

³ ACS Crime Report 2024

⁴ ACS Crime Report 2024



The challenges faced by retailers and their staff

Feeling unsafe at work

"I was very, very scared. Absolutely petrified. The other supervisor that was in there at the time was distraught as well...I didn't go to work for a long time...I'm always looking over my shoulder." Co-Op Employee, Sittingbourne⁵

Physical injury is certainly not the only outcome of abuse against retail staff, the mental health implications from an attack, whether verbal or physical, can leave life-long effects. Such retail crime directly impacts job satisfaction, increases staff turnover, results in higher volumes of sick days, and can leave staff feeling discriminated against. Body cameras have been proven to deter aggressive behaviour, resulting in fewer acts of abuse towards retail workers, and where an incident does occur, their ability to live stream events in real-time ensures staff are supported straight away.

"I can speak from personal experience that just having a body cam there makes me feel so much safer." Co-Op Store Manager, Westbury - Bristol

Financial loss

Retailers have made it abundantly clear that the welfare of their employees is paramount when investing in retail security and tackling crime. However, the financial implications of retail crime are not insignificant. The cost of customer theft across UK retail stores is estimated at nearly £2billion, which is almost double the figure reported in 2023.⁶ Many retailers are investing in body cameras technology to crack down on theft and shrinkage within their stores. Capturing high definition footage enables more swift and effective convictions, and enables information sharing with authorities as well as across stores, helping to tackle repeat offenders.

Lack of convictions

Only 36% of retail crime is reported to police by retailers⁷, with 55% of responses citing the main reason for failure to report was lack of belief that anything would happen as a result. Lack of staff time was also cited. Body-worn cameras offer the ability to easily and swiftly share unbiased information with police and other governing bodies with minimal burden placed on the victims of crime. By capturing both audio and video evidence of an incident from the wearer's perspective, and it being simply ingested to the organisations video management system, body-worn camera footage can often be used to provide accurate testimony of an event, meaning there are fewer requirements placed on the staff member reporting the crime, and their perception of events questioned less.

⁵ Retail Violence: Attacked and abused at work by Jamie Long

⁶ BRC Crime Survey 2024

⁷ BRC Crime Survey 2024





VB400 Body Camera

An independent witness for security guards and distribution centre associates

Capture 1080p high-quality video evidence and experience shift-long battery life with the VB400 body camera. Our proven, trusted device is relied on by leading retailers globally.

- Adapt the VB400's behaviour to your team's responsibilities: enable pre and post-record to capture footage before and after an incident, assign actions to its buttons, and remotely share the view of those in-store
- As soon as the VB400 is docked, footage stored on it is automatically transferred securely and encrypted to VideoManager - without user intervention
- Temperature and weather-resistant, with a battery life of up to 12 hours on a single charge, the VB400 includes dual microphones, a wide-angle lens and Bluetooth and Wi-Fi connectivity
- With radio integration, the VB400 connects easily to your radio device. This enables automatic video recording when the radio's emergency button is activated





VT100 Body Camera

A new perspective when it matters most

Built to create safer working environments, the VT100 is a customisable, easy-to-operate body camera, which includes 720p HD video and integrates seamlessly with your existing CCTV.

- Activate recordings with a single push, instantly capturing footage and saving it to the camera, as well as live-streaming it to a central location
- Alert the control room that a rapid response is required with the remote alarm activation function
- Using our cloud-hosted VideoManager software, assign cameras roles and profiles and system access profiles, supporting a clear evidence trail
- Wear on standby mode for up to six months, preserving the VT100's battery for when it's required
- The lightweight VT100 is designed for customer-facing teams. Customise the front tag with your logo and brand colours to make the VT100 an integral part of your staff uniform.





VideoManager Software

Prepare and process evidence. Share intelligence.

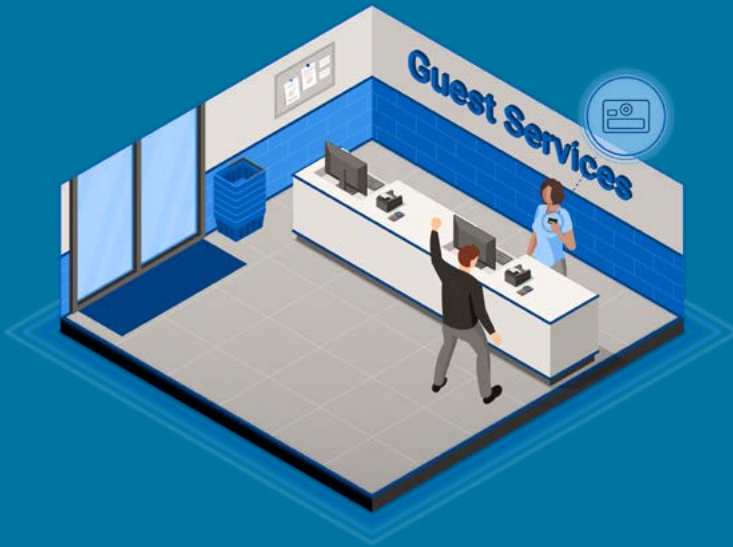
Enhance the capabilities of your body cameras with VideoManager, our digital evidence management solution. Transforming raw footage into actionable insights, the platform aids prosecution with an effective digital evidence trail.

- VideoManager scales to support every agency size, with roles and device profiles configurable to your organisation
- Depending on the body camera used, your evidence is either sent automatically to VideoManager or transferred once the camera is docked. This package of evidence, created from relevant sources - including fixed video systems, body cameras and radio communications - is then automatically analysed and reported on, ready to be securely shared
- Permission-based access ensures your evidence is managed only by the appropriate team members, and automated deletion rules reduce administrative burdens
- Configure detailed management reports to deliver relevant information including battery audits, device recording time and incident reports



Disruptive shopper reported

Our body camera portfolio allows you to address everyday concerns as well as emerging situations. We will explore how teams work together to address safety and security challenges through the example of a disruptive customer at a retail store.



A retail sales employee wearing a VT100 Body Camera interacts with a disruptive individual and initiates a live-stream via Wi-Fi to the control room.



Security officers are dispatched to assess the situation. Upon arrival, peer-assist-recording is automatically initiated on their VB400 Body Camera to provide multiple viewpoints.



As the incident escalates, police officers arrive on scene and stream critical details via LTE from their Motorola Solutions V500 Body Camera to improve situational awareness and coordinate a more effective response.



The individual is escorted off the premises and an incident report, along with the evidence gathered from the body camera footage, CCTV and control room are securely stored in VideoManager. If necessary, the evidence gathered can later be used to secure a conviction.





Maximise evidence management to achieve safer outcomes

At Motorola Solutions, we recognise the value body cameras provide. Retailers across the world rely on this unbiased independent witness, allowing them to better protect themselves, improving their integrity and enabling them to deliver great customer service.

With video, voice and data in one powerful ecosystem, workflows are automated, collaboration is enhanced and critical information can reach the right person at the right time. As a result, personnel benefit from complete situational awareness. As the needs of business and mission-critical teams shift, we remain committed to continuous evolution and scalability, striving to create technology which solves challenges.

To learn more, visit:

www.motorolasolutions.com



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