

**November 2017**

## **Black Friday advice for Businesses and Security staff**

Black Friday has become one of the biggest shopping days of the year, when retailers reduce prices across their stock to kick-start the Christmas gift-buying season.

The National Business Crime Centre are advising retail stores to review their security and ensure they have adequate resources in place to respond to the increased demand. Retailers should provide their own security arrangements during the sales, and consider police assistance only as a 'last resort'.

Last year, there were incidents of overcrowding and arrests were made as shoppers clashed over bargains. Think about how you can improve on what you did last year.

Things you can do:

- Have sufficient staff to cope with the increased demand
- Security officers should have a visible presence, clearly display ID badges and be briefed, crowded places can lead to more opportunities for pickpockets
- Ensure staff are fully briefed to positively engage with customers
- Remain vigilant and report any suspicious activity to security or police
- Review and communicate any emergency/evacuation procedures to staff, ensure all necessary equipment, including first aid supplies, are readily available
- Have the ability to control access points in to your premises
- If you have access to a 'ShopWatch' radio, ensure it is utilised
- Check CCTV is fully operational and that you have available staff members who are trained to operate it
- Contact your local police or Business Partnership if you have specific events which you feel they should be aware of

In the event of an emergency, always call 999.