



**radiocom's**

## How Body-Worn Video transforms retail.

Enhance staff safety, prevent losses,  
and build trust in your retail environment.

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**MOTOROLA**  
SOLUTIONS

PLATINUM RESELLER

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- Discover how BWV can protect your customers, staff and assets



**Protect staff well-being and boost confidence** with proactive security measures.

**Cut profit loss and shrinkage** by deterring theft and capturing evidence.

**Build customer trust** by creating a visibly secure and safe shopping environment.

**Fulfil your duty of care** and enhance staff training using real-world footage.

**Strengthen security** and improve prosecution rates with clear, actionable evidence from incidents.

Retailers today face growing threats: rising theft, customer aggression, and violence against staff. According to the [British Retail Consortium \(BRC\) Crime Survey 2024](#), retail crime has in the past year surged to unprecedented levels, with daily incidents of abuse and theft at an all-time high.

While most retailers already have some security measures, such as CCTV, many need to improve their systems to address the rise in incidents. Body-Worn Video (BWV) technology can complement existing systems while offering a more effective solution to protect customers, employees and assets. In this guide, we'll explore how BWV addresses security challenges in retail and fosters a safer environment for customers and staff.



**Over 1,300 violent incidents a day, up from almost 870**

**£1.8 billion in losses from customer theft, up from £950 million**

**475,000 incidents up from 316,000**

## Retail security today.

### The reality of retail crime

Retailers must navigate threats of physical aggression and significant financial losses from theft. Such incidents are rarely well recorded, which obstructs resolution. Over the 12 months covered by the BRC survey, violence towards staff escalated up to 1,300 incidents per day. This increasingly hostile trend puts pressure on retailers to adapt to keep their customers, employees and assets safe.

### The impact on health and safety managers

Health and safety managers must take new measures to create secure environments that meet regulatory requirements. Increasingly, they are faced with the challenge of protecting staff from external threats like aggressive customers and shoplifters. In parallel, they must ensure that all security protocols comply with internal policies and legal standards, adding further complexity to their role.

### The challenge of loss prevention

In the UK, retailers lose billions to theft every year, making loss prevention a critical focus for managers. The situation is becoming more difficult as shoplifters are growing bolder, with some incidents escalating into physical violence. This increase in aggression presents a new layer of complexity for loss prevention teams.

BWV solutions provide an effective way to tackle these challenges. By visibly documenting incidents, BWV acts as both a deterrent to theft and a tool for capturing solid evidence. This footage not only helps deter crime but also supports prosecution by providing clear, actionable proof in court.

## The BWV vs. CCTV debate.



### Key differences between BWV and CCTV

- **Audio and video:** Unlike traditional CCTV systems, BWV captures both audio and video, providing a more complete record of incidents. This is critical in resolving disputes and supporting prosecutions.
- **Mobility:** BWV devices are compact and attach easily to staff uniforms, allowing free mobility and greater coverage, and ultimately capturing more information.
- **Proactive deterrence:** BWV's visible presence can act as an immediate deterrent to potential offenders, while CCTV typically works as a reactive tool, providing footage for review after incidents occur.
- **Real-time monitoring:** BWV footage is captured and viewed in real-time. It can then be remotely monitored by security teams, allowing for immediate response to incidents as they unfold.

## The role of BWV in retail.

BWV has emerged as a critical security tool in retail settings. It offers comprehensive coverage, capturing both the audio and visual components of an incident, which helps reduce ambiguity and provide a fuller understanding of events. The mobility of BWV also allows staff to navigate freely while still recording.



### 1. Improved staff safety

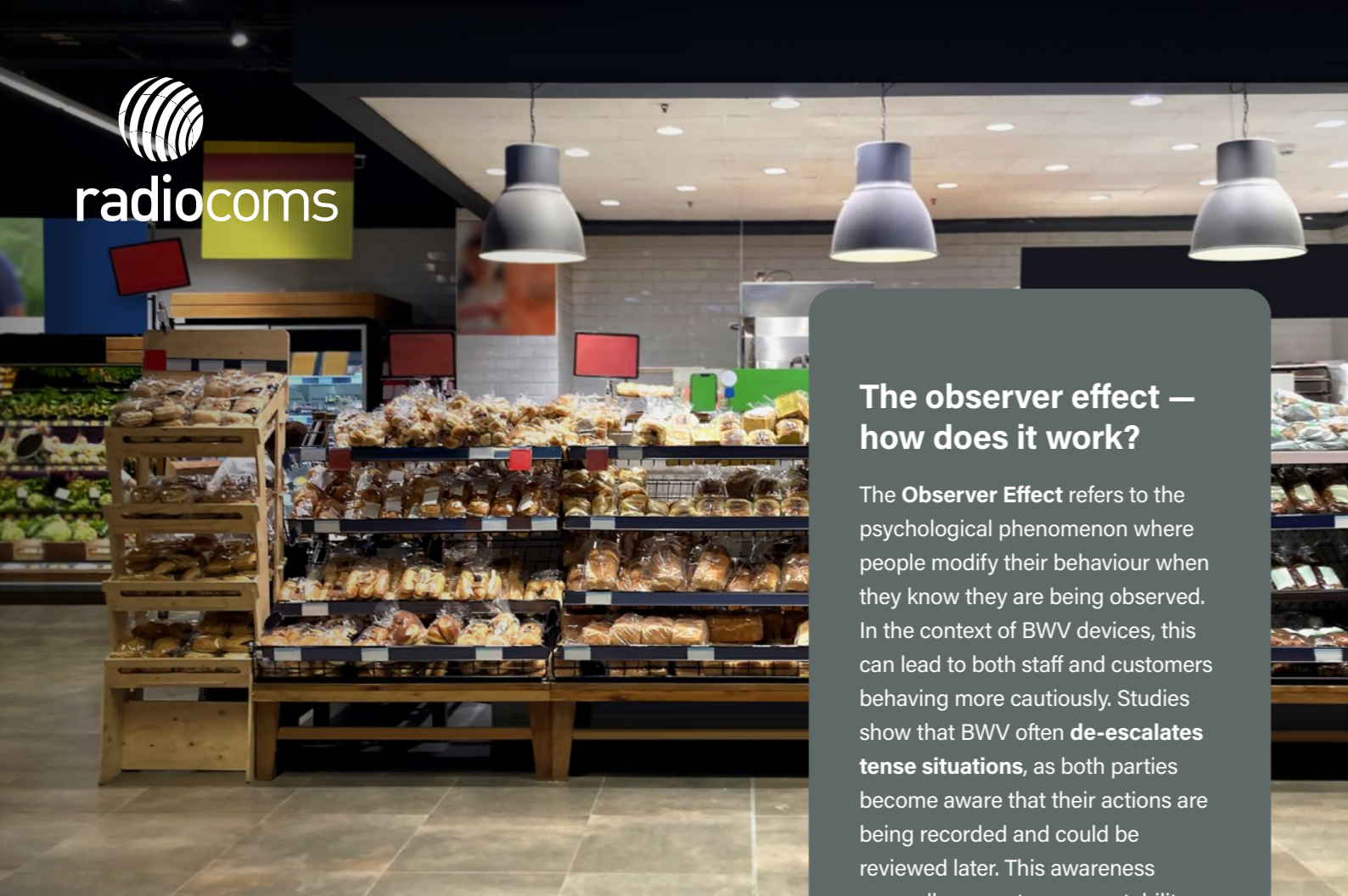
BWV devices deter violence and provide valuable evidence if staff are threatened. Employees feel more confident knowing that their interactions are being recorded, and customers are more inclined to act with consideration. This approach serves primarily to defuse tense situations before they escalate, thereby avoiding incidents altogether. In cases that do escalate, video recordings offer clear evidence during legal proceedings.

### 2. Effective loss prevention

Shrinkage from theft can be reduced with BWV. These devices document shoplifting events in real time, offering better insights into criminal behaviour and reducing repeat offences.

### 3. Earning customer trust

Visible security measures foster a sense of safety, improving customer experience — but they also reduce the likelihood of your customers witnessing crime in your store. When customers feel safe, they are more likely to trust the brand and return, increasing both loyalty and profits.



## Key benefits of BWV solutions.

### 1. Preventing incidents before they happen

Unlike covert security measures, BWV offers a visible deterrent that can stop incidents before they start. When potential offenders see that they're being recorded, they are more likely to reconsider their actions. This preventative approach aligns with the principle that prevention is better than cure — helping retailers deal with attempted theft, rising aggression, or other disruptions before they escalate into more complex problems.

### 2. Strengthening staff training

BWV footage is a valuable resource for training staff on handling difficult situations, improving both customer service and crisis management. Retailers can use real-world scenarios captured by BWV to refine security protocols and better prepare employees for potential threats.

### 3. Increasing customer confidence

When customers see staff wearing body cameras, it signals that the store prioritises their safety. By taking proactive steps to deter crime, the use of BWV also reduces the risk of customers becoming witnesses to crime or abuse in your store. In a time of increased crime and uncertainty, BWV solutions can help you protect your reputation.

## The observer effect — how does it work?

The **Observer Effect** refers to the psychological phenomenon where people modify their behaviour when they know they are being observed. In the context of BWV devices, this can lead to both staff and customers behaving more cautiously. Studies show that BWV often **de-escalates tense situations**, as both parties become aware that their actions are being recorded and could be reviewed later. This awareness generally promotes accountability and reduces incidents of aggression. BWV has been shown to improve behaviour across a range of public-facing industries beyond law enforcement, including retail, healthcare, and service sectors.

However, research has found mixed results in certain environments. In some cases, the presence of cameras has led to heightened tension or aggression, especially if the recording begins mid-interaction, which can be perceived as an escalation.

The underlying principle of effective BWV implementation is transparency. When individuals are made aware of the cameras at the start of interactions, the likelihood of aggressive behaviour drops significantly. This reinforces the importance of training staff to properly introduce and manage BWV to ensure it works as intended.

## 4. Reducing theft and shrinkage

Real-time video documentation serves as both a deterrent to shoplifters and an invaluable resource for identifying repeat offenders. BWV captures visual and audio evidence, making it far more difficult for criminals to dispute or escape prosecution.

## 5. Supporting prosecutions

According to the BRC survey, only 8% of violent incidents lead to prosecution. One of the reasons frequently cited is a lack of evidence. The detailed footage captured by BWV devices gives prosecutors stronger grounds for action, helping ensure that offenders face legal consequences.



### Industry statistics on retail crime.

The average cost of theft per incident is **£177**, with the total cost to UK retailers from theft and fraud rising to **£1.8 billion** in 2023. Incidents of violent crime also surged, now reaching over 1,300 cases per day.

**BRC Crime Survey 2024**



## Addressing common retail concerns.

### Cost vs. return on investment.

Retailers often raise concerns about the initial costs of deploying BWV technology. While there is an upfront expense, the long-term benefits can include theft reduction, enhanced staff safety, and better accountability during incidents. Retailers using BWV have reported a significant improvement in security outcomes, helping to offset the initial investment.

### Privacy and compliance

Retailers must navigate a complex landscape of privacy regulations, particularly when it comes to video recording. Compliance with laws like the UK GDPR is critical to ensure footage is handled and stored appropriately. Retailers need clear guidelines on who can access the footage, how long it can be retained, and how to ensure proper consent. Understanding these regulations protects the business and builds customer trust by demonstrating a commitment to privacy and data security.



## How to implement BWV in your retail environment.



**The BRC Crime Survey 2024 highlights that many violent incidents in retail are triggered by verbal abuse, which often escalates into physical confrontations. A key finding of the survey is that *even a seemingly mild argument can have a significant emotional impact on staff*, and that *increases in anti-social behaviour and aggression were common triggers for escalations into violence.***



BWV offers a way to prevent these escalations by encouraging civility, and capturing early signs of verbal confrontations should they occur. The presence of BWV encourages both staff and customers to moderate their behaviour, enabling staff to defuse situations before they escalate into physical violence.

### Assess your security record and identify risks

- Review past incidents at your workplace to uncover common security risks. Ask yourself and your team, "How could we have dealt with this differently?" This exercise will help you define and anticipate further potential risks.
- Consider equipping key staff, such as front-of-house or customer-facing employees, with BWV devices. These employees often encounter volatile situations first, and BWV can prevent escalation from the outset.

### Assess store layout and identify blind spots

- Identify high-risk areas, such as entrances, checkout counters, and low-light corners, and investigate areas where incidents have previously occurred.
- Draw or obtain a floor plan and mark the locations of existing security measures and the areas they cover. This will reveal potential blind spots to address.

### Integrate BWV with existing systems

- If your store already has CCTV or another security system in place such as MOTOTRBO two way radios, you can complement it with BWV devices.
- Advanced BWV systems integrate seamlessly with existing security infrastructure, enabling you to aggregate data from multiple sources, such as CCTV and access control systems.
- If you do not have existing systems in place, BWV is an effective standalone solution that offers wide and dynamic video and audio coverage.

### Choose from the BWV solutions on the market

- Not all BWV systems offer the same protection. Radiocom's can help you select the best solution for your store, considering factors such as layout, foot traffic, and past security issues.
- Remember that advanced recording systems capture a large quantity of footage, requiring well-organised facilities for storage and monitoring. Without proper training, implementation and maintenance, even the best systems can fall short of enhancing security.

### Train your staff thoroughly

- Review past incidents to identify common triggers and patterns that led to escalation. Understanding these factors will help you anticipate and prevent similar situations in the future.
- Evaluate how BWV devices could prevent escalation, or help you deal with it more effectively should it arise.
- Once you have chosen a BWV solution, ensure your staff are on board and know how to operate the devices and system. Radiocom offers comprehensive training to instil confidence and best practices, so you can get the most out of your BWV investment.

### Monitor, review and adjust regularly

- After implementation and training, monitor outcomes carefully and adjust as needed.
- Check in with your team often to understand their experiences using BWV technology. A variety of perspectives will help you form a more complete picture of the challenges and possible solutions.

- Set up routine footage reviews to refine security protocols, improve training, and adjust operations based on observed trends.

### Ensure compliance

- Follow privacy regulations: Adhering to privacy laws, like the UK GDPR, is crucial to ensure that BWV footage is collected, stored, and used ethically and legally. Proper compliance protects the business from potential legal challenges and maintains customer trust.
- Training staff on compliance best practices helps ensure that BWV is used correctly. Employees need to understand how to handle video footage, gain consent, and follow data protection protocols. Comprehensive training — like that offered by Radiocom — can empower staff to manage BWV devices confidently and effectively, while meeting legal requirements.



## Protect your staff, assets and reputation with BWV technology.

BWV technology is not just about reducing theft or improving security – it's about fostering a safer, more confident retail environment for both staff and customers. By capturing incidents accurately and deterring potential offenders, BWV helps retail professionals navigate the growing challenges of today's market with greater efficiency and accountability. As a proactive solution, it supports staff, protects assets and builds trust, ultimately strengthening the brand's reputation.

Investing in BWV is more than an operational decision; it's a commitment to safer workplaces, reduced risks, and enhanced customer experience. With the right training and compliance measures in place, BWV can transform retail security, setting a new standard for proactive protection.



**Discover how BWV can protect  
your customers, staff and assets.**

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