

Achieving Success with Body-Worn Cameras in Canadian Retail

DAVID PARDOE, THE WORKS
IAN COCKLIN, REVEAL MEDIA





David Pardoe Msc

Over 35 years of LP experience

Former UK Retail Risk Director of the Year
Headed the Retail Risk Team of the Year

Huge believer that colleague engagement
and participation is key to initiative success.



Ian Cocklin

7 years military and
26 years Police experience

8 years as a Subject Matter Expert for
Body-Worn Video (BWV) with the
UK National Police Chiefs Council





Multi-site **UK & Ireland** retailer

510 small box sites

Smaller colleague team sizes of **<2.5 FTE**

Price-disruptive strategy

Eclectic stock ranges, from **18K to 105K** items



BOLD CLAIMS



No one would want a computer at home – *Ken Olsen, 1977*

The telephone has too many shortcomings to be considered a means of communication – *Western Union, 1875*

Television will have no market share after 6 months – *20th Century Fox, 1946*

The automobile is a fad, the horse is here to stay – *Michigan Bank advice not to invest in Ford, 1903*

The levels of violence seen in the pandemic will reduce once restrictions are removed – *Dave Pardoe, 2019*



WORKING IN RETAIL IN CANADA

“

There seems to be a growing number of consumers that come into retail stores and feel for some reason they can dehumanize the good people working there, whether it's just treating them with complete disrespect, or going so far as verbal and physical assaults..

”

Jim Cormier
Atlantic Director
RCC



WORKING IN RETAIL IN CANADA

300%

increase in incidents involving violence against front line retail staff, security personnel and customers between 2019-2022

45%

of organized retail crime incidents in 2024 included violence against retail staff and customers

\$9B

cost of retail theft (reported in January 2025)



WORKING IN RETAIL IN THE UK



The pandemic has normalised appalling levels of violent abusive behaviour against retail workers...



Helen Dickinson
Chief Executive
British Retail Consortium



WORKING IN RETAIL IN THE UK



Over 2,000 violent or abusive incidences a day - up from 1,300 with only 32% reported to police



Losses from customer theft reached £2B – highest ever



Only 10% of incidences lead to police attending store with only 2% leading to prosecution



Incidences of customer theft reached 20.4M events up from 16.7M



Crime prevention measures cost £1.8B - up from £1.2B



61% of retailers rate police response as poor

Over 25,000 incidents involved a weapon – up 180%

WHAT'S OUR RESPONSE?



BODY-WORN VIDEO

3-month proof-of-concept (PoC) in 10 high-risk stores

Retailer

- Identify pain points
- Choose proportionate solution
- Develop working practices
- IT integration
- Colleague engagement



Reveal

- Provide DPIA support
- Deliver the technology
- Supply pre- and post-implementation surveys
- Customize L&D materials and/or deliver on-site training
- Colleague engagement
- Ongoing operational support



PRIVACY

Four Parts		Examples
Necessity	Operational need? What problem(s) is it solving?	Violence & Aggression Litigation Lack of evidence Professionalism
Effectiveness	Are body cameras effective?	Case Studies & Metrics Pilot
Proportionality	How big/often/severe is the problem?	Staff impacted daily, incidents on the rise
Alternative	Less privacy-invasive options?	No



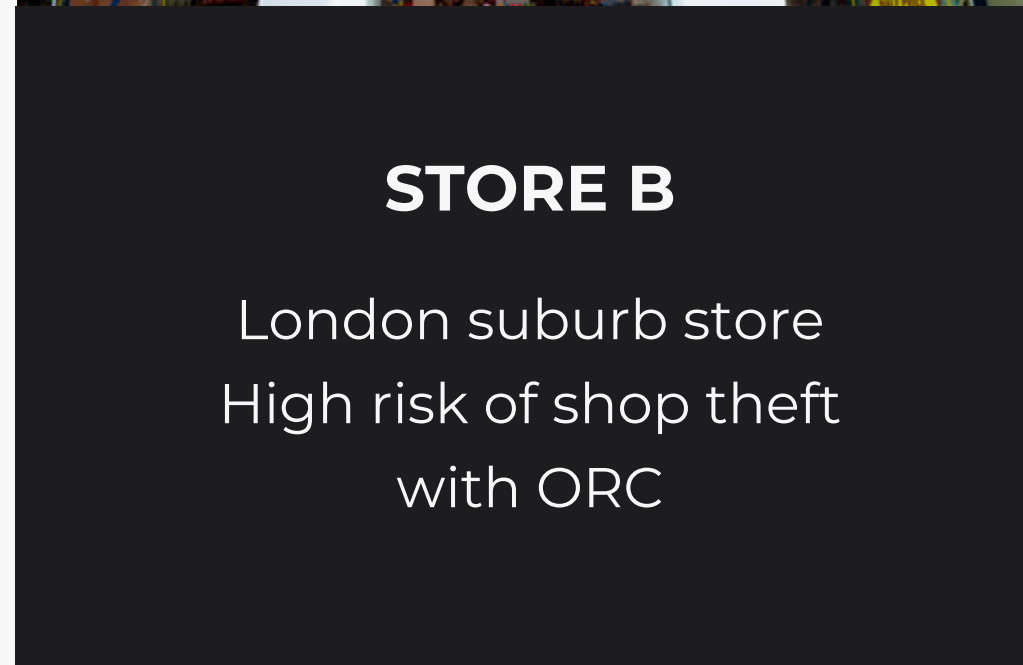
CASE STUDY STORES

During PoC and when business as usual:

- **Zero major incidents and not reportable**
- **Zero instances of escalation**
- **Zero customer data requests or enquiries**
- **Colleagues now the fiercest advocates of the initiative**
- **Stock loss reduction**



STORE A
Inner city suburb
Socially deprived
Regular incidents of threats and abuse
Medium stock loss



STORE B
London suburb store
High risk of shop theft with ORC



COLLEAGUE COMMENTS

“
Massive reduction in antisocial behaviour – we only need to point at the camera and kids are leaving the store.
”

“
Like a different workplace. I wasn't convinced at first but now wouldn't be without.
”

“
Company should have made this investment years ago!
”

“
We all feel so much more confident now. Cameras are so easy to work but you can see customers we've had issues with spotting them.
”

“
So happy to have the cameras. We used to have incidences every day and now they are so rare.
”

FORMAL COLLEAGUE FEEDBACK

95% of colleagues agreed that cameras had led to a reduction in threats and general disorder from customers

Reveal customer average **93%**

80% specifically referenced the initiative as one promoting job satisfaction

Reveal customer average **83%**

95% agreed that their personal wellbeing and happiness had improved

Reveal customer average **90%**



OTHER RETAILER CASE STUDIES

US fashion retailer

65% reduction in safety-related incidents vs previous year in PoC stores.



UK Grocer

41% decrease in violent crime in stores that have Calla cameras.



Boots (UK personal care)

68% reduction in violent and aggressive incidents in highest-risk store.
Other city location stores ranged from 32-54% reduction.



OTHER RETAILER CASE STUDIES

Next (UK fashion)

16.5% reduction in stock loss in stores using body cameras.
Cost saving in reducing manned guarding.



Australian DIY

48% reduction in violent and aggressive incidents in stores that have KS4 cameras.



UK footwear

Using in DCs for chain of custody, saving 3 days per month.
6 prosecutions against criminal damage secured using BWC footage during a 9-month period.



FINAL THOUGHTS AS A RETAILER

Body-worn video cameras will remain a mainstay in terms of risk mitigation for vulnerable stores.

Increasingly, body-worn camera footage will become crucial evidence to engender police response.

As a small box retailer, we are fiercely proud that we remain colleague-centric and willing to invest to promote safety.



THANK YOU

COME & SPEAK TO
THE TEAM AT BOOTH #31

