

# Church Street & Downtown Retail Safety & Security GUIDE

Our Store's Name \_\_\_\_\_

Our Store's Address \_\_\_\_\_

Our Store's Phone # \_\_\_\_\_

## CALL

### Street Outreach Team

#### Weekdays

Matt Young (802) 343 7504

Tammy Boudah (802) 324 8356

#### Weekends

Wayne Bishop (802) 324 8357

#### Evenings

Justin Verette (802) 324 8358

Mallory Sargent (802) 355 3927

## CALL

### Burlington Police

802-658-2700, ext. 0

## CALL

## 911

- Someone is in my store, making me or others feel uncomfortable.
- Someone is in front of my store making others feel uncomfortable.
- I'm concerned about someone I saw on the Street.
- Someone is in my store, impaired by drugs or alcohol (slurred speech, wobbling, dilated pupils)
- Someone is on the Street, impaired by drugs or alcohol.
- I need BPD to issue a Universal Trespass to an individual who has shoplifted merchandise or been disruptive in my store.
- A shoplifter is in my store or has left my store with merchandise
- Panhandler is using profanity, being aggressive or threatening others on the Street.
- Fighting on the Street.

- **Fire**
- **Medical Emergency**
- **Robbery, Burglary**
- **Eminent Threat to life.**

### How to call BURLINGTON POLICE

1. Call 658-2700, extension 0
2. Give your name, address, and phone number.
3. Describe why you are calling.
4. Give detailed suspect or vehicle description and last known location or direction of travel.

## HOW TO SPOT A SHOPLIFTER

- Erratic and hurried movements without really looking at specific items
- Moving around the store to avoid staff/ seeking unoccupied areas in the store
- Non-responsive to staff
- Feeling down the sleeves of product/ looking for anti-theft devices
- Looking around quickly, darting eyes
- Personal items or bags that are mostly empty
- Groups that split up after entering with 1-2 members requiring a lot of staff attention
- Bringing excessive amounts of items into fitting rooms
- Multiple visits in the same day/ week, with no purchases

## SHOPLIFTING PREVENTION: Tip for store owners & managers

1. **Hire the right people.** Perform background checks combined with interview and careful resume evaluations.
2. **Maximize Visibility:** Place shorter displays close to the register and taller displays near the perimeter of the store so all merchandise is completely visible from your perch. Use mirrors to eliminate blind spots. Keep your store neat and tidy, so employees can tell at a glance if something is missing or out of place.
3. **Find Vulnerabilities.** Ask, "If I were to steal something, how would I do it?" Identify your MOST vulnerable areas and put your LEAST vulnerable inventory there.
4. **Share Your Shoplifting Policy:** Post statements such as, "Shoplifters Will Be Prosecuted."
5. **Use Security Systems.** In-store cameras, Internet-based video systems and software that helps retailers analyze transactions and data are technologies that help you understand what's happening in your store.
6. **Lock It Up:** Protect merchandise by monitoring and limiting access to display cases and dressing rooms. Lock up employee briefcases and wallets.

7. **Relocate Your Register:** When cash registers are next to the entry and exit points in your store, customers are forced to walk past employees when they come and go. Make sure registers are manned at all times and employees know to keep a watchful eye on customers.
8. **Train your team.** The best retail prevention tools are your employees. When they engage with customers they prevent theft and increase quality of customer service. Let your employees know that loss prevention is important to you.

## SHOPLIFTING PREVENTION: Tip for Sales Associates

1. **Frequent interactions** with customers eliminates opportunities to steal.
2. **Be Alert at all times in your store,** especially during opening, closing and restocking hours. Know which merchandise is most appealing to shoplifters (hint: small and/or expensive items) and place it in prominent areas, where employees can see it.
3. **Know How to Spot a Shoplifter:** Watch for customers who appear nervous, stare at employees or other customers, wander aimlessly around the store, hang out in hard-to-monitor areas, and repeatedly leave and return.
4. **Have a Presence:** Greet every customer and offer help throughout the shopping process. Not only will your presence remind potential shoplifters they're being watched, but your vigilance will give you the added opportunity to track merchandise, especially items that go in and out of a dressing room.
5. **Implement a Bag-Check Policy:** Don't allow customers to bring bags and backpacks into the dressing room area. Welcome customers to check bags with an employee before they enter.
6. **Don't jump to conclusions.** Don't let stereotypes or prejudice guide your judgment. Shoplifters come in all shapes and sizes.
7. **Be safe.** If you sense that you're dealing with a violent shoplifter, remember that your safety and that of your employees and customers is what's paramount, not the merchandise.

Prepared by the Downtown Community Policing Team: Burlington Business Association, Burlington Town Center, Burlington Police, Burlington Town Center, Church Street Marketplace District, City Market, Outdoor Gear Exchange, Macy's