



Operation Portum
**Creating Safe
Spaces in Retail**



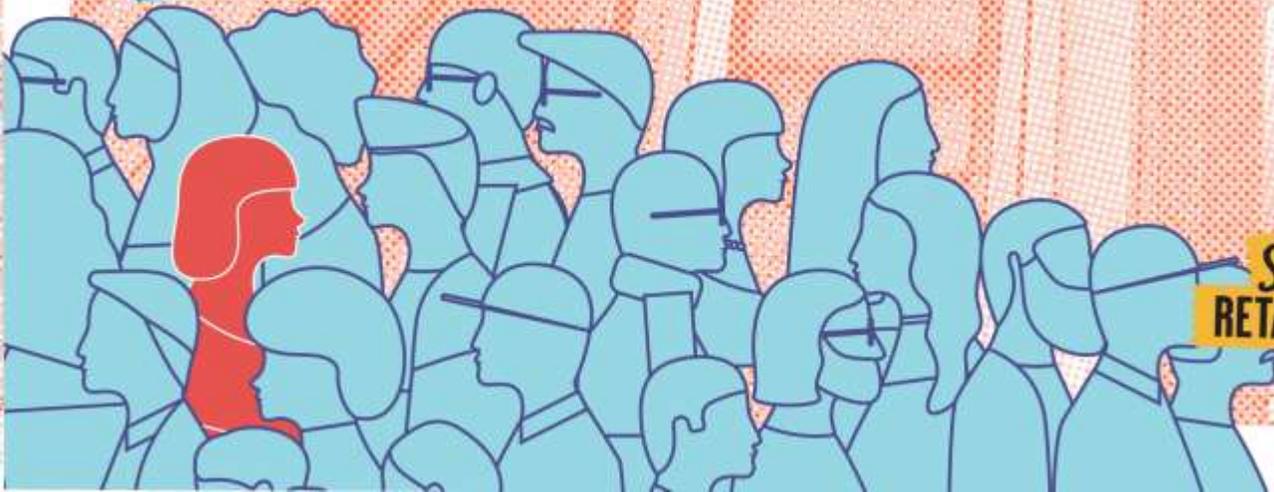
**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**



**MANCHESTER
CITY COUNCIL**

SUPPORTING OUR CUSTOMERS

SPOT THE SIGNS.
TAKE ACTION.
LET'S BE A SAFE SPACE



Safer
RETAIL MCR

Operation Partum
**Creating Safe
Spaces in Retail**



**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**



**MANCHESTER
CITY COUNCIL**

SAFER RETAIL MCR

- Campaign introduction - we welcome **suggestions and feedback** as it rolls out
- Based on the City of London Police's project **'Operation Portum'**
- Making everyday high-street and public spaces more **supportive and safer** for people in distress by giving businesses a simple, shared way to respond
- Retail safety is about **people first**: staff, customers and the wider city
- Safer Retail is a campaign to reduce risk, improve confidence and **create consistent responses across the Arndale**
- This isn't about blame or fear - it's about **confidence, clarity, and support** and professional skills development & recognition.



By the end this session, you'll know what the campaign is, what's expected of you and how to use it day-to-day.

WHAT IS THE CAMPAIGN?

National focus on safety. A shared approach across retailers to:

Reduce vulnerability

- Prevent incidents where possible
- **Respond safely and consistently** when things happen
- Improve local knowledge of third-party resources & divert people to the right place
- **Report** and share information effectively
- Fully understand **Manchester Arndale's safe spaces offer** (rest zones, first aiders, mental health first aiders, etc.)

Scheme is built around **awareness, early action and teamwork** (Staff + Management + CityCo + Partners).



Safer Retail supports what you already do - it doesn't replace your store policies.

WHY IT MATTERS TO FRONTLINE STAFF

Safer Retail...

- Helps staff feel **more confident handling difficult situations**
- Encourages **early intervention**, not last-minute reactions
- Reinforces that **no one is expected to deal with risk alone**
- **Build confidence**

Clear processes reduce stress in the moment.



“What situations with customers make work feel unsafe or uncomfortable?”

CORE PRINCIPALS OF SAFER RETAIL

Awareness

- Trust your instincts
- Notice changes in behaviour, environment, or mood

Early Action

- Small, calm actions early can prevent escalation
- Get support sooner rather than later

Personal Safety First

- Stock and property are replaceable - people aren't

Consistency

- Shared language and responses across stores help everyone

Reporting & Support

- Reporting helps CityCo spot patterns and provide help.



**A few, simple,
memorable ideas.**

WHAT ARE FRONTLINE STAFF EXPECTED TO DO?

Frontline staff should:

- Stay alert and aware during working hours
- Use agreed **de-escalation** techniques
- Know when and how to step away and **get help**
- Follow store procedures for incidents and near-misses – feedback on what works
- **Report incidents**, even if they seem “minor”.



Staff are never expected to put themselves at risk.

WHAT ARE MANAGERS EXPECTED TO DO?

Managers are responsible for:

- Reinforcing Safer Retail messages regularly (not just today)
- Modelling calm, safety-first behaviour
- Making sure staff know **where to go for help**
- Supporting staff after incidents (check-ins matter)
- Ensuring reporting is completed and followed up



Reinforcing Safer Retail messages regularly to staff.

**NATIONAL BUSINESS
CRIME CENTRE**

Reducing crime through partnership and prevention



Operation Portum

Creating Safe Spaces in Retail

Purpose and Planning

- The initiative aims to create safe spaces in retail environments for employees and the public
- Businesses should define their objectives, whether to protect staff, support the public, or both, and clarify ownership of risk management
- Establish clear expectations, including definitions of safe space scenarios and staff responsibilities, while ensuring insurance coverage is adequate
- Engage with local authorities, charities, and police to develop a proactive or reactive approach to identifying and assisting vulnerable individuals
- Consider customer demographics, store location, and operational hours when planning the scheme.

Staff Training and Support

- Staff must be informed about the safe spaces scheme and receive appropriate training tailored to their roles
- Training should equip staff with the skills to identify vulnerable individuals and respond effectively, including additional training in first aid and crisis management
- Designate specific staff members for safe space scenarios and ensure ongoing support and welfare checks for those involved.

Physical Safe Space Considerations

- Identify a suitable physical location within the store that balances user privacy with staff safety
- Ensure the space is accessible, well-lit, and free from hazards, with necessary resources like a phone and first aid kit available
- Conduct dynamic risk assessments to adapt to changing circumstances and ensure staff can communicate effectively during incidents.

Response and Review

- Establish clear procedures for staff to refer users to appropriate agencies and manage diverse user needs
- Record and review the use of the scheme to gather feedback, ensure compliance with data protection laws, and make necessary adjustments for improvement
- Maintain a focus on user confidentiality and welfare while promoting best practices and recognizing staff efforts.

Contractors and Partners

- Businesses utilizing private security should align with Safer Retail's principles to ensure a cohesive approach to safety
- Interested parties can sign-up to support the scheme.

HOW SAFER RETAIL WORKS IN REAL SITUATIONS

- What to notice early – *‘not shopping’*
- What safe actions look like – *‘use agreed protocol’*
- When to step back and escalate – *‘personal safety’*
- What reporting looks like after – *‘given time to report’*



“What would you do first?”

REPORTING & SUPPORT

Reporting helps:

- Identify hotspots and repeat behaviours
- Improve city-wide responses
- Secure resources

CityCo | BCRP uses information to:

- Share intelligence (where appropriate)
- Coordinate support
- Improve future safety initiatives.



Support is available, staff aren't on their own.

REPORTING CHANNELS

Report to:

Arndale

- Arndale channels as required

Police

- If an Emergency: 999
- If a non-Emergency: 101 or Live Chat at www.gmp.police.uk

Manchester City Council

- ASBAT (Anti-Social Behaviour team at MCC) asb.action.team@manchester.gov.uk

CityCo

- If a member of the BCRP, report on DISC or BCUreporting@cityco.com



Support is available, staff aren't on their own.

KEY TAKEAWAYS

- Safer Retail is about **confidence, not confrontation**
- Personal safety always comes first
- Early action and reporting make a real difference
- We're all part of a **wider network working toward safer retail spaces.**



If something doesn't feel right, that's reason enough to act and ask for help.

CAMPAIGN PROMOTION

To **share the campaign to staff**, there are various pieces of print-ready artwork that can be downloaded and used in staff-rooms, lockers, shared areas, etc.

- A3 Staff Poster
- A4 Staff Poster
- A5 Staff Flyer
- Staff Lanyard Card
- Digital artwork to share on internal systems.

Download at:

www.saferretailmcr.com

THIS STORE IS PART OF THE SAFER RETAIL MCR INITIATIVE
We're proud to be a safe, welcoming space in Manchester city centre - a place where anyone feeling vulnerable can pause, get support, and speak to a friendly face.

SUPPORTING OUR CUSTOMERS

SPOT THE SIGNS. TAKE ACTION. LET'S BE A SAFE SPACE

IF SOMEONE NEEDS HELP, WE'RE HERE.
Our staff are encouraged to stay aware, be ready, and step in when needed. A simple offer of support can make a real difference.

KNOW WHAT TO DO.
Talk to your manager about the scheme and visit SaferRetailMCR.com for guidance on how to respond safely and effectively.

Safer RETAIL MCR | Operation Portum
Creating Safe Spaces in Retail

MCR BID | MANCHESTER CITY CENTRE BUSINESS IMPROVEMENT DISTRICT

MANCHESTER CITY COUNCIL

OTHER RESOURCES

National Business Crime Centre

Operation Portum training information:

www.nbcc.police.uk/partnerships/safe-spaces

Stop It! ASB campaign

www.stopitmcr.com

Manchester Women's Safety Charter

www.manchester.gov.uk



RELATED MANCHESTER CAMPAIGNS



We're proud to support the Manchester Women's Night-time Safety Charter

 MANCHESTER CITY COUNCIL

Visit manchester.gov.uk/safetycharter



WORKPLACE ABUSE IS NEVER 'PART OF THE JOB'

Manchester is famous for being a friendly and welcoming city. So if you, or one of your colleagues, is verbally or physically abused or attacked, it's an attack on all of us and what makes Manchester so great.

Whatever you face, please report it. It will always be taken seriously.

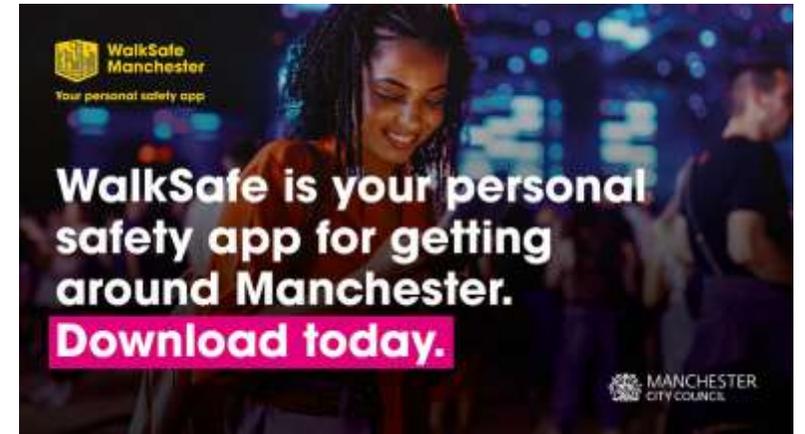
Together, we're going to make sure Manchester is the safe, sound city we're all proud to be part of.

For information on how to report an incident, go to Stop11MCR.com

Workplace abuse is never okay. CityCo, Manchester City Centre BID, Greater Manchester Police, and Manchester City Council are standing with you, and we want to put a stop to it.



 WalkSafe Manchester
Your personal safety app

WalkSafe is your personal safety app for getting around Manchester.

Download today.

 MANCHESTER CITY COUNCIL



Operation Portum
**Creating Safe
Spaces in Retail**



**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**



**MANCHESTER
CITY COUNCIL**