



*Immediate release  
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To: Crime, Retail Journalists

## **BRC ELEVENTH ANNUAL RETAIL CRIME SURVEY LAUNCH**

**The British Retail Consortium's eleventh annual Retail Crime Survey, sponsored by ADT, will be launched tomorrow** at the Institute of Directors, Pall Mall, London SW1 at 10am.

The BRC has established itself as the leading organisation in the country in identifying the extent and nature of crime in the retail industry. The survey provides invaluable information to the sector, police and other organisations about the extent and nature of the problem and progress being made to tackle it.

*Statistics to be released at the launch include:*

- The extent of violence and other crime against staff
- The number of incidents of shop theft, staff theft and other crimes
- The cost of crime to the retail sector
- The cost of crime prevention and security to the retail sector

*Speaking at the launch will be:*

- Kevin Hawkins, Director General of the BRC, talking on the impact of crime on the retail sector
- A shop worker and victim of violence talking on the impact on employees
- Michael Schuck, Director General of Action Against Business Crime, talking on successful approaches to reducing retail crime

**If you would like to attend the launch of the BRC eleventh annual survey or cover the story tomorrow, please contact:**

**Kate Ison,  
0207 854 8920**

**Press Officer  
[kate.ison@brc.org.uk](mailto:kate.ison@brc.org.uk)**