

CASE STUDY



# High-street retailer introduces body-worn cameras into store

How did we help Poundland, Dealz & Pepco to significantly reduce antisocial behaviour, aggression and shoplifting with Motorola Solutions VT100 body cameras?

## The Challenge

Poundland has experienced a **rise in theft and aggression towards staff**, prompting a focus on improving safety and reducing in-store crime. Noticing that other retailers in high-risk areas were using body cameras, Poundland engaged CSE Crosscom for solutions. With over 30 years' experience, CSE tailored a presentation to Poundland's needs, leading to the selection of the **Motorola Solutions VT100 body camera** for a pilot in a Merry Hill store.



## The Solution

After a successful trial, the Motorola Solutions VT100 body cameras have been **deployed in 177 high-risk Poundland and Dealz stores, as well as some Pepco locations**, based on incident data. CSE branded the cameras for each store and managed the installation, ensuring connectivity to the IP networks. **Each store has six cameras**, with 2–6 in use per shift, recording incidents as they occur. **Footage uploads nightly to central servers** for 30 days and can be accessed by Poundland's loss prevention team for evidence, tagged for internal tracking, and stored for three years for further use or escalation to management and law enforcement.



## The Result

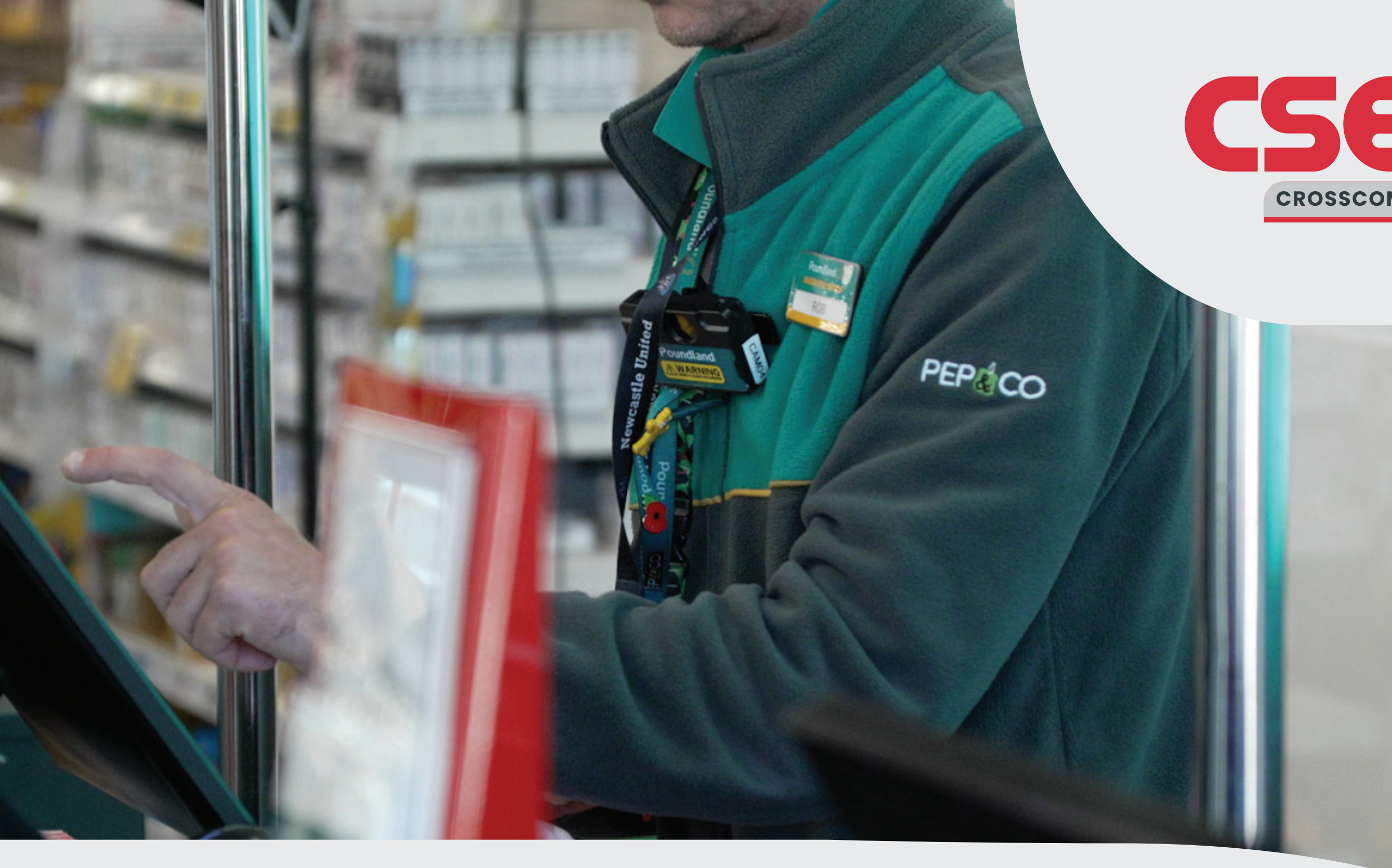
The deployment of the VT100 body cameras has been highly successful, showing an **11 per cent average decrease in reported incidents**, particularly violence towards staff, in stores with cameras, while those without have seen an increase in violent crime. **Many high-shrinkage stores have significantly reduced shoplifting or been removed from the spotlight list.** Feedback has been positive, with teams appreciating the cameras' ease of use, video clarity, and the panoramic range that captures areas not covered by CCTV. **Operators noted the high detail in recordings**, enabling the identification of critical evidence like scars or stains.

“We have three main business goals: love our customers, care for our colleagues and protect the pounds. Our body cameras allow us to achieve all of these. They are helping us create a safer in-store environment, gather vital evidence and reduce shop theft.”

– **Dan Hayward, National Profit Protection Manager**

“Body cameras are a great visual deterrent. Since installation of the body cameras, we have seen a significant reduction in serious incidents. Colleagues have commented that the cameras support their confidence in dealing with anti-social behaviour and they feel protected in the working environment. As a company we are focused on listening to our colleagues’ safety concerns and to help them with the issues they face in stores. We hold regular listening groups to encourage utilisation and share best practice. From an evidential point of view, the footage is of great quality and easy to manage. This gives further reassurance to our teams when we use the footage for successful prosecutions.”

– **Adam Starkey, Investigations Manager**



# LET'S TALK INNOVATION

## Contact Us

Learn more about how CSE Crosscom supports worker safety and improves productivity to contribute to business growth.

To learn more visit: [csecrosscom.co.uk](http://csecrosscom.co.uk)

- Let's talk: 0800 542 7860
- Email us: [sales@csecrosscom.co.uk](mailto:sales@csecrosscom.co.uk)

