

# SaferGems

THE JEWEL IN CRIME PREVENTION

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## *Operational Guidance for Jewellery and High-Value Retail Members*

# Robbery and Violent Attacks

This guide provides structured operational assistance for members in preparing for, responding to, and recovering from an armed or violent robbery

**The preservation of life is the overriding priority in all circumstances**

**In an EMERGENCY call 999**

**Always report any suspicious activity or crime to the Police on 101  
Then report to SaferGems on 01905 342051.**

## **1. PURPOSE & SCOPE**

This document outlines recommended preventative measures, response protocols, evidence preservation standards, and post-incident welfare considerations for jewellery and high-value retail environments.

## **2. PRE-INCIDENT PREPARATION**

2.1 Maintain an up-to-date documented robbery response and crisis management.

2.2 Review procedures annually or following any security incident.

2.3 Decide and assign who will do the following roles should a robbery occur:-

- Call 999
- Lock the door
- Care for the injured / first aid
- Protect and preserve scene evidence for the police
- Protect and preserve CCTV evidence for the police

2.4 Conduct scenario-based robbery training at regular intervals to rehearse these duties with staff.

2.5 Ensure security systems (CCTV, alarms, controlled entry) are tested routinely.

2.6 Prepare an emergency response kit including the following:-

- A call list of all important phone numbers
- Bottled water
- A first aid kit
- A disposable mobile phone and charger - if all mobile phones are taken and phone lines are inoperable at the location, you will still be able to make important phone calls

### **3. RESPONSE DURING A ROBBERY**

3.1 Remain calm and control breathing.

3.2 Observe discreetly if safe to do so and use the ***HEAD-TO-TOE*** mnemonic to try to mentally take note of:-

***H — Head, hair & ethnic appearance***

Facial features, perceived ethnicity / skin tone, hairstyle, hair colour, baldness, facial hair, glasses, masks, hats, other coverings

***E — Expression, voice & accent***

Tone, volume, speech patterns, distinctive phrases, language spoken or regional accent

***A — Appearance (clothing head to foot)***

Hat or hood, outerwear, tops, trousers or skirts, footwear, gloves  
Note colours, logos, branding, or distinctive styles

***D — Distinguishing features***

Marks, scars, tattoos, birthmarks, piercings, unusual gait, posture or mannerisms

***T — Things carried or handled***

Weapons, bags, tools, mobile phones, containers, stolen items or other objects

***O — Overall build & physical description***

Approximate height, build, age range, stance or apparent fitness

***T — Time & sequence of events***

Approximate time of entry and exit, length of incident, actions taken, words spoken, movement within the store

***O — Odd or memorable behaviour***

Nervous habits, aggression, calmness, repeated actions, specific gestures or movements

***E — Exit & escape details***

Direction of travel, vehicle type, colour, registration (full or partial)

- 3.3 Move slowly and deliberately and avoid sudden actions that may startle the offenders.
- 3.4 Comply fully with instructions given by the offenders.
- 3.5 Do not argue, resist, or attempt any physical intervention
- 3.6 Encourage any customers in the shop to remain calm and compliant
- 3.7 Only activate panic alarms if trained and safe to do so.
- 3.8 Never pursue offenders outside the premises.

#### **4. IMMEDIATE POST-INCIDENT ACTIONS**

- 4.1 Lock doors immediately to prevent re-entry.
- 4.2 Call 999 and follow instructions given.
- 4.3 Administer first aid where required.
- 4.4 Preserve the crime scene:-
  - Do not clean anything
  - Do not move anything
  - Do not touch anything the offender(s) may have touched
- 4.5 Secure and back up CCTV footage without editing.
- 4.6 Record notes of the incident as detailed as you can recall them:-
  - Do this individually, it is your recollection of what happened
  - Do not discuss the details of the incident with colleagues, customers or other witnesses
  - Write down as much as you can using the 'Head-To-Toe' mnemonic as an aid
  - Do not discuss or compare your notes with others until police have conducted interviews of all witnesses
- 4.7 Ask witnesses to remain until police arrive. If they are unable to stay, obtain their names and all contact information.
- 4.8 Suspend business operations until authorised to reopen by police

- 4.9 Do not let anyone inside your business except for emergency responders.
- 4.10 Notify your insurance agent, broker, or carrier.
- 4.11 Contact any other individuals who may need to be contacted.
- 4.12 Do not discuss the crime with any outsiders until police give permission.
- 4.13 Refer any/all questions to the police.
- 4.14 When the police arrive, step outside the store so they will know the offender(s) have gone and you and your associates are safe.
- 4.15 Do not disclose or estimate how much value was lost in the attack unless absolutely necessary.

## **5. POLICE INVESTIGATION & LEGAL PROCESS**

- 5.1 Cooperate fully with responding officers.
- 5.2 Provide CCTV access and alarm data.
- 5.3 Participate in formal witness interviews.
- 5.4 Attend court proceedings if required.
- 5.5 Avoid unauthorised public disclosure of loss values.

## **6. STAFF WELFARE & BUSINESS RECOVERY**

- 5.1 Recognise common trauma responses such as:-
  - Sleep disruption
  - Anxiety
  - Flashbacks
- 5.2 Offer structured post-incident debrief sessions.
- 5.3 Provide access to counselling or employee assistance programmes.
- 5.4 Allow reasonable recovery time where necessary.
- 5.5 Notify insurers, landlords, and relevant stakeholders.
- 5.6 Conduct an internal review and update procedures accordingly.