

Title Landsec and the Retail Trust unite to tackle abuse towards retail workers ahead of the busy shopping season
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As the festive rush begins, Landsec – owner of the UK’s leading retail platform - has joined forces with the Retail Trust, the retail industry charity, to take a stand against rising abuse towards retail workers, with dedicated free training to help colleagues manage difficult interactions.

Through the charity’s Let’s Respect Retail campaign, Landsec and the Retail Trust are rolling out practical training¹ across four major Landsec shopping destinations - Trinity Leeds, White Rose, Westgate Oxford and Southside - offering 13,500+ retail staff the tools and confidence to handle challenging interactions and recover after difficult moments on the shop floor.

The partnership comes as research² from the Retail Trust shows that over three quarters (77%) of shop staff have experienced intimidating behaviour in the last year and a quarter (23%) were physically assaulted, with close to half (43%) saying they are being abused or attacked every week.

To amplify the message, the Let’s Respect Retail campaign took over Landsec’s Piccadilly Lights³ on Black Friday (28 November) - one of the UK’s biggest shopping days - broadcasting the smiles of respect from shop workers, members of the public and industry leaders on the iconic advertising screen. The visual spreads the message that simple measures of respect such as a hello, thank you or smile can help restore humanity to the high street.

Throughout December, Let’s Respect Retail materials will be visible across Landsec’s shopping centres, reminding millions of visitors that every act of kindness counts. Shoppers can also upload their own smiles of respect at retailtrust.org.uk/respect and shared smiles will appear on Piccadilly Lights on Wednesday 17 December.

Bruce Findlay, Managing Director - Retail at Landsec, commented: “Retail workers are the heartbeat of our industry, keeping shops, restaurants and experiences running day in, day out. Yet too many face hostility - simply for doing their jobs. With a leading retail platform that spans the UK, we have a responsibility to support the thousands who work in our centres and contribute so much, both to their local communities and the success of our places. This campaign is about creating an environment where everyone feels safe, respected and valued.

“Whether through practical measures like training or small gestures of kindness, the Retail Trust’s campaign reminds us that everyone has a role to play. It’s in everyone’s interests to

protect retail workers - when they feel supported and valued, it creates better customer experiences, stronger brand performance and thriving retail destinations.”

Chris Brook-Carter, chief executive of the Retail Trust, said: Chris Brook-Carter, chief executive of the Retail Trust, said: “Thoughtless, unkind and aggressive behaviour has become ‘part of the job’ for too many shop workers today. We want to teach thousands of people working at Landsec shopping destinations how to safely de-escalate these abusive situations and prioritise their mental health and recovery.

“Our campaign is also calling on everyone to restore respect to the high street this Christmas, starting with acts as simple as a thank you, a greeting, and a smile. We know that the smallest acts of recognition still make a huge difference to people who are facing daily hostility at work and the smiles appearing on Piccadilly Lights represent this call for dignity and decency.” The Retail Trust has also been running free online training to help shop workers deal with abuse, with thousands taking part in the last year, including Anita Thorpe, the owner of Brixton Wholefoods. She said: “I found the training eye-opening. It was reassuring to know we are not alone in facing this issue. It provided me with useful information to help our team become more aware of how to manage personal safety issues at work.”

ENDS

NOTES TO EDITORS

The free training sessions will run in early December. Sign-up links can be found here:

- White Rose Shopping Centre
- Trinity Leeds Shopping Centre
- Westgate Oxford Shopping Centre
- Southside Shopping Centre

Total survey size was 1,058. The survey took place online between 7 July and 13 August and due to the sensitive nature of the subject was carried out anonymously.

ABOUT LANDSEC

We identify and shape places that create opportunity, enhance quality of life, and bring joy to the people connected to them.

This is how we’ve created the UK’s leading portfolio of urban places and one of the largest real estate companies in Europe.

Our £10 billion portfolio is built around premium workplaces, the country’s pre-eminent retail platform, and a residential pipeline that will redefine urban life.

We’ve honed this ability over 80 years. Spotting the opportunities, building the partnerships, and continually adapting to shape the places that meet the needs of a changing world.

Places where life happens. Where businesses grow. And where cities are defined.

Find out more at Landsec.com

ABOUT RETAIL TRUST

Since the Retail Trust was founded in 1832, it's worth remembering how our very first Chairman Thomas Helps described the purpose of the charity:

"To promote the happiness and interests of those engaged in the trade, whose industry, integrity, and character were too often insufficient to rescue them from suffering and want."

This still holds true today. It guides everything we do, why we do it and what we believe in. In fact we believe in it so passionately, our charity has become a movement with a very clear cause.

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