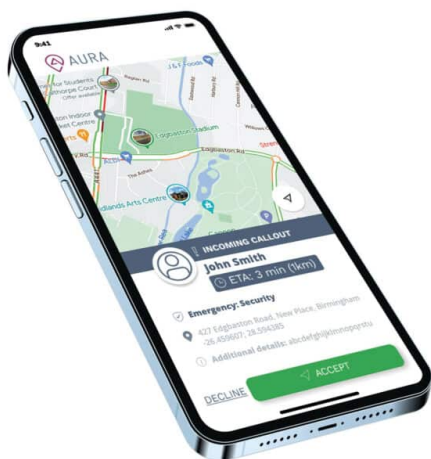


Supporting the Retail Sector – Launching AURA Retail Response

1 year ago



AURA entered the UK mobile security sector in 2021, transforming the way security response was being delivered – moving away from legacy phone based systems, to tech enabled, integrated workflows. The solution massively accelerates response times, provides real time communication, and delivers a level of transparency not previously seen. Today AURA responds to more than 140,000 sites across a range of sectors, from construction and commercial, to homes and offices.

The AURA solution automatically connects and dispatches a growing network of vetted security officers to the scene of alarms and other incidents. Faster responses are deterring and reducing the impact of crime. The network is growing on a weekly basis as new response partners come on board, with the goal of tripling the existing network size and reducing average response times of 30 minutes to 20 minutes and lower. As the network grows, the average response times continue to improve.

Our UK team has observed the growing challenges being experienced within the retail sector and believe that the AURA solution can make a positive difference in addressing some of these challenges. It is far from the silver bullet, and we are aware that these challenges are complex, multi-faceted, and already being addressed in a variety of ways by both the public and private sector, but AURA has a role to play.

According to the Association of Convenience Stores Crime Report 2024, there were 5.6 million incidents of shop theft over the last year with an estimated 76,000 incidents of violence in the UK retail sector, and 6,100 robberies. There are many other data points from this report that outline the sheer scale of the problem. The same report from the ACS highlights that only 42% of all retail crime is reported by retailers to the police. There are a variety of reasons for this, but it is undeniable that the police are not resourced to be able to adequately deal with the volume of crime taking place across society, and that the private

sector has a growing role to play in stepping up to fill the void.

AURA's solution enables the rapid provision of a security officer to a specific location when the need arises. Whilst security officers face limitations in their ability to interject in serious incidents, they can also make a positive impact in a variety of situations. From the presence of an officer to support a lone worker on a late shift dealing with antisocial behaviour, or arriving to support a worker who has a known shoplifter to deal with – the peace of mind in knowing that there is a security officer available on demand to physically arrive at the store to provide support is something we are told by retailers will make a real and significant difference.

“My own and thousands of independent shops up and down the country are being severely impacted by a wide variety of criminal behaviour. We want more support from the police, but this is increasingly hard to rely on when we most need it, so the AURA solution, which provides such easy access to local private security will be a game changer for us.” Rav Garcha, Shop Owner and Non Executive Director at the ACS.

We want to use the AURA network to support retailers, and we want to do this in a way that will ensure the safety of security officers, whilst providing valuable support for the police. We know that verified crimes from security officers receive a more effective response from the police, and we want to shape the solution to foster effective relationships with all local police forces.

In the coming weeks we will launch the AURA Retail Response App. This is an App that anyone can download and register their shop address on. When needed, a shop worker can open the App and hold down the dispatch button for three seconds. This will automatically identify the nearest available vetted security officer to the location of the shop, providing directions and information about the incident for the officer. The officer will be in constant contact with AURA's 24/7 Control Room who will also attempt to phone the App user in order to understand more about the incident taking place. AURA is working with a group of retailers to test and evolve the service before we fully launch a nationwide solution. Whilst we have 99% UK population coverage, larger towns and cities have more security officers available and faster response times will be delivered. We will continue to build out our security officer network as demand grows.

The AURA Retail Response App – Launching in the Coming Weeks!

Contact us at ukteam@aura.services for more information

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