# Two thieves dubbed Britain’s dumbest criminals after failed Currys phone heist



In a shocking display of ineptitude, two individuals have been dubbed 'Britain's dumbest criminals' following an attempted theft at a Currys electronics store in Charlton, London. Captured on CCTV, the culprits were seen milling about a display table before launching their ill-conceived plan to kick smartphones off their holders. The incident occurred at approximately 3:38pm last Thursday. Despite their fervent efforts—jumping onto the table and repeatedly kicking the devices—the thieves left the store empty-handed. The robust security measures prevented the phones from being dislodged, although they sustained significant damage.

Eyewitnesses were quick to comment on the outrageous antics, with one local, Joseph Peters, noting the lack of sophistication in their approach: “Nothing to see here, just a couple of master mind criminals plotting their next heist... oh wait.” The reaction encapsulates a wider narrative within the retail space, where rising incidents of theft and violence have put both staff and customers on edge.

In response to such troubling trends, Currys has recently announced its largest-ever investment in store safety measures. This initiative aims to fortify their stores against theft and enhance the safety of their employees. The proposed enhancements include upgraded public display monitors in high-risk stores, increased surveillance, and the introduction of colleague headsets to boost communication and safety during incidents. According to sources within the company, these measures are part of a broader strategy to combat the increasing threats posed to retail staff; a report from the British Retail Consortium highlights that incidents of abuse against retail staff rose to over 2,000 daily occurrences in the past fiscal year, underscoring the urgent need for improved safety protocols.

Additionally, Currys is collaborating with a security technology firm to trial new crime reporting software. This system is designed to enhance the precision of incident reports and aid in tracking repeat offenders, highlighting the retailer's commitment to not merely react to crimes after they occur but to prevent them proactively. The company has expressed a strong stance against aggressive and antisocial behaviour, reinforcing that the safety of their employees and customers is paramount.

As public sentiment increasingly reflects concern over retail crime, the antics of these reckless thieves serve as a stark reminder of the lengths to which some will go, albeit with little thought and often to comical failure. With the implementation of Currys’ enhanced security measures, the hope remains that such foolishness can be curtailed, ensuring a safer shopping environment for all.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14750307/moment-thieves-try-steal-phones-currys-kicking.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.retailgazette.co.uk/blog/2025/04/currys-store-safety/)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14750307/moment-thieves-try-steal-phones-currys-kicking.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.retail-week.com/stores/currys-unveils-its-largest-ever-investment-in-store-safety/7048442.article), [[5]](https://retailtimes.co.uk/currys-announces-largest-ever-investment-in-safety-security/)
* Paragraph 3 – [[4]](https://retailtechinnovationhub.com/home/2025/4/1/currys-announces-largest-ever-investment-in-safety-and-security-including-colleague-headsets-trial), [[6]](https://www.retail-insight-network.com/news/currys-retail-crime-protection/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14750307/moment-thieves-try-steal-phones-currys-kicking.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.retailgazette.co.uk/blog/2025/04/currys-store-safety/> - Currys has announced its largest-ever annual investment in store safety measures to protect colleagues and deter shoplifters. The initiative includes upgraded public display monitors in high-risk stores, enhanced product security, intelligence collection, and increased spending on security personnel and surveillance. Colleague headsets are being introduced across all stores by the end of May to improve communication and safety. The company is also trialling crime reporting software in partnership with Auror to improve incident reporting accuracy and track repeat offenders. These measures aim to address the rising incidents of retail crime in the UK.
3. <https://www.retail-week.com/stores/currys-unveils-its-largest-ever-investment-in-store-safety/7048442.article> - Currys has unveiled its biggest-ever annual investment in store safety, with new measures to keep staff safe and deter crime. The electricals giant is also running a nationwide 'safety week' for colleagues to learn about the new initiatives to improve safety and encourage them to share their views. The investment includes upgraded public display monitors in high-risk stores, enhanced product security, intelligence collection, and increased spending on security personnel and surveillance. Colleague headsets are being trialled across selected stores and rolled out to all locations by the end of May.
4. <https://retailtechinnovationhub.com/home/2025/4/1/currys-announces-largest-ever-investment-in-safety-and-security-including-colleague-headsets-trial> - Currys is implementing a range of new store technologies and safety programmes, representing its largest-ever investment in this area. These include upgraded public display monitors in high-risk stores, trialling and rolling out new approaches to product security, investment in intelligence collection and analysis, and increased spending on guarding and surveillance. Colleague headsets are currently being trialled across selected stores and rolled out to all locations by the end of May. Feedback has been positive, with colleagues noting that instant communication across large stores makes them feel safer, especially when confronted with shoplifters.
5. <https://retailtimes.co.uk/currys-announces-largest-ever-investment-in-safety-security/> - Currys has announced its largest-ever annual investment in store safety measures to help keep colleagues safe and deter shoplifters. This investment includes upgraded public display monitors in high-risk stores, trialling and rolling out new innovative approaches to product security, investment in intelligence collection and analysis, and increased spending on guarding and surveillance. Colleague headsets are currently being trialled across selected stores and rolled out to all stores by the end of May. The company is also partnering with Auror to introduce crime reporting software to improve the accuracy of incident reporting and track repeat offenders.
6. <https://www.retail-insight-network.com/news/currys-retail-crime-protection/> - Currys, a British omnichannel technology retailer, has unveiled its most significant annual investment in store safety measures to date, reaffirming its focus on staff security. The move is aimed at protecting employees and discouraging retail theft. The announcement coincides with the company’s observance of ‘Safety Week’ for its store personnel throughout the UK. It follows a report from the British Retail Consortium which revealed that incidents of violence and abuse against retail staff surged to more than 2,000 per day in fiscal year 2023-24, compared to 1,300 daily occurrences the previous year.
7. <https://news.met.police.uk/news/cctv-footage-shows-met-officers-tackling-phone-thief-in-oxford-circus-490310> - Dramatic video footage released by the Met shows proactive officers foiling an attempt to steal a mobile phone on one of London’s busiest streets. In the footage, a man can be seen following an unsuspecting tourist and attempting to remove a mobile phone from his pocket, before being tackled by two Met plain clothes officers, who were proactively looking for thieves. The video was captured near Oxford Circus on Friday, 30 August after officers noticed a man acting suspiciously and paying attention to people’s pockets and belongings. He was then seen reaching towards the victim and stealing his mobile phone.