

RESOURCES CONTENT TEMPLATE

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| Project: | OPCC Website Redevelopment |
| Last updated: | 11/09/2020 |
| Version: | 1.0 |
| Author: | Hannah Smith |
| Status: | Draft/Approved |

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| URL: | https://clevelandpcc.co.uk/working-for-you/decisions/decision-notices/decision-34-2016 |

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| Page title: | Decision 34-2016: Thornaby Town Centre Shop Watch Scheme |

Guidelines: The page introduction should answer the questions “What is it?”

## Introduction (i.e. excerpt)

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| Introduction: (2 sentences) | The PCC is asked to approve £1,105 spend to enable the rental of radio equipment to implement a Shop Watch Scheme in Thornaby Town Centre. |

Guidelines: The page introduction should answer the questions “What is it?” “Who is it for?” and “What does it do?” The description must include at least one real, actual noun besides the name of the product/service.

## Page content

Provide the document link below.

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| Download file name: | <https://www.cleveland.pcc.police.uk/Document-Library/Decisions/Made-By-the-PCC/2016/Ref-34-Thornaby-Town-Centre-Shop-Watch-Scheme.pdf> |

Alternatively, place the content in the box below following the instruction.

**Guidelines**: Indicate sub headers in bold and links by underlining.

The content itself must be unique (which makes it worthwhile for search engines to rank well) and covers a specific bit of information in a lot of depth. If a user had a question about “Data Protection”, this page would answer their query.

Default configuration allows for 1 single content page.

Your page should contain at least 300 words in order to rank well in the search engines.

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| Executive Summary: At present there is no shopwatch radio scheme in place in Thornaby Town Centre.  The vast majority of town centres run such a scheme and the benefits are numerous. Stores can communicate quickly with each other and the local police team if they identify a potential offender or group intent on causing anti-social behaviour.  Calls to the police control room can take several minutes to cascade down to local officers to act on and the offender may have already left the area by then.  Between 10 and 17 outlets within Thornaby Town Centre are interested in signing a contract with a provider for the rental of a radio and equipment over a prolonged length of time.  Funding has already been generated from Thornaby Town Council and ward councillors budgets totalling £1,105 and this application is to match fund this amount.  The total funding amount of £2,210 would enable all the shops/outlets to sign up to a contract free of charge for between 9 and 12 months. This will allow the scheme to become established and retailers to see the benefits of investing to sustain the scheme going forward.  Shoplifting is a volume crime area for Cleveland Police, and it is hoped that this initiative will reduce incidents and increase detection within Thornaby town centre.    Decision 34-2016: Thornaby Town Centre Shop Watch Scheme |

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| Type: | Decision Topic: Governance |

*Guidelines: The type of the document e.g. guidelines, presentation etc*

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| Visibility: | *All* |

*Guidelines: Who is allowed to view this document e.g. staff or public*

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| Related resource(s): | Other DRFs |

*Guidelines: Which documents, leaflets etc (contained within the resource library) are relevant?*

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| SEO title: | Decision 34-2016: Thornaby Town Centre Shop Watch Scheme | Name of organisation |

*Guidelines: The SEO title element of a web page is meant to be an accurate and concise description of a page's content. Optimal Format should be the primary keyword or phrase followed by the brand Name.*

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| META description: | The PCC is asked to approve £1,105 spend to enable the rental of radio equipment to implement a Shop Watch Scheme in Thornaby Town Centre. |

*Guidelines: Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page. The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Optimal Length for Search Engines is 155 Characters.*