

**Aim:**

Eradicate shoplifting from the ages of 12-14 year olds

**Delivery details:**

**What:**

- Advertisement: "JUST SAY NO!"
- Phone - Online influence – short and sharp – free and eye catching
- Posters to raise awareness and get people interested – links created to other secondary schools in Rugby
- Leaflet / Poster – Bullying / peer pressure, Blackmail / gangs
- "Lets Stop Shoplifting"

**How:**

- If there were more volunteering opportunities for young people, they might not fall into crime.
- Influence mindset – be able to say NO
- Competition for the posters in schools, involves kids and is free (small prize)
- Channels and Social media platforms: YouTube, Tik Tok, Facebook, WhatsApp Channel, Instagram, snapchat
- Website
- Educate people: who to call, what to do, how to stop it.
- People informed how they can help.
- Understand the reasons: talk to the person and meet former shoplifters and HoW interview
- Publicised via Rugby Advertiser
- Awareness raised
- Guilt trip – a local shop could donate money to charities

**Who:**

- Rugby small shops
- 12-14 year old boys and girls

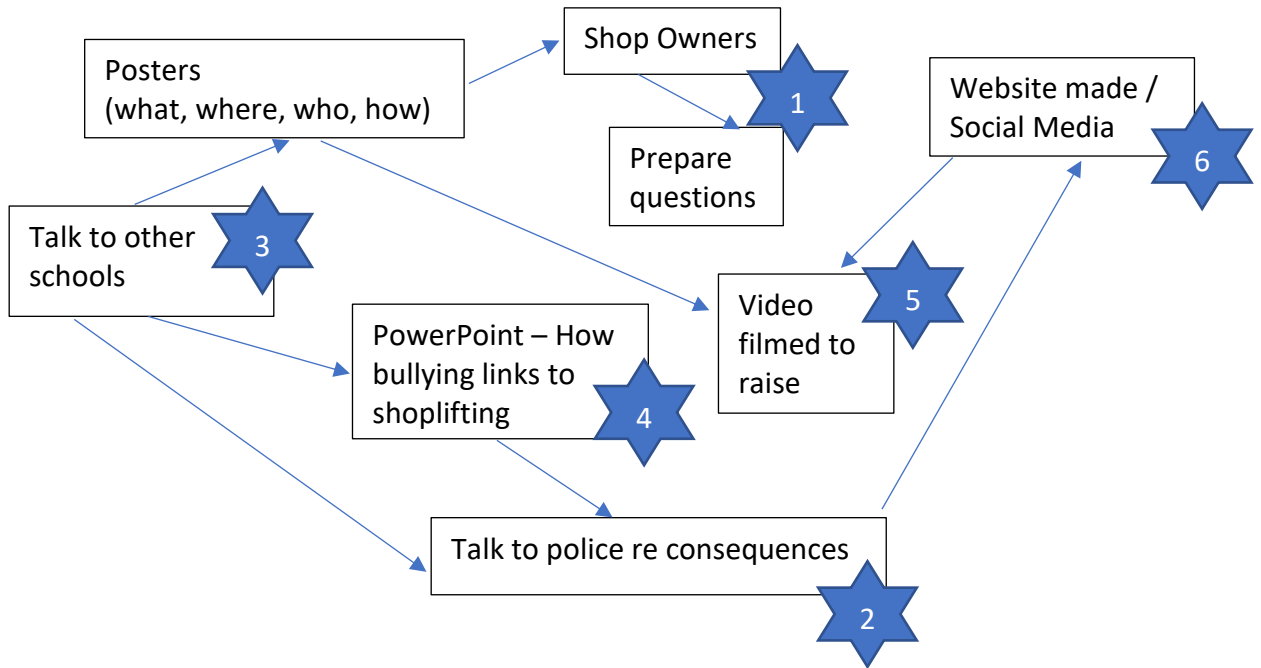
**Costs**

**Anticipated Challenges and Risk Analysis:**

Challenge / Risk	Impact / Likelihood	Mitigating action
What if people refuse to contribute	5.5 x 8 = 44	Shop
We have low publicity	5 x 7 = 35	Posters / social media
Our content is not relate-able and no-one pays attention	4 x 8 = 32	
No contributions		Adults: make the offer appealing to them and make sure they know they are helping other shops.

		Kids: Poster competition – gets people involved
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**Initial Critical Path Analysis and Delivery Plan:**



★ Denotes Critical Path – things that must be delivered

**Prepare Questions**

Initial ideas for targeted shops:

- How was your business targeted?
- How is your business, now, in 2024
- How tight are your security measures? Do you have CCTV?
- Are there any specific products that consistently get stolen?
- Have you ever caught anyone shoplifting and what did you do about it?
- How bad do you consider shoplifting to be?

Initial ideas for non-targeted shops:

- How likely is the possibility that your shop is stolen from?
- Do you think there is a reason you haven't been targeted by shoplifters and Why?

**Measures for success**

- Be anonymous (feedback)
- Talk to shop owners after a year? Ask if any difference has occurred.
- Talk to schools about how their view on shoplifting has changed.
- Do students feel more confident tackling shoplifters?