

DECISION NOTICE

Decision author and proposer: Mel Gary, VRU Communications and Engagement Lead

Subject:
Content creation contract

Type of decision: Financial			
Deputy Mayor's decision		Chief Officer's decision	X

In all case this will need to be approved by the Director Police, Crime, Criminal Justice and Fire.

<p>The decision is that:</p> <p>The GM VRU is seeking to award EY3 Media to deliver the following services:</p> <p>Content creation contract – regular content is required for VRU the website, blog and social channels for a period of 12 months for a total value of up to £75,000.</p>
<p>The reasons for the decision are:</p> <p>The strategic aim of VRUs communications plan is to reduce serious violence by increasing aspirations of young people in Greater Manchester, and reassuring the public that the VRU is working together with partners and the community to address serious violence and its underlying causes.</p> <p>The communications objectives are to:</p> <ul style="list-style-type: none"> • Raise awareness of how Greater Manchester Violence Reduction Unit (VRU) is working together with partners and the community to address serious violence. • Promote an alternative to violence by showcasing opportunities for people affected by violence and build aspirations for young people through campaigns and communications activity. • Demonstrate the impact of the VRU in reducing serious violence, especially violence amongst young people. <p>The aim of this contract of work, is support the above objectives by amplifying the VRUs presence online and reach.</p>

The content creation contract will:

- Provide a steady stream of high-quality content - at least three pieces per week – this could include written blog material, short video edits, social graphics etc.
- Provide a content plan/calendar for the year, with space built in for ad hoc requests/events/news, sometimes with short time frames
- Ensure our website and social channels are fresh and engaging
- Increase the number of people we reach with our communications, especially within our key target audience groups
- Use social ads to ensure certain messages reach certain audiences, including when community tensions are high/after a serious incident

This decision will contribute to priorities of the Greater Manchester strategy in the following ways:

This programme of work will impact the following GM Strategies

- All priorities in the [Standing Together plan](#)
- The [Greater Manchester Serious Violence Action Plan](#).
- The [GM Integrated Health And Justice Strategy](#)

Financial comments:

The above services will be funded out of the GM VRU's 2022/23 Serious Violence fund, Communications and Engagement Budget Line

Legal comments:

Any services or products procured through this programme will adhere to GMCA commissioning policy and EU rules on procurement with the support of the GMCA Procurement and Manchester City Council Legal Teams

Procurement comments:

See exemption attached.

Risk Assessment:

The funding has been allocated according to existing procurement rules, with support from legal and Information Governance. There are no known wider risks been identified.

Is safeguarding of children relevant and has this been considered:

Safeguarding of children is paramount to the violence reduction work, both as potential victims and perpetrators of serious violence.

Safeguarding of children has been built into the plans for filming, including obtaining parental consent and ensuring relevant risks are considered on location.

Is safeguarding of vulnerable adults relevant and has this been considered:

N/A

Agreed by interim Director – Police, Crime, Criminal Justice and Fire



Signed:

Date: 5th August 2022

Agreed by GMCA Treasurer



Signed:

Date: 09/08/2022

Agreed by Deputy Mayor

Only required for a Deputy Mayor Decision on amounts of £50,000+



Signed:

Date: 9th August 2022

Contact Officer:

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