

DECISION NOTICE

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

Subject:
Funding for EY3 and TfGM

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 and Transport for Greater Manchester to deliver the following services:</p> <p>EY3:</p> <ul style="list-style-type: none"> ▼ The development of five sets of targeted advertisements as part of the first phase of the #SpeakingOutCouldSaveALife media campaign - £7,500 ▼ The creation and delivery of media content for the second phase of the #SpeakingOutCouldSaveALife campaign - £9,700 ▼ Filming and video editing during the UniteHER event (an event ran by the GM VRU's population health colleague) - £3,000 ▼ Filming and editing during the Round Midnight event (an event ran by the GM VRU's education lead) - £2,000 ▼ Spend for social ads for the second phase of the #SpeakingOutCouldSaveA Life campaign - £5,000 <p>TFGM:</p> <ul style="list-style-type: none"> ▼ Transport for Greater Manchester (TfGM) have allowed the GM VRU to use their advertising space to promote the #SpeakingOutCouldSaveALife campaign at a discounted price – this
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includes poster sites and bus interchange screens across Greater Manchester – £7,425.60

Total amount to be awarded to EY3 and TfGM – **£34,625.60**

The reasons for the decision are:

The VRU communications strategy aims 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. The #SpeakingOutCouldSaveALife campaign focuses on the latter – the campaign reassures the public that we are working with partners to prevent knife crime in GM and asks the public to play a part by speaking out if they are concerned about a young person. The first phase of the #SpeakingOutCouldSaveALife campaign was received well (with over 500,000 views), so the campaign has been continued with the aim of reaching more young people and parents across GM and encouraging them to speak out if they are concerned, including via out of home advertising.

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:

This is legitimate single-source provision, involving close working with a partner organisation – No procurement concerns.

Since these projects, an exemption has been approved for a content creation contract up to the value of £75,000.

The total spend with EY3 is therefore up to £102,200 for this period.

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 Director – Police, Crime, Criminal Justice and Fire



Signed:

Date: 16th August 2022

Agreed by GMCA Treasurer

Signed:

Date:

Agreed by Deputy Mayor

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

Signed:

Date:

Contact Officer:

Jason Grant – Jason.grant@greatermanchester-ca.gov.uk