

**DECISION NOTICE**

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

<b>Subject:</b>
Hitch Marketing

<b>Type of decision: Financial</b>			
<b>Deputy Mayor's decision</b>		<b>Chief Officer's decision</b>	<b>X</b>

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

<p><b>The decision is that:</b></p> <p>The GM VRU is seeking to award Hitch Marketing to deliver the following services:</p> <ul style="list-style-type: none"> <li>▼ Cover the account management costs for the second phase of the 'I am Greater Campaign', including school resources and physical displays - £3,850</li> <li>▼ The purchasing of Locks, stickers, and selfie boards for I am greater physical display of commitment to being greater than violence - £1,844</li> <li>▼ Payment for an artist to design and develop murals in areas across GM as part of the I Am Greater campaign as well as costings for a film crew to create promotional videos - £8,410</li> <li>▼ The Development of editable Communications content for the Greater Manchester Navigator Programme - £4,335</li> </ul> <p>Total amount to be awarded to Hitch Marketing - <b>£18,439</b></p> <p><b>The reasons for the decision are:</b></p> <p>The '<a href="#">I Am Greater</a>' Campaign is one of the GM VRU's flagship communications and engagement programmes, which focuses on deterring the young people of Greater Manchester from violence.</p> <p>Over the past 2 years, the GM VRU have worked closely with Hitch</p>
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Marketing to design and develop new and unique communications and engagement material to continue to develop and promote the 'I Am Greater' Campaign, with the purpose of teaching young people to be 'greater than violence'

The GM VRU is seeking to award Hitch Marketing additional funding to further develop the 'I am Greater' campaign through development of a violence themed mural in areas across GM as well as giving YPs padlocks to attach in designated areas to show their commitment to being greater than violence.

The GM VRU are also seeking to use the expertise of Hitch Radio to develop communications content for the [GM Navigator Programme](#)

The Greater Manchester Navigator Programme is a youth-focused, violence reduction project based in four Greater Manchester hospitals. The four hospitals involved; Royal Bolton Hospital, Salford Royal Hospital, Manchester Royal Infirmary and Royal Manchester Children's Hospital, treat a high volume of violence related trauma in young people.

The team are based in the hospitals, working with young people age 10-25, helping them to cope and recover from their experience, and assisting with access to local support networks to prevent the potential of further violence.

**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:**

No significant procurement concerns. However, any possible extension to the scope or value which may arise should be referred back to

Commercial/Procurement for further advice.

**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. The 'I Am Greater' Campaign is designed with the intention of deterring YPs from 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: 20<sup>th</sup> Sept 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:**

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