

DECISION NOTICE

Decision author and proposer: Melanie Garry, VRU Communications Manager

Subject: I am greater campaign, phase three

Type of decision: Budget/financial

Deputy Mayor's decision		Chief Officer's decision	X
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In all case this will need to be approved by the Director Police, Crime, Criminal Justice and Fire.

The decision is that:

The GM VRU is seeking to commission a third phase of the I am greater campaign. The campaign is aimed at young people in GM and encourages them to be greater than violence by identifying with positive role models and being an active bystander.

The third phase of the campaign will build on the first two phases, and include young people in the design and creation of campaign materials.

The total amount of funding to be awarded is £50,000.

The reasons for the decision are:

Due to the success of the first two phases of the campaign, a decision has been made to run a third phase.

The third phase will build on active bystander training/messaging which was delivered in the second phase with clear examples of how to safely intervene when violent language is used, to prevent the situation from escalating.

Additional resources will be created for schools and colleges and for parents.

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 four priorities in the [Standing Together plan](#)
- All priorities of 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:

As the value of this requirement is £50,000, it will be subject to a proportionate Request for Quotation exercise, with publication via the Chest eProcurement portal. Commercial Services will provide advice and support as appropriate.

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 our violence reduction work, both for potential victims and those who are perpetrators of serious violence. We will seek reassurance from organisations that their employees and volunteers are trained to the current [KCSIE expectations](#) and that they know the named person to go to if they have a safeguarding concern. There is high value if a young person knows who to go to, or speak with, if they have a safeguarding concern. For 24/7 concerns, they should know external contact details – e.g., Childline, NSPCC or the Local Authority Designated Officer, especially if their concern is about their boss. VRU staff will as make regular checks during the life of any project.

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

We will ensure that a safeguarding trained member of VRU staff advises the project staff on the protocols required as set out in [government guidance](#) about empowerment, prevention and protection.

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

D. Daley

Signed:

Date: 22nd December 2022

Agreed by GMCA Deputy Treasurer

Signed: *Recht Rowell*

Date: 23/12/2022

Agreed by Deputy Mayor

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

Signed: *Ben Hughes*

Date: 5th January 2023