

DECISION NOTICE

**Decision author and proposer: Bob Ward, Communications Manager
(Gender-based violence)**

Subject/ Title:
#IsThisOK advertising – Transport for Greater Manchester network

Type of decision:			
Deputy Mayor’s decision		Chief Officer’s decision	X

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

<p>The decision is that:</p> <p>GMCA pay Transport for Greater Manchester (TfGM) £11,003 (plus VAT) to advertise across their network from Monday 9 January to Sunday 12 February 2023.</p>
<p>The reasons for the decision are:</p> <p>To advertise and promote the launch of the next phase of #IsThisOK – Greater Manchester’s gender-based violence public engagement campaign.</p>
<p>This decision will contribute to priorities of the the Greater Manchester strategy in the following ways:</p> <p>By supporting priority two of the Greater Manchester Gender-Based Violence Delivery Plan: to deliver a high profile, public engagement campaign aimed at men and boys to raise awareness of and tackle gender-based violence across the city-region.</p> <p>The money will be spent on advertising on:</p> <ul style="list-style-type: none"> • Metrolink posters • Digital sheet advertising along major highways • Digital ads on TfGM’s website, and • Digital ads on bus information screens. <p>All advertising are scheduled to run from Monday 9 January to Sunday 12 February 2023.</p>
<p>Procurement comments:</p>

This action is deemed justified by Exemption on sole supplier grounds. No significant Procurement concerns.

Financial comments:
The above services will be funded by a value of £11,003 (plus VAT), which is fully funded from the Gender-Based Violence communications budget, allocated to communications from the Deputy Mayor’s Investment Fund under cost code 3001.

Legal comments:

N/A

Risk Assessment:

Minimal – TfGM advertising space and therefore no risk.

Is safeguarding of children relevant and has this been considered:

N/A

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

The #IsThisOK? campaign and associated assets have been co-created following engagement work with its target audiences. Given the subject matter, this was done to ensure messaging and promotion was not triggering for members of the public and that it performs a public service effectively.

As part of the campaign, there is information online including a list of support services should anyone require further support and help.

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



Signed... ..

Date.....6th January 2023.....

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: