

**DECISION NOTICE**

**Decision author and proposer: Melanie Condliffe, Communications Lead, GMVRU  
James Carrick, Project & Policy Officer, VRU, GMCA**

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| <b>Subject: Content Creation contract</b> |
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|--------------------------------|----------|---------------------------------|--|
| <b>Type of decision:</b>       |          |                                 |  |
| <b>Deputy Mayor’s decision</b> | <b>x</b> | <b>Chief Officer’s decision</b> |  |

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

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| <p><b>The decision is that:</b></p> <p>The VRU wishes to conduct a full commercial services-led procurement exercise inviting tender submissions for the VRU’s next content creation contract, covering delivery form August 2023 to April 2024. This contract would cover content provision for the VRU website, social media channels, and VRU events. The total contract value is to be £49,000.</p>  |
| <p><b>The reasons for the decision are:</b></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><b>The communications objectives are to:</b></p> <ul style="list-style-type: none"> <li>• Raise awareness of how Greater Manchester Violence Reduction Unit (VRU) is working together with partners and the community to address serious violence.</li> <li>• Promote an alternative to violence by showcasing opportunities for people affected by violence and build aspirations for young people through campaigns and communications activity.</li> <li>• Demonstrate the impact of the VRU in reducing serious violence, especially violence amongst young people.</li> </ul> <p>The aim of this contract is to 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 contract will be funded out of the GM VRU's 2023-24 Serious Violence Funding (Comms & 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 project will be subject to a full competitive tender process, fully compliant with the Public Contracts Regulations 2015 (PCR) and with the Contract Procurement Rules (CPR) within GMCA's Constitution. The appropriate Commercial Services officers will be fully involved in the process.

**Risk Assessment:**

The commissioning and funding process will be undertaken according to existing procurement rules, with support from legal and Information Governance. There are no known wider risks been identified.

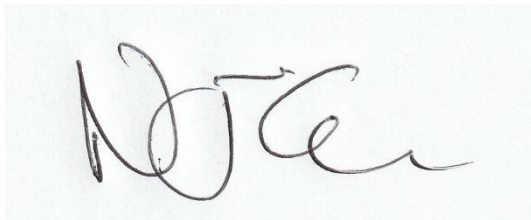
**Is safeguarding of children relevant and has this been considered:**

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**



**Signed:**

**Date: 18<sup>th</sup> May 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:**

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