

DECISION NOTICE

Decision author and proposer: Melanie Condliffe, VRU Communications Manager

Subject: 'I am greater' campaign murals and end point survey

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 provide Hitch Marketing with an extra £2,202 to cover additional costs for the I am greater murals and end-point survey. £8,410 was initially awarded to Hitch for this work, additional spend was required to cover material costs (underestimated initially) and survey completion. This Decision replaces a Decision published on 20/12/2022, in which in the incorrect amount of £2002 was stated.

The reasons for the decision are:

I am greater murals have been painted in three locations across Greater Manchester – Tameside, Bury and Salford. Young people designed the murals with an artist (Oskar with a k) and were taught how to spray paint. Different colours were used for each mural to make them unique – this made paint costs higher than initially expected.

The end point survey will evaluate the performance of the second phase of the campaign and act as a baseline for the third phase. We have used a survey company (Observant) to ensure a good number of responses, as previously we have struggled to have young people complete surveys. A pair of airpods have also been purchased by Hitch as an incentive for young people to complete the survey.

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:

It is noted that the extra payment relates to unanticipated material costs in a high inflation environment.

The sum is small and considered reasonable in this instance. However, additional no further proposal to extend the value should be considered with reverting to Commercial Services for further advice and support.

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.

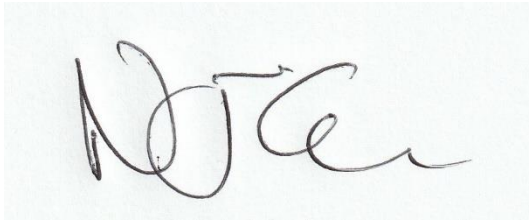
Is safeguarding of vulnerable adults relevant and has this been considered:

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

Signed:

Date:

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'J Grant' written in a cursive style.

25th 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:

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