

DECISION NOTICE

Decision author and proposer: Melanie Condliffe, Communications Manager, GMVRU

Subject: Unity Radio ads - TfGM

Type of decision:			
Deputy Mayor's decision		Chief Officer's decision	x

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

<p>The decision is that:</p> <p>To award £750.00 to Transport for Greater Manchester for out of home adverts to promote the NGY show on Unity Radio.</p> <p>The ads will be used on TfGM's website and digital screens at Piccadilly Metrolink station for a period of two weeks.</p> <p><i>In financial year 22/23, the VRU awarded TfGM £7425.60 for provision of advertising space for a campaign the VRU were running in that year. This will take the VRU's total spend with TfGM to £8175.60</i></p>
<p>The reasons for the decision are:</p> <p>The strategic aim of the 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>The communications objectives are to:</p> <ul style="list-style-type: none"> • Raise awareness of how Greater Manchester Violence Reduction Unit (VRU) is working together with partners and the community to address serious violence. • Promote an alternative to violence by showcasing opportunities for people affected by violence and build aspirations for young people through campaigns and communications activity. • Demonstrate the impact of the VRU in reducing serious violence, especially violence amongst young people.

The VRU have funded Unity Radio to deliver three nine-week programmes with 10+ young people to raise awareness of serious violence and knife crime through a series of conversations led by young people.

The partnership enables young people, aged 13-17, to discuss issues relating to serious violence that affect them in several workshops, before creating content to be aired live on Unity Radio's Ngy show.

Although there are already a significant number of young people who regularly listen to the show from across GM, we are keen to encourage new listeners to ensure our messaging reaches as many of our audience as possible and this funding to Transport for Greater Manchester seeks to maximise the reach of our Unity Radio campaign.

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:

This will be funded out of the GM VRU's 2023-24 Serious Violence Funding (Comms & Engagement budget line).

Legal comments:

No legal concerns due to low funding amount. The GM VRU will need to seek clarity from MCC legal team should they wish to award any further funding to TfGM over and above agreed Procurement thresholds.

Procurement comments:

This is a legitimate single-source provision, involving close working with a partner organisation. No procurement concerns.

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:

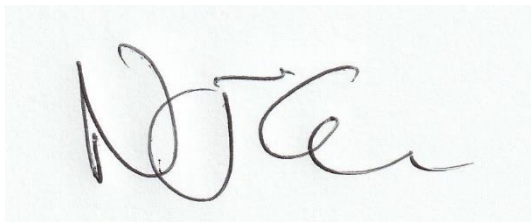
Safeguarding of children is paramount to our violence reduction work, both for potential victims and those who are perpetrators of serious violence. We will seek reassurance from organisations that their employees and

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: 1st June 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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