

**DECISION NOTICE**

**Decision author and proposer:** Bob Ward, Communications Manager – Gender-Based Violence Strategy

<b>Subject/ Title:</b>
<b>Gender-based violence campaign pitches</b>

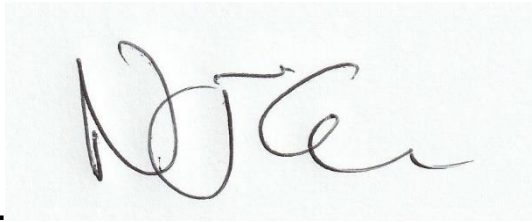
<b>Type of decision:</b>			
<b>Deputy Mayor’s decision</b>		<b>Chief Officer’s decision</b>	<b>X</b>

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

<p><b>The decision is that:</b></p> <p>GMCA will pay £288 to Friends Meeting House for a meeting room to host pitches for the gender-based violence public engagement campaign tender.</p>
<p><b>The reasons for the decision are:</b></p> <p>To deliver priority two of the gender-based violence delivery plan 2024-26: initiate a sustained programme of public engagement to raise awareness of, and tackle, gender-based abuse and violence across the city-region.</p> <p>The campaign will aim to raise awareness of, challenge and reduce the prevalence of gender-based violence in Greater Manchester, specifically the behaviours that constitute coercive control and domestic abuse/violence.</p>
<p><b>This decision will contribute to priorities of the Greater Manchester strategy in the following ways:</b></p> <ul style="list-style-type: none"> <li>• Contribute to the reduction of gender-based violence and violence against women and girls in Greater Manchester</li> <li>• Encourage men and boys to consider their own behaviours and attitudes and those of their peers.</li> <li>• Equip men and boys with the knowledge and tools to challenge others’ behaviour when it’s not OK.</li> <li>• Equip the public to recognise inappropriate behaviours in others and how to respond if they see something that isn’t OK.</li> <li>• Engaging the public in dialogue, opening debate about men and boys’ behaviour</li> </ul>

<ul style="list-style-type: none"> <li>• Sign-post what to do next for both men and boys wanting to seek help to change and women and girls experiencing abuse or violence.</li> <li>• Empower women and girls to challenge inappropriate behaviours, report crime, or get help from charities and VCSE groups.</li> <li>• Contribute to increased feelings of safety by women and girls in public spaces in Greater Manchester.</li> </ul>
<p><b>Procurement comments:</b></p> <p>N/A</p>
<p><b>Financial comments:</b></p> <p>The above services will be funded by a contract value of £288, 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.</p>
<p><b>Legal comments:</b></p> <p>N/A</p>
<p><b>Risk Assessment:</b></p> <p>The risk of not carrying out this work is failing to delivery priority two of the gender-based violence delivery plan, which calls for the initiation of a sustained programme of public engagement to raise awareness of, and tackle, gender-based abuse and violence across Greater Manchester.</p>
<p><b>Is safeguarding of children relevant and has this been considered:</b></p> <p>N/A</p>
<p><b>Is safeguarding of vulnerable adults relevant and has this been considered:</b></p> <p>N/A</p>

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



Signed...  
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Date...23<sup>rd</sup> May 2024.....

**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:**

Bob Ward, Communications Manager – Gender-Based Violence Strategy

[bob.ward@greatermanchester-ca.gov.uk](mailto:bob.ward@greatermanchester-ca.gov.uk)

07734275707