

DECISION NOTICE

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

Subject/ Title:
Gender-Based Violence campaign, 2024-25

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

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 will pay £150,000 to Agent Marketing to deliver an insight gathering, communications and PR campaign to run from May 2024 for up to 18 months.</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>The reasons for the decision are:</p> <p>To deliver part of priority two of the Gender-Based Violence Delivery Plan, 2024-26: continue to develop and deliver a flagship GBV campaign aimed at changing mens' and boys' behaviour.</p>
<p>This decision will contribute to priorities of the Greater Manchester strategy in the following ways:</p> <ul style="list-style-type: none"> • Contribute to the reduction of gender-based violence in Greater Manchester. • Encourage men and boys to consider their own behaviours and attitudes and those of their peers. • Equip men and boys with the knowledge and tools to challenge others' behaviour when it's not OK. • Equip the public to recognise inappropriate behaviours in others and how to respond if they see something that isn't OK. • Engaging the public in dialogue, opening debate about men and boys' behaviour.

- 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.
- Empower women and girls to challenge inappropriate behaviours, report crime, or get help from the police, charities and VCSE groups.
- Contribute to increased feelings of safety by women and girls in public spaces in Greater Manchester.

Procurement comments:

An open Invitation to Tender was published via GMCA's e-Procurement platform (The Chest) with an interview/presentation opportunity for appropriate bidders.

Following evaluation of the 8 bids received it is recommended that Agent Marketing be appointed as they submitted the highest scoring compliant bid.

The Procurement process was conducted in accordance with Public Contract Regulations 2015 and the Contract Procurement Rules requirements of the GMCA Constitution.

Commercial Services ref: **GMCA 947**

Financial comments:

The above services will be funded by a contract value of £150,000, 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:

The Procurement process was conducted in accordance with Public Contract Regulations 2015 and the Contract Procurement Rules requirements of the GMCA Constitution. A formal contract will be executed via MCC Legal Services.

Risk Assessment:

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.

Is safeguarding of children relevant and has this been considered:

At this stage we are unsure on the plans for children to be part of the research or filming activity, but as we regularly work with children within

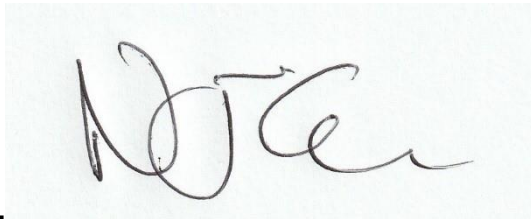
insight and a filming setting, we will follow the strict guidance we have in place.

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

Prior to undertaking any insight or filming we will ensure all relevant risks are considered for each research and filming location – as well as the specific needs associated with any specific vulnerable groups in each of these situations.

In addition, all who will be part of the insight and filming activities will be informed on the subject matter and provided with a full understanding of the requirements and ensure each individuals needs are recognised. Special arrangements will be put in place where required to ensure the comfort and wellbeing needs of each individual are met.

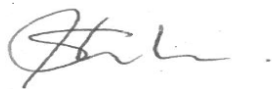
Agreed by Director – Police, Crime, Criminal Justice and Fire



Signed...
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Date...30th May 2024.....

Agreed by GMCA Treasurer



Signed... ..

Date 30/05/2024.....

Agreed by Deputy Mayor

Only required for a Deputy Mayor Decision on amounts of £50,000+



Signed:

Date: ...4th June 2024.....

Contact Officer:

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