

DECISION NOTICE

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

Subject: I am Greater Phase 4 contract- Request for Quotation

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>The VRU wishes to conduct a full commercial services-led procurement exercise inviting quotations for the VRU's fourth phase of the I am Greater campaign. The campaign is aimed at young people in GM and encourages them to be greater than violence by identifying with positive role models and being an active bystander.</p> <p>The third phase of the campaign built on the first two phases and included young people in the design and creation of campaign materials. It is suggested that a small survey is conducted to understand the thoughts and feelings of young people in the city-region in terms of violence and safety. The results of this would inform campaign messaging. This survey could be repeated following the launch of the campaign for measurement purposes.</p> <p>The total amount of funding to be awarded is £49,995.</p> <p>The reasons for the decision are:</p> <p>Following successful delivery of phase 3 of the campaign, in February 2024, the Violence Reduction Governance Board gave approval for phase 4 of the campaign to be commissioned in 2024-25. As approved by the Deputy Mayor, this campaign should be centred around the following concepts arising via learning from phase 3 of the programme:</p> <ul style="list-style-type: none"> • Role Models- here is an opportunity to grow this activity into 'always on' activity. This activity will be activated on a more localised level, finding role models based in key areas/hot spots and boosting content to young people based in that location – effectively running smaller, localised and more focused campaigns for each of our target areas.
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- Snapchat- In Phase 3, our Snapchat activity focused on highlighting the violent online behaviours which exist on social media, and this landed very well with our audience. We developed content specifically for Snapchat, which was highlighted as the platform where such behaviours are most common. The creation of additional short form video content specifically for Snapchat will explore these behaviours further and provide additional guidance for how to deal with them.
- Positioning the websites role as the 'go-to' hub for young people, partners, and organisations to visit for information and resources. The website should feel engaging to young people.

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 Than Violence Strategy](#).
- The [GM Integrated Health And Justice Strategy](#)

Financial comments:

The contract will be funded out of the GM VRU's 2024-25 Home Office Serious Violence core grant 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 request for quotation 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 identified.

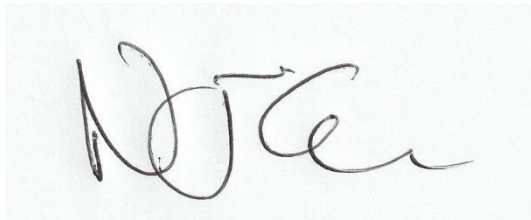
Is safeguarding of children relevant and has this been considered:

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. Any appointed organisation will need to have a Modern Slavery Statement.

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



Signed:

Date: 6th June 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:

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