

**DECISION NOTICE**

**Decision author and proposer:**

Matt Berry, Senior Partnership and Policy Officer - Police, Crime, Criminal Justice, and Fire Team

<b>Subject/ Title:</b>
Copy-writing of web content for GM Victims Service website

<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 Assistant Director Police, Crime, Criminal Justice, and Fire.**

<p><b>The decision is that:</b> A funding envelope of £3000 be made available to undertake a copy-write exercise of the content for the new GM Victims Website. The content of the website has had a full re-write with subject-matter-experts for the various crime types creating the page content. It has been recommended by our internal communications team that an independent experienced copywriter is required to review and revise overall content to make the narrative coherent and cohesive and easy to understand across the site.</p> <p>Initial quotation from Unique Creative Communications, Private Limited Company (used previously by internal communications team)</p> <ul style="list-style-type: none"> <li>• Cost: £2100,00 + VAT</li> <li>• (Additional days copywriting agreed with client would be £350.00 + VAT)</li> </ul>
<p><b>The reasons for the decision are:</b></p> <p>The redesigned GM Victims Services website will offer a hub of fundamental information such as crime type and likely victim impact descriptors as well as contact details, signposting, and guidance on referral pathways to victims of crime in Greater Manchester. The website is referred to by partner organisations and links into victims' services such as those provided for sexual violence and domestic abuse.</p> <p>As part of the digital transformation of victim services, we have reviewed the content on the GM Victims Website and developed new pages to update the relevant information for victims of crime.</p>

As this exercise has been undertaken by a collection of individuals, it is felt that the content needs to go through a process of independent review and amendment to develop a sense of overall coherent narrative style.

This copy-write review stage will also ensure that writing styles are appropriate, language is clear, concise, avoids jargon, abbreviations, and unnecessary terminology.

We have scoped whether this copy-write exercise could be undertaken internally by our communications team, however there is insufficient capacity to deliver this, and therefore it has been recommended to commission this exercise.

**This decision will contribute to priorities of the Greater Manchester strategy in the following ways:**

The work supports the following GMS Strategy priorities:

- Safer and stronger communities
- Healthy lives, with quality care available, for those that need it

**Links to Police and Crime Plan:**

**Priority 1** – contributing to reducing victims of violence, increasing feelings of safety, and increasing confidence in community safety.

**Priority 2** – Intervening early to reduce the harm caused by violence.

**Priority 3** – Supporting community resilience by investing in local services and people.

In addition, this piece of work links closely with the national Violence Against Women and Girls Strategy and; Men and Boys Plan and; the Greater Manchester Gender Based Violence Strategy. Strategic pillars of these strategies include changing the story; supporting victims and survivors; police and CJS; etc.

**Financial comments:**

Sufficient funds have been identified to resource this project as part of the funding committed to the digital transformation of victims services work from the Sexual assault commissioning reserves budget (reserves will be transferred to Victims 3011 for payment).

**Procurement comments:**

No procurement concerns. Amount is below £5,000, obtaining a single written quote below this amount is compliant with the Contract Procurement Rules within the GMCA Constitution. We have a formal quotation from a reputable provider that has been frequently used by the GMCA.

**Legal comments:**

No legal consultation is required.

**Risk Assessment:**

It is felt that not undertaking this exercise would present greater risks associated with having a website containing conflicting writing styles, and content that isn't easily understood by those that are not emersed in the subject-matter.

This is a relatively small investment which has the potential to delivers a lot of added value and provide a better service to our victims of crime.

Failure to effectively update the website could result in victims of crime experiencing confusion and contribute to a delay in finding / accessing the information they need to access support.

**Is safeguarding of children relevant and has this been considered:**

The website may be accessed by adults who are responsible for vulnerable children and are seeking support for them after being the victim of crime.

This commissioned work will ensure that the website contains a clear cohesive narrative throughout and those seeking support are able access to it.

There is no direct interaction between the copywriter (Unique Creative Communications) and vulnerable children

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

The website may be used by adults who are vulnerable and are seeking support after being the victim of crime.

This commissioned work will ensure that the website contains a clear cohesive narrative throughout and those seeking support are able access to it.

There is no direct interaction between the copywriter (Unique Creative Communications) and vulnerable adults

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

**Signed**



**Date** 28<sup>th</sup> June 2024

**Agreed by GMCA Treasurer**

**Signed**

**Date**

**Contact Officer:**

Matt Berry, Partnerships Officer - Police, Crime, Criminal Justice and Fire  
Team