

**DECISION NOTICE**

**Decision author and proposer:** Natasha Calder, Communications Manager, GMVRU

<b>Subject: Youth Endowment Fund Another Chance Programme – Digital Audia Ads via Bauer Media</b>
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<b>Type of decision: Budget/Financial</b>			
<b>Deputy Mayor’s decision</b>		<b>Chief Officer’s decision</b>	<b>x</b>

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

<b>The decision is that:</b>
We are seeking to award a contract to Bauer Media to the value of £4,900 funded from the PCC’s YEF delivery phase funding to commissions digital audio ads to promote the Another Chance programme.
<b>The reasons for the decision are:</b>
Greater Manchester’s Violence Reduction Unit (VRU) have received funding from the Home Office and Youth Endowment Fund (YEF) to pilot YEF’s Focused Deterrence programme in the city of Manchester and Trafford. This work will run alongside four other similar projects across the UK.
The impact of the programme will be monitored via a randomised control trial. Lessons learned from Greater Manchester VRU’s work (and other areas) will provide new insight into how Focused Deterrence programmes can be adapted and adopted to reduce violent crime in the UK.
The funding will commission 2 x 30 second audio adverts running for 4 weeks:
<ul style="list-style-type: none"> <li>– 1 x for general public in North Trafford and City of Manchester (35 years +) to ensure awareness about the programme and its impacts. The overall aim of this is to support the objective of maintaining support for the programme in the next survey.</li> <li>– 1 x for 14-25 year olds in the North Trafford and City of Manchester area to deliver key messages about the programme including the support it offers with the view to reaching eligible young people and encouraging them to agree to taking part should they be approached.</li> </ul>

These adverts will be placed on stations such as: Kisstory / Kiss / Absolute Radio / Hits Radio. Demographics reached will be tailored by the VRU Comms Manager.

**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 from the PCC's YEF Delivery Phase Funding.

**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:**

No procurement concerns due to low funding amount. The GMVRU will need to consult commercial services should they wish to award any further funding to Bauer Media that cross agreed GMCA procurement thresholds.

**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 all violence reduction work, both for potential victims, and for 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, or 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. Bauer Media has a Modern Slavery Statement.

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

Signed: 

Date: 15<sup>th</sup> August 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: Natasha Calder**

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