

DECISION NOTICE

Decision author and proposer:

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

Subject/ Title:
Additional Copywriting of web content for GM Victims Service website

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

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

<p>The decision is that:</p> <p>£1900 be made available to undertake the final round of copywriting for the content for the new GM Victims Website. This will also include the copy writer evaluating the home page</p> <p>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 copy-writer review and revise overall content to make the narrative coherent and cohesive and easy to understand across the site.</p> <ul style="list-style-type: none"> • £3000 - Previous Decision Notice for Initial copy writing Quotation • £1900 – This Decision notice to complete copy writing work <p>Overall Final costs for Copywriting = £4900</p>
<p>The reasons for the decision are:</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.</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 in order 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.

An initial amount of £3000 was approved with a Decision Notice to undertake this copy writing exercise for the GM victims of crime pages, however the amount of content produced by the GMCA Police and Crime team far exceeded initial scope and it has been required to allocate further funding in order to complete this exercise. This additional allocation is still compliant with procurement regulations and is confirmed to be the final spend to complete.

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

Procurement comments:

No Procurement concerns. The first

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.

£3000

£1900

= £4900 which is within

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 will 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

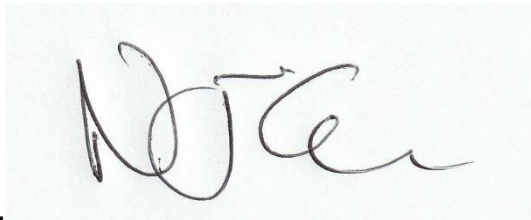
Is safeguarding of vulnerable adults relevant and has this been considered:

The website will 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...

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Date.....31st July 2024.....

Agreed by GMCA Treasurer

Signed

Date

Contact Officer:

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