

DECISION NOTICE

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

Subject: Content Creation Contract Award

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

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

The decision is that:

Following a commercial service led procurement process, the GM VRU within GMCA have commissioned EY3 Media to deliver the VRU's next content creation contract, covering delivery from August 2024 to April 2025. This contract would cover content provision for the VRU website, social media channels, and VRU events. The total contract value is to be £30,000.

To date, the VRU has spent £182,278.86 with EY3 Media since financial year 2021-22. The VRU are also simultaneously awarding EY3 a contract to deliver the fourth phase of the I am Greater campaign as a result of a simultaneous commercial services led procurement exercise. The total value that the VRU will have spent with EY3 Media since 2021 by the end of financial year 2024-25 will be £262,277.86. Commercial services have confirmed the VRU can issue multiple contracts in year to EY3 Media, as each contract awarded in August 2024 has arisen from a discrete Request for Quotation procurement exercise which is compliant in its own right.

The reasons for the decision are:

The strategic aim of VRUs communications plan is to reduce serious violence by increasing aspirations of young people in Greater Manchester, and reassuring the public that the VRU is working together with partners and the community to address serious violence and its underlying causes.

The communications objectives are to:

- Raise awareness of how Greater Manchester Violence Reduction Unit (VRU) is working together with partners and the community to address serious violence.

- Promote an alternative to violence by showcasing opportunities for people affected by violence and build aspirations for young people through campaigns and communications activity.
- Demonstrate the impact of the VRU in reducing serious violence, especially violence amongst young people.

The aim of this contract is to support the above objectives by amplifying the VRUs presence online and reach.

The content creation contract will:

- Provide a steady stream of high-quality content- this could include written blog material, short video edits, social graphics etc.
- Provide a content plan/calendar for the year, with space built in for ad hoc requests/events/news, sometimes with short time frames
- Ensure our website and social channels are fresh and engaging - Increase the number of people we reach with our communications, especially within our key target audience groups
- Use social ads to ensure certain messages reach certain audiences, including when community tensions are high/after a serious incident

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 Serious Violence Funding (Comms & Engagement budget line) billed via monthly invoices in arrears up to the total contract value dependent on content generated each month (as signed off each month by the VRU Comms Manager)

Legal comments:

The funding will be allocated according to existing procurement rules. There are no known legal risks.

The GM VRU have sought the support of the Manchester City Council Legal and GMCA Procurement Teams to support with the procurement process and when appropriate the drafting of the necessary Service Contracts for the above services. The GM VRU will need to seek further advice from both teams should any changes or extensions be made to the existing contract.

When commissioning contracts for the procurement of goods, services, or the execution of works, the GMCA must comply with the Public Contracts Regulations 2015 (PCR) and its own Contract Procurement Rules (CPR),

failing which a contract may be subject to legal challenge from an aggrieved provider. The proposed award of the contract follows a tender exercise with the opportunity being advertised on appropriate govt. websites. Quotations were received from two suppliers for this project, which have been evaluated on the most economically advantageous basis in line with published procedures resulting in the proposed award of the contract to EY3 Media. The procurement procedures therefore appear robust and compliant with the requirements of the GMCA's CPR and PCR.

Procurement comments:

A request for quotation exercise has been undertaken, in compliance with the Contract Procurement Rules in the GMCA Constitution. Only two submissions were received and evaluated, and EY3 Media were determined to have submitted the most economically advantageous quotation, in line with the published evaluation criteria.

Risk Assessment:

The commissioning and funding process has been undertaken according to existing procurement rules, with support from legal and Information Governance. There are no known wider risks been identified.

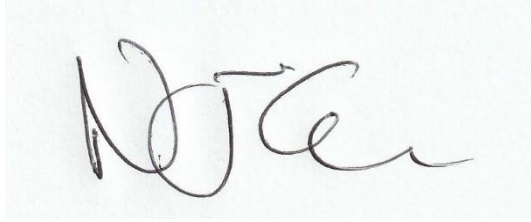
Is safeguarding of children relevant and has this been considered:

Safeguarding of children is paramount to 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. EY3 Media Staff that work with young people have been DBS checked.

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. EY3 Media have a Modern Slavery Statement.

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



Signed:

Date: 8th 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:

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