

DECISION NOTICE

**Decision author and proposer: Bob Ward, Senior Comms Manager,
Safer Stronger Communities
James Carrick, Project & Policy Officer, GMVRU**

Subject: Unity Radio (North West Media Ltd) Partnership

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 is seeking to award £15,000 to Unity Radio to produce and air radio content specifically aimed at young people in Greater Manchester. We will continue to use radio as an additional way of reaching more young people and young people that can be hard to reach through our existing platforms – VRU website and social channels.</p> <p>This is a continuation of two previous programmes of work which created high impact for young people on each programme and enabled key messaging around violence reduction, knife crime etc. to be shared with a significant number of our target audience.</p> <p><i>The VRU previously awarded Unity Radio £74,848.00 in financial years 2022/23 & 2023/24. This new funding award of £15,000 in financial year 2024/25 will take the total funding awarded by the VRU to Unity Radio (North West Media Ltd) to £89,848.00</i></p> <p>Unity will deliver a number of programmes engaging 8-12 participants between the ages of 13 -17 who will achieve an accredited Arts Award.</p> <p>The participants will attend weekly evening workshops and be delivered by a highly skilled, motivated and experienced team who have already delivered the previous two phases of the programme.</p> <p>The young people will apply their accredited learning at the workshops into a practical experience by designing, developing and delivering live FM radio shows that will be broadcast on Unity Radio’s FM and Digital platforms.</p>

The shows will be edited and published on www.unityradio.fm for playback and promoted across social media including Instagram, Twitter and Facebook. Unity will continue work with EY3 Media (the VRU's Content Creation provider) to maximise all opportunities for repurposing content.

The content of each radio show will contain features and discussion by the participants on the subject matter and related topics. The discussion will be between the young people and also include agency partners who can deliver workshops for the young people in exchange for their service being promoted on air.

The reasons for the decision are:

The strategic aim of the 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 VRU intend to fund Unity Radio to deliver programmes with 10+ young people to raise awareness of serious violence and knife crime through a series of conversations led by young people (also some workshops in varying locations where young people are).

The partnership enables young people, aged 13-17, to discuss issues relating to serious violence that affect them in several workshops, before creating content to be aired live on Unity Radio's NGY show.

Although there are already a significant number of young people who regularly listen to the show from across GM, we are keen to continue to encourage new listeners to ensure our messaging reaches as many of our audience as possible.

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 £15,000 contract will be funded out of the GM VRU's 2024-25 Serious Violence Funding from the Comms and Engagement budget line.

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 Manchester City Council legal team to support the establishment of a contract between GMCA & Unity radio to govern this work, as with previous phases.

Procurement comments:

The increase in the contract value remains within levels allowed under Regulation 72 of Public Contracts Regulations (2015) and the total contract value remains below the threshold for application of the full Find a Tender regime.

Although the additional element described in this document is within these windows, any further extension may put pressure on Procurement compliance. Therefore, it is recommended that a compliant Procurement exercise is conducted for the requirement going forward.

Commercial Services file ref: **GMCA 832.2**

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:

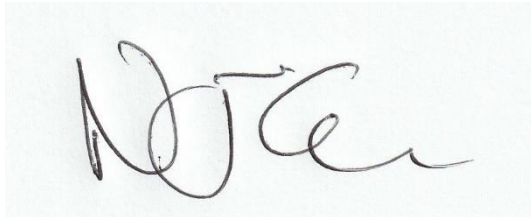
Safeguarding of children is paramount to our violence reduction work, both for potential victims and those who are perpetrators of serious violence. We will seek reassurance from organisations that their employees and volunteers are trained to the current KCSIE expectations and that they know the named 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. Unity radio staff have BDS clearance.

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

As above, though this programme is not expected to engage vulnerable adults. Unity Radio have a Modern Slavery statement.

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



Signed:

Date: 23rd October 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:

James Carrick james.carrick@greatermanchester-ca.gov.uk

