

DECISION NOTICE

Decision author and proposer: Claire Smith and Laura Mercer

Subject:
Domestic Abuse Greater Manchester Wide Communications Campaign

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

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

<p>The decision is that: The services of an independent provider K2L are commissioned to refresh and relaunch the "Sitting Right With You" campaign with a focus on children and young people. The funding required is £40,000, which will come out of the Ministry of Justice Victim Fund 18-19.</p>
<p>The reasons for the decision are: Following the successful launch and positive impact of the Sitting Right With You campaign in October 2016, there is an appetite within Greater Manchester partner agencies to build on that success and develop the campaign further.</p> <p>The evaluation of this work suggests that there are a number of benefits aligned to the Ministry of Justice Outcomes Framework for Victims' Services. When the Sitting Right With You campaign targeted specific areas in Greater Manchester, this provided individuals with an opportunity to disclose domestic abuse, meaning that they had immediate access to appropriate advice and support in relation to issues such as mental and physical health, housing and finance. As a result of this campaign, the yellow sofa has now become synonymous with the Greater Manchester response to domestic abuse and work will continue to raise the profile and get support messages out to the public.</p> <p>Across Greater Manchester there is an increased momentum to engage children and young people in terms of awareness raising around healthy relationships and as such, work has been done with Greater Manchester partners to develop a further campaign with a new focus on "Voice of the Child".</p>

More and more research is emerging, which describes the long term negative impact that Adverse Childhood Experiences have, this coupled with learning from Domestic Homicide Reviews and HMICFRS inspections, means that there is an opportunity for the Deputy Mayor to influence a robust debate within the education sector.

The campaign will target young people, delivering awareness and engagement within high schools across Greater Manchester. The work will run in parallel with the roll out of Greater Manchester Police's Operation Encompass, which seeks to ensure that for every household that reports domestic abuse where a child is present, the police will ensure that the school is aware in order that appropriate support can be put in place.

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

This work will support the following priorities within the Greater Manchester Strategy:

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

Financial comments:

There are sufficient funds within the MOJ Victim Fund.

Legal comments:

Procurement advice has been sought and an exemption has been agreed to enable K2L to proceed with this work.

Risk Assessment:

The Voice of the Child is an area of work that needs more focus.
A more generic communications campaign would not highlight this significant gap in existing national and local communications campaigns, which tend to target the adult audience.

Increase in disclosures:

This campaign aims to raise awareness of domestic abuse and encourage victims and their families to seek help and support. The previous campaign resulted in a number of disclosures from victims and also relatives of victims

who requested support and advice. It is imperative that, if a child discloses as a result of the campaign in schools, appropriate support is made available quickly. This has been discussed with the schools who are participating and support has been made available through relevant Local Authority IDVAs.

Target Areas.

It is not possible to access every high school within Greater Manchester and as such it is important to ensure the appropriate schools are targeted. Work has been done within each Local Authority area to ensure the right schools, in hot spot areas have first refusal at engaging with the programme.

Work is not completed according to timescales.

It is imperative, in order to have an impact, that this work corresponds with peak demand times which are the summer and Christmas holidays. Schools are currently being engaged with to ensure that there is opportunity for those who engage to host the sofa prior to the summer holidays.

Is safeguarding of children relevant and has this been considered:

As the campaign is effectively a safeguarding campaign, this supports the Deputy Mayor's in terms of her responsibility to ensure children are protected and safeguarded.

This campaign will target young people and schools. This will be done with the cooperation and input of the schools, which means that any safeguarding issues will be dealt with swiftly and appropriately.

Due to the sensitive nature of the topic, affected pupils will be referred into relevant support services.

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

Whilst this project is primarily targeted towards children and young people, it is recognised that within the course of the campaign, any disclosures made could have an impact on the safeguarding of adults. As such, appropriate support and advice will be available to ensure that, in this event any safeguarding risks are mitigated.

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

Signed.....

Date.....12/7/18

Agreed by Deputy Mayor

Signed:

Date:12/7/18

Contact Officer:

Laura Mercer
laura.mercer@greatermanchester-ca.gov.uk

GROUNDS FOR EXEMPTION REPORT

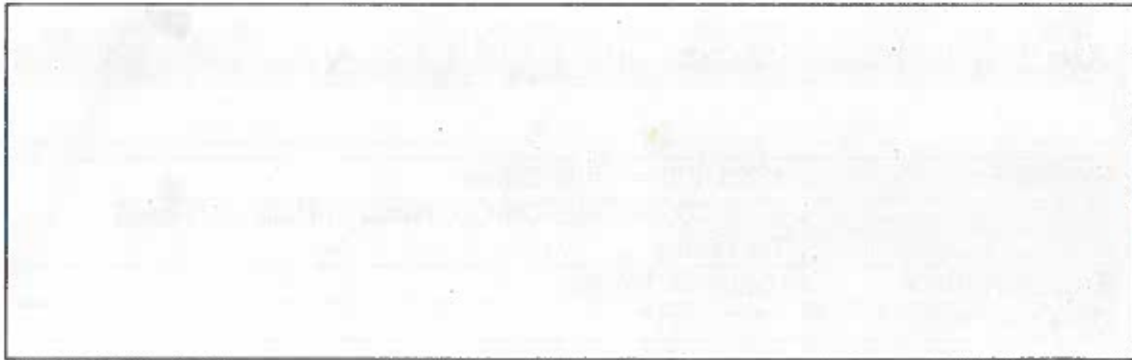
Report For	<£50,000 = Chief Officer, >£50,000 = Chief Officer, Head of Paid Service & Treasurer
Report Author	Matthew Groom
Date	22/09/2017
Team	GMCA Communications
Contract Reference	(If Applicable)
Contract Title	Domestic Abuse Campaign
Contract Value	£40,000

In line with the GMCA's Constitution and as stated in the Contract Procedure Rules under Part B, section B, point 3.2 of the Constitution, a Chief Officer may (subject to the Head of Paid Service and Treasurer's written approval where the Total Value is likely to exceed £50,000) waive any requirements within these Contract Procedure Rules, where they are satisfied that one of the following applies;

If seeking a waiver from the Contract Procedure Rules, then please indicate which of the grounds for exemption applies in the table below, along with an explanation that outlines the reason why a waiver is being sought.

Grounds For Exemption	Tick as appropriate
Goods are to be bought at auction and the GMCA's best interest will be served by purchase through auction and has agreed an upper limit for bids.	
Only one contractor can provide the goods, services or works required and there is no reasonable alternative contractor.	
The need for the goods, services or works is so urgent that the time needed to comply with these Contract Procedure Rules would be prejudicial to the GMCA's interests.	
There is value for money reasons justifying a waiver.	X

Supporting Information
<p><i>We have used a company called K2L who are specialist marketers and have completed a similar project to the Domestic Abuse Campaign before - matching the expectations and deliverables that had been set out for the project. We would like K2L to manage the campaign again this year as they have a lot of experience in what is a very specialist area, providing comms and campaign management support to a domestic abuse campaign. Therefore it would prove difficult to find and use somebody else to undertake the work that has the marketing skill alongside the specialist knowledge.</i></p> <p><i>If a new contractor was found to do the work there is a danger that it won't tie in and be close enough to the strong brand that has already been developed for the Sitting Right With You campaign. This would cause difficulty in that we won't be able to enjoy the same success or brand awareness as previous years if a new contractor is used that doesn't understand the project or brand and would not offer the same sort of return on investment we are likely to get by working with K2L.</i></p>



The completed request form must be sent to the procurement team in the first instance via email to procurement@manchesterfire.gov.uk. The procurement team will provide their comment and view as to whether they agree that the request for a waiver from the Contract Procedure Rules is a legitimate request and return the form to the originator. If the procurement team acknowledge and agree that a waiver is appropriate, then the originator must then send the form, incorporating the procurement comments on to Richard Paver, the Treasurer of the Combined Authority, via email to richard.paver@greatermanchester-ca.gov.uk for formal approval.

PROCUREMENT COMMENT	Engaged with the stakeholder and advised rules within the constitution and the requirement to obtain 3 quotes over £10k. Advised that the order is close to the £50k threshold, and any future requirements Procurement should be consulted with as soon as possible to identify a compliant route to market.
NAME AND POSITION	Yvonne Winskill – Associate Partner Procurement and Contracting Management
DATE	22/09/17
SIGNATURE	

Agreed - Waiver this time on VFM grounds, but in future year contribution must be adhered to.
RL

APPROVED BY	<i>AK3/10/17 - Andrew Lightfoot</i>
POSITION	<i>Deputy Chief Executive</i>
DATE	<i>26/09/17</i>
SIGNATURE	<i>AK3/10/17</i>