

DECISION NOTICE

Decision author and proposer:

Subject: Programme Challenger publicity and communications

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

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

<p>The decision is that: Funding totalling £25,000 will be allocated to Programme Challenger to implement its partnership communications strategy & plan in 2018/19. An end of year review will be undertaken by GMCA before any decisions are taken to fund this in subsequent years.</p> <p>The Programme Challenger communications steering group is a sub group of the Programme Challenger partnership board and comprises representation from communications teams in GMP, GMCA, local authorities, TfGM and the third sector. This group wrote the Challenger communications strategy and action plan and advises on, coordinates and assists with the roll out of all marketing, communications and campaigns relating to all aspects of serious and organised crime, including modern slavery and trafficking.</p> <p>The objectives of the Challenger communications strategy in relation to serious and organised crime are:</p> <ul style="list-style-type: none"> • Raise awareness of these crimes and how they manifest in our communities, including the harm caused to victims. • Educate professionals working in related fields about these crimes, what the warnings signs are and how / where to report their concerns. • Undertake targeted work with individuals, groups and communities where these crimes are most likely to occur. • Encourage the public to be the ears and eyes, spot the signs and report their concerns to the authorities. • Raise the profile of Programme Challenger through social media and online channels. • Inform the public about partnership activity taking place in Greater Manchester to address these problems.

- Support frontline and operational activity.
- Link in with national campaigns and support where appropriate and relevant to local priorities.

The funding will be used to support the following activity:

1. The creation and maintenance of the Programme Challenger website.
2. Challenger social media accounts on Twitter, Facebook and Instagram, with paid, targeted advertising for some campaigns.
3. Challenger weeks of action, including those that the National Crime Agency request through Operation Aidant.
4. The "Would You?" campaign for modern slavery.
5. The Trapped campaign for the criminal exploitation of children and vulnerable adults.
6. Awareness sessions and one-off events such as Anti-Trafficking day.
7. Campaigns and events with private businesses through the modern slavery business network.
8. Publicity materials such as posters, leaflets and merchandise for campaigns and events.

The reasons for the decision are:

In order to improve public confidence, reduce fear of crime and encourage people to report incidents of serious and organised crime, it's imperative that there is a clear and comprehensive communications strategy, plan and accompanying campaigns. This is particularly important for criminal activity about which the public may not understand or have knowledge about, such as county lines, criminal exploitation, trafficking and modern slavery. In order to protect victims and take enforcement action against perpetrators, GMP and its colleagues in the Challenger partnership need information and intelligence from the public, making the communications aspect of this work crucial.

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

Programme Challenger is recognised in the Standing Together strategy as Greater Manchester's partnership approach to tackling all forms of serious and organised crime. This funding will assist with this by ensuring that key messages about these crimes and the work we are doing to tackle them is clearly articulated to the public, to raise awareness, improve understanding, encourage reporting and reduce the fear of crime.

Financial comments:

The funding for this proposal features as a budget line in the police, crime, criminal justice and fire three year financial projections.

Legal comments:

Any services or products procured through this programme will adhere to GMCA commissioning policy and EU rules on procurement.

Risk Assessment:

Without appropriate communications, the amount of information / intelligence provided by the public to GMP and partners could reduce and Challenger would be less able to target offenders and provide support and protection to victims of serious and organised crime.

Is safeguarding of children relevant and has this been considered:

The Challenger communications strategy highlights the following as primary and secondary target audiences:

Primary Target Audiences:

- Professionals, particularly those working in the fields of criminal justice, regulatory services and safeguarding (both adults and children).
- Communities in Greater Manchester where organised crime and modern slavery is most prevalent (informed by police and partnership intelligence).
- Schools.
- Victims, and potential victims.
- Third sector organisations with an interest in this field or are in direct contact with vulnerable people / victims.

Secondary Target Audiences:

- Wider general public, including parents.
- Professionals that are not directly working in this field, but who may come into contact with victims or vulnerable people (for example housing officers, health visitors, environmental services, etc.)
- The third sector in general.

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

The Challenger communications strategy highlights the following as primary and secondary target audiences:

Primary Target Audiences:

- Professionals, particularly those working in the fields of criminal justice, regulatory services and safeguarding (both adults and children).
- Communities in Greater Manchester where organised crime and modern slavery is most prevalent (informed by police and partnership intelligence).
- Schools.
- Victims, and potential victims.
- Third sector organisations with an interest in this field or are in direct contact with vulnerable people / victims.

Secondary Target Audiences:

- Wider general public, including parents.
- Professionals that are not directly working in this field, but who may come into contact with victims or vulnerable people (for example housing officers, health visitors, environmental services, etc.)
- The third sector in general.

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

Signed.....

Date.....17/8/18

Agreed by Deputy Mayor

Signed:.....

Date:.....19/8/18

Contact Officer: