



Subject: Marketing and Media Provision for NIDAS

Originator: Tabatha Breame

Decision no. 36/2023

Reason for submission: For Decision

Submitted to: Police and Crime Commissioner

Summary:

1. This decision paper seeks approval by the PCC to agree and provide funds to appoint Jump Media as the dedicated Media/Marketing and Communication company for the Norfolk Integrated Domestic Abuse Service (NIDAS).
2. NIDAS is continuously developing, and it is important that all communications, media and marketing of the service supports this development using mixed media aimed at a variety of audiences to include victims/survivors and professionals.
3. This contract will provide targeted campaigns to continually raise the profile of the NIDAS service and build confidence that the service is available to support victims of domestic abuse across the county.
4. Provide through the website a secure page for the County Domestic Abuse Champion Network.

Recommendation:

The PCC is in support of funding Jump Media to deliver a communication, media and marketing service for NIDAS.

Outcome/approval by: PCC

The recommendations as outlined above are approved.

Signature: 

Date: 20/11/2023

Detail of the submission

1. Objective:

- 1.1 To commission a Marketing/Media and Communication company to raise awareness of NIDAS who will provide expertise on campaigns and marketing materials that will be promoted through mixed media platforms.
- 1.2 To build reference materials covering domestic abuse that can be used by either by victims or professionals.
- 1.3 Host/build through the website a secure platform for the County Domestic Abuse Champion Network.
- 1.4 Deliver consistent key messages across the county regarding domestic abuse

2. Background:

- 2.1 The NIDAS contract was awarded to Leeway Domestic Violence and Abuse Services as lead agency after a competitive tender process in June 2021 which was managed by the 7Force Procurement Department.
- 2.2 The Office of the Police and Crime Commissioner is lead commissioner for the NIDAS service in partnership which consists of Adult Social Services, Childrens

Services, Broadland District Council, South Norfolk District Council and Norwich City Council. All partners contribute funding to the NIDAS Service.

- 2.3 Mobilisation of the service took place during October – December 2021 with the service going live 3rd January 2022.
- 2.4 As the service continuously grows and develops, it was recognised the original model whereby the contract provider employed a part time member of staff to provide NIDAS communication, media and marketing, did not reflect the specialisms required by the service.
- 2.5 Funding Partners were consulted regarding the change in the original model to commission a dedicated Media/Comms and Marketing Company and all agreed that the change in the original model was required for further development.
- 2.6 Under the Terms and Conditions of the 7Force Commercial Service for contracts under £60,000, the OPCCN obtained three quotations based on set criteria. After review, Jump Media were awarded the contract.

3. Areas for consideration:

- 3.1 The NIDAS contract is based on a 3+2-year contract and managed by 7Force Commercial Services. The contract started on 3rd January 202 and a full-service review will be carried out prior to awarding the additional two years contract. Funding of Jump Media to provide the communication/media and marketing for the extended two-year period of the NiDAS service will be carried out within this review.

4. Other options considered:

- 4.1 Not to provide a specialist Communication/Media and Marketing company, this was rejected on the grounds that:
 - Things would remain the same and NIDAS would not reach its full potential of offering mixed media platforms
 - The website would not be developed appropriately to act as the county's reference point on domestic abuse to support victims and professionals
 - A secure page for the county's Domestic Abuse Champion Network would not be available for use by the 900 Champions currently supporting victims of domestic abuse
 - There would not be a co-ordinated and joined up approach across the county for raising awareness of domestic abuse
 - Key messages, local/national news/initiatives would not be consistently promoted

5. Strategic aims/objective supported:

5.1 The PCC has a statutory obligation to set out Police and Crime objectives through the Police, Crime and Community Safety Plan 2022-2024. The PCC's six priorities fall into the following categories each with detailed objectives in the plan:

- Sustain Norfolk Constabulary
- Visible and Trusted Policing
- Tackling Crime
- Prevent Offending
- Support Victims
- Safe and Stronger Communities

5.2 The NIDAS service supports two of these pillars: Supporting Victims and Safe and Stronger Communities. The commissioning of Jump Media would support the NIDAS service.

5.3 The primary statutory legislation that drives the commissioning of domestic abuse services across the Local Authority and Police force areas are:

- Crime and Disorder Act 1998
- Domestic Violence, Crime and Victims Act 2004
- Children Act 1989 & 2004
- Health and Social Care Act 2012
- Public Services (Social Value) Act 2012
- Equality Act 2010
- Directive 2012/29/EU of the European Parliament establishing minimum standards on the rights, support and protection of victims of crime Directive 2012/29/EU
- Code of Practice for Victims of Crime – MoJ Victims Code 2020
- Home Office Violence Against Women and Girls Strategy
- Tackling Violence Against Women and Girls – July 2021
- Domestic Abuse Act 2021

6. Financial and other resource implications:

6.1 The total award to Jump Media is £44,600.

6.2 The award is over a two-year financial period as follows:

Organisation	2023/2023	2024/2025
Jump Media Group	£25,050	£20,050

6.3 The funding for Jump Media will be paid from the retraction of funding from the NIDAS Contract, which covered:

- a. Part time Media Post
- b. Translation Services Budget
- c. Underspend accrued

7. Carbon Emissions and Other Environmental Implications:

Carbon Emissions

Not applicable

Environmental Implications

7.1 No material implications

8. Other implications and risks:

8.1 There are no foreseen major implications or risks associated with this decision.

Originator checklist (must be completed)	Please state 'yes' or 'no'
Has legal advice been sought on this submission?	No
Has the PCC's Chief Finance Officer been consulted?	Yes
Have equality, diversity and human rights implications been considered including equality analysis, as appropriate?	Yes
Have human resource implications been considered?	Yes
Is the recommendation consistent with the objectives in the Police and Crime Plan?	Yes
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	Yes
Has communications advice been sought on areas of likely media interest and how they might be managed?	Yes
Have sustainability and environmental factors been considered? (e.g. biodiversity, employee commuting, business travel, waste and recycling, water, air quality, food and catering and estates construction)	Yes
In relation to the above, have all relevant issues been highlighted in the 'other implications and risks' section of the submission?	Yes

Is this report a Confidential Decision?

No

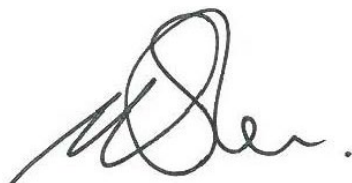
If Yes, please state reasons below having referred to the [PCC Decision Making Policy](#)

Approval to submit to the decision-maker (this approval is required only for submissions to the PCC).

Chief Executive

I am satisfied that relevant advice has been taken into account in the preparation of the report, that the recommendations have been reviewed and that this is an appropriate request to be submitted to the PCC

Signature:



Date: 20/11/2023

Chief Finance Officer (Section 151 Officer)

I certify that:

- a) there are no financial consequences as a result of this decision,
Or
- b) the costs identified in this report can be met from existing revenue or capital budgets,
Or
- c) the costs identified in this report can be financed from reserves
And
- d) the decision can be taken on the basis of my assurance that Financial Regulations have been complied with.

Signature:



Date: 20/11/2023

Public access to information: *Information contained within this submission is subject to the Freedom of Information Act 2000 and wherever possible will be made available on the OPCC website. Submissions should be labelled as 'Not Protectively Marked' unless any of the material is 'restricted' or 'confidential'. Where information contained within the submission is 'restricted' or 'confidential' it should be highlighted, along with the reason why.*