

## Nottinghamshire Police and Crime Commissioner – Notice of Decision

<b>AUTHOR:</b>	Natalie Baker Swift, Head of VRU
<b>TELEPHONE NUMBER:</b>	07875707249
<b>EMAIL ADDRESS:</b>	<a href="mailto:natalie.baker-swift@notts.police.uk">natalie.baker-swift@notts.police.uk</a>
<b>DECISION OR INFORMATION:</b>	Decision
<b>DATE RECEIVED:*</b>	04/04/2022
<b>REF:*</b> (to be inserted by the OPCC)	2022.041

<b>TITLE:</b>	VRU Social Media Campaign 2022
---------------	--------------------------------

### EXECUTIVE SUMMARY:

The Violence Reduction Unit seek approval of spend of up to £28,000 to fund the continuation of the HashtagNG social media campaign until September 2022.

### INFORMATION IN SUPPORT OF DECISION: (eg report or business case)

The purpose of the project is to change the narrative around youth violence. The aims and objectives are to raise awareness of the underlying issues and the effects of violent culture on young people, their families and the wider community, and to provide a resource for information and support. The project meets the VRU's objectives by taking a co-production approach and supporting trauma informed practice around the issues of serious youth violence and builds upon the success of the award winning HashtagNG campaign to date.

The project will be delivered by Marceline Powell (Powell and Barns Group) in collaboration with Take 1 Studios. The project will be delivered through the medium of a short film, social media and an offline bus stop / supermarket campaign. The campaign will be developed from March 2022 and go live to the public in July 2022.

An early meeting is planned with the Commissioner in April 2022 to ensure that the campaign meets PCC and partnership objectives.

Outputs include:

- Short film – produced in partnership with Take One Studios
- social media assets
- digital offline adshells
- continued development of the HashtagNG website to provide resources for practitioner, parents, carers and young people

## Nottinghamshire Police and Crime Commissioner – Notice of Decision

The following outcomes are anticipated:

- Experiences of young people captured in relation to topics around serious violence and exploitation through focus groups
- Awareness of issues relating to serious violence and exploitation are raised via social media platforms and offline advertising (measured using our analytics and reporting via the website)

Young people, families and practitioners are signposted to access support and information via the hashtagNG website

### FINANCIAL INFORMATION

It is requested that the following is funded from the VRU budget:

- £18,000 will be awarded to Powell and Barnes Media as part of a continuation of their current contract
- £10,000 will be granted to Take One Studios for the production of the film

**Signature:**  
Chief Finance  
Officer



**Date:**

05/04/2022

**Is any of the supporting information classified as non-public or confidential information?\***

Yes

No

If yes, please state under which category from the guidance\*\*

### DECISION:

Spend of £28,000 from the VRU budget for the provision of a social media campaign and short film.

\*\* See guidance on non-public information

## Nottinghamshire Police and Crime Commissioner – Notice of Decision

### OFFICER APPROVAL:

I have been consulted about the proposal and confirm that the appropriate advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner.

**Signature:**  
**Chief Executive**

S. M. Coddell

**Date:**

06/05/2022

### DECLARATION:

I confirm that I do not have any disclosable pecuniary interests in this decision and I take the decision in compliance with the Code of Conduct for the Nottinghamshire Office of the Police and Crime Commissioner. Any interests are indicated below:

The above request has my approval

**Signature:**  
**Nottinghamshire Police  
& Crime Commissioner**

Caroline Henry

**Date:**

12/05/2022