

## PFCC Decision Report

**Please ensure all sections below are completed**

<b>Report reference number:</b> 029/19
<b>Classification:</b> Not Protectively Marked
<b>Title of report:</b> Violence and Vulnerability: Communications & media activity
<b>Area of county / stakeholders affected:</b> Countywide
<b>Report by :</b> Kirsty Smith <b>Date of report:</b> 25 <sup>th</sup> February 2019 <b>Enquiries to:</b> kirsty.smith@essex.pnn.police.uk

### 1. Purpose of the report

- 1.1. To seek approval for the allocation of up to £30,000 to Essex Police in order to deliver the communication activity to support work to tackle serious youth violence.

### 2. Recommendations

- 2.1. Approve the allocation of up to £30,000 to Essex Police from the 2018/19 PFCC Community Safety Fund and pass-ported funding from the Home Office Early Intervention Fund.

### 3. Benefits of the proposal

- 3.1. Over recent years serious violence and its associated harm has become an increasing priority for criminal justice and community safety partners in Essex. This initiated a partnership project that culminated in the development of the countywide Violence and Vulnerability (V&V) Framework
- 3.2. To deliver against the Violence and Vulnerability Framework activity is taking place across the county to prevent and intervene early to the threat of serious violence. In order to support this good work a communication plan is required in order to engage communities and to keep the public updated of progress.
- 3.3. A comms plan also needs to raise and target awareness. The Essex Violence and Vulnerability Framework states that 'Awareness work does not single out individuals, but rather focusses on identified geographic, demographic or sociographic groups where it is believed it will have maximum effect or where

need is believed to be greatest.' Research will provide insight in to the best way to influence the target audience

#### **4. Background and proposal**

- 4.1. The Home Office Early Intervention Youth Fund (EIYF) was created following the government's commitment within the serious violence strategy. £22 million was made available for PCCs to apply to.
- 4.2. The aims of the fund are;
  - Delivering services to support and prevent young people from getting involved in crime by supporting positive activities
  - Delivering positive outcomes for young people, focused on addressing risk factors which are linked to serious violence
  - Building on, and developing, our understanding of what works in practice for tackling these risks factors
  - Driving improved local, multi-agency partnership working; and most crucially reducing the levels of serious violence and crime
- 4.3. The PFCC, with community safety partners, developed and were successful in an application to the fund. Essex has been granted £664,000 to tackle the complex issues of serious violence, youth exploitation and drug gangs.
- 4.4. Within this, £30,000 was allocated for the development of a local partnership communications and media campaign with the aim of delivering consistent awareness messaging and to engage and empower communities.
- 4.5. In order to deliver such a campaign, the PFCC proposes to provide £30,000 to Essex Police which will work with the PFCC and the wider Safer Essex group to commission research in order to have a better understanding of the target audience and how best to influence them.
- 4.6. The initial research will look at the following three broad areas:
  - What communication activity influences the activity of young people aged between 10 and 14 years old who may be vulnerable to exploitation by criminal gangs?
  - What types of messaging work resonates with young people aged between 10 and 14 years old who may be vulnerable to exploitation by criminal gangs?
  - Who are the key influences of young people aged between 10 and 14 years old who may be vulnerable to exploitation by criminal gangs?
  - What channels can best reach young people aged between 10 and 14 years old who may be vulnerable to exploitation by criminal gangs?

#### **5. Alternative options considered and rejected**

- 5.1. The funding allocated was agreed previously in the development of the submission of the funding application to the Home Office. We are required to use the funding as set out in the original Home Office application.
- 5.2. The alternative is to not use this funding at all. If this was the case we would need to return the funds at the end of the financial year 18/19. This is not a viable option as Tackling Gangs and Organised Crime and Protecting children and vulnerable people from harm are priorities within the Police and Crime Plan.

Funding is required to support our Community Safety Partners<sup>to</sup> deliver against these priorities.<sup>A</sup>

**6. Police and Crime Plan**

- 6.1. This funding supports the Police and Crime plan priority to tackle gangs and organised crime

**7. Police operational implications**

- 7.1. There is no direct operational impact on Essex Police as a result of this bid. Essex Police's media team is engaged and taking the lead on the comms activity

**8. Financial implications**

- 8.1. The PFCC will allocate a one-off grant of £30,000 to Essex Police passported from the 2018-19 Home Office Early Intervention Fund.

**9. Legal implications**

- 9.1. The award of the grant is subject to the PFCC's standard funding agreement.

**10. Staffing implications**

- 10.1. There are no direct staffing implications

**11. Equality and Diversity implications**

- 11.1. There are no direct equality and diversity implications.

**12. Risks**

- 12.1. There are no identified risks associated with this proposal

**13. Governance Boards**

- 13.1. The Home Office Early Intervention Youth Fund application was submitted and approved through the Office of the PFCC with the support of Chief Execs and Leaders of Essex. Safer Essex is the forum through which stakeholders are kept abreast of developments in relation to this bid and the violence and vulnerability agenda more broadly.

- 13.2. The newly created Violence and Vulnerability Strategic Group will have oversight of the use of the EIYF funding and the strategic direction of this agenda.

**Report Approval**

The report will be signed off by the OPFCC Chief Executive and Treasurer prior to review and sign off by the PFCC / DPFCC.

Chief Executive / M.O. Sign: [Signature]  
Print: P. Stewart-Hindwood  
Date: 22 March 2019

Chief Finance Officer / Treasurer Sign: [Signature]  
Print: Angela Gordon  
Date: 25/3/19

**Publication**

Is the report for publication? YES   
NO

If 'NO', please give reasons for non-publication (Where relevant, cite the security classification of the document(s). State 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

**Redaction**

If the report is for publication, is redaction required:

1. Of Decision Sheet? YES  NO   
2. Of Appendix? YES  NO

If 'YES', please provide details of required redaction:

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Date redaction carried out: .....

**Treasurer / Chief Executive Sign Off – for Redactions only**  
If redaction is required, the Treasurer or Chief Executive is to sign off that redaction has been completed.  
  
Sign: .....  
Print: .....  
  
Chief Executive/Treasurer

**Decision and Final Sign Off**

I agree the recommendations to this report:

Sign: *J Gardner* .....

Print: *JANE GARDNER* .....

~~PFCC~~ Deputy PFCC

Date signed: *25/3/2019* .....

I do not agree the recommendations to this report because:

.....  
.....  
.....

Sign: .....

Print: .....

PFCC/Deputy PFCC

Date signed: .....

