

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: 041/19
Classification Not protectively marked
Title of report: Community Safety Development Fund Comms Activity
Area of County/Stakeholders affected: Countywide
Report by : Kirsty Smith Date of report: 13 th March 2019 Enquiries to: Kirsty.smith@essex.pnn.police.uk

1. Purpose of report

To seek approval for the allocation of up to £10,000 in the form of a crime and disorder reduction grant from the Community Safety Development Fund to support communication activity by raising awareness of the fund and to share the successes of community projects. Funding will be allocated to Making Words Work! a designated copywriter to support development of communication and media material following successful CSDF projects and Wire Frame Media to create short films in order to raise awareness of the CSDF.

2. Recommendations

Approve the allocation of up to £10,000 from the Community Safety Development Fund grant to allocate to Making Words Work! an independent copywriter and Wire Frame Media film and media production.

3. Benefits of Proposal

The Community Safety Development Fund is a fund used to support community projects that support the priorities set out in the Police and Crime Plan. Utilising the copywriter and film production organisation allows the PFCC to provide further support to the projects publicly and provide public awareness to their organisations.

Transparency is a key ethos within the office of PFCC. Whilst the PFCC publishes all decisions, the additional communication activity allows the PFCC to further demonstrate the outcomes of projects that are funded and share these with others.

The stories will also help to generate further applications and publicity to the fund encouraging other community projects to apply.

4. Background and proposal

The Community Safety Development Fund is to support local voluntary and community safety groups to deliver effective approaches to preventing and tackling crime and anti-social behaviour in Essex.

The office of the PFCC would like to allocate £10,000 to support communication activity by raising awareness of the fund and to share the successes of community projects. £5000 will be used as a retainer for Making Words Work! a copywriter who will be able to go and visit successful CSDF projects throughout the year. We can then use these stories to share publicly and demonstrate the value of the Fund. £5000 will also be provided to Wire Frame Productions to produce short films about the CSDF. The films then can be used on social media and websites to give a visual awareness of the CSDF. The ambition is to utilise the films across the year to target geographic areas where we are not seeing high volumes of applications.

5. Alternative options considered and rejected

The alternative options considered were

- i To utilise the PFCC communications team. The PFCC communications teams were engaged and consulted in this proposal. Visiting community projects is resource intensive and would require additional capacity in order to complete. Some of the communications activity proposed is a specialism and requires external support in order to create.
- ii Not to do any communication activity against the CSDF – this is not a viable option as the fund's aim is for organisations to apply for funding to support Police and Crime Plan priorities. If there was no promotion or awareness activity, there is a high risk that the fund would not receive applications, the applications would be of low quality and we would not see strong outcomes against the plan.

6. Police and Crime Plan

All decisions taken by the PFCC are open and transparent. Increasing communication activity allows the PFCC to continue to provide further transparency to the decisions that have been made by sharing details of funded programmes that support Police and Crime Plan priorities.

7. Police Operational Implications

No police operational implications.

8. Financial Implications

OPFCC will allocate £10,000 from the 2019-20 Community Safety Development Fund. £5000 will be allocated to Making Words Work! and £5000 to Wire Frame Media.

9. Legal Implications

The grant is subject to the PFCC's Standard funding agreement.

10. Staffing and other resource implications

There are no staffing or resource implications.

11. Equality and Diversity implications

There are no equality and diversity implications.

12. Risks

No risks have been identified.

13. Governance boards

This is an internal PFCC fund and decisions. It is not applicable for other boards.

14. Background papers

n/a

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.

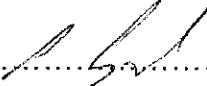
Chief Executive / M.O.

Sign: 

Print: P. Beard-Townsend

Date: 22 May 2019

Chief Finance Officer / Treasurer

Sign: 

Print: A. Bennett

Date: 24/5/19

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

2. Of Appendix?

YES

NO

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: 24 MAY 2019

I do not agree the recommendations to this report because:

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Sign:

Print:

PFCC/Deputy PFCC

Date signed:

