

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: 134/20
Classification Not protectively marked
Title of report: Social media campaign for domestic abuse
Area of county / stakeholders affected: Countywide
Report by: Kirsty Smith
Date of report: 20 th November 2020
Enquiries to: Kirsty.smith@essex.police.uk

1. Purpose of the report

- 1.1. To seek approval to allocate £3,000 of the 2020-21 Victims Fund to Essex Police in order to deliver a social media campaign to raise awareness of domestic abuse in Essex.

2. Recommendations

- 2.1. Approve the allocation of up to £3,000 to Essex Police. Funding will be utilised to secure paid promotions on social media in order to deliver a social media campaign to raise awareness of domestic abuse.

3. Benefits of the proposal

- 3.1. Between 23rd-27th November, (25th is International Day for the Elimination of Violence Against Women), Southend Essex and Thurrock Domestic Abuse Board (SETDAB) will be delivering a week of action to raise awareness week of Domestic Abuse across Essex:
 - Work with partners to introduce the work currently delivered across the 5 Key DA outcomes within the SET DA Strategy 2020-25
 - Promote DA services, resources and pathways
 - Raise awareness of the SET DA website and news bulletin

4. Background and proposal

- 4.1. The PFCC has been working with partners from SETDAB to create a communication campaign to launch during a week of action.
- 4.2. To support SETDAB and help victims of DA and provide public confidence/reassurance at a time of heightened risk (COVID and festive season), Essex Police will provide the following:

- Social media campaign content that directs all traffic to SETDAB website (animations and graphics)
 - Media pack for partners to share throughout the week of action
 - Analytics of referrals to SETDAB webpages ONLY
- 4.3. Essex Police would like £3,000 to cover countywide adverts on Facebook for the posts for the five days of the campaign. Each post will have £200 per day on it for five days to ensure we reach all Essex residents, covering the Greater Essex geographical location with the messaging and not just those who are already signed up to Essex Police pages.
- 5. Alternative options considered and rejected**
- 5.1. The PFCC could choose not to provide funding to this campaign. If the PFCC chooses not to fund the awareness message may not reach the intended audience and the message will not be seen to all geographical across Essex.
- 6. Police and Crime Plan**
Victims are at the heart of the Police and Crime Plan particularly priority three to break the cycle of domestic abuse
- 7. Police operational implications**
- 7.1. There are no operational implications.
- 8. Financial implications**
- 8.1. The PFCC will provide a budget transfer of up to £3,000 to Essex Police.
- 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 staffing implications
- 11. Equality and Diversity implications**
- 11.1. There are no equality and diversity implications. Funding will be used to maximise the awareness of domestic abuse across Essex.
- 12. Risks**
- 12.1. No risks identified.
- 13. Governance Boards**
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.

Deputy M.O.

Sign:



Print: Darren Horsman

Date: 20 November 2020

Chief Finance Officer / Treasurer

Sign:



Print: Elizabeth Helm

Date: 24 November 2020

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:

Redaction of unsuccessful organisations name due to the possible reputational risk it may cause the organisation

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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: 

Print: Roger Hirst

PFCC

Date signed: 27 November 2020

I do not agree the recommendations to this report because:

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Sign:

Print:

PFCC/Deputy PFCC

Date signed: