

PFCC Decision Report

Report reference number: 112 - 23

Classification: Not protectively marked

Title of report: SETDAB communication funding 2023-25

Area of county / stakeholders affected: Countywide

Report by: Darren Horsman (Strategic Head of Policy and Public Engagement)

Date of report: 28 June 2023

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1. Executive Summary

- 1.1. This report seeks approval from the PFCC to allocate a grant of £26,000 per year, for two years, to the Southend, Essex & Thurrock Domestic Abuse (SETDA) partnership as a contribution to the costs of providing communication support to the SETDA Board. The first year will be funded from the 2023-24 Community Safety Fund and the second year will be funded from the 2024-25 Community Safety Fund

2. Recommendations

- 2.1 That the PFCC approves the allocation of £26,000 per year, for two years (a total of £52,000) to SETDA partnership as a contribution to the costs of the SETDA partnership communication activity in 2023-24 and 2024-25.

3. Background to the Proposal

- 3.1 This funding is on top of the annual commitment of £120,000 from the PFCC to the SETDA partnership. In addition to this PFCC contribution, the SETDA partnership receives funding contributions from Essex County Council and in-kind contributions from Essex Police. Essex Police are also committing £20,000 per year, for the next two years, specifically towards communication support.

3.2 The PFCC has contributed to this partnership in previous years. The work of the SETDA partnership team supports the Southend, Essex and Thurrock Domestic Abuse Strategic Development Group, SETDA Board and SETDA partnership communication sub-group, all of which are chaired by representatives of the PFCC. The decision report approving this year's reoccurring funding for the partnership is reference number 081-23.

4. Proposal and Associated Benefits

4.1 The funding will be used towards the recruitment of a Senior Communications Advisor and additional costs to support the work of the Communications Subgroup of SETDA partnership. This group undertake activity to support the delivery of the SETDA strategy.

4.2 Communication activity to support the SETDA partnership was reviewed in early 2023 and while campaign activity was seen as strong there was little, if no, ongoing communication support from partners to support wider elements of the SETDA partnership strategy.

4.3 Following a series of workshops and discussion at SETDAB the following four communication objectives were agreed.

- To build understanding and awareness of what constitutes Domestic Abuse including coercive and controlling behaviour. (Outcome 5 and Commissioning Discovery Work)
- To raise awareness of support available and how to access it.
- Develop a suite of effective behaviour change campaigns to influence the behaviours of specific target groups. A new campaign should be developed each year within the next two years. These should cover victims, perpetrators, and professionals. (Objective 1, Objective 4, Objective 5, Commissioning Discovery Work)
- To provide reassurance to stakeholders, the system, and public that by working together we will support SETDAB to deliver its vision to enable everyone to live a life free from domestic abuse. (Public Reassurance)

4.4 This decision will provide the funding to recruit a post to help coordinate partners and drive forward the four objectives above. While it is still anticipated that a single agency will lead on the campaign activity, the additional capacity will help to develop and deliver increased ongoing activity to broaden the public understanding of domestic abuse, coordinate partner activity, and drive awareness of the support available.

5. Options Analysis

5.1 The PFCC could opt not to provide this funding. This is not recommended as the SETDA partnership is central to the effective delivery of the PFCC's

ambition to break the cycle of domestic abuse. While they have successfully delivered a range of impactful and effective domestic abuse campaigns the partnership has not been able to take advantage of other communication opportunities to drive awareness and drive behaviour change.

6. Consultation and Engagement

6.1 The PFCC is well engaged in the SETDA partnership, and the Strategic Head of Policy and Public Engagement ran a series of workshops with partner agencies in early 2023 to identify and gain agreement for the development of a communication approach. This identified the need for this additional role and funding. The proposal was presented to SETDAB who supported the proposal. Following this approval Essex Police and the PFCC agreed in principle to fund the position and this decision report is seeking the PFCC's official decision.

7. Strategic Links

7.1 This funding supports the PFCC to fulfil the commitments within the Police and Crime Plan relating to breaking the cycle of domestic abuse, improving support for victims of crime, and protecting vulnerable people from harm. It also supports the SETDAB partnership strategy.

8. Police operational implications

8.1 There are no direct operational implications for Essex Police. However, Essex Police have already agreed to take the lead of the extension of the current Reflect campaign which is being funded by the government's perpetrator grant. This funding and the recruitment of a coordinating resource will help to complement this activity.

9. Financial implications

9.1 The PFCC will allocate £26,000 for two years (£52,000 in total). Year one will be funded from the 2023-24 Community Safety Fund and year two will be funded from the 2024-25 Community Safety Fund.

9.2 SETDAB also receives funding from other partners including Essex County Council.

10. Legal implications

10.1 This funding is subject to the PFCC's standard grant agreement.

11. Staffing implications

11.1 The use of this funding to employ staff or sessional workers will be the responsibility of the host organisation. No liabilities, immediate or ongoing, will be placed on the PFCC as a result of this funding.

12. Equality, Diversity and Inclusion implications

- 12.1 SETDAB recognises the importance of access and support for all victims and includes this in its partnership strategy and approach to tackling DA.
- 12.2 SETDAB will recruit the post that is part of this funding through Essex County Council and as such it will comply with all accessibility requirements.
- 12.3 The PFCC applies conditions on this funding which include requirements that:
- The Recipient shall not unlawfully discriminate within the meaning and scope of any law, enactment, order, or regulation relating to discrimination (whether in race, gender, religion, disability, sexual orientation, age or otherwise) in employment or otherwise.
 - The Recipient shall take all reasonable steps to secure the observance of conditions set out above by all servants, employees or agents of the Recipient and all suppliers and sub-contractors engaged on the Project.

13. Risks and Mitigations

- 13.1 No significant risks are associated with this funding.

14. Governance Boards

- 14.1 This proposal was discussed at the SETDAB Comms Subgroup during January and February, was presented to SETDAB in February 2023 and was discussed at various PFCC SMTs during March and April.

15. Links to Future Plans

- 15.1 This project supports delivery against the SETDAB partnership domestic abuse strategy and the Police and Crime Plan.

16. Background Papers and Appendices

- 16.1 n/a

NO

NO

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

N/A

Date redaction carried out:

Chief Finance Officer / 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 / Chief Finance Officer

Decision and Final Sign Off

I agree the recommendations to this report:

Sign: 

Print: Roger Hirst

PFCC

Date signed: 04/07/2023

I do not agree the recommendations to this report because:

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Sign:

Print:

PFCC/Deputy PFCC

Date signed: