

**Internal Decision Template**

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| **Subject / Report Title:** | To procure a supplier to design content, produce a digital marketing campaign for the Families & Leavers (F&L) Programme and associated social media support to the campaign and NPWS to ensure the successful delivery of the National Police Wellbeing Service (NPWS). |
| **Sponsor (e.g. Head of Dept.):** | Dr Ian Hesketh – SRO for the National Police Wellbeing Service |
| **Author:** | Johanna Duckworth – NPWS Communications & Engagement Officer / Mike Whalley – Lancashire Procurement Officer |
| **Decision Required:** | To approve the use of the Yorkshire Purchasing Organisation (YPO) Framework 940 – Managing Consultancy & Professional Services in appointing Reed Specialist Recruitment Ltd for the provision of a supplier to design content, produce a digital marketing campaign for the F&L Programme and associated social media to the campaign and NPWS via Jack and Grace Ltd for the period 07 August 2023 to 31 March 2024. |
| **Date:** | 31 July 2023 |

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| **Issue for Consideration** (Requirement for change / Background Information / Considerations / Timescales) |
| **Background Information**  The National Police Wellbeing Service (NPWS) wants to engage a specialist consultancy to supply content design and communications services to support the delivery of the Families and Leavers programme and the NPWS social media schedule.  The NPWS Programme consists of a series of coordinated activities, planned events and related measures in pursuit of delivering the “Common Goal for Police Wellbeing” vision and associated change and benefits across the policing landscape to Forces, Officers and Staff.  The NPWS has developed a sustainable Capability Model based on an experiential cycle of four phases that enable the delivery of the two strategic themes:   1. Psychological Health & Wellbeing; 2. Specialist Support.   The overarching outcome is to deliver the vision and associated change and benefits of a holistic approach to wellbeing supporting Forces to sustainably grow and manage their workforce.  The model has four phases:   1. Scan & Develop – evidence based research and future capability development; 2. Delivery – six, core live services and associated offers 3. Assure & Evaluate - benefits realisation and supporting Business Case activities. 4. Communicate & Engage - critical activities to support the cultural change and embed wellbeing as daily business within forces and for individuals.   The supplier would be responsible for:  **Statement of Work 1: Families and Leavers Programme – Leavers Guide**  Work with the Families and Leavers Programme Manager and the Communications Manager to provide support in the following areas:  **Scope:** the scope of this SoW is as follows:   * Develop and design the Leavers Guide (downloadable version), using content written / collated produced by the F&L Programme. * Create Leavers resources and content, sourced from the Leavers Guide, to be sited on the Oscar Kilo website and promoted on social media   **Timescale**: 07 Aug 2023 – 31 Oct 2023  **Budget:** £15,000 (excl. VAT and framework fees)  **Statement of Work 2: Social Media Support**  Work with the existing NPWS Communications and Engagement function to provide tactical support in the following areas:  **Scope:** the scope of this SoW is as follows:   * Working with NPWS comms team, create and deliver appropriate messaging, social media content * The management of social media channels including channel monitoring and response   **Timescale:** 07 Aug 2023 – 31 Mar 2024  **Budget:** 15,000 (excl. VAT and framework fees)  *Note - this all needs to be in line with College of Policing style guides and accessibility requirements (will be provided for reference).* |

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| **Governance Framework Section Reference** |
| **Exemptions from the Requirement to obtain Tenders or Quotations**  Contracts where the PCC has entered into a framework agreement through procurement or places an order from an existing framework agreement procured by central government agencies, other PCCs or other third parties.  However, it should be noted that, in some instances, the framework agreement may include within its terms a requirement for a mini competitive exercise between those suppliers who are party to the framework agreement.  The proposal is in accordance with the above. |

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| **Costs** (Outline resource implications of implementing this proposal – e.g. staff training, accommodations, etc.) |
| Please identify the full life costs of the proposal and the source of funding to be applied to meet this cost? What are the implementation costs involved (consider how this will be done and who / what resources you will need to implementation this change.  **The Costs**  By using this sole supplier approach Reed provide a cost per project with an added margin of 4.5% to manage and provide all associated requirements.   * The budget will be in the region of £31,350 (excl. VAT) which includes the Reed management fee of 4.5%   The NPWS Programme will pay for the entire SoW. Mike Whalley in Lancashire Finance Dept can confirm the money is available. |

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| **Risks & Opportunities** (Explain the risks & opportunities to the Constabulary of implementing / not implementing this proposal) |
| This is an opportunity for the NPWS to utilse a specialist provider to lead on the development and delivery of a Wellbeing related activity.  Opportunity to utilse a partner with a proven track record of working in a national policing and emergency services environment. |

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| **Consequences** (Explain the outcome(s) for the Constabulary of implementing / not implementing this proposal) |
| Lancashire is responsible for this element of the programme, along with the College of Policing, for the successful delivery of the NPWS. |

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| **Benefits** |
| This is an essential area of business and ultimately will impact on the performance, morale, retention and recruitment of officers. |

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| **Decision (Outcome and Rationale)** |
| To approve the use of the Yorkshire Purchasing Organisation (YPO) Framework 940 – Managing Consultancy & Professional Services in appointing Reed Specialist Recruitment Ltd for the provision of a supplier to design content, produce a digital marketing campaign for the F&L Programme and associated social media to the campaign and NPWS via Jack and Grace Ltd for the period 07 August 2023 to 31 March 2024.  **CFO:** Framework applied and funding in place. Approved. |

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| **Departmental Consultation & Impact** |
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| **Legal implications** – Please summarise any legal advice obtained, and if you have not obtained advice then please confirm why not. |
| **Please note any legal considerations:**  Legal advice has not been sought and is not required. |

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| Departmental Engagement. Please consult departments directly and note their feedback below. |
| Please confirm that the enabling departments have been consulted with. There is an expectation that you will have consulted with either the SMT or the Department Head. Please confirm who you consulted with, when and note their responses in the space provided. If you have not consulted with a department listed below please explain why.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Dept** | **Please click in the box** |  | **Add notes on SMT / department head / departmental**  **feedback below** |  |  | | **Estates** | No |  | N/a |  |  | | **FCR** | No |  | N/a |  |  | | **FRU** | No |  | N/a |  |  | | **Futures** | No |  | N/a |  |  | | **HR** | No |  | N/a |  |  | | **ICT** | No |  | N/a |  |  | | **L&D** | No |  | N/a |  |  | | **Legal** | No |  | N/a |  |  | | **NHPT** | No |  | N/a |  |  | | **PPU** | No |  | N/a |  |  | | **PSD** | No |  | N/a |  |  | | **TAC Ops** | No |  | N/a |  |  | | **Vetting** | No |  | N/a |  |  | | **Finance** | Yes |  | **Money is available through the NWPS Programme – Mike Whalley aware** |  |  | | **Procurement** | Yes |  | **Procurement consulted – route is compliant with contract standing orders** |  |  | | **CJ** | No |  | N/a | | **Data Prot.** | No |  | N/a | |

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| **Additional Notes** |
| **Any further general information or any extra detail on departmental feedback.**  **None** |

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| **Signed by - Sponsor Signed by - Decision Maker** | |
| Name: Dr Ian Hesketh  Role: NPWS SRO  Signed:    Date: 31 Jul 2023 | Name: Dan Rogers  Role: CFO  Signed: Dan Rogers  Date: 1/8/23 |