

**OFFICE OF THE POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE
DECISION RECORD**

Decision Record Number: **13/2020**

Title: **County Lines film/music media production**

Executive Summary:

1.1. Building upon previous investment from the Humberside Early Intervention Programme (HEIP) this project would combine two initiatives that would enable development of the resource and gain further traction in the messages being delivered with increased opportunities for promotion and longevity provided through the OPCC's Not In Our Community brand.

1.2. The initiatives are;

- i) No More Knives book to animation
- ii) Beats Bus County Lines music video

1.3. It is proposed that the initiatives be progressed as two separate activities but aligned in their approach to achieve a blend between the two.

Decision:

That the outline activities above (No More Knives book to animation and Beats Bus County Lines music video) be approved at a total cost of £9,300.00+VAT with the projects progressed as two separate activities but aligned in their approach to achieve a blend between the two.

The OPCC will be involved and sighted throughout the creative process and the products – music, music video and animation – will be promoted across NIOC channels, available as a NIOC educational resource and included within future promotional plans for the campaign.

Background Report: Open/Closed (with FOI exemption(s) stated)

Police and Crime Commissioner for Humberside

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature

Date 30.10.2020



POLICE AND CRIME COMMISSIONER FOR HUMBERSIDE

SUBMISSION FOR: DECISION

OPEN

Title: County Lines film/music media production

Date: 29 October 2020

1. Executive Summary

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2. Recommendation

2.1. It is recommended that the OPCC support the 'County Lines film/music media production' that would see cohesive delivery of i. the No More Knives book to animation and ii. The Beats Bus County Lines music video, at a total cost of £9,300+VAT.

3. Background

3.1. In 2018 the OPCC secured funding from the Home Office for the Humberside Early Intervention Programme (HEIP).

3.2. Two key pieces of work that were delivered from those funds were i) the No More Knives book, written by Christina Gabbitas at Poems and Pictures Ltd, to help educate children aged 10-16 on the dangers of getting involved with

county lines and carrying knives, and ii) Beats Bus Records 'No More Knives' song and accompanying music video that can be used within schools and communities to help educate on the dangers of knife crime.

3.3. The following proposals are made to enable the OPCC to continue to build upon this work and to further gather traction in the messages being delivered and the resource being produced.

- i) No More Knives book to animation
- ii) Beats Bus County Lines music video

Whilst these would be progressed as separate activities, we are looking for the two to be aligned in their approach with a blend between the two. This is with a view to maximising opportunities for promotion and publicity for each type of medium, enhancing also therefore the stretch and depth of their messages.

3.4. **No More Knives book to animation**

- i) **Outline – Init Creative:** Animation of the No More Knives story following a motion comic style (rough example provided and available at https://youtu.be/J6_dS8p3jWg).
- ii) **Outline – Christina Gabbitas at Poems and Pictures Ltd:** Voice overs for the film will be provided through collaboration with The Warren in Hull. Eight students will be taken through the storyboard process from beginning to the finished product. In these workshops, they will learn about being a Voice Artist as a profession, learn about how the process works and will understand the content of the story.

They will learn about what it's like to be an author/writer, the research behind the project and the details of the story about grooming, county lines and consequences of carrying knives.

The project would furnish INIT Creative with a finished voice file for them to orchestrate their animation to the story.

3.5. **Beats Bus County Lines music video**

- i) **Outline – Init Creative:** Storyboard, filming and video production of the County Lines music video. 9-10 minute music video to include short film and shots of the artists.
- ii) **Outline – Beats Bus:** Song writing, music production, video and acting.

4. Options

- 1) Do nothing – This proposal presents an opportunity to build upon the success of previous investment and to strengthen the resource available. Doing nothing would see a missed opportunity and this previous investment then at a standstill.
- 2) Make a partial contribution – It is proposed that the project be delivered through the delivery of two separate activities that are to be aligned in their approach and a blend between the two. This is with a view to maximising opportunities for promotion and publicity for each type of medium, enhancing also therefore the stretch and depth of their messages. A partial contribution could dilute the impact and delivery of any end product.
- 3) Fully fund – the decision to fully fund is the preferred option as this enables the OPCC to further strengthen the NIOC inventory and to build upon previous work, further gathering traction in the messages being delivered and the resource being produced.

5. Financial Implications

5.1. The following quotes have been received;

5.2. No More Knives book to animation

- i) Cost – Init Creative: To turn graphic novel into an animated 20-30 minute motion comic with soundscapes but excluding voiceovers (see below) = £3,500+VAT
- ii) Cost – Christina Gabbitas at Poems and Pictures Ltd: Producing voice file for No More Knives animation, time spent liaising with illustrator plus preparation for the workshops = £1,750+VAT

Subtotal = £5,250+VAT

5.3. Beats Bus County Lines music video

- i) Cost – Init Creative: 2 days filming and 3 days editing (price is solely for the filming and editing of the video and excludes the cost of actors – see below) = £1,200+VAT
- ii) Cost – Beats Bus: i. Song writing and music production (including song writing, recording, production and mixing and mastering of song), and ii. video and acting (including costs and expenses for 3x tutors and approx. 10x actors) = £2,850+VAT

Subtotal = £4,050+VAT

5.4. The total cost of the 'County Lines film/music media production' project is:

Total Cost = £9,300+VAT

6. Legal Implications

6.1. None.

7. Driver for Change/Contribution to Delivery of the Police and Crime Plan

7.1. The OPCC's Not In Our Community brand contributes to each of the three aims within the Police and Crime Plan. The products proposed would offer an alternative approach to existing Not In Our Community (NIOC) produced film resource, adding variety and a fresh dimension to the tools available. The resource would be promoted across NIOC channels, available as a NIOC educational resource and included within future promotional plans for the campaign.

8. Equalities Implications

8.1. None.

9. Consultation

9.1. The proposal builds upon the success of earlier commissioned activity (as outlined at 4.2) and will enable the OPCC to continue to build upon this work and to further gather traction in the messages being delivered and the resource being produced.

10. Media information

10.1. The initiatives would be aligned to the OPCC's Not In Our Community (NIOC) brand promoted across NIOC channels, available as a NIOC educational resource and included within future promotional plans for the campaign, in addition to being available for other activities as deemed suitable by the OPCC.

11. Background documents

11.1. None

12. Publication

12.1. Open

This matrix provides a simple check list for the things you need to have considered within your report. If there are no implications please state;

I have informed and sought advice from HR, Legal, Finance, OPCC officer(s) etc. prior to submitting this report for official comments	Discussed with CEO
Is this report proposing an amendment to the budget?	CEO approved
Value for money considerations have been accounted for within the report	Yes
The report is approved by the relevant Chief Officer	CEO approved
I have included any procurement/commercial issues/implications within the report	Yes
I have liaised with Corporate Communications on any communications issues	N/A
I have completed an Equalities Impact Assessment and the outcomes are included within the report	N/A
I have included any equalities, diversity and or human rights implications within the report	N/A
Any Health and Safety implications are included within the report	N/A
I have included information about how this report contributes to the delivery of the Commissioner's Police and Crime Plan	Yes