

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

Decision Record Number: **15/2020**

Title: **NIOC Interact**

**Executive Summary:**

- 1.1. NIOC Interact is a new e-learning platform created by Not In Our Community to enable children and young people to learn interactively through short films to protect themselves and friends from grooming, sexual and criminal exploitation, including County Lines.
- 1.2. The resource will be positioned to support school, youth engagement professionals, safeguarding partners and our Early Intervention Teams, forming a new balance of therapeutic engagement across a digital platform.
- 1.3. To achieve successful development and launch, it is proposed that the Core Development be supported by the design, circulation and availability of promotional packs and merchandise.

**Decision:**

That a new interactive e-learning platform is created through Not In Our Community at a total cost of £42,105 to enable children and young people to learn interactively through short films in order to protect themselves and friends from grooming leading to sexual and criminal exploitation, including County Lines exploitation.

The total cost provides for Core Development of the platform and includes the design and circulation of promotional packs, and merchandise to support the launch of the platform to enable engagement with young people and key users.

**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 20.11.2020**

--

**POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE**

**SUBMISSION FOR: DECISION**

**OPEN/CLOSED**

**Title: NIOC Interact**

**Date: 17 November 2020**

---

**1. Executive Summary**

- 1.1. NIOC Interact is a new e-learning platform created by Not In Our Community to enable children and young people to learn interactively through short films in order to protect themselves and friends from grooming leading to sexual and criminal exploitation, including County Lines exploitation.
- 1.2. The resource will be positioned to support school, youth engagement professionals, safeguarding partners and our Early Intervention Teams, forming a new balance of therapeutic engagement across a digital platform.

**2. Recommendation(s)**

- 2.1 It is recommended that the OPCC support the proposal to develop and launch NIOC Interact, a new e-learning platform created by Not In Our Community.
- 2.2 In addition to the Core Development cost (5.3i), it is recommended this be supported by additional content options (5.3ii) and the design, circulation and availability of promotional packs (5.3iii) and merchandise (5.3iv) to enable the most successful launch of the platform.

**3. Background**

- 3.1 Not In Our Community (NIOC) is an anti-grooming campaign aimed at influencing children and young people and increasing awareness across communities of Child Exploitation (both criminal and sexual).
- 3.2 NIOC produce educational, hard-hitting resource and stories based on real life events for use on social media and in schools/other groups.
- 3.3 In April 2020 the OPCC introduced new oversight arrangements for NIOC and the OPCC have worked closely with Eskimosoup, the service provider of the campaign, to develop and position NIOC onto a path that works to an

increasingly targeted and measurable model and a more sustainable offering for the future.

- 3.4 Whilst continuing to support the campaign's social media activity, the OPCC sought to develop the resource available through the NIOC website to improve the campaign's ability to reach out to young people but also to engage with parents, teachers and partners, to increase and strengthen the delivery of NIOC resource across all demographics and age groups.

### NIOC Interact

- 3.5 NIOC Interact is an opportunity for the OPCC to further develop the existing NIOC provision. The resource will be positioned to support school, youth engagement professionals, safeguarding partners and our Early Intervention Teams, forming a new balance of therapeutic engagement across a digital platform.

- 3.6 The platform is designed to support educators and practitioners in two main ways:

- i. Universal education (prevention)

Through pathways years 7 to 9 and 10 to 11, learners will be allocated accounts through which they can interact with Not In Our Community short films and complete online quizzes with progress and outcomes monitored by teachers and other education professionals.

NIOC Interact can support secondary schools through providing learning on the 'being safe and respectful relationships' learning objectives of Relationships and Sex Education (RSE).

- ii. Targeted (early intervention)

Through which children and young people can work independently or with an adult worker to interact with Not In Our Community short films and complete online quizzes that are tailored to their specific needs and risk factors.

### How will it work?

- 3.7 Creating accounts – it is proposed that both options 'a' and 'b' below would be available to access NIOC Interact;

- a) Young people able to access NIOC Interact and set up their own account:

Young people will access NIOC Interact via the Not In Our Community website. They will sign into an account giving basic demographic information. A username and password will be created, along with terms, privacy and safety agreements. Young people will be shown pathways for interactive media, assigned based on age appropriateness for the user.

- b) Teachers request permission from NIOC for login details (grants additional functionality):

This provides additional functionality such as being able to assign learners to groups (classes) to enable them to monitor progress of individual group learners. They will also be emailed when a learner completes a module or pathway.

### The learning process

- 3.8 Learners access films through each pathway and encouraged to complete modules set to them or by their own choice.
- 3.9 Films will pause for interactive questions at key learning points, e.g. character motivations, choices, signs of risk spotted, progress mapped via end of module quiz.
- 3.10 Learner progress can be saved and returned to at any time. There will be a password recovery system linked to an individual learner/worker email address.

### Certificates

- 3.11 Upon achieving the required pass mark for online quizzes for each module, all registered participants will be awarded with certificates on completion (these will be generated and auto-sent digitally).

### Feedback (and measurability)

- 3.12 Learners/users will be invited to provide Not In Our Community with feedback on their learning experience and the authenticity of the film resources. With opportunities for coproduction through the NIOC Creates initiative

### The Pathways and available resource

- 3.13 The following pathways will be developed for launch;

Universal pathways		Targeted
Year 7 to 9	Year 10 to 11	
Online grooming - Lucas's Story - Becky's Story  CSE - Chloe's Story (in development) - Callum's Story  CCE - Alfie's Story (1 & 2)	CSE - Becky's Story - Tori's Story  CCE - Ryan's Story (in development) - Alfie's Story (3 & 4)  CSE & CCE - Missed Me? - Control	CSE - Becky's Story - Callum's Story - Tori's Story  CCE - Ryan's Story (in development) - Alfie's Story (1 & 2) - Alfie's Story (3 & 4)  CSE & CCE

CSE & CCE - Missed Me?		- Missed Me? - Control
---------------------------	--	---------------------------

### Outline Timeframe

3.14 A project strategy has been developed for commencement in November 2020 to provide for delivery and launch of the platform in March/April 2021.

## **4. Options**

- 1) Do nothing – This proposal presents an opportunity to develop the existing NIOC offering and to strengthen the resource available. Investment in the platform would see the resource provide a new level of support and enable us to reach deeper still into our communities. Doing nothing does not realise the positive benefits of this
- 2) Make a partial contribution – In addition to the Core Development cost, additional content options have been proposed along also with a range of marketing materials such as promotional packs and merchandise. Whilst the platform could be produced with a basic build (core development only), without taking the opportunity to promote the investment would limit awareness and understanding of the platform and hinder it from reaching its potential within communities.
- 3) Fully fund – the decision to fully fund is the preferred option as this enables the OPCC to further strengthen the NIOC offering by building upon existing resource and creating a new e-learning platform to enable children and young people to learn interactively through short films in order to protect themselves and friends from grooming leading to sexual and criminal exploitation, including County Lines exploitation.

## **5. Financial Implications**

5.1 In addition to the Core Development cost (i), the total cost provides for a range of additional content options (ii) along with the design and circulation of promotional packs (iii) to support a successful launch of the platform.

5.2 Merchandise (iv) will also be produced to further support engagement with young people and key users.

5.3 Costs;

### **i. Core Development**

Including build, universal and targeted pathways, user guides (digital/printable), outcome reporting, maintenance and updates.

Sub-total = £20,400+VAT

### **ii. Additional Content Options**

Including specialist feedback videos, a 'How To' film for universal and targeted users, a Year 6 pathway (incorporating NIOC and No More Knives resources) and an integrated NIOC Creates sign-up process.

Sub-total = £7,800+VAT

iii. Promotional Packs

Including branded folders, leaflets (for teachers and students), design, copywriting, picking, packing and postage plus USB sticks.

(It should be noted that NIOC Interact (core development) would initially be positioned to years 7 to 9 and 10 to 11 and the costings provided are therefore based upon a rollout to secondary school provision within the Humberside area.)

Sub-Total = £7,005+VAT

iv. Merchandise

A range of merchandise options that would be either useful or engaging for young people (not single-use, disposable items that would be quickly sent to landfill/discarded at the back of a drawer), including infinity cards, fish eye phone lens, pens, whiteboard pens (for teachers), branded masks and any additional postage costs.

Sub-Total = £6,900+VAT

TOTAL = £42,105

Technical Information and Future Costs

5.4 NIOC Interact would be delivered through 'LearnDash' ([www.learndash.com](http://www.learndash.com)), an award winning online course platform 'created by e-learning experts'.

5.5 The annual cost of the Plug-In is small at \$159 (at the time of writing) and future content would be costed and updated within existing grant arrangements.

**6. Legal Implications**

6.1 None.

**7. Contribution to Delivery of the Police and Crime Plan**

- 7.1 The Not In Our Community brand contributes to each of the three aims within the Police and Crime Plan and successful development of NIOC Interact would strengthen our offering;

Aim 1: To deliver increasingly self-sustaining and safe communities in the Humber area;

Aim 2: To build public confidence in the agencies involved in creating safer communities;

Aim 3: To provide services to victims and the most vulnerable that meet their needs.

## **8. Equalities Implications**

- 8.1 None.

## **9. Consultation**

- 9.1 The proposal was sent to Early Intervention/Neighbourhood Policing colleagues, as well as to partners in safeguarding and education to assess if an interactive e-learning element of Not In Our Community, NIOC Interact, might be of benefit to schools and professionals in their targeted early intervention work with young people.

- 9.2 A positive response was received from all with feedback including;

- i. Do you believe that NIOC Interact would be a useful addition to the current NIOC offering?

*'Yes it will be useful, and to include learning for parents around this subject – it is a respected brand and helps to get these safety messages across.'*

*'This will be a really useful resource, for young people and professionals.'*

*'I've had a scan of this and I think it's brilliant and something that I know schools will welcome. I think the creativity is key to developing the way in which we engage/interact with young people around these topics and luckily you have the expertise in this arena.'*

*'We can definitely see uses for this kind of resource in one to one work, small groups and in a classroom setting.'*

- ii. Do you have any example settings or scenarios where you think NIOC Interact could provide additional value from a learning perspective?

*'I think it would be a useful resource for Early Intervention and in the MACE arena when professionals are working with young people in this field of working.'*

*'There are a whole range of scenarios whereby it could add value.'*

*'Where we receive info around a young person carrying knives; where we are dealing with incidents of sexualised pictures being shared in a school environment; missing persons debriefs; where we have identified young people at risk of any of the forms of exploitation and or whenever we have a young person who staff are working with or who we know to be vulnerable to exploitation. It can potentially be promoted within schools as part of their PHSE education. In any of these scenarios if the resources are there PCSOs, teachers, family workers or youth workers can be tasked with using them.'*

*'This could be used in our detached sessions on the youth bus or in sessions similar to the SOC project.'*

iii. Do you have any further observations or feedback?

*'None, except to say that the work carried out by NIOC is vital and well respected in this vitally important area of work.'*

*'From an early intervention perspective we are trying to reach young people at or before the "reachable moment". The concept of "reachable moment" has emerged from a review of various serious case reviews. That moment when a young person might be the most pliable or willing to be engaged by professionals. It is such things as the first exclusion from school; a serious assault or injury or the first time they get detained or arrested by the police for example. The resource could be effective with young people at that senior primary or low end comprehensive age 11yrs to 13/14 yrs. If young people are getting involved in crime/ asb and exploitation 14/ 15 yrs might often be too late. Within early intervention we have fairly regularly come across young people within high crime areas where they have formed a cannabis drug habit from 11 yrs.'*

## **10. Media information**

10.1 In addition to the circulation of the promotional packs and merchandise at 5.3 iii and iv, the platform would be further promoted across NIOC channels and included within future media activity for the campaign.

## **11. Background documents**

11.1 None.

## **12. Publication**

## 12.1 Open

### PLEASE COMPLETE AND APPEND THE FOLLOWING TABLE TO ALL REPORTS THAT REQUIRE A DECISION FROM THE COMMISSIONER

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	Yes
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