

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

Decision Record Number: **19/2021**

Title: **Beats Bus Van Design**

Executive Summary:

Based within Hull but working across the Humberside area, The Beats Bus engage with young people by visiting local communities and attending community events. The Beats Bus contains a mobile recording studio and their tutorship combines the elements of hip-hop break-dance, graffiti, emceeing and DJ-ing knowledge as a method to engage and communicate key early intervention messages.

The OPCC has supported the Beats Bus closely on numerous projects; most recently this has seen the production of a fully animated educational music video, 'No More County Lines'¹ released as part of the Not In Our Community campaign (Decision Record 13 of 2020 refers). Before then, the 'No More Knives'² music video was produced as part of investment from the Humberside Early Intervention Programme (HEIP) and the OPCC's wider No More Knives programme of work.

With the bus being the key symbol and tool for their work, an opportunity has arisen for the Beats Bus to be redesigned (with the application of a vinyl wrap) to promote the 'No More County Lines' video and including the OPCC and NIOC logos. A mock up design is provided at Annex 1.

Decision:

That the Beats Bus van be refreshed with the 'No More County Lines' artwork to one side and the back at a total cost of £1525.00+VAT.

Background Report: Open

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 16 September 2021



**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN/CLOSED

Title: Beats Bus Van Design

Date: 10 September 2021

1. Executive Summary

- 1.1. An opportunity has arisen for the Beats Bus to be redesigned (one side and the back of the bus through a vinyl wrap) to promote the 'No More County Lines' video and including the OPCC and NIOC logos alongside that of the Beats Bus logo.
- 1.2. A mock-up design has been provided at Annex 1. A more complex design will be produced on approval and is included within the costings outlined (5.1).
- 1.3. It should be noted that the vinyl wrap will not cover (wrap) the door handles, brackets, body capping, and the side guard rubbers as the vinyl would not adhere to these areas and would peel off. An illustration of these areas is attached at Annex 2.
- 1.4. It should be further noted that the longevity of the vinyl cannot be guaranteed as the vinyl will only stick as well as the paint that is keyed to the background. If the vinyl lifts, this would be due to the paint underneath. Sample areas have been tested however and the service provider is confident that there won't be any issues.
- 1.5. If approved, the work could potentially be booked in for 11 October.

2. Recommendation(s)

- 2.1 It is recommended that the OPCC support the proposal for the Beats Bus to be redesigned on the back and side promoting the 'No More County Lines' campaign and including the logos for NIOC and the OPCC.

3. Background

- 3.1 In 2018 the OPCC secured funding from the Home Office for the Humberside Early Intervention Programme (HEIP). A key piece of work from that funding was the No More Knives music video² that launched at an event in July 2019

and aimed to raise awareness across young people of the dangers of carrying knives.

- 3.2 In May 2021, supported by and funded from the OPCC, The Beats Bus released 'No More County Lines', an all animated music video produced by local company INIT Creative who brought in the talents of local Wyke College student Alicia Abbott for the artwork.
- 3.3 The video was the first of a 5-in-5 campaign from Not In Our Community that saw a new awareness raising resource launched every week for 5 weeks¹.
- 3.4 Since its release in May the 'No More County Lines' video has been viewed on YouTube over 22k times.
- 3.5 The proposal is to use the artwork from the 'No More County Lines' video to vinyl wrap one side and the back of the bus and incorporating the OPCC and NIOC logos.
- 3.6 References/web links:
¹<https://www.humberside-pcc.gov.uk/News/News-Archive/2021/No-More-County-Lines-Music-Video-Launched.aspx>
²<https://www.humberside-pcc.gov.uk/News/News-Archive/2019/Launch-of-No-More-Knives-video.aspx>

4. Options

- 1) Do nothing; The Beats Bus have a visible presence throughout communities with the bus providing the transport, the backdrop and the venue for their community events.
- 2) Partially fund; Pay for either the back or the side to be vinyl-wrapped – vinyl-wrapping both the back and the side will maximise the promotional opportunity available for both on the road and onsite presence.
- 3) Fully fund; Vinyl wrap the side and the back of the bus – The Beats Bus are supportive of this approach as it will achieve maximum promotion at events. NIOC and OPCC logos will be included within the design (see Annex 1).

5. Financial Implications

5.1 The following quotes have been received;

(Quotes from Shaun Nicholson, Matt Vinyl Graphics Ltd)	
To wrap x1 side of the body or the vehicle for Beats Bus	£940.00+VAT
To wrap x1 back of the Beats Bus vehicle	£405.00+VAT
(Quote from INIT Creative)	
Detailed design for print (as per mock up attached)	£180.00+VAT
TOTAL	£1525.00+VAT

6. Legal Implications

6.1 None.

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

7.1 The Beats Bus sessions support;

- 1) The building of resilient communities and protecting vulnerable people and meaningful engagement, and
- 2) Work with partners to divert youths away from crime and anti-social behaviour.

8. Equalities Implications

8.1 None identified.

9. Consultation

9.1 None required at this time.

10. Media information

10.1 Not required however there will be opportunity for PR and social media activity upon completion.

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
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Is this report proposing an amendment to the budget?	CEO approved
Value for money considerations have been accounted for within the report	Detailed within options
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	None identified
I have included information about how this report contributes to the delivery of the Commissioner's Police and Crime Plan	Yes



BEATS BUS RECORDS VAN BRANDING



Areas that cannot be covered by the vinyl wrap (marked by red lines)

