

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

Decision Record Number: **DR33/2023**

Title: **Squideo – End of Term Video**

Executive Summary:

Development of an interactive 'end of term' video to promote and highlight the work of the OPCC since 2021.

This video will allow links to signpost to services we offer. It will also provide more information and detail on the work and goals we have accomplished between May 2021 and January 2024.

We will use this video and related artwork to promote the role of the OPCC and engage with the people of our region.

Decision of the PCC

Approved

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 25/10/2023

POLICE AND CRIME COMMISSIONER

FOR HUMBERSIDE

SUBMISSION FOR: DECISION 33/2023

OPEN

Title: Squideo – End of Term Video

Date: 27/09/2023

1. Executive Summary

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This video will allow links to signpost to services we offer. It will also provide more information and detail on the work and goals we have accomplished between May 2021 and January 2024.

We will use this video and related artwork to promote the role of the OPCC and engage with the people of our region.

2. Recommendation

It is recommended that the OPCC utilise the services of Squideo Limited to develop a video and related artwork at an agreed cost of £4,374 plus VAT.

3. Background

We have liaised with all teams within the OPCC and both the PCC and Chief Executive on a design strategy. We felt that any report in video form should be short, with further detail being provided through links and web pages.

We therefore sought out video companies that could offer this. After research, Squideo Limited were identified. They are a local company, based in Cottingham, and run by a vibrant workforce who understand our values. Their locality also links to our vision around sustainability. They also offered a public sector discount.

With a short video, it was clear that the OPCC needed to ensure that key work undertaken and messages would be portrayed properly. We consulted with the OPCC staff to ensure our key commitments and achievements will be highlighted, to maximise all the work undertaken and the key outcomes for the public.

In addition, Squideo Limited will provide related artwork to enable the OPCC to send individual messages to the public via a range of channels.

4. Options

- 1) Develop an interactive 'end of term' video to promote and highlight the work of the OPCC with links to signpost to services we offer, provide more information and detail on the work and goals we have accomplished, and engage with people in our region.
- 2) Create an alternative to a video such as printed leaflets or books. We felt this was not as cost effective, impactful, sustainable, or environmentally friendly. This approach, along with a related video, was undertaken in 2021. It was subsequently determined that the video and social media approach created the greatest impact.
- 3) Not create an end of term report approach. There is no legal requirement, although to enable the OPCC to inform the public of the work of the office and the successes on behalf of the public, we would need to develop other methods to highlight the work of the OPCC.

5. Financial Implications

Budget code is 101.HO110.P10.J72630.000000.000000.000000. Chief Financial Officer has been consulted and the budget is available and within expected limits. Local single-tender action approach has been authorised by the Chief Executive.

The previous end of term video was £5,000, so it is felt that the proposal offers value for money. In addition, we would not be producing a leaflet in addition to the video, taking a social media approach instead, which impacts positively on both costs and sustainability.

6. Legal Implications

The video, once produced, will be owned in full by the OPCC. There are no further legal implications.

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

This video will highlight the change and contribution of the current Police and Crime Plan. The video will be interactive and aims to give local people an opportunity to provide direct feedback to the OPCC and help influence future plans.

8. Equalities Implications

The video will be animated, and we will make every effort to ensure representation is balanced. A fully subtitled version is also built into the costs quoted.

9. Consultation

We consulted with the OPCC staff to ensure our key commitments and achievements will be highlighted, to maximise all the work undertaken and the key outcomes for the public.

10. Media information

The Communication and Engagement Manager has been consulted, with the quote and specification reviewed by them and considered suitable and in-line with expectations. We researched Squideo Limited and found their previous products and pricing to be in line with expectations.

11. Background documents

None.

12. Publication

Open.

13. DPIA considered

Considered and determined not required as no personal data will be used.