

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

Decision Record Number: **04/2020**

Title: **Not in Our Community (NIOC) Transitional Grant**

**Executive Summary:**

The OPCC has recently reviewed Not in Our Community (NIOC) and is working towards a revised business model. There is a need to ensure that NIOC continue during a transitional period so that children and young people can be protected from exploitation.

**Decision:**

To agree funding for the provision of NIOC services for children and young people across the Humberside area through a grant agreement with Eskimosoup Ltd for an initial transitional period of six months at a total cost to the OPCC of £6,450.

To agree further budget provision for NIOC services for 2020-21 of £40K and in 2021-22 of £65K

**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 09.04.2020**



**POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE**

**SUBMISSION FOR: DECISION**

**OPEN**

**Title: Not in Our Community (NIOC)**

**Date: 8 April 2020**

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**1. Executive Summary**

1.1. NIOC was reviewed by the OPCC in 2019 and established that the OPCC owned the copyright of the NIOC brand and products. An OPCC led NIOC Project is ongoing to establish the best business model for the OPCC in delivering NIOC benefits in the future. It is proposed to provide a grant to cover a transitional period of six months to enable NIOC services to continue whilst the NIOC Project concludes. However, further budget provision would be prudent given delays in the NIOC Project because of COVID 19.

**2. Recommendation(s)**

2.1. It is recommended that:

2.1.1. A grant agreement be agreed with Eskimosoup to provide NIOC services from April 2020 to 30 September 2020.

2.1.2. The proposal for transitional NIOC services from Eskimosoup at a cost of £26,450 be agreed

2.1.3. A budget is agreed for further NIOC services to cover the period October 2020 to 31 March 2021 of £40,000.

2.1.4. A budget is agreed for NIOC services for the financial year 2021-22 of £65,000.

**3. Background**

3.1. NIOC is an anti-grooming campaign aimed at influencing children and young people predominantly using social media to 'market' key messages. The campaign initially came about as a response to child sexual exploitation and sought to achieve a better understanding of the risk of sexual exploitation across the young community. NIOC started around 2012 by the then High Sherriff and was supported by the Tribune Trust.

- 3.2. NIOC is delivered by Eskimosoup, a Social Marketing Company based in the City of Hull. Eskimosoup have developed their approach to include a range of techniques and products that tackle Child Exploitation (both sexual and criminal). NIOC is essentially a brand that utilises social media platforms used by young people to market messages and supporting materials (or products). The approach aims to; raise understanding and awareness of exploitation, increase safety by reducing potential exploitation and provide resources to children, young people and adults via the NIOC website.
- 3.3. NIOC was reviewed by the OPCC in 2019 and it was established that the OPCC owned the copyright of the NIOC brand and products. An OPCC led NIOC Project is ongoing to establish the best business model for the OPCC in delivering NIOC benefits in the future.
- 3.4. COVID 19 has meant that the NIOC Project has been delayed and that NIOC services have needed to be reconfigured. The OPCC has proposed that a transitional period of NIOC services be agreed for the period April 2020 to 30 September 2020. The details of the proposed services are contained at Annex A to this report.
- 3.5. The total funding requirement for the delivery of NIOC services in the six month transitional period by Eskimosoup is £26,450. However, the Tribune Trust have a balance specifically reserved for NIOC services of £20,000, and they have agreed to provide that amount against the cost of the transitional arrangements. If approved a contract in the form of a Grant Agreement will be drawn up by the OPCC.

#### **4. Options**

- 4.1. Cease to fund NIOC – This option is not recommended as exploitation of children and young people remains a threat across Humberside.
- 4.2. Fund partially – This option is not recommended as the specification for NIOC services has already been negotiated and a reduction in funding could make the service provision unviable in meeting the service objectives.
- 4.3. Fund as recommended – This option is the only option recommended.

#### **5. Financial Implications**

- 5.1. The implication for this financial year is a budget requirement of approximately £47,000. It would also be prudent to agree a budget for the financial year 2021-22 in the amount of £65,000 as a contingency based on the current delay to the NIOC Project and COVID 19.

5.2. There is sufficient funding available in the overall OPCC budget and the Joint Deputy Chief Finance Officer has been advised of the requirement.

## **6. Legal Implications**

6.1. There are no legal requirements.

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

7.1. NIOC services contribute to all three aims of the Police and Crime plan; To deliver increasingly self-sustaining and safe communities in the Humber area (Aim 1), To provide services to victims and the most vulnerable that meet their needs (Aim 3), and, To build public confidence in the agencies involved in creating safer communities (Aim 2).

## **8. Equalities Implications**

8.1. There are no equalities implications.

## **9. Consultation**

9.1. A broad range of stakeholder have been consulted through the OPCC NIOC Review (2019) including service users, Tribune Trust, Local Authorities (Schools) and Community Safety Partnerships.

## **10. Media information**

10.1. None required

## **11. Background documents**

11.1. Annex A attached

## **12. Publication**

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?	Yes
Value for money considerations have been accounted for within the report	Yes
The report is approved by the relevant Chief Officer	Yes
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

## SCHEDULE 1 – PURPOSE (AIMS AND OBJECTIVES) OF THE FUNDING

### 1. VISION/BACKGROUND

- 1.1. NIOC is an anti-grooming campaign aimed at influencing children and young people predominantly using social media to 'market' key messages. The campaign initially came about as a response to child sexual exploitation and sought to achieve a better understanding of the risk of sexual exploitation across the young community.
- 1.2. NIOC is delivered by Eskimosoup, a Social Marketing Company based in the City of Hull. Eskimosoup have developed their approach to include a range of techniques and products that tackle Child Exploitation (both sexual and criminal). NIOC is essentially a brand that utilises social media platforms used by young people to market messages and supporting materials (or products).
- 1.3. NIOC was reviewed by the OPCC in 2019 and established that the OPCC owned the copyright to the NIOC brand and products as the principal funder. An OPCC led NIOC Project is ongoing to establish the best business model for the OPCC in delivering NIOC benefits in the future. This grant covers a transitional period of six months to enable NIOC services to continue whilst the NIOC Project concludes.
- 1.4. COVID 19 regulations are in place at the start of this grant offer and the grant may require extension should the OPCC NIOC Project be further delayed.

### 2. KEY DELIVERABLES

- 2.1. NIOC have designed an approach to maintain NIOC activity and momentum through campaign and social media management including enhanced content. The key deliverables are as follows:

- Campaign Management
- Social Media
- Targeted Social Media
- Materials Update

#### 2.2. Campaign Management deliverables will be:

- Ongoing liaison with the project manager / appointed contacts by the OPCC.
- Monthly social media statistics of reach, audience profile, engagements including calculation for different local authority areas.
- Monthly management / steering planning and review meeting.
- Responding to contacts seeking further information, e.g. at police, schools, local authority, etc. and agreeing a way forward with the project manager.
- Directing stakeholders to Not in our community resources such as NIOC Connect.
- Monthly update to a key stakeholder as requested by the project manager / steering group.
- Media liaison, interviews and supporting PR of partners as required.

- Reporting of Not in our community activity and outcomes: format to be agreed.
- Quarterly intelligence meeting/gathering with Humberside Police and relevant partners.
- Ongoing liaison with NIOC ambassadors via email and Discord.
- Incorporating ambassadors into special projects, such as media events or feedback required on new materials generated.
- Researching new technology opportunities via social media and testing / recommending to steering group / project manager accordingly.
- Identifying and responding to other campaign opportunities as required.
- Website updates to content, contact details, etc. based on current website structure and content management system.
- Managing the inventory of NIOC printed materials and making available to partners.

**2.3. Social Media deliverables will be:**

- Research of contemporary grooming and exploitation issues and adaptation for the NIOC target audience.
- Interaction with community, including signposting, responding to messages and working with survivors as required.
- Creating and scheduling monthly content.
- Daily post on Facebook and Instagram.
- Targeted promotion placement and management (if required).
- Reusing and repositioning previous social media content as appropriate and to respond to seasonal message, e.g. summer, returning to school, etc.
- Two new pieces of lead content per month, e.g. new survivor photo story, blog, spot the signs, etc.
- Topical content creation to respond to emerging concerns.
- Supporting related initiatives.
- Instagram story surveys to gather opinions on key issues, e.g. experiences online, knowledge of specific issues

**2.4. Target Social Media deliverables will be:**

- Targeted boosting on Instagram, YouTube and Facebook of stories, photo blogs and videos likely to generate suitable engagement for desired target age group, gender and location in the Humber.

**2.5. Materials update deliverables will be:**

- New photography to refresh photo stories and support new survivor story content. This will include a single day photoshoot by a professional photographer and featuring young actors/models recruited through colleges and NIOC social channels. This deliverable is subject to the lifting of social isolation restrictions (COVID 19).
- Refresh of print materials for schools. This will include Design and print of updated materials for new intake at school, e.g. updated cards, new posters, etc.



### 3. BENEFITS OF DELIVERABLES

3.1. The key benefits or the deliverables are:

- Understanding and awareness of exploitation are better understood by children and young people in the Humberside area.
- Children and young people are safer and better protected in the Humberside area
- NIOC achieves high coverage in the target group across Humberside
- NIOC resources are available to parents, guardians, teachers youth leaders etc.

### 4. MANAGEMENT INFORMATION AND REPORTS

4.1. Not in Our Community will provide sufficient information to the OPCC to enable the OPCC to be satisfied that the key deliverables are on track for delivery in full.

### 5. GOVERNANCE ARRANGEMENTS

5.1. The grant will be monitored via an OPCC led contract monitoring meeting on a monthly basis. The meeting will be actual or virtual (COVID 19 arrangements). The purpose of the meeting is to ensure that the purpose of the grant is met, risks and issues are managed, and, that innovation in practice is identified.

### 6. STAKEHOLDERS IDENTIFIED

Not in Our Community and the Office of the Police and Crime Commissioner for Humberside. Service users (children and young people) are the primary beneficiaries of this project.

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