



**Lancashire
Constabulary**

police and communities together

DECISION 2015133

DATE: 13 AUGUST 2015

TITLE: REQUEST FOR FUNDING – SOCIAL MEDIA TRAINING

REPORT BY:

**LOUISE FAIRCLOUGH - CRIME, REOFFENDING AND
CRIMINAL JUSTICE OFFICER**

Executive Summary:

- **Jane Binnion – Ethical Sales and Social Media Trainer, Consultant and coach**

Email request for funding in May 2015 under Community Action Fund in respect of a funding contribution for a business as Social Media Training for Parents to act as positive role models for children in respect of the vulnerabilities and dangers of social media. Jane has and intends to continue marketing this product through schools.

Jane has completed a Commissioning and Grant form in respect of capturing the most important information and requests £3,500 from the OPCC and will match fund with £1,500 of her own contribution.

Recommendation:

The Commissioner is recommended to approve the proposed funding as outlined in the proposal below.

Signature

Clive Grunshaw

Police and Crime Commissioner

Date

21st August 2015

1. Background and Advice

The Commissioner has indicated his intention to work in partnership to support the delivery of his priorities and outcomes in particular in prevention of crime and vulnerable individuals. The allocation of this funding supports this intention and demonstrates the Commissioner's commitment to work within Lancashire and encourage working with partners.

2. Links to the Police and Crime Plan

These are outline fully in Jane's application form but hope to minimise police resources on schools by appropriate education around social media. Help and guide parents in respect of protecting children against vulnerability posted by negative social media bullying and hate crime.

3. Consultation

N/A

4. Implications

- a. Legal
- b. Financial
- c. Equality considerations

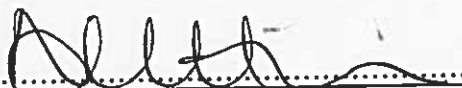
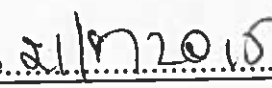
5. Background Papers

None

6. Public access to information

Information in this form is subject to the Freedom of Information Act 2000 and other legislation.

Part 1 of this form will be made available on the PCC website within 3 working days of approval. Any facts/advice/recommendations that should not be made available on request should not be included in Part 1 but instead on the separate Part 2 form.

Officer declaration	Date
LEGAL IMPLICATIONS – As above	
FINANCIAL IMPLICATIONS – As above	
EQUALITIES IMPLICATIONS – As above	
CONSULTATION – As above	
<p>Director to the Office of the Police and Crime Commissioner (Monitoring Officer)</p> <p>I have been informed about the proposal and confirm that financial, legal and equalities advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner for Lancashire.</p> <p>Signature..........Date..........</p>	

'Appendix B

Jane Binnion approached the Office of the Police and Crime Commissioner in May of this year and originally sought to seek financial backing from the Community Action Fund. She was redirected to myself in relation to the Crime, Re-offending and Criminal Justice Portfolio. She visited the office and outlined her proposals – which were to educate parents in schools about social media and the other platforms available to children. At this time we were gathering proposals for consideration for POCA.-

In meeting Jane she recognised that to some degree there is an element of 'ostrich' syndrome amongst parents who have bought the phone, tablet, computer for their child. She wishes to skill up and empower parents to discuss issues with their children and encourage debate.

Young people and parents will benefit from the delivery of this project by understanding the impact of their actions and being able to have dialogue with adults about their concerns.

Schools are required to provide one day per school year for parents to receive training regarding the dangers of social media and the awareness that the implications of students actions can have repercussions in later years affecting employment, university placements and gap year travels.

Jane wants to protect the front line police resources by diverting resources from schools and negating the need for officers to be called to schools at the same frequency and it is hoped to reduce the number of bullies on line and protect those who have felt bullied.

In looking further into Jane's request we have met with Graham Lowe who works for the Children's Safeguarding Board providing training on all matters ICT. He is aware of the provision of these packages to parents from schools and the requirement for one day input. He also informs that there are a number of these packages being delivered but the workload is vast and supports growth in this area.

Following the POCA meeting this application was supported but in other funding streams and in meeting Jane to confirm further information we have urged that she work with Graham Lowe in respect of continually updating the package provided, consider appropriate times for maximum exposure for the delivery of the product ie Christmas and end of summer term when devices are likely to be purchased or used more frequently and to consider how to encourage the attendance of parents working with our own publicity via website and schools forums etc

Jane will use our branding and invite the office to her input and look for the PCC to open an event.

Louise Fairclough
Crime, Re-offending and Criminal Justice Officer

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