



RECOMMENDATION REPORT

DECISION: 2025/43	DATE: 9 th October 2025
Title: Award of the PR campaign for the VAWG survey	
Author: Emily Slinger, Policy and Partnerships Support Officer (Commissioning and Procurement)	
Sponsor: Rebecca Keech, Senior Policy and Partnerships Manager (Commissioning and Procurement)	
Executive Summary <p>This report asks the Police and Crime Commissioner to accept the outcome of the quotation process for the VAWG PR campaign.</p>	
Recommendation <p>The Police and Crime Commissioner is recommended to award the contract to Viva.</p>	

PART I

1. Background and Advice

- 1.1 In Summer 2025, the Office of the Police and Crime Commissioner commissioned an independent survey to explore experiences, perceptions and concerns relating to VAWG gathering insights from more than 4,000 women and girls across Lancashire.
- 1.2 Overall, the findings highlight the need for a combined approach: visible protection in the moment, cultural change to challenge normalisation of harassment, and systemic trust-building to ensure every report is taken seriously and acted upon.
- 1.3 To address some of the concerns raised in the survey, a behaviour change campaign is needed to target men and boys to tackle gateway offences such as public harassment, verbal intrusions and unwanted comments, including online. Messaging will need to call out and challenge harmful behaviours and confront men and boys who condone these or commit crimes against women and girls. It must also build confidence of young men to be active bystanders and allies. Alongside this, the campaign must also engage with women and girls to challenge low reporting, show that their concerns are being listened to and that action is being taken.
- 1.4 The invitation to quote asked for proposals to include the following:
 - Campaign concept, identity and messaging toolkit
 - Partner packs (digital and physical)
 - Toolkits for bystander intervention, venue safety, schools, and sport clubs
 - Digital creative content
 - Evaluation metrics, report and sustainability framework
 - The budget for this campaign is £30,000 over a 9-month delivery period.
- 1.5 The Award Criteria for this project was split 80:20, quality: price:

Criteria	Weighting
Methodology – the approach demonstrates a clear, logical, and effective plan for delivery, meeting specified outcomes and timelines.	15%
Technical Capacity – the resources, tools, platforms and expertise appropriate and sufficient.	15%
Experience – there is relevant and successful experience in similar projects.	15%
References – there are strong, relevant, and supportive references of the bidder's capability.	10%
Value for Money – there are social value and/or added value implications in the proposal.	10%
Innovation – the creative elements of the proposal add value to the specification.	15%

- 1.6. The invitation to quote document was sent out to three providers with a deadline to submit proposals by 8th October 2025.
- 1.7 The Office received one proposal from Viva, the proposal met all criteria. As such the PCC is recommended to award the contract to Viva.

2. Links to the Police and Crime Plan

The PR campaign links to two key priorities in the Police and Crime Plan.

Prevent Violence Against Women and Girls – through education, awareness-raising, and community mobilisation, there is an aim to change harmful attitudes, practices and social norms.

Rebuild Public Trust and Confidence – the campaign will highlight the key concerns of the public in relation to VAWG. The aim of the campaign is to raise awareness and demonstrate that the Commissioner is listening to public.

3. Consultations

4. Implications:

a. Legal

There will need to be a contract in place for delivery from 10th October 2025.

b. Financial

The cost of the contract is £30,000 for the duration of the project. These costs are covered by the OPCC budget.

c. Equality Impact Assessment

NA

d. Data Protection Assessment

There are no data protection implications associated with this project.

5 Risk Management

6. Background Papers

Full evaluation, scoring and quotation submissions are available.
Proposal Appendix A - Restricted

7. Public access to information

Officer declaration	Date
LEGAL IMPLICATIONS – As above	
FINANCIAL IMPLICATIONS – As above	
EQUALITIES IMPLICATIONS – As above	
CONSULTATION – As above	
Author Signature Emily Slinger	Date 9.10.2025
Sponsor I have read the above report and confirm this is factually correct. Signature Rebecca Keech	Date 9.10.2025
Section 151 Officer for the Office of the Police and Crime Commissioner I have read the above report and have considered the financial implications. I am satisfied that this is an appropriate (financial) request to be submitted to the Police and Crime Commissioner for Lancashire. Signature Steve Freeman	Date 9.10.2025
Chief Executive (Monitoring Officer) for the Office of the Police and Crime Commissioner for Lancashire 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. Signature Anna Hopkins	Date 9.10.2025