

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

Decision Record Number: **DR38/2025**

Title: **Just Don't Campaign**

Executive Summary:

The Office of the Police and Crime Commissioner wishes to commission a provider to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement. The two-year public awareness campaign will help prevent violence against women and girls (VAWG).

The PCC's Police and Crime Plan 2024-29 Police Crime Plan outlines a commitment to addressing crime and community safety issues through a long-term reduction in high-harm crimes through a multi-agency public health approach. This work forms part of a wider public health approach to reducing and preventing VAWG specifically by targeting men and boys in an awareness raising campaign.

The Humber VAWG Partnership and IAGs have been consulted with on the development of a campaign **to address misogynistic behaviours and attitudes and have been supportive of the use of a Home Office funded campaign developed by West Yorkshire Combined Authority, entitled 'Just Don't'.**

Following the scoring of submissions received this decision record seeks to appoint Hitch Marketing Ltd to deliver the campaign from 10 July 2025 to 09 July 2027.

Decision of the PCC:

Approve recommendation that Hitch Marketing Limited are awarded a two-year contract to provide the public awareness campaign aimed at preventing VAWG.

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: 10/07/2025

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN

Title: 'Just Don't' Public Awareness Campaign

Date: 09 July 2025

1. Executive Summary

Previous decision record DR21/2025 approved the funding for a campaign that aims to engage men in a public awareness campaign to encourage a reduction in violence against women and girls.

Following approval of funding (DR21/2025) the Office of the Police and Crime Commissioner has completed a tender exercise to commission a provider to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement. The two year public awareness campaign will help prevent violence against women and girls (VAWG).

The PCC's Police and Crime Plan 2024-29 Police Crime Plan outlines a commitment to addressing crime and community safety issues through a long-term reduction in high-harm crimes through a multi-agency public health approach. This work forms part of a wider public health approach to reducing and preventing VAWG specifically by targeting men and boys in an awareness raising campaign.

The Humber VAWG Partnership and IAGs have been consulted with on the development of a campaign to address misogynistic behaviours and attitudes and have been supportive of the use of a Home Office funded campaign developed by West Yorkshire Combined Authority, entitled 'Just Don't'.

Following the competitive tendering exercise and the scoring of submissions received this decision record seeks to appoint Hitch Marketing Ltd to deliver the campaign from 10 July 2025 to 09 July 2027.

2. Recommendation(s)

Following the competitive tendering exercise this decision record recommends that Hitch Marketing Limited are awarded a two-year contract to provide the public awareness campaign aimed at preventing VAWG.

3. Background

Following the previously approved DR a competitive tender exercise advertised on the Governments procurement portal. The advertisement included the specification, contractual terms and conditions and questions for response.

Clarification questions were responded to throughout the process and shared on the portal. Seven applications to provide the service were received ahead of the deadline. Three members of staff from the OPCC scored the responses based on a price / quality matrix. Quality was scored at 80% with price at 20%.

Winning provider	Quality score 80%	Price 20%	Total score 100%
Hitch Marketing	58.00%	17.80%	75.80%

The tender response from Hitch Marketing provided significant assurance that they could meet the requirements set out in the specification and have been informed that they are the preferred provider.

Unsuccessful providers have also been informed with additional feedback provided where requested.

4. Options

Option 1 – Do nothing (don't fund)

There is a concern that without funding the campaign an opportunity will be missed to help reduce VAWG.

Option 2 – (Preferred option) Award a two-year contract to the most advantageous tender. Following a competitive tender exercise Hitch Marketing should be awarded a two-year contract to deliver the campaign. The campaign should complement Hull's 'Jog On' campaign and the 'Better Man' campaign by Inspired Youth.

5. Financial Implications (Seek financial advice from Chief or Deputy Chief or Deputy Chief Finance Officer)

Consultation with the Deputy Chief Finance Officer has confirmed that is £40,000 available for this tender. Based on the submitted tender the contract will be for less than the £40,000 available.

6. Legal Implications (Seek advice from Legal Services)

The campaign will be adapted from West Yorkshire Combined Authority. An agreement has been reached between legal departments that we can use their materials.

Whilst feedback was provided to some providers no challenges were received in relation to the intention to award.

The Terms and Conditions have previously been approved by the Head of Legal Services.

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

The Police and Crime Plan 2024 -2029 clearly sets out within safer communities the outcome to reduce high harm crimes through a multi-agency public health approach to eliminate VAWG.

8. Equalities Implications

The campaign supports the Public Section Equality Duty by encouraging the fostering of good relations between men and women.

9. Consultation

The campaign has been developed using local focus groups of men in West Yorkshire and delivery advice has been sought from mixed focus groups in Humberside.

Additional consultation has been carried out with the Humber VAWG Partnerships, IAGs, Community Safety Partnerships, internal comms teams (including Force) and relevant Officers within the OPCC.

10. Media information

Information will be shared with publicly on social media channels and the OPCC website as the campaign is launched.

11. Background documents

Tender documentation, including contractual documentation and specification is available on the Governments procurement platform, Find a Tender service.

Just Don't toolkit – West Yorkshire [Partner toolkit](#)

Additional documents such as original decision record, scoring and applications are available (redacted where necessary) on request.

12. Publication

Open

13. DPIA considered

Screening completed at the start of the process. Confirmation received that a full DPIA is not required.