

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

Decision Record Number **DR53/2025**

Title: Media and Communication Contracts

Executive Summary

The Office of the Police and Crime Commissioner (OPCC) has worked with different organisations to provide the following services:

- a) Graphic design and content
- b) Media Filming
- c) Media Training
- d) Crisis Intervention

To ensure value for money and provide stability in the future for both the OPCC and the successful providers, a Request for Quotes (RFQ) process was advertised.

The RFQ offered three year contracts (two plus one), with submitted quotes scored based on 60% quality and 40% price.

Following scoring, this decision record seeks approval from the Police and Crime Commissioner (PCC) of the most advantageous tenders.

Decision of the PCC

Approved recommended tenders.

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 10/10/2025

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN

Title: Media and Communication Contracts

Date: 06 October 2025

1. Executive Summary

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2. Recommendations

It is recommended that the PCC approves the Most Advantageous Tenders received as follows.

- a) Graphic design and content
Bluestorm, submitted a cost of £60 per hour against the contract value £36,000 equal to £12,000 per annum.
- b) Media Filming
INIT Creative, submitted a cost of £1,200 per film against the contract value of £15,000 equal to £5,000 per annum.
- c) Media Training
David Hudson submitted a total cost of £3,000 to provide the training against the budget available of £5,000.

d) Crisis Intervention

Better Times submitted a cost of £55 per hour against the contract value of £15,000, equal to £5,000 per annum.

3. Background

The OPCC have used different organisations on a 'as and when needed basis' to provide the services listed earlier in this decision record. This has been useful, particularly when services are needed at short notice.

However, to formalise the process, ensure value for money, and provide stability for providers and the OPCC a RFQ was sent to selected providers. Prior to selection a notice was put on LinkedIn giving the opportunity to potential providers to be included in the process.

Following the Corporate code of Governance, at least three quotes were sought from suitable providers. Received quotes were scored by three members of the OPCC with the results provided in the table below. Quotes were scored based on quality (60%) and price (40%).

Service	No. of providers selected	Responses received	Selected provider	Weighted Score (out of 100)
Graphic design and content	5	4	Bluestorm	89
Media Filming	5	4	Init Creative	93
Media Training	9	2	David Hudson	88
Crisis Intervention	6	5	Better Times	90

4. Options

- 1) Do nothing – the decision not to fund the above services will result in services being purchased off contract, value for money will not be secured and there is risk that internal and external procedures will not be followed.
- 2) Recommended option, fund the most advantageous tenders received – this option would ensure that three year (two plus one) contracts are in place with providers. Providers and the OPCC will have stability and will be able to plan appropriately. Value for money will be obtained.

5. Financial Implications

The funding outlined above is contained within the budget and planned for future years. Confirmation of available budget was sought from the Deputy Chief Finance Officer and is provided below:

Service	3 year budget available
Graphic Design and content	£36,000
Media Filming	£15,000
Media training	£5,000
Crisis Intervention	£15,000

6. Legal Implications

The funding for the services will be provided via a contract offer setting out the terms and conditions of the funding. The contract was previously agreed by the Head of Legal Services.

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

The services will contribute to section three, Effective Organisations of the 2024 – 2029 Police and Crime Plan.

8. Equalities Implications

No equality implications have been identified by the OPCC.

9. Consultation

The arrangements have been consulted on with relevant OPCC staff including the Chief Executive, Deputy Chief Finance Officer and Head of Assurance and Statutory Duties.

10. Media information

The funding commitment will be subject of a joint media release (if appropriate).

11. Background documents

Service specifications, submitted RFQs, scoring sheets are available of required.

12. Publication

Open

13. DPIA considered

DPIA considered, checklist attached. Recommendation from the Data Protection Officer is to ensure that additional wording is provided related to consent within the contract for media filming as this could include videos, stills and/or photographs of members of the public.

Data Protection Screening

Does the project involve the processing of personal data?	No
What is the lawful purpose for processing personal data? (Consent, Contract, Legitimate Interests, Vital Interests, Public Task, Legal Obligation)	Contractual

If any of the below answers are YES then a Data Protection Impact Assessment is likely to be required.

DPIA Screening Questions	Yes/No
Will the project involve the collection of new information about individuals?	Yes
Will the project require individuals to provide information about themselves?	Yes
Will information about individuals be shared with organisations or people who have not previously had routine access to the information?	Yes
Will the project use information about individuals for a purpose it is not currently used for, or in a way it is not currently used?	No
Does the project involve you using new technology that might be perceived as being privacy intrusive? For example, the use of biometrics or facial recognition.	No
Will the project result in you making decisions or treating individuals in ways which can have a significant impact on them?	No
Is the information about individuals likely to raise privacy concerns or expectations, for example, health records or information that people would consider to be particularly private?	No
Will the project require contact with individuals in ways they may find intrusive, for example, unexpected telephone calls?	No
Will the project transfer personal data outside the UK (e.g. use of Cloud services)?	Possible
Will the project involve processing special category personal data or criminal offence data?	Possible
Will the project involve the processing of under 18's personal data?	Possible

Data Protection Officer Comments:

A DPIA will be needed for the purposes of the Media Filming contract as this could involve photos and/or videos with members of the public. Consent will need to be obtained which could include those under the age of eighteen.