

Notice of Non-key Executive Decision

Subject Heading:	Coproduction of child friendly videos
Decision Maker:	Tara Geere, Director of Starting Well
Cabinet Member:	Councillor Oscar Ford, Cabinet Member for Children and Young People
SLT Lead:	Tara Geere, Director of Starting Well
Report Author and contact details:	Lucy Goodfellow, Head of Innovation and Improvement (People)
Policy context:	Havering's Integrated Starting Well Plan: <i>Happy Healthy Lives</i> and SEND and Alternative Provision Strategy were both formally adopted in Autumn 2024. In line with the Council's Corporate Plan commitment to engage more with children and young people, intentions were set out at that time to coproduce accessible versions of both strategies with local children and young people.
Financial summary:	The cost of producing accessible versions of both strategies in a video format is £5,000. This cost will be met from existing budgets within Starting Well.
Relevant Overview & Scrutiny Sub Committee:	People
Is this decision exempt from being called-in?	The decision will be exempt from call in as it is a Non key Decision

The subject matter of this report deals with the following Council Objectives

Non-key Executive Decision

People - Things that matter for residents x

Place - A great place to live, work and enjoy

Resources - A well run Council that delivers for People and Place.

Part A – Report seeking decision

DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

For the reasons detailed in this report, the Director of Starting Well is recommended to:

1. award a contract at the value of £4000, to the Habbit Factory to work with local children and young people, including Havering Youth Council, to coproduce video versions of:
 - Havering’s Integrated Starting Well Plan: *Happy, Healthy Lives*; and
 - Havering’s SEND and Alternative Provision Strategy
2. Allocate £1,000 to provide professional still photography during the planned workshops, and participation incentives in the form of gift vouchers to the young people in attendance.

AUTHORITY UNDER WHICH DECISION IS MADE

Part 3 of the Council’s Constitution

3.3.3 Scheme – Powers common to all Strategic Directors

1. General

- 1.1. To take any steps, and take any decisions necessary for the proper management and administration of their allocated directorate in accordance with the applicable Council policies and procedures of allocated portfolios. .

4. Contracts

4. 2. To award all contracts with a total contract value of below £1,000,000 other than contracts covered by Contract Procedure Rule 16.3.

STATEMENT OF THE REASONS FOR THE DECISION

The Council’s Corporate Plan 2024-27 sets out a commitment to develop and deliver our integrated Starting Well Plan: *Happy, Healthy Lives* and to approve and deliver a refreshed SEND and Alternative Provision Strategy.

Non-key Executive Decision

The Corporate Plan also sets out the Council's intentions to:

- *offer inclusive services that raise aspirations and meet the needs of our growing population of children, families and young adults, including those in our care; and to*
- *engage transparently with our community, including under-represented groups, and promote community trust and belonging.*

With the above commitments in mind, officers responsible for authoring the *Happy, Healthy Lives* plan and the SEND and Alternative Provision Strategy have discussed an opportunity with Havering Youth Council, to coproduce a child and young person friendly version of both documents. The Youth Council fed back that short videos were their preferred format as these would be accessible and likely to reach a wider audience. For example, these can be disseminated to schools to show in assemblies and shared via social media and other online platforms.

The Habbit Factory were identified as a suitable local organisation to partner with in coproducing these videos. The Habbit Factory is an inclusive theatre organisation promoting inclusivity through workshops and performances that challenge societal stigma.

Following an initial discussion, The Habbit Factory have outlined a proposal as follows:

- 1. Project Coordination & Facilitation:**
 - Planning sessions and workshop facilitation with young people (including SEND representation)
 - Session length: 4 x 2-hour workshops
 - Cost: £1,000
- 2. Filming (On-site Production):**
 - Equipment setup (plus videographer)
 - Staff time for production and coordination
 - Estimated filming duration: 3 days
 - Cost: £1,800
- 3. Post-Production (Editing & Revisions):**
 - Video editing, colour grading, and audio optimisation
 - Creation of child-friendly graphics and subtitles
 - Up to two rounds of edits with young people's thoughts
 - Cost: £1,200

Estimated Filming Contract Budget: £4,000.

The total budget identified by officers for this project is **£5,000**, including the £1,000 earmarked to cover:

- Participation incentives for young people (in the form of individual gift vouchers); and
- Professional still photography to be undertaken during the workshops.

Non-key Executive Decision

The photographs can then be used not only for promoting the videos but also for wider Council communications, acknowledging our current lack of high-quality images of local young people and resulting over-reliance on stock images. Indicative costs for the photography have been obtained from Mark Sepple, an authorised supplier of the Council.

It is the intention that some of the video footage will be incorporated into a short series of targeted recruitment videos for Starting Well, which is being progressed as a separate project.

OTHER OPTIONS CONSIDERED AND REJECTED

Producing the videos in-house

This option was considered and rejected because internally the Council lacks the technical skills and expertise required to achieve the desired video content production outcome, i.e. combining delivery of an engaging series of creative workshops, with filming and editing skills and expertise.

We could 'do nothing'

This option was rejected because *Happy, Healthy Lives* and the SEND and AP Strategy are key plans impacting on children and young people locally; to not have child and young person friendly / accessible versions of these would be counter to the commitments expressed in these strategies themselves and the corporate plan.

PRE-DECISION CONSULTATION

There has been engagement with the following officers and organisations:

- Head of Special Educational Needs and Disabilities (SEND)
- SEND Communication and Engagement Officer
- Youth Influence and Participation Team Manager
- Senior Communications and Campaigns Officer
- The Habbit Factory
- Havering Youth Council

NAME AND JOB TITLE OF STAFF MEMBER ADVISING THE DECISION-MAKER

Name: Lucy Goodfellow

Designation: Head of Innovation and Improvement

Signature: L Goodfellow

Date: 18/03/2025

Part B - Assessment of implications and risks

LEGAL IMPLICATIONS AND RISKS

The Council has the power to award this contract under the general power of competence under section 1 of the Localism Act 2011 to do anything an individual may generally do, subject to any statutory constraints on the Council's powers. None of the constraints on the Council's s.1 power are engaged by this decision.

Officers seek authorisation to award a contract to The Habbit Factory, for the coproduction of two short videos with children and young people, at a cost of £4,000.

The proposed value of the award is £4,000, which is below the threshold for services under the Procurement Act 2023 (PA). Therefore, the procurement of this contract is not caught by the full regime PA regime. However, the Council's Contract Procedure Rules (CPRs) applies.

Officers need to obtain 1 quote for contract values below £4,999 (CPR Annex 1) and for a purchase order to be placed via the i-procurement system (CPR 9.3)

Officers are satisfied that this contract award is the most advantageous tender for the Council.

For the reasons set out above, the Council may award the contract to The Habbit Factory.

FINANCIAL IMPLICATIONS AND RISKS

This decision paper is recommending to award a contract to The Habbit Factory for the coproduction of two short videos with children and young people. The purpose of the videos is to promote (to other children and young people) the priorities and key messages in two strategies: our Integrated Starting Well Plan: *Happy, Healthy Lives* and our SEND and Alternative Provision Strategy.

The proposal from The Habbit Factory has been costed at £4,000. A total budget of £5,000 has been identified within Starting Well to cover this, as well as participation incentives for the young people and additional still photography to be undertaken alongside the production of the videos.

The total cost of £5,000 will be split equally across the following two service areas:

- Children And Families Transformation Programme (A51100)
- Delivering Best Value (DBV) Programme (A36815)

The funding is one off and will be met from existing budgets. The resulting products (videos and photographs) will be used not only for the purpose outlined but also to be incorporated into future recruitment activity and used in other communications by Starting Well and the wider Council, providing value for money.

Non-key Executive Decision

HUMAN RESOURCES IMPLICATIONS AND RISKS (AND ACCOMMODATION IMPLICATIONS WHERE RELEVANT)

The recommendations made in this report do not give rise to any identifiable HR risks or implications that would affect either the Council or its workforce.

EQUALITIES AND SOCIAL INCLUSION IMPLICATIONS AND RISKS

The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have due regard to:

- (i) The need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (ii) The need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;
- (iii) Foster good relations between those who have protected characteristics and those who do not.

Note: 'Protected characteristics' are age, sex, race, disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and gender reassignment.

The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all Havering residents in respect of socio-economics and health determinants.

The Council seeks to ensure equality, inclusion, and dignity for all in all situations. There are no concerning equalities and social inclusion implications and risks associated with this decision.

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

The proposed [i.e. video] format supports the council's carbon reduction ambitions by reducing reliance on paper and printing, by utilising digital sharing of key messages with children and young people, leading to a decrease in overall energy consumption.

BACKGROUND PAPERS

None

APPENDICES

Appendix 1 – Havering’s Integrated Starting Well Plan (2024-27): *Happy, Healthy Lives*: [Happy, healthy lives – Havering’s WISH for young people | London Borough of Havering](#)

Appendix 2 – Havering’s Special Educational Needs and Disabilities (SEND) and Alternative Provision (AP) Strategy: [Special Educational Needs, Disabilities \(SEND\) and Alternative Provision \(AP\) Improvement Activity | Havering Directory](#)

Non-key Executive Decision

Part C – Record of decision

I have made this executive decision in accordance with authority delegated to me by the Leader of the Council and in compliance with the requirements of the Constitution.

Decision

Proposal agreed

Details of decision maker



Name: Tara Geere
CMT Member title: Director of Starting Well (Statutory Director of Children's Services)
Date: 18/03/2025

Lodging this notice

The signed decision notice must be delivered to Committee Services, in the Town Hall.

For use by Committee Administration

This notice was lodged with me on _____

Signed _____