

**MINUTES OF THE MEETING OF THE INFORMATION SUB GROUP OF
THE REGIONAL STEERING GROUP ON DOMESTIC VIOLENCE**

**TUESDAY 13 JUNE 2006 AT 10.00 AM
ROOM 135, PARLIAMENT BUILDINGS**

Present

Catherine Reilly	Ulster Community and Hospital Trust (Chair)
Maxine McCutcheon	Men's Advisory Project
Stephanie Mallon	Women's Aid Federation (for Oonagh Cullen)
Edel Robinson	Northern Ireland Office
Gary Mullan	Police Service of Northern Ireland (for Pauline Mooney)
Kevin Shiels	Domestic Violence Unit
Marie Austin	Domestic Violence Unit

Apologies

Liz McCrystal	Skills for Justice
Linda Robinson	Age Concern
Una Lynch	Queen's University, Belfast

In attendance *for item 8 only*

Sharon Harley	Community Safety Unit (NIO)
Nicola Steele	Department of Health, Social Services and Public Safety, Information Office
Sam McIlveen	AV Browne

1. Introduction and apologies

1.1 Ms Reilly welcomed everyone to the meeting.

2. Minutes of the meetings held on 14 March 2006 and 25 April 2006

2.1 Members agreed the minutes of the meetings held on 14 March 2006 and 25 April 2006 without amendment.

3. Matters arising

3.1 *Domestic Violence on the school curriculum* Ms Reilly informed Members that Mr Devaney, Mr Shiels and Ms Austin had met with representatives from the Department of Education to discuss DE representation on the Regional Steering Group and Children and Young People Sub-Group. A representative from the Department of Education will not be available to attend meetings on a regular basis. However, the Department is committed to assist in the development of preventative measures in schools and has agreed to include guidance

on domestic violence within the Child Protection Guidance for Schools which is currently being revised. Consideration will also be given to specific guidance for teachers and school staff.

3.2 *Young People's Behaviour and Attitudes Survey*

Mr Mooney informed Members that he had nominated himself for the Young People's Behaviour and Attitudes Survey Steering Group for the purpose of advocating the inclusion of questions on domestic violence. Mr Mooney agreed to update Members after the first meeting of the Steering Group. The questions used by the NSPCC for the Sugar magazine survey will be considered as a starting point for the development of questions for the Young People's Behaviour and Attitudes Survey.

Action: Mr Mooney to inform DV Unit of timescales, details of pilot etc. for circulation to all Members

3.3 *Draft Training Strategy*

Mr Reilly informed Members that a number of nominations to the Training Strategy Working Group had been received and that a meeting with the nominees would be arranged shortly to consider the way forward.

Note: First meeting of the Training Strategy Working Group was held on 4.7.06 - next meeting scheduled for 5.9.06

3.4 *Routine Enquiry in Maternity Units*

Ms Reilly informed Members that Margaret Graham - DHSSPS Nursing Officer, had responsibility for finalising and issuing (to Boards and Trusts) the DHSSPS policy circular on routine enquiry. At the RSG meeting on 6 June 2006, Ms Deirdre Webb (EHSSB) had informed the Group that nothing had reached the Trusts as yet and agreed to follow up on the matter.

3.5 *Updating Domestic Violence Guidance for Faith Communities*

Ms Reilly reported that the Faith Communities Working Group had met to consider updating the existing 'Domestic Violence Guidance for Faith Communities' (published in 1999 by the Regional Forum on Domestic Violence NI). Representatives from some of the main Churches attended the first meeting. However, further efforts are being made to expand the Group and/or encourage submission of comments on drafts from other Faith Communities. Members expressed some concerns that representatives from ethnic minority groups were not represented on the Working Group and had not requested drafts of the document for comment. It was agreed that the Northern Ireland Council for Ethnic Minorities (NICEM) should be asked for guidance on how to get ethnic communities engaged.

Action: Ms Reilly and DV unit to discuss with NICEM

3.6 *Northern Ireland version of Resource Manual for HPSS Professionals and Draft Northern Ireland Good Practice Guidelines for Local Domestic Violence Partnerships and Individual Agencies*

Ms Shiels informed Members that he had been considering a Northern Ireland version of the Resource Manual for HPSS Professionals and Draft Northern Ireland Good Practice Guidelines for Local Domestic Violence Partnerships and Individual Agencies. There would be a considerable amount of duplication if both documents were to be printed. Both the Resource Manual and the Good Practice Guidelines cover areas such as how to identify domestic violence, what questions should be asked etc. It was suggested that these sections could be removed from the Good Practice Guidelines and the remainder (guidelines on how Local Domestic Violence Partnerships should operate) could be printed as a stand alone document for Local Domestic Violence Partnerships. Members agreed that the DV unit should contact Ms Christine Mann (who developed the Manual for the Department of Health, England) to establish what good practice guidance was being used by other relevant agencies in England. Members agreed to consider at the next meeting.

Action: Mr Shiels DV unit to contact Ms Mann and consider how development of these guidance documents should be taken forward. All relevant RSG groups and Local DV partnerships to be consulted.

3.7 *Local Domestic Violence Partnerships' action plans*

Ms Reilly informed Members that Local Domestic Violence Partnership Chairs had been asked to send a copy of their Action Plan for 2006/07 to the Domestic Violence Unit. So far responses have been received from only 2 but others had indicated that they were still being developed. The Domestic Violence Unit had issued a reminder requesting outstanding action plans.

Action: DV Unit will circulate action plans to members when received and use them as a basis for discussions with Local DV Partnership chairs in relation to the October 2006 conference and development of the 2007/08 Regional Action Plan

4. Update on launch (22 May 2006) of Guidelines for Employers and UK Corporate Alliance Against Domestic Violence and follow-up action

- 4.1 Mr Shiels informed Members that Minister David Hanson had launched the document "Developing a Workplace Policy on Domestic Violence and Abuse - Guidelines for Employers" at Hillsborough Castle on 22 May 2006. A copy of the guidelines was circulated at the meeting. Mr Shiels advised that approximately 4200 copies of the Guidelines would be issued to employers across Northern Ireland (those with more than 10 employees) to encourage them to adopt workplace policies. A short survey questionnaire was enclosed with the guidance asking employers to indicate their position as one of the 3 following options:

(a) they already had a policy or intended to introduce a policy (by what date);
(b) they would consider introducing a policy; or
(c) they had no plans to introduce a policy.
The results of the survey will be analysed and available for any further action agreed by the Regional Steering Group.

- 4.2 The UK Corporate Alliance Against Domestic Violence was also launched on the day. Mr Shiels asked that each Member contact their own Human Resource Department to encourage them to join the Alliance. Further information on the Alliance can be found at: www.corporateallianceuk.com
- 4.3 Minister Hanson had suggested that consideration be given to some sort of recognition for employers who do adopt a policy, e.g. a certificate of commendation from the Minister and the Regional Steering Group.
- 4.4 Ms Reilly informed Members that she had received an invitation from Foyle Women's Aid to attend the launch of 'Avert – Domestic Violence Policy and Training Services' on 29 June 2006. Avert will provide information to organisations on implementing domestic violence workplace policies and will deliver relevant training to employees on request. Mr Shiels informed Members that he would be speaking at the event to highlight the Government's position and commitment to encouraging organisations to adopt a domestic violence workplace policy.

5. Domestic Violence Helpline Report (Jan 06 - Mar 06)

- 5.1 Members considered the Domestic Violence Helpline Report (Jan 06 - Mar 06). Ms Mallon asked that Members contact her if they had any queries/comments.

6. Collection and management of domestic violence data

- 6.1 Ms Reilly informed Members that Ms Robinson, Mr Mooney and the DV Unit would meet after this meeting had ended to consider the draft guidance on the collection and management of domestic violence data. The possibility of commissioning research to advise on the best way forward on the collection and analysis of domestic violence data is currently being explored.

7. Conference 'Tackling Violence at Home - the position one year on' 24 October 2006, Comfort Hotel, Antrim - draft programme attached

7.1 Members considered the draft programme for "Tackling Violence at Home - The Position One Year On" conference on 24 October 2006 in Comfort Hotel Antrim. Conal Devitt as chair of Regional Steering Group will be asked to chair the event.

Action: Members to consider the draft programme further and forward any comments to the DV Unit

7.2 The 3 sub-group chairs - John Devaney, Catherine Reilly and Sharon Harley - and another member of each sub-group (preferably from the voluntary sector) will form three presentation teams. One from each team will give a presentation on progress so far under the headings Prevention - Catherine or an other
Protection and Justice - Sharon or an other
Support and Other Priorities - John or an other

7.3 There will be 3 x 45-minute workshops in the afternoon to consider priorities for the 2007/08 Action Plan with the same teams leading the discussion. The Domestic Violence Unit and representatives from the Community Safety Unit will provide administrative support. The teams will then report back to the full meeting.

7.4 It is intended that the 2 nominees from each sub-group (6 in total) will get together with Domestic Violence Unit and Community Safety Unit staff to form a 10 -person steering group to organise the conference and to meet with Local DV Partnership Chairs over the coming months. However, the main organising functions will fall to the Domestic Violence Unit and Community Safety Unit.

7.5 Ms Reilly asked for volunteers to join her presentation team to report on the progress so far under the Prevention strand of the Strategy. She explained that the team would not be representing their own organisations but would be reporting on behalf of every department/agency on progress generally under that strand. Ms Mallon volunteered to join the presentation team and the Steering Group.

8. Consideration of Draft Media Strategy for 2006-2008

8.1 Mr Sam McIlveen (AV Browne Advertising) attended the meeting to present the proposal for a two-year domestic violence media strategy. Sharon Harley NIO, and Nicola Steele DHSSPS Information Office also attended the meeting.

8.2 Mr Shiels informed the group that he, Ms Reilly and Ms Harley had met with AV Browne to discuss the issues that needed to be covered by the media strategy. AV Browne were asked to develop a draft two-year

strategy taking into consideration the issues raised and the objectives agreed by the Sub-Group at its meeting on 25 April 2006.

- 8.3 Mr Shiels outlined the funding available for the media strategy for year 2006/07:
Northern Ireland Office - £50k
Department of Health, Social Services and Public Safety - £30k
Police Service of Northern Ireland - £20k
Department of Social Development - £10k
Mr Shiels added that there might be an opportunity to divert some funds from another project to raise the total fund available to the £130k necessary to meet all the objectives in 2006/07.

- 8.4 Mr McIlveen spoke to the paper attached at Annex 1.

- 8.5 A number of issues were raised by Members:
- Ms Mallon had some concerns around the use of the word 'suffer' in the strapline 'anyone can suffer so anyone can call' but the general consensus was that it was a punchy strapline that reflected accurately the issue
 - Ms Mallon felt that a campaign (in 2007/08) highlighting the fact that perpetrators, if caught, would be prosecuted might not be the best way forward as it could leave victims more vulnerable. Members agreed that the issue would need careful consideration but the concept was a good one and should be explored further particularly among the Criminal Justice Agencies
 - Ms Mallon highlighted that psychological violence does not necessarily precede physical violence and that there can be one without the other
 - Ms Robinson reported that the vat calculations for both options were erroneous

Mr McIlveen agreed to liaise with Mr Shiels regarding the issues raised.
Action: Mr Shiels to contact AV Browne

- 8.6 Members agreed that Option 1 should be taken forward – see Annex 1. Members were happy for the Domestic Violence Unit and the chair to liaise with AV Browne on further development of campaign materials. Mr Shiels agreed to send a copy of the completed Ads and poster(s) when ready to members for final sign-off .

- 8.7 Mr McIlveen agreed to contact Ms McCutcheon (MAP) regarding the development of a radio ad specifically for male victims of abuse.
Action: Mr McIlveen to contact Ms McCutcheon

- 8.8 Ms Steele agreed to contact the Domestic Violence Unit regarding possible PR for the campaign launch.
Action: Ms Steele to liaise with the DV Unit

9. Any other business

9.1 *Parliamentary Questions on domestic violence*

Mr Shiels informed Members that Ms Iris Robinson (DUP) had asked 4 Parliamentary Questions on domestic violence. Questions related to the number of deaths in Northern Ireland caused by domestic violence (broken down by gender); the amount of money spent on Refuges in Northern Ireland; and the number of incidents of domestic violence reported in Northern Ireland. The PSNI were unable to provide a gender breakdown of the number of incidents of domestic violence, as this type of breakdown is only available for the number of crimes recorded. The other question related to services available specifically for male victims.

9.2 *Crossing Borders: preliminary research on human trafficking in Northern Ireland*

Ms Mallon informed Members that Women's Aid Federation had published 'Crossing Borders: preliminary research on human trafficking in Northern Ireland'. The report is available for download at www.niwaf.org

9.3 *Visit to view Helpline facilities*

Ms McCutcheon thought that it would be helpful for her to visit the newly refurbished Helpline facilities as male callers are signposted to MAP. Mr Shiels agreed to contact Ms Annie Campbell (WAF) in relation to the matter. Mr Shiels reported that Ms Campbell, at the RSG meeting on 6 June 2006, had extended an invitation to any member of the RSG or its Sub-Groups to visit the Helpline's office to view facilities and meet staff.

Action: Mr Shiels to contact Ms Campbell regarding a meeting with Maxine McCutcheon

10. Dates for future meetings

10.1 The following dates were agreed for the next meetings of the Information Sub Group:

- Tuesday 12 September 2006 at 10.00 a.m.
- Tuesday 12 December 2006 at 10.00 a.m.

The total number of calls managed in February 2005 – January 2006 amounted to 21,358 compared to 17,948 calls managed in February 2004 – January 2005.

During the 2005/06 year the number of calls to the Helpline from male victims amounted to 202 (about 1% of the total). While this represents an increase it does not reflect the substantial number of male victims reporting domestic crimes to the police - over 2,000 and representing about 25% of total domestic crimes.

Helpline Calls Analysis & Advertising Activity				
Month	2004/5	2005/6	% Difference Year on Year	Advertising Activity
February	1,426	2,089	46.5%	21st February - 27th March 2005
March	1,398	2,106	50.6%	21st February - 27th March 2005
April	1,482	1,788	20.6%	
May	1,438	1,717	19.4%	
June	1,537	1,651	7.4%	20th - 25th June 2005
July	1,586	1,738	9.6%	
August	1,238	1,759	42.1%	
September	1,574	1,678	6.6%	
October	1,593	1,955	22.7%	10th - 31st October 2005
November	1,527	1,583	3.7%	
December	1,606	1,683	4.8%	
January	1,543	1,611	4.4%	9th January - 5th February 2006

Our view is that there was an uplift in calls to the Helpline during the advertising campaigns and that if the advice people received helped break the cycle of domestic violence then the advertising activity has been hugely beneficial.

Next Steps

Domestic Violence comes in many forms including physical, emotional, financial, sexual and psychological and affects people in a variety of relationships including heterosexual, homosexual, bi-sexual and transsexual, but we recognise that the vast majority of domestic violence effects women and they remain our core target audience. Children living in homes where there is domestic violence are also an important group and it will be imperative that where appropriate advertising messages include them or the negative impact abuse has on them – but we will not actively target children at this stage.

It is important to understand that domestic violence has different forms. In the absence of statistics to indicate which types of abuse are most prevalent our proposal is that over the next two years we have a campaign that identifies and addresses the different forms of domestic violence, with a view to encouraging those affected to seek help and advice and break the cycle.

The advertising objectives are to:

- 1 Highlight the issue of domestic violence and the various forms it can take

- 2 Encourage all people affected by domestic violence to call the Helpline;
- 3 Target women but have flexibility to up-weight campaign to people in groups currently under-represented in reporting domestic violence including male victims
- 4 Develop the campaign to incorporate a message or messages targeting perpetrators of domestic violence and highlighting the fact that if caught they will be prosecuted
- 5 Deliver a forceful and cost-effective campaign encouraging people affected by domestic violence to seek help.
- 6 Evaluate impact of campaign through advertising tracking research and analysis of call volumes to helpline and reports to the police.

In order to highlight the various forms that domestic violence can take we are proposing a phased approach. The “Dolls House” commercial which ran last year highlighted physical abuse. Our feedback from Women’s Aid indicates that while physical violence against a partner is the most obvious form of abuse – it is widely recognised and is seen as socially unacceptable with the victim being able to get help from the legal system. Perhaps a more insidious problem is psychological abuse which is harder to identify and if not addressed can lead to physical abuse. Stopping psychological abuse early may be a route to reducing other forms of domestic violence.

Following the 2006/07 activity for which psychological abuse will be the lead message we are planning to have physical abuse as the main message and tag this with a sting highlighting that perpetrators of domestic violence will be held accountable by the police and the courts.

Our proposed timetable for activity is as follows:

2006/07	lead message – Psychological
2007/08	lead message – Physical with a sting targeting perpetrators

The 2007/08 approach will be confirmed following a review of the previous year’s campaign and its effectiveness which will be measured through calls generated and the qualitative feedback from the Helpline, the police and all other parties involved. The focus of our activity will be based upon this feedback and an evaluation of how the campaign objectives have evolved.

Creative Strategy

We propose to continue with the “Anyone Can Suffer – Anyone Can Call” creative approach in 2006/07 as we are trying to make the campaign as inclusive as possible to tie in with our overall strategy.

To maximise exposure of the campaign we propose to adapt the current Scottish Executive commercial for Northern Ireland, which highlights psychological abuse.

Creatively television will be the lead medium, which will be supported by other media activity.

We propose to create a range of radio commercials to support the television activity highlighting the different forms abuse can take, including a version aimed specifically at encouraging male victims to seek help.

The washroom poster creative will reflect the venue in which they appear and if appropriate posters can be produced to address migrant workers and ethnic groups

Media Strategy

The most effective advertising campaigns are those which use a co-ordinated multi-media strategy. This strategy is essential for a direct response campaign, of this nature. As the main objective of this campaign is for the target audience to act and phone the Helpline, the number needs to either be remembered or noted down. Thus we want to expose the target audience as many times as possible to the number either through television, radio or outdoor.

To best illustrate the effectiveness of a multi-media strategy to effectively communicate the message, we can look at the typical day of a young mother. She may be watching GMTV in the morning and be exposed to the advert, take the kids to school and hear the commercial on the radio, be out for a coffee/lunch later that day and see the poster in the washrooms. Then later that night, when watching the soaps and dramas, she could be exposed again to the advert. This example highlights the cumulative effect of a multi-media strategy. This is replicated when we look at a number of different audiences i.e young female professionals (On Citybus commuting to work she will be exposed to the interior A2 back of driver panels, listen to radio on mobile phone or ipod and later that evening watch specialist female programming on television. (i.e. Ten Years Younger, Desperate Housewives etc)

The media strategy's central focus will be on the main target audience i.e.females as they make up approx 90% of the victims. However the campaign will also reach out to the male audience. Television has mass market appeal and although the airtime will be focussed on daytime off peak and the leading soaps, dramas and female bias programming, the commercial will also air in local news, current affairs, sports and nature programmes, to reach out to males. Men will also be exposed to the commercial on the radio, when commuting to and from work and through the washroom posters at their local pub/club.

In addition to this, the agency is also proposing to run a radio advert which is solely targeted at male victims. From the latest PSNI statistics*, of the recorded crimes with a domestic motivation, 25% were male with 75% female. Although there is a distinction between the number of domestic incidents which remain unreported to police and actual crimes logged by the police which these statistics are, this does show that there is a shift and that males can not be ignored in any advertising campaign.

The agency will source the peak listening periods for 25-55 year old males on each station and airtime will be concentrated in these dayparts. This highlights the evolving nature of the campaign, as this will be the first time that creatively the campaign has specifically reached out to male victims. The effectiveness of this advert will be measured by benchmarking the number of male callers to the helpline against year on year figures.

The agency is recommending two bursts of activity using a combination of television, radio and tactical outdoor.

** Source: PSNI Statistical Report No. 2 –Domestic Incidents and Crimes (1st April 05 – 31st Mar '06)*

Timing

The agency is recommending two lightweight bursts of activity on television, these are planned in the months of August/September 2006 and January 2007. The latest PSNI statistics did not provide a monthly breakdown, however perception would be that the July/August period, would see an uplift due to the holiday period and the additional stress on parents with the school holidays. In addition, January is a particularly stressful month, post the excess of Xmas when financial worries are at a premium.

For the first burst of activity, we will run with a medium-weight campaign of 550 ratings. This weight is essential for the launching of a new creative treatment addressing psychological domestic abuse, a totally new direction for the advertising campaign, which has hitherto focussed on physical abuse. This weight will ensure an effective frequency as the average person should be exposed to the commercial at least 7 times over the course of the four-week campaign. This should give the victim the opportunity to note down the number or respond instantly if they are on their own at the time the commercial is aired.

The second burst will be timed in January, it will run for a three week period and will be a lightweight campaign of 400 ratings. This second burst will benefit from the residual awareness from the August campaign, thus less weighting will be required to create awareness and generate action.

Feedback from Women's Aid on the timing of calls revealed that many women call between 9am and 4pm, when presumably they are on their own i.e. the partner has left for work and the children are at school. Thus, we can exploit this valuable information to buy daytime off peak airtime which is much cheaper. However as with all campaigns, the peak daypart of 7pm-10pm is key for awareness to an all adult audience.

The campaign will run on a combination of UTV, Channel 4 and GMTV. GMTV performs particularly well against the female and housewives audience, delivering 28% share of viewing in the 7.30am-9.30am daypart, thus it is an essential station for this campaign.

Provisional TV plan

Stations	Timing	Commercial Length	Estimated No of Adult TVRs	Cost
	Burst 1			
UTV, Channel 4 & GMTV	7 th – 13 th August	40 secs	150	£9,450
	14 th – 20 th August	40 secs	150	£9,450
	21 st – 27 th August	40 secs	125	£7,875
	28 th Aug – 3 rd September	40 secs	125	£8,660

	Subtotals			
	Medium-weight Campaign Total		550 ratings	£35,435
	Estimated Coverage 1 + Coverage – 75% of All Adults in N.I. will see the commercial at least once 4+ Coverage – 42% of All Adults in N.I. will see the commercial at least four times OTS : 7 -The average person will see the commercial approx 7 times over the 4-week period.			
	Burst 2			
	Mon 8th – Sun 14th Jan 2007	40 secs	150	£8,993
	Mon 15 th – Sun 21st Jan 2007	40 secs	150	£8993
	Mon 22 nd – Sun 28th Jan 2007	40 secs	100	£5,995
	Subtotal			
	Burst 2 Subtotal		400 ratings	£23,981
	Estimated Coverage 1 + Coverage – 71% of All Adults in N.I. will see the commercial at least once 4+ Coverage – 35% of All Adults in N.I. will see the commercial at least four times OTS : 5 -The average person will see the commercial approx times over the 3-week period.			
	Campaign Totals		950 ratings	£59,416

Radio

Radio will complement the television activity. Commercial radio listening has grown almost 25% in the last 5 years and has a weekly reach of 57% of the Adult population of Northern Ireland.

Cool and Downtown have the strongest listenership of all the commercial stations, with a combined weekly reach of 499,000 adults (37% of the NI population) We will use all available audited commercial stations :Cool FM, Downtown, Belfast City Beat, Mid-FM and the Q Network which covers the North West, Coleraine, Omagh and Enniskillen areas

In addition, the agency is also recommending running with Classic Fm, which now offers an advertising package for Northern Ireland. It has a weekly reach of 99,000 and will tap into the older, ABC1 demographic, i.e the blue collar audience. Current costs are very reasonable.

There were recently two new stations which launched in November 2005, U105 and Seven FM with transmission areas covering Greater Belfast and Ballymena respectively. These stations do not have audited Rajar listenership figures, and thus as advised by the government directive, should not be used for any government campaigns. Both stations will have official Rajar figures in August 2006, thus for the second recommended burst of activity, they can be considered within the media mix.

Campaign Strategy

The agency would recommend a medium weight campaign on all the available commercial radio stations, to achieve c.3-4 OTH (Opportunities to hear) per week. Costs are based on running two 30 sec commercials. The first will be the existing creative, which is all encompassing, covering off all forms of domestic violence and reaching out to all audiences, entitled ‘;Many Forms’ The second will be the edit which is solely targeted at male victims.

Thus there will be two different buying strategies. The ‘ Many Forms’ edit will air in a combination of peak morning and evening drivetimes to reach the commuting workforce; off peak daytime to capture the housewives/ shopping mothers and off peak weekend night-time airtime for the younger demographic. This airtime buying strategy results in cost effective advertising, as we are combining off peak daytime and night-time weekend airtime with the key peak drive-time periods. For the male edit, this will air predominantly in and around the commuting drive-times, newsbreaks and identified specialist programming on each station which will reach the target audience.

The two commercials will air in equal rotation. In terms of timing, activity will be co-ordinated with the television and outdoor activity. The radio will launch one week post the television, so that there will be the initial awareness from the one week of television, for the radio to build upon.

Radio Plan

August 2006

Station	Dates	Cost – Total Spots 528
Downtown	Mon 14 th – Sun 27 th Aug 2006 (2 weeks)	£12,812.64 (Based on 66 spots per station)
Cool		
Classic FM		
Citybeat		
Mid –FM		

Q Networks - Q102, Q97 & Q101		
January 2007		
Downtown	Mon 15th – Sun 28th Jan (2 weeks)	£6,260.00
Cool		
Classic FM		£940.00
Citybeat		£2,112.00
Mid –FM		£792.00
Q Networks - Q102, Q97, Q101		£2,708.64 (Joint rate for all 3 stations)
Totals		£12,812.64
Estimated Coverage:4-5 OTH per station per burst i.e. the average listener should be exposed to the commercial at least 4-5 times on each station over the course of the campaign		
Total		£25,625.28

Outdoor

The agency is recommending more tactical and targeted outdoor placement, a tactical ambient campaign on washroom panels, complemented by interior A2 Back of Driver panels on buses.

Washrooms

These will be timed to complement the other media activity. The beauty of this medium is being able to have gender specific messages and a captive audience! The campaign will run in approx 50 key venues, i.e. pubs/clubs with 100 panels per burst. Depending on the message these can be split in whatever rotation you wish. (male/female toilets). They will also be geo-targeted to the identified hotspots highlighted by the latest PSNI statistics broken down by DCU area. (South Belfast, Foyle, Lisburn, Craigavon and East Belfast having the most incidents recorded.)

Media costs are also relatively low, at only £35 per panel for a two week cycle.

Buses – A2 Rear of Drivers

These interior panels are both cost effective and supply excellent province-wide coverage.

A detailed breakdown of the areas that the bus route will cover will be forwarded and again the weighting will take into account the statistical breakdown of domestic violence incidents per DCU area.

Over 30% of all journeys, on either Ulsterbus or Citybus are made by shoppers.60% of Citybus travellers travel on a daily basis, so we have high frequency exposure. On an independent survey commissioned by Translink, over 60% of travellers on both Citybus and Ulsterbus were female.

These panels are only c.£12 per panel for two weeks exposure and as both periods are relatively quiet for outdoor advertising, a high degree of overshoot is expected.

Panel Type	Burst 1	Burst 2	Media Cost
	No of Panels		
	14 th – 27 th Aug 2006	15 th – 28 th Jan 2007	
Washroom	50 venues 100 panels	50 venues 100 panels	£7,000
A2 panels Interior Rear of Driver	120	120	£2,880
Total			£9,880

Added Value Elements

In addition to the traditional media vehicles, the agency also recommends that A2 posters are distributed to a wide range of outlets including: Women’s aid groups, community centres, pharmacies and doctors’ surgeries, family planning clinics, STD clinics, youth centres, police stations and other key public sector buildings throughout Northern Ireland. The agency would print the posters, but the client would distribute through their network of contacts

These would be produced as an additional print run of the Interior A2 Back of Driver panels from buses. It will be subject to the respective venue agreeing to put up the posters which is beyond our control but something that should be exploited.

In addition, the agency has a list of ethnic minority centres and contacts for all of Northern Ireland. The agency would post out posters to this list of 65-70 groups to increase penetration against this key audience.

Cost Summary – Media & Production

1. Media Costs Breakdown

Media	Cost
Television	£59,416.00
Radio	£25,625.28
Outdoor	£9,880.00
Total	£94,921.28**
Total + vat	£111,674.88

** Please note all media costs are subject to change.

2. Production Cost Breakdown

Media	Cost
Television	<p>Total = £4,000</p> <p>This figure would incorporate the following charges and is based on AVB carrying out the edit.</p> <p>V/0 Session Fees Studio Hire ISDN End Frame Edits Station Tapes (x3) Creative Director – Art direction Time</p> <p>N.B Television costs don't include artist buyout fees, repeat fees or any sum that is required to be paid to the Scottish agency (Newhaven Advertising Agency) that created the ad.</p>
Radio	<p>Production of a new Radio ad (for male victims) – This includes studio time to provide script options.</p> <p>£2,500</p>
Outdoor*	<p>Option 1 – 140 lenticulars, size A2, made up of 2 images only (one change) each image full colour £720.00</p>

	Option 2 – 140 A2 rear of driver posters, full colour on one side £710.00
Posters	1500 of 4 designs of A3 poster (6000 posters in total) full colour on one side on 170gsm silk £465.00
Artworking/Art Direction & Production	Studio time based on designing and art working the A2 rear of bus creative and A3 Posters £1,500
Evaluation	Benchmarking and Post Campaign Evaluation £8,000
Total	£17,185** (This is based on progressing with the Outdoor Option 1)
Total + vat	£20,218 (This is based on progressing with the Outdoor Option 1)

*** Outdoor (A2 Rear of Drivers)**

Option 1 – Lenticular Creative – presented in September 2005. This creative showed a changing face to reveal the person looking into the Lenticular with bruises.

Option 2 – Faces Creative – presented as a creative concept in September 2005.

** Please note all production costs are subject to change

Other Issues:

Please note that TV early booking deadlines are 6-8 weeks in advance of airdate, thus approval for this campaign would be required by c. Monday 19th June 2006.

In addition, I have provided a media strategy which I believe is effective in terms of the weighting afforded to each of the media choices. In the event that budgets are not available, the first burst of TV can revert to a lightweight 400 ratings campaign, the media cost for this would be c. £26,000. Thus the overall media budget would be **£85,486.28**.

Total Campaign Cost

Option 1

To progress with a medium weight burst of TV the total cost for the campaign including both Media (£111,674.88) and Production (£20, 218.00) would be = **£131,892.88**

Option 2

To progress with a light weight burst of TV activity the total cost for the campaign including both Media (£85,486.28) and Production (£20,218.00) would be = **£105,704.28**

All costs are subject to availability and change.

26.05.06