

On 22 Jun 2020, at 17:46, [REDACTED] wrote:

Hi Erica, here you go. Answers below each question in yellow. Just as a side note, your questions are worded in a way highly similar to someone who applied to our fund. We did actually want to fund this individual and offered him a contract but he didn't want to take it up as wanted to use his own brand. I couldn't do this because if every provider used their own brand it would dilute the message we were aiming for. Might be a coincidence but thought I would mention it just in case

From: Erica Roffe <erica@bedfordindependent.co.uk>

Subject: Covid-19 funding

Date: 22 June 2020 at 15:44:41 BST

To: [REDACTED]

Cc: news@bedfordindependent.co.uk

Dear [REDACTED]

We are working on a story about the delivery of the PCC's covid-funded online fitness activities with James Campbell. Are you able to provide the following information?

1. Is James Campbell based in Bedfordshire? If not, what are his links to Bedfordshire?

James usually works in London but can work anywhere in the country. Due to the national pandemic, he has been available for this highly successful campaign in Bedfordshire. The PCC advertised widely in Bedfordshire for individuals to help with this project and emphasised that they needed to have Youtube online teaching experience (asking for sample videos to be sent to her so that, as a former television presenter herself, she could ensure that the results were professional and good value for money). James was the most well qualified by far of those who applied to her in this respect and also brought his graphic design and video editing expertise to the role (creating the JCC logo and launch video showcasing the other 'instructors' as well as his own contributions). Several other Bedfordshire-based organisations, for example, applied for funding and sent ideas for films but did not provide a single example of a video or Youtube work to prove the quality of what they may be able to supply.

2. At what point in the application process was the partnership with James Campbell agreed?

James' original bid to take part in the online project was the inspiration that launched The J C Collective by name. James had an idea about supporting young people that matched the Commissioner's objective to provide a support and diversionary programme for young people throughout the pandemic and school holidays to September, whichever was longer. The quality of James' application was what made the PCC choose him as its leader and this suggestion and the name for the project were hers, not James'. The PCC stressed publicly from the outset that a young person needed to lead other young people in these online activities and that it would have been inappropriate for her - a middle aged woman - to have fronted the project herself. She would be deeply disappointed if jealousy in relation to James or a

mischievous desire to criticise her personally, were clouding this entirely above board decision.

3. How was the relationship with James Campbell established? - was an application made by James Campbell to the PCC?

James applied to provide one of the online sessions; in his case, fitness classes in which he is well qualified as an established personal trainer, also leading online sessions for a national gym chain. The PCC considered that if his teaching was considered of national quality, it would certainly be appropriate to choose him to lead sessions in her county.

4. What grant funding did James Campbell receive to deliver sessions on YouTube?

James receives exactly the same amount of funding as every other content provider we are endorsing. The detail is listed below:-

5 hours pay to make 1 video over 17 weeks at £25 per hour, thus £125 per video. Each content provider was also issued with £400 for camera equipment, tools or lighting, as required, to produce a professional result.

5. What is the level of engagement on the YouTube channel?

We have had over 2000 views of the videos in just over one month. This is an extraordinary result for a brand new service. The PCC hopes, therefore, that the local authorities or other commissioners may wish to build on this success in future school holiday activity sessions to provide young people aged 10-25 with inspiration for a hobby, a potential career or simply worthwhile ways in which to spend their time.

6. What qualifications and experience does James Campbell have of delivering exercises for children?

James has qualified as a professional fitness instructor rather than specifically as an instructor for children alone. Please note that these sessions are for 10 to 25-year-olds.

7. Do you think that the exercise sessions delivered by James Campbell on the channel are suitable for children?

The body building videos are only available on James' 'YouTube' channel not our 'Kids YouTube' channel which is aimed at the younger age group. This difference is pointed out in the introductory video which is highlighted at the introduction to the channel. The PCC is a mother of two boys herself and considers the content of the two channels to be entirely appropriate, depending on their age at the time.

8. Do you feel the bodybuilding technique and message in the sessions is suitable for young people?

Body building requires hard work, dedication, focus, motivation and exceptional self discipline. James has never used any form of steroid or non natural enhancement. Our videos are exercise and fitness programmes aimed at appropriate age groups including programmes for older teenagers and young adults. Suggesting otherwise would be both unfair and inaccurate.

9. How are you and James Campbell promoting the fitness sessions to children during lockdown?

The OPCC has reached out to varying platforms that have been running as support mechanisms for young people. We have contacted schools via social media and have asked our existing partner organisations working with children, teenagers and young adults, both within the public sector and charities, to promote the channel. Having seen the content for themselves, they have been happy to do so.

10. Are you able to evaluate impact and engagement?

We have been monitoring the feedback directly from young people watching the videos and are in contact with partners who offer advice to us on topics to cover and which areas work best. We have found the young people of Bedfordshire incredibly helpful in their suggestions to us of areas they would like covered and, without a single exception, the feedback we have received has been positive in relation to both James' input and that of other contributors. This has been a huge success.

My deadline is midday on Wednesday 24 June.

Please don't hesitate to get in touch if you need any further information.
I look forward to hearing from you.

Best wishes
Erica