

Decision ID:

PCCDJ

000652

2022

Decision title

YouGov data: confidence and trust

Executive summary

To maintain our ability to monitor public opinion on trust and confidence in our local police.

To partner up with the Association of Police and Crime Commissioner's (APCC) Violence Against Women and Girls (VAWG) working group to provide all 43 force areas with trust and confidence data to meet the VAWG working groups remit in trust and confidence.

To review YouGov data broken down by different demographics to allow us to best understand our local population and areas of interest.

Recommendation

The Police and Crime Commissioner (PCC) to fund a one year YouGov contract for data access costing **£17,500** +VAT (total £21,000). This is a joint venture with Thames Valley Police (TVP) Office of the Police and Crime Commissioner (OPCC) to save on costs.

Statement on publication

This Decision Record and supporting Decision Request documentation is suitable for publication.

Police and Crime Commissioner approval

I hereby **approve** the recommendation above.

Signature:



Name:

Donna Jones

Police and Crime Commissioner for Hampshire

Date:

6 May 22

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YouGov data: confidence and trust

Requester details:

Requester: Natasha Fletcher

Role title: Senior Researcher, OPCC

1 Strategic context

As outlined in the Police and Crime Plan: 'More Police, Safer Streets', the Police and Crime Commissioner's (PCC) success will be measured by:

"You feel safer living, working and visiting Hampshire and the Isle of Wight"

"You have confidence the police are responding to the crimes that matter to you the most"

"Crime is reducing and people are safer"

This is gathered both by qualitative approaches such as focus groups and case studies, and by quantitative measures using our YouGov data and OPCC survey distribution.

We have been using YouGov data for a number of years, confidently tracking the trust and confidence levels of local residents across Hampshire and Isle of Wight (HIOW). Current Crime Survey for England and Wales (CSEW) data only goes up 2020, leaving a near two year gap in Office for National Statistics (ONS) knowledge on public trust and confidence in local policing.

Hampshire Constabulary utilise our YouGov data to report monthly at Force Performance Group on the key four statements being monitored:

- *I trust my local police*
- *I feel safe in my community*
- *I find it difficult to talk to my local police*
- *My local police communicate well with the people in my area*

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All OPCC staff can access and utilise the data held in YouGov, thus offering a self-serve approach to the data. This adds resilience across the office and the ability to pull data in minutes. We are also able to apply demographic weighting to the responses being collected, thus further adding confidence to the data.

I also intend on accessing force victim satisfaction survey data to compliment the data being collected by YouGov, giving us again an alternative perspective on public trust and satisfaction.

2 Options appraisal

Our previous YouGov contract totalled: £31,084 +VAT. This gave us data access and two surveys with a sample of 500 HIOW residents. Due to the cost of the additional survey and the limited use of the results, I am recommending we do not go for a renewal on this.

The 3 options offered by YouGov for a Profiles data subscription:

- Hampshire only: £21,500+VAT
- Hampshire and Thames Valley: £35,000+VAT
- APCC (43 PCCs): £100,000+VAT

The 12 months subscription for an organization our size, makes the current renewal cost at £35,000+VAT but given the long-standing relationship with YouGov and understanding this would be a significant increase from what we paid last year, YouGov are offering a discounted rate of £21,500+VAT (unlimited users).

If two OPCCs would want to have access to the tool, technically this would count as 2 separate subscription at £70,000+VAT but again, due to our long standing relationship with YouGov a discounted rate of £35,000+VAT (unlimited users) has been given. This then would mean we pay £17,500 +VAT.

If we were to go down the APCC route and give access to all 43 PCCs, meaning the "parent company" would take care of the costs, YouGov would usually charge each of the organizations individually that fall under it. Again, YouGov understanding that this would not be realistic in our case, instead YouGov is offering a limited user contract which would give access to 2 users/PCC (or could be 3 users for one PCC and 1 user for

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another) for £100,000+VAT. This would ensure that our subscription is manageable by our client management (Product) team, including training and usage support throughout the contract period.

This year we are opting for the joint contract with TVP to safe on costs. We are working with the APCC to develop interest across the 43 force areas, with the HIOW OPCC providing confidence and trust data for each force area, this interest is hoped to lead to each force area contributing financially to the overall contract next year.

Due to the increase in costs to YouGov we did also undertake open market research into YouGov alternatives to see if there are other organisations that survey the public at regular intervals to monitor and track confidence levels of the public in local policing. We reached out to:

- Opinium – they told us they could run up to five quarterly questions, producing excel tables broken down by age, gender, ethnicity and district. They cautioned that they likely could not provide robust results for smaller areas unless large sample sizes were selected. Prices as follows:
 - 250 sample - £3,500+VAT per wave
 - 500 sample - £4,000+VAT per wave
 - 750 sample - £4,500+VAT per wave
 - 1,000 sample - £5,000+VAT per wave
- Ipsos – they do not routinely monitor confidence in policing but collect occasional non-specific data for trend purposes.
- Opinion Research Services – they do some similar work but did not engage with emails.
- RAND – do not undertake surveys of the public.
- Yonder – run a 3x weekly omnibus survey of 1,000 - 2,000 people nationwide – this would not contain enough people for Hampshire.
- DeltaPoll – no response.

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By joining with TVP on this one year YouGov contract we are saving £13,584 +VAT on the costs incurred last year.

3 Timescales

Start date: May 2022

End date: April 2023

4 Financial and resourcing implications

Total cost	£21,000 (£17,500 +VAT)
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Timeframe funding required for	May 2022 to April 2023
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Table 1 - Funding allocation in each financial year

	2022-23	2023-24	2024-25
Capital	£0	£0	£0
Revenue	£21,000	£0	£0

Table 2 - Funding source - Capital and Revenue

	Capital (insert 'Yes' if applicable)	Revenue (insert 'Yes' if applicable)
Transformation reserve		
Commissioner's reserve		
Commissioning budget		
Approved capital programme		
General fund		
Other (<i>please provide details</i>)		tbc

5 Communications and engagement implications

Not applicable.

6 Legal implications

Not applicable.

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7 Risks and mitigation

There is a risk that with no YouGov data access our ability to confidently and consistently track trust and confidence levels of local residents on local policing will be severely impacted.

We are already seeing 'survey fatigue' across the HIOW population. By having a reputable and independent organisation run this work we add further validity and robustness to the data being gathered.

8 Strategic policing requirement

We are proposing to support all 43 force areas with trust and confidence data, providing YouGov build a force area filter to enable is to share data.

9 Equalities

Not applicable.

10 Data Protection implications

There are no General Data Protection Regulation implications associated with this decision request.

11 Publication status

This report is suitable for publication.

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12 Personnel consulted

The following personnel were consulted on the Decision Request.

Table 3 - Personnel consulted

Role	Organisation	Confirmation of consultation (insert 'Yes' if applicable)
Police and Crime Commissioner	OPCC	Yes
Chief Executive	OPCC	Yes
Deputy Chief Executive / Criminal Justice Portfolio Lead	OPCC	
Chief Finance Officer	OPCC (HCC)	
OPCC/Hampshire Constabulary liaison	OPCC/HC	
Head of Strategic Commissioning and Partnerships	OPCC	
Head of Communication and Engagement	OPCC	
Head of Performance and Information	OPCC	Yes
Head of Standards and Compliance	OPCC	
Head of Estate	OPCC	
Programme Office Manager	OPCC	
Accountant	OPCC (HCC)	
Deputy Monitoring Officer	OPCC (HCC)	
Head of Strategic Procurement	HCC	
Commissioning and Partnerships Officer	OPCC	
Data Protection Officer	OPCC	

OPCC - Office of the Police and Crime Commissioner

HCC - Hampshire County Council

HC - Hampshire Constabulary

13 Appendices

Not applicable.

14 Background papers

Not applicable.