

c/o PO BOX 481
Fareham
Hampshire
PO14 9FS

Tel: 02380 478922
Email: npcc.foi.request@npfdu.police.uk

17/09/2021

FREEDOM OF INFORMATION REQUEST REFERENCE NUMBER: 368/2021

Thank you for your request for information regarding 'Your Police', which has now been considered.

Applicant Question:

Please can you disclose the following information:

1. How much does the NPCC's "YOUR POLICE" initiative cost to run?
2. In particular, how much does the "YOUR POLICE" Instagram account cost to run?
3. I believe "YOUR POLICE" is outsourced to a private company - what is the name of this company?
4. How many staff members are employed to work on "YOUR POLICE"?
5. How has the penetration and success level of YOUR POLICE been measured amongst its target audience (young people)?

NPCC Response:

The NPCC does hold information captured by parts of 1, 3 and 4 of your request. I have provided the information in full below.

1. In its current format, the YourPolice.UK National Youth Engagement Project costs £350,000 per year.
2. The NPCC does not hold recorded information in relation to this question however outside of the Act, my colleagues confirmed that: 'The YourPolice.UK National Youth Engagement Project is not outsourced to a private company, it is run through the NPCC Child-Centred Policing Portfolio and police employees work on the project.'
3. There are currently 4 staff roles within the team.



4. There are various metrics through which the success of the project has been measured, including social media engagement metrics, sentiment analysis, survey data, qualitative data including focus group and interviews, increased crime reports, increased intelligence reports, enhanced child safeguarding processes and referrals.

Yours sincerely

Fiona Greenlees

npcc.foi.request@npfdu.police.uk

On behalf of and supporting:

Sherry Traquair

Freedom of Information Officer & Decision Maker

www.npcc.police.uk

COMPLAINT RIGHTS

Internal Review

If you are dissatisfied with the response you have been provided with, in compliance with the Freedom of Information legislation, you can lodge a complaint with NPCC to have the decision reviewed within 20 working days of the date of this response. The handling of your request will be looked at by someone independent of the original decision, and a fresh response provided.

It would be helpful, if requesting a review, for you to articulate in detail the reasons you are not satisfied with this reply.

If you would like to request a review, please write or send an email to NPCC Freedom of Information, c/o PO Box 481, Fareham, Hampshire, PO14 9FS.

If, after lodging a complaint with NPCC, you are still unhappy with the outcome, you may make an application to the Information Commissioner at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.