

Appendix 1

Methodology

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LQ1 (scale, nature and evolution of the Programme) is informed primarily by data collected by the Prevention Team.

- This has included analysis of Task Log data, survey data, and quarterly reports submitted to the Home Office
- Data has been supplemented with 6 interviews with the Prevention Team.
- An interview with a long standing Programme-partner (a London Borough) informed the illustrative spotlight in this segment of the report too.
- Analysis of survey of #LookCloser Learning session participants n = 3189
- Analysis of survey of programme stakeholders

LQ2 (enablers and barriers to the night-time economy priority) has been informed by:

- Analysis of Task Log data
- 7 interviews with external stakeholders in 2 areas (South East and Southport)
- 2 x focus groups with the Prevention Team

Limitations

1. Reliance on internal perspectives. Much of the data analysed for this report has been generated by the Prevention delivery team. While this is somewhat helpful for understanding the Programme metrics, it is likely to carry a degree of positivity-bias, particularly when reflecting on achievement.
2. Task log provides a partial picture. The task log provides information on the types of activities delivered. However, it does not capture the depth, quality or strategic importance of tasks. It does not reflect any progress towards outcomes.

3. Developing consistency in definitions. Definitions around partner, audience and reach have been somewhat loosely applied within internal reporting systems. There is limited rigour around how reach figures – particularly for media engagement - are counted and verified. As a result, data on audience size and engagement levels should be interpreted cautiously and treated as indicative rather than precise.
4. Double counting. There is significant double counting within Task Log data. For example, the same partner may be involved in multiple tasks but is reported as separate each time.
5. Media reach has been excluded from this analysis. The Prevention team collects estimates of media reach and indirect reach referring to individuals who may have encountered the Programme’s messaging through channels such as media coverage, online distribution or partner comms. However, these figures are based on circulation or distribution estimates and appear to significantly overclaim with total reach estimates exceeding the population of England and Wales. For these reasons, we have chosen to discount media reach from this analysis.
6. Survey data collects some short-term outcomes. Data collected by the Prevention team via surveys represents some short term outcomes but does not report on longer-term outcomes.
7. Two similar surveys have been disseminated – one for #LookCloser Learning Sessions (as explained in section 3.5 of the report) and one for other training and learning sessions (as explained in section 3.6 of the report). In this report we have treated the two data sets separately as they were structured slightly differently and there was an appetite to understand the impact of #LookCloser specifically.

Appendix 2

The impact of #LookCloser by
workshop type

Outcomes achieved from #LookCloser Programme of Learning

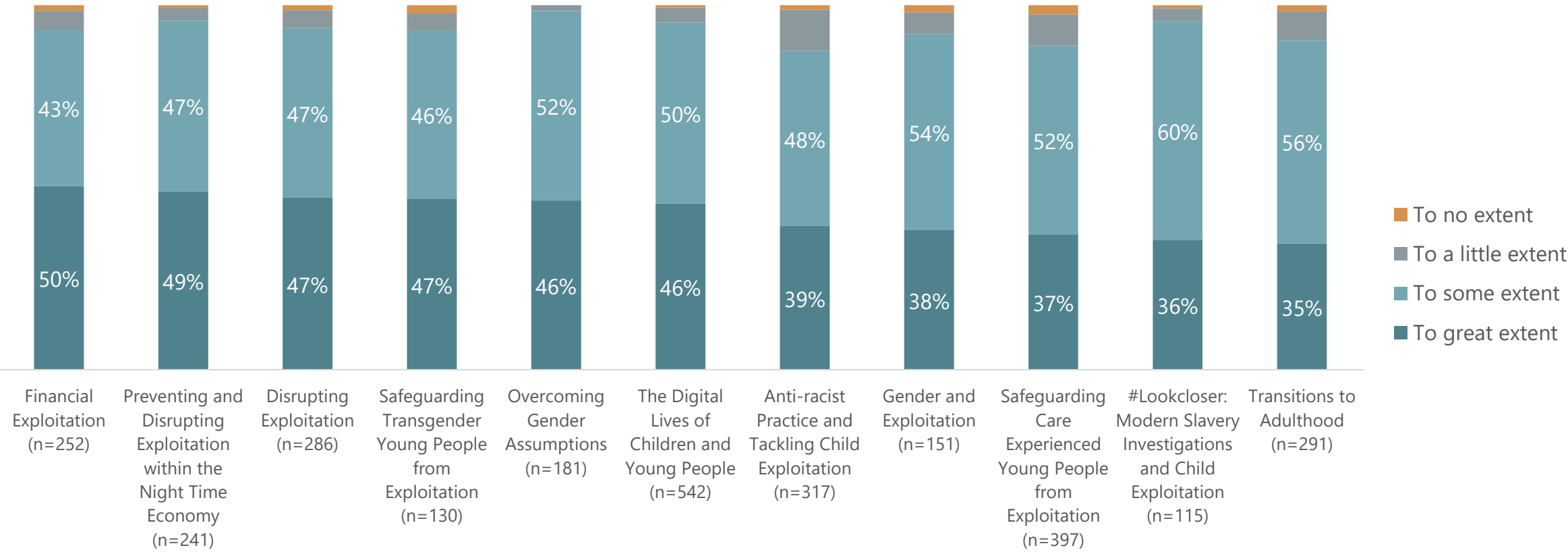
#LookCloser is the national campaign delivered by the Programme with the British Transport Police and National County Lines Coordination Centre. Participants of the sessions delivered as part of #LookCloser's Programme of Learning have been surveyed shortly after attendance (n=3189). The Programme of Learning offers training on topic relevant to the Programme's core priorities and is open to all professionals.

Results show that the sessions are effective at achieving the four desired outcomes to a reasonable or great extent for most participants. The four outcomes included:

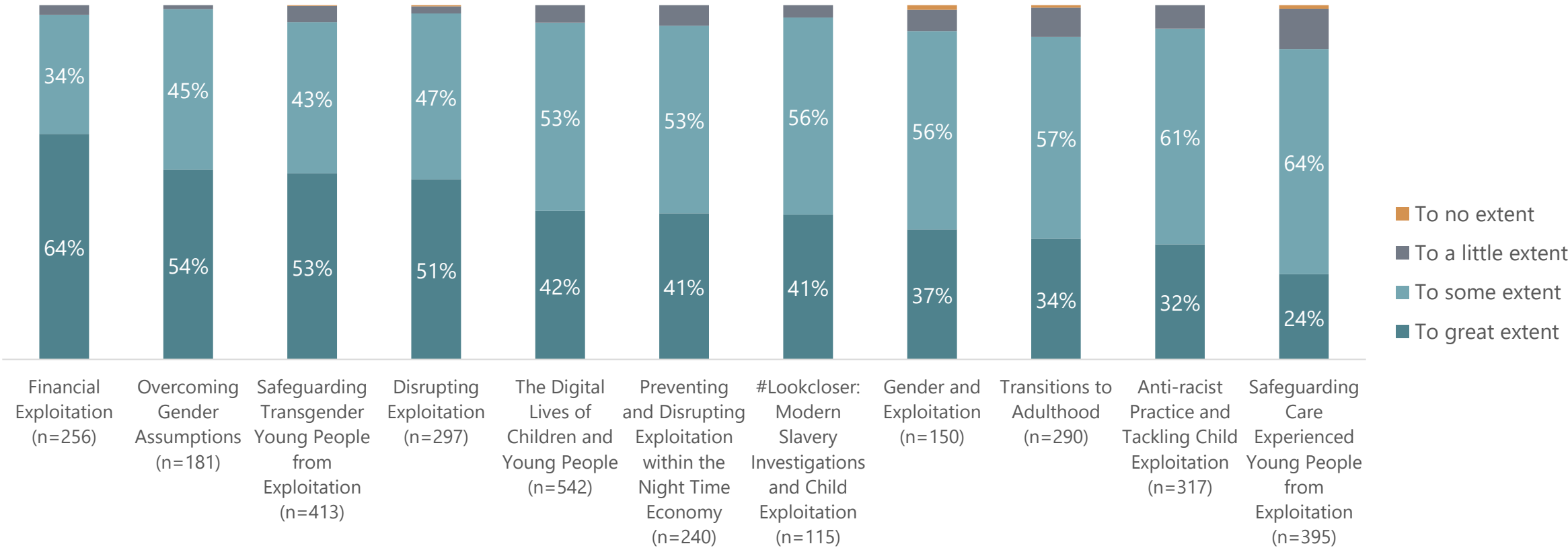
1. Feeling better prepared to identify signs of exploitation
2. Improving knowledge
3. Increased confidence in implementing learning from session into practice
4. Challenge an assumption or bias in relation to children and young people

The slides that follow show the extent to which outcomes were achieved within different types of sessions.

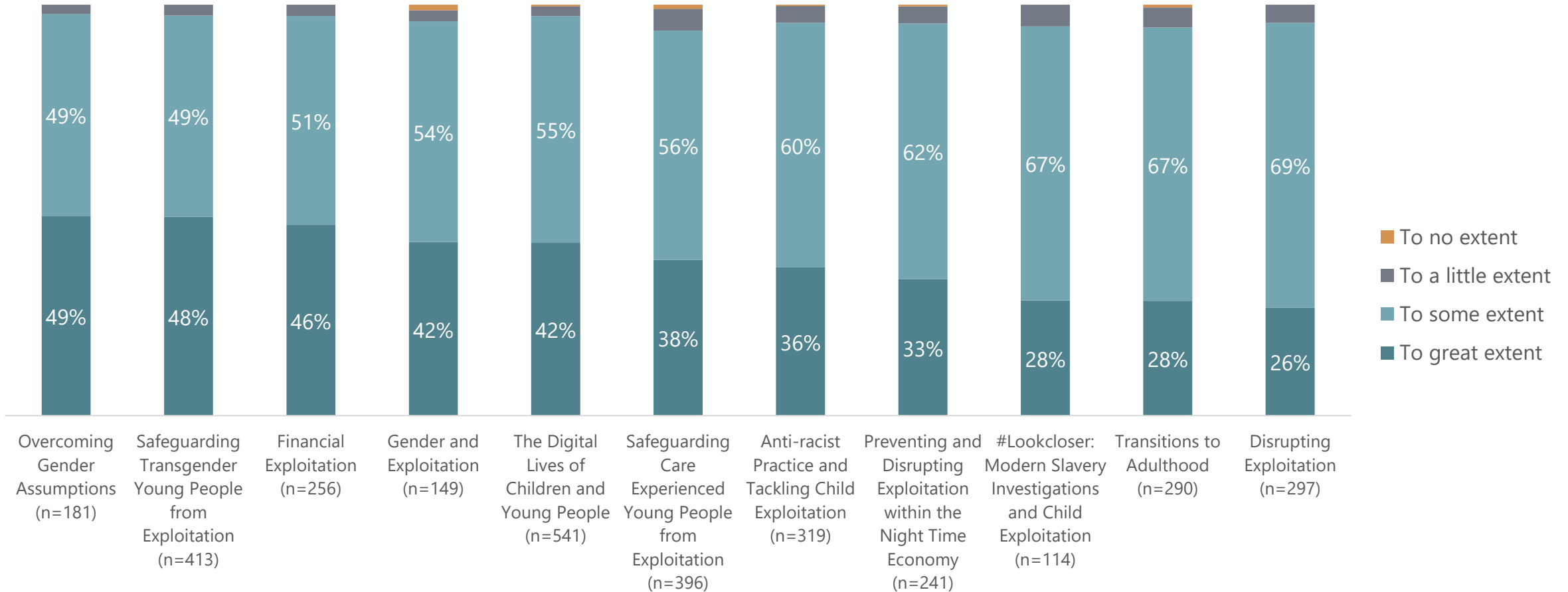
#LookCloser supporting participants to be better prepared to identify the signs of exploitation



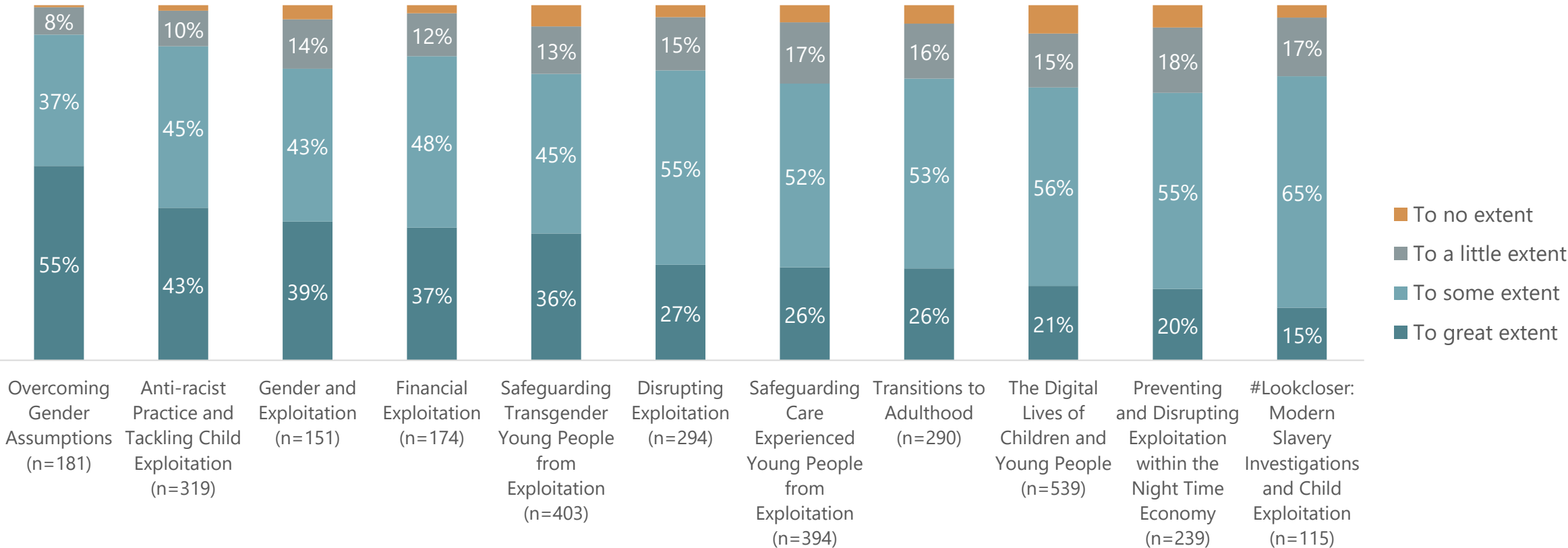
#LookCloser contributing to improved knowledge



#LookCloser supported improved confidence in implementing learnings into practice



#LookCloser effective at challenging assumptions and bias





Thank you

