



Commissioning of Opinion Surveys of Officers and Staff and/or Public (Surrey and Sussex) (1226/2023)

Abstract

This policy and associated procedure applies to all users who wish to either conduct their own “opinion” surveys or commission such a survey via either of the specialist surveying teams in Surrey Police and Sussex Police. An “opinion” survey is a survey by questionnaire or interview in which the opinions or perceptions of selected persons are solicited.

Policy

1. Introduction

1.1 Surrey Police and Sussex Police (hereafter referred to as Forces) both have specialist teams – the Surrey Research and Survey Insights Team and the Sussex Citizen Focus Team. These teams are experienced in designing, building, publishing, and analysing a wide range of both internal and external online surveys, utilising both their expertise and also specialist software applications. Both teams are therefore able to provide sophisticated surveys with often complex structures or question formats that would normally be at a level beyond a casual user or non-specialist survey designer.

1.2 Colleagues across both Forces are also regularly and increasingly seeking to conduct online “opinion” surveys for their own business needs, particularly since the introduction of the Office 365 “Forms” application.

2. Scope

2.1 This policy provides information on how all “opinion” surveys in Surrey Police and Sussex Police should be facilitated regardless of whether they are conducted by the specialist teams or local colleagues utilising Office 365 “Forms”. For the purposes of this Policy an “opinion” survey is a survey by questionnaire or interview in which the opinions or perceptions of selected persons are solicited. Any data collection exercises such as a count of an activity, a request for a service, or a quiz / poll and which do not include any element of “opinion” surveying are not within the scope of this policy, regardless of whether they are facilitated utilising Office 365 “Forms”.

3. Policy Statement

3.1 This policy and procedure covers all information needed to plan and commission “opinion” surveys. It is the responsibility of every user to know this procedure and to conduct their activities accordingly.

Procedure

1. Approval and notification of Surveys – Sussex Police

1.1 For any requests to conduct or commission external, forcewide or large (for example teams of over 201 colleagues, e.g., Divisional or Directorate) formal “opinion” surveys exclusively in Sussex, users must complete the relevant survey request form which will be provided on request via the Sussex Citizen Focus Team at an early stage of the planning. Once the form has been submitted for review, authorisation will be required before any such survey is progressed. Colleagues should engage with the survey team at the earliest possible opportunity to avoid the potential of wasting any time and effort in local preparation of surveys which cannot then be supported or approved.

1.2 The Citizen Focus Team (Sussex) also need to be aware of any planned local use of the Office 365 Forms application to conduct “opinion” surveys. This is to provide any advice and assistance but also to ensure all new surveys can be correctly sequenced and prioritised alongside other surveying. This will also ensure that surveys are not duplicated, that we avoid survey fatigue and that all surveys are clear, unbiased, and appropriate. Awareness of all surveying activities will also allow for a library of surveys to be maintained for the future benefit of all colleagues.

1.3 For medium scale “opinion” surveys of between 51-200 users, the relevant survey team (details at 1.2) must be contacted when an Office 365 “Forms” opinion survey is considered ready in order for that team to review and provide any advice and assistance.

1.4 Small “opinion” surveys of 50 users or fewer where the accuracy of the results is not necessarily important may be completed in Office 365 “Forms” app without any further assistance of the relevant survey team. We do recommend users always refer to the user guide below.

2. Approval and notification of Surveys – Surrey Police

2.1 For any requests to conduct or commission in Force or external surveys of any size, users must complete a survey request form which will be provided on request via the Surrey Research and Survey Insights Team. Once the form has been submitted to the team to review, authorisation will be required before any such survey is progressed. Colleagues should engage with the relevant survey team at the earliest possible opportunity to avoid the potential of wasting any time and effort in local preparation of surveys which cannot then be supported or approved.

2.2 The Surrey Research and Survey Insights Team also need to be aware of any planned local use of the Office 365 Forms application to conduct “opinion” surveys. This is to provide any advice and assistance but also to ensure all new surveys can be correctly sequenced and prioritised alongside other surveying. This will also ensure that surveys are not duplicated, that we avoid survey fatigue and that all surveys are clear, unbiased, and appropriate. Awareness of all surveying activities will also allow for a library of surveys to be maintained for the future benefit of all colleagues.

2.3 Training and conference evaluations can be completed in Office 365 “Forms” app without any further assistance. We do recommend users always refer to the user guide below.

3. Approval and notification of “Opinion” Surveys across both Sussex Police and Surrey Police

3.1 Requests to conduct or commission “opinion” surveys that are planned to be distributed across both Forces can be made to either the Sussex Citizen Focus Team or the Surrey Research and Survey Insights Team. Both teams can build and host surveys that can be made available across the two Forces. The teams liaise regularly and will discuss and coordinate all such requests. N.B. Approval will still need to be obtained from both Forces. This will be coordinated by the respective teams once approached as above.

4. User Guide

4.1 A user guide has been prepared which provides an overview of the Forms application, important considerations, surveying good practice and the basic and more advanced features of Forms. This guide was originally prepared by West Yorkshire Police and we are grateful for their assistance in allowing us to build a Surrey Police / Sussex Police version. The guide is provided as User Guide – Using Microsoft Forms.

5. Associated Policies

5.1 There are a number of other Force policies which will also normally apply to aspects of surveying. These include:-

- Surrey Police and Sussex Police Information Security Policy (722) - This policy provides an overarching protective security for Surrey Police and Sussex Police information assets and overall strategy for information security throughout both Forces;
- Data Protection Policy (Surrey and Sussex) (780) - This policy outlines how the UK Data Protection Legislation and other enactments dealing with data protection, governs how personal data is processed in the UK (Data Protection Law);
- Sussex only Corporate Identity and Branding Policy (1123) - This policy details the expectations on individuals to maintain professional standards in their communications and consistently apply Force branding;
- Information Management Policy (Surrey and Sussex) (1187) - This policy outlines information in relation to Information Assets, Sharing and Disclosure, Data Quality and Retention and Disposal of Information.

Team: Corporate Development Department