



**HEDDLU
GOGLEDD CYMRU
NORTH WALES
POLICE**

Response Date: 29/10/2026

2026/1036 - Behavioural Science, Trials and Interventions Involving Police Officers

In response to your recent request for information regarding;

For the period 1 January 2023 to the date of this request, please provide:

1. A list of any research projects, experiments, randomised controlled trials, pilot programmes or behavioural interventions involving officers or police staff in your force which were specifically intended to study, influence or change their behaviour, attitudes, perceptions, decision-making or interactions with members of the public.

This should include, where applicable, projects involving:

- behavioural science or behavioural insights;
- psychology or social psychology;
- behavioural economics or "nudge" techniques;
- unconscious or implicit bias;
- equality, diversity and inclusion where changing officer attitudes or behaviour was an objective;
- procedural justice;
- officer decision-making;
- communication or language;
- stop and search;
- use of force;
- public-order/protest policing;
- hate crime or non-crime hate incidents; or
- community engagement.

2. For each project identified, please provide only the following information:

- project/programme name;
- date or period during which it operated;
- organisation which commissioned or initiated it;
- external organisations involved, including universities, academics, consultants, charities or private companies;
- a brief description of its purpose;
- whether officers/staff participating were informed that they were taking part in research, a trial or behavioural intervention; and
- the title or link to any resulting evaluation or report.

3. Please identify whether your force has participated since 1 January 2023 in any such project coordinated, commissioned, funded or supported by the Home Office, College of Policing or National Police Chiefs' Council (NPCC).

For the avoidance of doubt, I am not requesting personnel records or information about individual officers, nor am I asking the force to conduct research or create new information. I am seeking existing project/programme names, records and reports.

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Glan-y-Don, Bae Colwyn LL29 8AW
www.heddlugogleddcymru.police.uk

Police Headquarters,
Glan-y-Don, Colwyn Bay LL29 8AW
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**Yn gwneud Gogledd Cymru'r lle mwyaf diogel i fyw, gweithio ac ymweld yn y DU
Making North Wales the safest place to live, work and visit in the UK**

- **project/programme name;** *Project Efa*
 - **date or period during which it operated;** *Officially started October 2026, will run until early 2027.*
 - **organisation which commissioned or initiated it;** *North Wales Police*
 - **external organisations involved, including universities, academics, consultants, charities or private companies;** *Actr-AI and Anglia Ruskin University*
 - **a brief description of its purpose;** *AI based simulation of a Stalking victim with the aim being to improve the response from police. It will enable officers to take part in a realistic interview roleplay. Once the interview is complete, the AI programme will analyse the interview and provide personalised feedback to the officer. Anglia Ruskin will analyse the interviews to establish any strengths, gaps, themes, risks etc.*
 - **whether officers/staff participating were informed that they were taking part in research, a trial or behavioural intervention; and** *Officers are aware this is a new innovative way of training to improve our response to stalking*
 - **the title or link to any resulting evaluation or report.** *Training isn't complete yet so no evaluation available.*
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- **project/programme name;** *Inclusive leadership*
 - **date or period during which it operated;** *2023-2024*
 - **organisation which commissioned or initiated it;** *North Wales Police*
 - **external organisations involved, including universities, academics, consultants, charities or private companies;** *This course based on Durham University Business School academic models on compassionate leadership and the impact that first and second line leaders have on how their teams interact with the public.*
 - **a brief description of its purpose;** *'Inclusive Leadership' course to first and second line leaders that had the objective to raise awareness and change attitudes and behaviours of leaders in terms of how they interact with colleagues.*
 - **whether officers/staff participating were informed that they were taking part in research, a trial or behavioural intervention; and** *Officers are aware this is a new innovative way of training to improve our leadership.*
 - **the title or link to any resulting evaluation or report.**
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- **project/programme name.** *NPP- Neighbourhood Policing Programme*
 - **date or period during which it operated;** *Pilot 2025 (3 months) - Full programme started 05/10/26 and will be ongoing*
 - **organisation which commissioned or initiated it;** *College of Policing*
 - **external organisations involved, including universities, academics, consultants, charities or private companies;** *N/A*
 - **a brief description of its purpose;**
The purpose of the New Neighbourhood Policing Programme (NPP) is to strengthen neighbourhood policing by giving officers and PCSOs the specialist skills, knowledge and training needed to work more effectively with local communities, prevent crime, solve local problems and tackle anti-social behaviour.
 - **whether officers/staff participating were informed that they were taking part in research, a trial or behavioural intervention; and**
the title or link to any resulting evaluation or report.
All that took part in the Pilot were informed that it was a pilot and evaluations were collected by the College of Policing.

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
 UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 19/10/2026