

Case Study

Police Scotland

"I am delighted with the partnership we formed with Journey Associates. From the initial discussion through to delivery of the evaluation, I was very impressed with the professionalism and commitment of the team. Given the amount of partnership time, effort and resource that went into 'It's Your Choice', it was important for us to know if it met its original objectives and to demonstrate the effectiveness of the product through sound research and evaluation. The final report has enabled us to achieve exactly what we set out to do - to demonstrate effectiveness." Superintendent Jim Urquhart, head of Police Scotland Operational Planning Department.

Grampian Police is the police force serving the north east of Scotland, including the oil and gas platforms in the North Sea.

The Project

The organisation worked in partnership with various oil and gas companies, NHS Grampian and Scotland Against Drugs to develop 'It's Your Choice', an interactive learning tool to inform workers in the Oil and Gas industry of the issues around alcohol, drugs and substance misuse. We were commissioned to undertake an evaluation of the effectiveness of this educational tool.



Our Approach

This evaluation had three main research strands and included both qualitative and quantitative data analysis. The first strand focused on in-depth interviews undertaken with the original partners in the project, to determine if their objectives for the interactive learning tool had been met, and to identify the benefits from having this resource. To understand the effectiveness of the product and how it was used within individual companies, the second strand involved interviewing intermediaries such as medical and personnel staff. The third strand of the research gathered information on the content, look and feel of the tool, its functionality and accessibility, and examined options for future development of 'It's Your Choice'. With these aims in mind, we devised an industry-wide survey that was distributed to onshore and offshore workers in 79 organisations across the Oil and Gas sector.

Outputs & Impact

The final report provided in-depth insights into the perception and effectiveness of the product in the marketplace, and highlighted a number of potential future developments accompanied by an action plan. The impartial evaluation provided Grampian Police and the project stakeholders with independent verification of the effectiveness of the tool. It also highlighted where improvements could be made to aid future development plans for the product. A number of critical issues relating to the market positioning of the product were also identified and used to help with future planning.