



Mae'r ddogfen hon ar gael yn Gymraeg. This document is available in Welsh

OFFICIAL SWYDDOGOL

Role Profile

Role Title:	Violence Prevention and Reduction Unit (VPRU) Principal Data and Insights Officer
Grade:	PO1/2
Responsible to:	VPRU Senior Policy Officer
Responsible for:	VPRU Analyst
Liaison with:	VPRU Team, Wider OPCC Office, Police Analysts, Police Officers, Police Staff, General Public including children and young people, External Organisations, Agencies and Partnerships
Required Vetting Level:	MV/SC – Management Vetting and Security Clearance
Date Published:	July 2026

Role Overview:

The Violence Prevention and Reduction Unit (VPRU) Principal Data and Insights Officer will play a key role in supporting the Violence Prevention and Reduction Unit (VPRU) to deliver its programme of work, which aligns with the Police and Crime Commissioner's Police, Crime and Justice Plan (2025–2029), and the South Wales Violence Prevention and Reduction Strategy. The post holder will be responsible for high-quality research, analysis of evidence and report development to inform violence prevention, early intervention policing and partnership strategies.

Role Purpose:

The post holder will provide high-quality, proactive coordination in relation to information, research and data collection, review and interpretation across multiple sources in relation to:

- Supporting the delivery of actions within the Police Crime and Justice Plan that relate to crime prevention and violence reduction;
- Supporting the VPRU to meet the duties of the Serious Violence Reduction Partnership Grant and Serious Violence Duty;
- Supporting the delivery of actions identified within the South Wales Violence Prevention and Reduction Strategy and;
- Supporting the evidence-based practice requirements of the South Wales Violence Prevention and Reduction Strategic Board and subgroups.

A key focus of the role will be leading on the South Wales and local Serious Violence Strategic Needs Assessments on an annual basis, ensuring a comprehensive understanding of violence and exploitation. The post holder will work closely with partner agencies to strengthen data-sharing processes, in addition to taking a research and evidence-based approach to enhance collective understanding of what works in violence prevention. Working closely with the VPRU Analyst, the



postholder will identify patterns, risks and emerging threats. The postholder will take an evidence-based approach to support the VPRU and wider partners to undertake investment decisions, target support and interventions appropriately and to work collaboratively to support safer and more resilient communities.

Key Responsibilities

- Lead and coordinate the production of the annual South Wales Serious Violence Strategic Needs Assessment (SNA) in collaboration with key partners including Police, Health Boards, Local Authorities, Youth Justice Services, Probation, Prisons, Youth Custody providers, Education settings and the VPRU.
- Work with local Prevention Partnerships to support the compiling and interpreting of data for their own area-based Serious Violence SNAs.
- Work jointly with regional and local stakeholders to obtain, exchange and interrogate datasets that underpin performance measures within the South Wales Violence Prevention and Reduction Strategy, ensuring progress is effectively monitored and reported to the Strategic Board.
- Contribute expert insight to both the South Wales Violence Prevention Strategic Board and its Data and Insights Sub-group, working alongside the VPRU Analyst, South Wales Police Analysts and analysts across partner organisations.
- Assist delivery of Police, Crime and Justice Plan priorities, including initiatives such as hotspot policing, by applying place-based and evidence-led analysis in partnership with South Wales Police analysts.
- Evaluate and assess the effectiveness of commissioned and funded programmes, using findings to inform future investment and commissioning decisions.
- Support the VPRU to remain abreast of current research and evidence relating to Violence Prevention and Early Intervention
- Work with the VPRU Analyst to strengthen collaborative data-sharing arrangements with Violence Prevention Boards and partner agencies to improve accessibility, quality and consistency of information.
- Work with the VPRU Analyst to gather, process and analyse quantitative and qualitative data from a wide range of sources to generate meaningful insights that support violence reduction, safeguard vulnerable individuals and minimise harm.
- Undertake research to support an understanding of violence, vulnerability and what works in preventing and reducing violence and harm to inform decision making and policy development.
- Examine complex problems or emerging issues, identifying evidence-based solutions and recommending appropriate actions.
- Manage and prioritise workload independently while maintaining effective coordination with colleagues and partner organisations.
- Arrange and coordinate meetings, workshops or events as required to support partnership activity.
- Ensure outputs meet high quality standards and comply with relevant legal, regulatory and organisational requirements.



	• Develop, implement and refine processes and methodologies to support consistent and efficient working across teams. • Present findings, insights and recommendations clearly to a range of audiences. • Identify potential risks within areas of responsibility and implement appropriate mitigation measures. • Represent the organisation professionally, maintaining positive relationships with internal and external stakeholders. • Uphold strict confidentiality and ensure compliance with data protection legislation and Management of Police Information (MOPI) standards. Additionally, the post holder may be required to carry out other duties in response to evolving organisational needs, provided these remain consistent with the overall scope and level of responsibility associated with the role.
Qualifications and Experience	Essential Must possess a degree or equivalent qualification in a relevant subject and /or demonstrate relevant experience in qualitative and quantitative research and statistical analysis. Desirable Demonstrate at least two years analytical experience in a law enforcement environment or similar.
Skills	Essential • Must be computer literate and proficient in Microsoft applications demonstrating a high level of computer literacy in word processing, spreadsheet and database software, including the complex manipulation of data. • Ability to follow through conceptual ideas to practical effective implementation. • Deals with sensitive and confidential issues and enforces the security of data. • Ability to produce high quality, comprehensive, logical and structured reports. • Able to present to individuals and groups, using language and techniques appropriate to the audience. • Strategic awareness and understanding of violence prevention, serious violence, early intervention, community safety and anti-social behaviour Desirable • Welsh Language Level 2 – Can understand the essence of a conversation, convey basic information, contribute to meetings, transfer telephone calls and respond to simple requests in Welsh. Also introduce oneself and others by name, role, and location/organisation. • Project management skills. • Experience of Force computer systems and analytical query tools.



	• Demonstrate an ability to write and edit Visual Basic programming for Excel • Knowledge of relevant legislation and the structures and functions of Police and Crime Commissioners.
Attributes	Personal Qualities: • Resilience: Ability to navigate competing demands and maintain focus under pressure. • Collaborative: Works effectively with internal and external stakeholders to achieve shared goals and deliver to high standards. • Innovative: Looks for new and creative ways to enhance ways of working. • Emotional Maturity: Self-reliant and motivated, pro-actively participates in understanding role and how best to help wider team. • Flexible: Responds calmly and pro-actively to changing commitments and deadlines.
Personal Qualities	Serving the Public Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests. Understands the expectations, needs and concerns of different communities and strive to address them. Builds public confidence by talking with people in local communities to explore their viewpoints and break down barriers between them and the police. Understands the impact and benefits of policing for different communities and identifies the best way to deliver services to them Develops partnership with other agencies to deliver the best possible overall service to the public. Professionalism Acts with integrity, in line with values of the Police Service. Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations. Acts on own initiative to address issues, showing a strong work ethic and demonstrating extra effort when required. Upholds professional standards, acting as a role model to others and challenging unprofessional conduct or discriminatory behaviour. Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required. Openness to Change Positive about change, responding flexibly and adapting to different ways of working. Finds better, more cost-effective ways to do things, making suggestions for change. Takes an innovative and creative approach to solving problems. Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge. Service Delivery



	Understands the organisation's objectives and priorities and how work fits into these. Plans and organises tasks effectively, taking a structured and methodical approach to achieving outcomes. Manages multiple tasks effectively by thinking things through in advance, prioritising and managing time well. Focuses on the outcomes to be achieved, working quickly and accurately and seeking guidance when appropriate.
	Decision Making
	Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations. Considers a range of possible options before making clear, timely, justifiable decisions. Reviews decisions in light of new information and changing circumstances. Balance risks, costs and benefits, thinking about the wider impact of decisions. Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest.
	Working with Others
	Works co-operatively with others to get things done, willingly giving help and support to colleagues Is approachable, developing positive working relationships. Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively. Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations. Is courteous, polite and considerate, showing empathy and compassion Deals with people as individuals and address their specific needs and concerns. Treats people with respect and dignity, dealing with them fairly and without prejudice taking a non-judgemental approach regardless of their background or circumstances.
	Managing Performance
	Understands the organisation's objectives and priorities and how own work fits into these Plans and organises tasks effectively to maintain and improve performance Manages multiple priorities, thinking things through in advance, balancing resources and co-ordinating activity to complete tasks within deadlines Knows the strengths of the team members, delegating appropriately and balancing workloads across the team Monitors delivery to ensure tasks have been completed to the right standard and tackles poor performance effectively
Note:	
The above list is not exhaustive and other duties commensurate with the grade and general nature of the post may, from time to time, be required. In addition, there may be some variation and/or development of the above duties and responsibilities without changing the general nature of the post.	



With the exception of any Deputy appointed by a PCC, staff within an OPCC must not undertake political work but are required to operate in a way which is sensitive to and fully informed by the local, regional and national policy context in which the PCC's policing, community safety, public protection and criminal justice responsibilities operate. The post holder will be in a politically restricted post under the Local Government and Housing Act 1989. The OPCC is required to undertake its role in a way which is agile and responsive to the public interest, to the direct accountability of the PCC to the public as well as to the supportive oversight and scrutiny of the Police & Crime Panel and independent audit committee arrangements. Alongside the PCC, the OPCC undertakes its roles by direct engagement with police and public, private and third sector partner agencies at all levels, with local and national government and with the public.

Due to the nature of the role the portfolio content may change in line with legislation, Home Office and Ministry of Justice policy, and OPCC priorities. The areas of work are determined by the priorities set by the Police and Crime Commissioner as such the portfolio areas may be amended or refocused to align to these priorities. All employees are to comply with confidentiality laid down in the General Data Protection Regulation (GDPR), the Management of Police Information (MOPI), and the Official Secrets Act (which you will be bound for, for life).

All individuals of the Office of the South Wales Police and Crime Commissioner must display the qualities to be able to work in an organisation with minority groups and provide service to minority groups in communities. They must show that they are able to contribute to an open, fair working environment where inappropriate behaviour is not permitted. They must display no evidence of the likelihood to contribute in any way to workplace bullying or any other form of discriminatory behaviour.

Method of Assessment

When completing your application please ensure you only complete the sections marked below as these are the sections you will be marked against for the shortlisting stage of your application.

	Shortlisting
Qualifications	✓
Skills	✓
Attributes	✓
Personal Quality – Serving the Public	
Personal Quality – Professionalism	
Personal Quality – Openness to Change	
Personal Quality – Service Delivery	✓
Personal Quality – Managing Performance	✓
Personal Quality – Decision Making	✓
Personal Quality – Working with Others	