



RECOMMENDATION REPORT

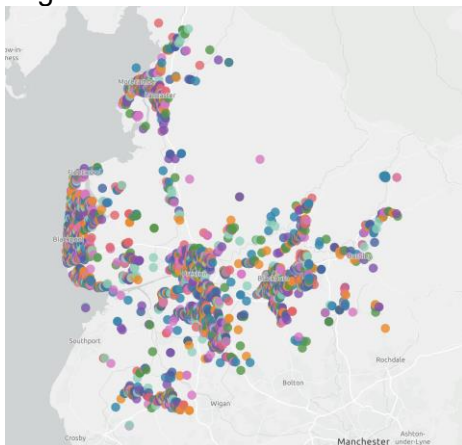
DECISION: 79/2025	DATE: 30/01/26
TITLE: Award of contract to the Hollie Gazzard Trust for the Hollie Guard App	
AUTHOR: Emily Slinger, Policy and Partnerships Support Officer (Commissioning and Procurement)	
SPONSOR: Rebecca Keech, Senior Policy and Partnerships Manager (Commissioning and Procurement)	
Executive Summary This report asks the Police and Crime Commissioner to award a contract for 1 year to the Hollie Gazzard Trust to purchase 1,000 HollieGuard Extra App codes.	
Recommendation This recommendation report seeks the approval of the Police and Crime Commissioner to use the SoftCat Framework to appoint HollieGuard as the provider of the victim safety app, via a Direct award, for the period 1 st April 2026 to 31 st March 2027.	
Procurement Route The SoftCat Framework has been identified to procure the HollieGuard app.	

PART I

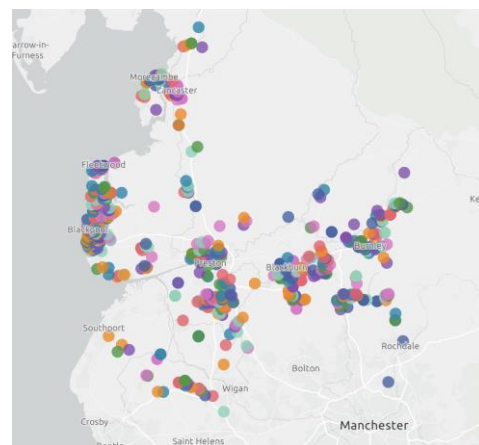
1. Background and Advice

- 1.1 The Hollie Gazzard Trust was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. Set up by parents Nick and Mandy, along with sister Chloe, the charity helps reduce domestic violence through creating and delivering programmes on domestic abuse and promoting healthy relationships to schools and colleges.
- 1.2 The Hollie Guard app can be used by victims of domestic abuse and stalking as a personal safety tool. The app turns any smartphone into an advanced security device by allowing users to quickly raise alerts by shaking their phone or pressing a button, which shares real-time location, audio and securely stores photo and video evidence with emergency contacts.
- 1.3 An alert can be activated by holding down a button on the phone for 3-6 seconds or shaking the phone.
- 1.2 When the alert is activated, the phone's GPS tracker is used to locate victims and deploy police resources. The app enables video and audio recording when enabled which in other cases has been used in an evidential format for prosecution at court.
- 1.3 With Hollie Guard Extra, the alerts raised are shared with the users emergency contact and the 24/7 monitoring centre. The monitoring team assess the alert raised and if necessary, escalates directly to the emergency services to provide a rapid response
- 1.4 This paper recommends awarding £60,000 to the Hollie Gazzard Trust to gain access 1,000 codes for one year.
- 1.5 If approved, codes will be distributed to the OPCC commissioned services (domestic abuse services, stalking service) and Lancashire Constabulary. Training on code usage is provided by Hollie Guard.
- 1.6 The OPCC will manage the codes internally through the Victims and VAWG team, sharing and monitoring partners code usage. The code manager will have access to performance data and metrics.
- 1.7 Current usage in Lancashire is shown below:

Log-in statistics:



Alerts raised statistics:



1.8 The VAWG and Victims team are creating a user policy to ensure that the codes are distributed with eligible victims.

1.9 Alerts are sent the monitoring centre who assess the evidence captured before involving police, preventing costly false dispatches which can range, on average, between £400–£1,000 per incident. Between Nov 2024–2025, 1,458 low-risk HollieGuard Extra alerts were safely managed by the monitoring centre without police attendance, saving up to £1.46 million and freeing up emergency resources.

1.10 The OPCC will monitor the effectiveness of the Hollie Guard app by capturing;

- Number of codes issued
- Risk levels
- Any other engagement with DA services
- Any other engagement with Police Safeguarding or prosecution
- Number of app logins
- Number of alerts raised

1.11 HollieGuard Extra offers value for money by reducing demand on police resources, supporting successful prosecutions, and enhancing victim safety. The monitoring-centre model filters low-risk alerts, preventing unnecessary police dispatches that typically cost £400–£1,000 per incident; in the past 12 months, 1,458 such alerts were safely managed without police attendance, generating up to £1.46 million in savings.

1.12 The app captures real-time audio and video evidence has directly contributed to securing convictions, including a case in Humberside that resulted in a 22-month custodial sentence.

1.13 Revenue from HollieGuard Extra also supports Social Value, with 15% funding the Hollie Gazzard Trust's prevention work and around 30% sustaining the free version of HollieGuard.

1.14 HollieGuard intend to have the impact and effectiveness of both the paid for and free versions of the app academically evaluated over the next 2 years.

2. Links to the Police and Crime Plan

2.1 The Hollie Guard app directly links to the Commissioners Priority to Prevent Violence Against Women and Girls. The app will be used by victims of domestic abuse and stalking.

3. Consultations

3.1 Lancashire OPCC will work with the commissioned services and Lancashire Constabulary to ensure that codes are used efficiently. Paladin uses the app as a tool for victims of stalking in Lancashire and have highlighted the benefits of the app.

4. Implications:

a. Legal

A contract will be in place from the 1st April 2026 between the OPCC and Hollie Gizzard Trust for use of the HollieGuard Extra app and codes.

Exemptions from the Requirement to obtain Tenders or Quotations

Contracts where the PCC has entered into a framework agreement through procurement or places an order from an existing framework agreement procured by central government agencies, other PCCs or other third parties. However, it should be noted that, in some instances, the framework agreement may include within its terms a requirement for a mini competitive exercise between those suppliers who are party to the framework agreement.

b. Financial

The cost is £60,000 for one financial year; this funding has been allocated using the Proceeds of Crime Act.

c. Equality Impact Assessment

There are no direct equality implications in the making of this decision.

d. Data Protection Assessment

Not applicable

5 Risk Management

A risk assessment will be undertaken in collaboration with partners and HollieGuard during mobilisation.

6. Background Papers

Appendix A: HollieGuard Proposal

7. Public access to information

Information in this form is subject to the Freedom of Information Act 2000 and other legislation. Part 1 of this form will be made available on the PCC website within 3 working days of approval. Any facts/advice/recommendations that should not be made available on request should not be included in Part 1 but instead on the separate Part 2 form.

Officer declaration	Date
LEGAL IMPLICATIONS – As above	
FINANCIAL IMPLICATIONS – As above	
EQUALITIES IMPLICATIONS – As above	
CONSULTATION – As above	
<p>Author</p> <p>Signature: Emily Slinger Date: 30/01/26</p>	
<p>Sponsor</p> <p>I have read the above report and confirm this is factually correct.</p> <p>Signature: Rebecca Keech Date: 30/01/26</p>	
<p>Section 151 Officer for the Office of the Police and Crime Commissioner</p> <p>I have read the above report and have considered the financial implications. I am satisfied that this is an appropriate (financial) request to be submitted to the Police and Crime Commissioner for Lancashire.</p> <p>Signature: Steve Freeman Date: 11/02/26</p>	
<p>Chief Executive (Monitoring Officer) for the Office of the Police and Crime Commissioner for Lancashire</p> <p>I have been informed about the proposal and confirm that financial, legal and equalities advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner for Lancashire.</p> <p>Signature: Anna Hopkins Date: 11/02/26</p>	