

Ask the Police - Empowering the public

The police receive thousands of calls each week from members of the public. Although important, these calls are, inevitably, time consuming. Many of the questions focus on routine aspects of criminal law or police procedures and are repeated time and time again.

Over recent years advances in technology has resulted in increased access and use of smart devices. More people are searching for answers online, at a time to suit them.

Police National Legal Database (PNLD) was commissioned to create the Ask the Police website in response to this demand. This has helped to facilitate a significant change in the way police information and advice can be obtained.

www.askthe.police.uk

Ask the Police contains nationally consistent answers to over 850 of the most frequently asked questions posed to the police. The site has proved so successful that a version for Police Scotland has been created and can be found at:

www.askthe.scottish.police.uk

By accessing this free website, the public can quickly and easily find the answers they need; they are then empowered to decide what course of action they should take.

Ask the Police features a wide range of topics, from what to do after a road accident to advice on identity theft.

Visitors to the website can also ask a question by email. This facility has been adopted with great enthusiasm and emails are received not only from the UK, but globally.

PNLD aim to give an answer within 24 hours, and staffing levels have been increased in order to achieve this.

New questions and answers are continuously being added to the website that reflect legislative amendments and the changing concerns of the public.



Serving the community



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www.askthe.police.uk | www.pnld.co.uk | www.helpforvictims.co.uk

Answers to the legal questions we receive by email help contribute to the development and expansion of the site.

The Ask the Police website is now widely recognised as a valuable public resource of police information.

The answers provided are legally consistent nationwide and many forces have decided to embed the content of Ask the Police within their force websites. This facility plus the provision of a statistical package is available on subscription.

In order to more closely meet the needs of the community, each force can enhance the content by adding specific local information for the public; such as local council contacts or local police practices.

Since their launch, the websites have been visited over 50 million times. Our highly qualified legal team now receive and answer up to 2,000 emails per month.

We have a strong following on both Twitter and Facebook with relevant posts and popular questions driving traffic back to the website.

This increase has contributed towards a corresponding reduction in non-emergency calls to the police, allowing staff to be more effectively redeployed, thus promoting a more efficient use of budgets and resources.

The potential savings for the police in respect of cost, time and resources is huge especially in comparison to the cost of an average non-emergency telephone call.

- simply from the click of a button!

**It is estimated that
www.askthe.police.uk
saves the Police Service
over £12 million per year**

Ask the Police has developed a free app which is available from the App Store and Google Play Store, to date there have been a staggering **70k+** downloads.



PNLD

Business service of the Police & Crime Commissioner, West Yorkshire

An advertisement for the Ask the Police website. It features a green map of the United Kingdom in the background. At the top left, the text reads "Get the answers to hundreds of police-related questions" in blue. Below this is a testimonial in white text: "Excellent answer, many thanks for your amazingly quick reply which I have found so helpful. I had no idea this sort of help was available - brilliant service". Underneath the testimonial is a "Current answer rating" of five stars, with the first two stars filled and the others outlined. Below the stars is the text "Very useful:". At the bottom left, another testimonial reads: "Fantastic, polite, courteous service with clear instructions?". The logo "ASK THE POLICE" is prominently displayed in blue, with "FREQUENTLY ASKED QUESTIONS DATABASE" written in smaller text below it. To the right of the logo are silhouettes of two police officers. On the far right, the website URL "askthe.police.uk" is written vertically in blue, with a small "www" icon at the top.