

# Embedding 'Ask the Police' website - a winning solution that complements 101

Read about the benefits of embedding Ask the Police within YOUR website.  
Answering the questions the public regularly ask the police -  
saving time, money and resources

Members of the public contact the police with thousands of non-emergency calls each and every day. Whilst these calls are important to members of the public, they inevitably take up the time of police staff, help desks and communication centres, impacting on efficiency and overall effectiveness. Many of the questions relate to the routine aspects of criminal law or police procedures and are asked time and time again.

In an effort to reduce the number of non-emergency calls [www.askthe.police.uk](http://www.askthe.police.uk) and [www.askthe.scottish.police.uk](http://www.askthe.scottish.police.uk) have provided a successful alternative for the public.

Since their launch, the websites have been visited over 50 million times. It is estimated that resource savings for the Police Service is in excess of £12 million per year.

Empowering the public in this way has assisted in bringing about a significant change in the way police information

and advice can be obtained. Available as an app the public can quickly and easily find the answers they need. Topics range from 'speeding' or 'domestic abuse' to practical advice on identity theft and crime prevention. **70k+ app downloads.**

PNLD provide the opportunity for police forces to embed the Ask the Police content and facilities into their own website through an application programming interface (API).

## Benefits of embedding

- This service complement's the non-emergency telephone number - 101
- Reliable resource adopting your own style and format in a prominent position
- Users remain within your own website
- Statistics on public usage are available providing valuable insight into the concerns of your community

- Enhanced content by adding specific local information for the public; such as local council contacts or local police practices



PNLD | Ploughland House | 62 George Street |  
Wakefield | West Yorkshire | WF1 1DL  
[pnldmarketing@westyorkshire.pnn.police.uk](mailto:pnldmarketing@westyorkshire.pnn.police.uk)

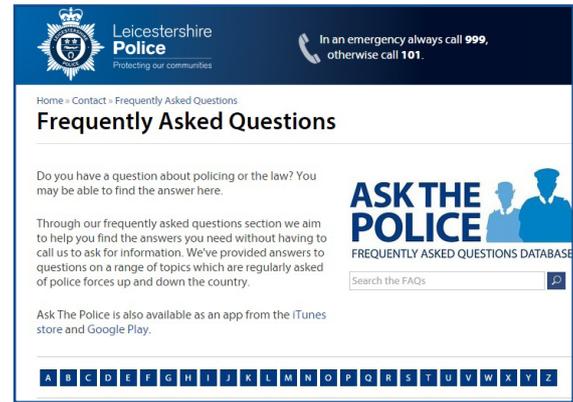
Devon & Cornwall, Essex, Kent, Leicestershire, Norfolk, Suffolk, Thames Valley Police are already seeing the benefits of embedding Ask the Police.

### Why not join them?

See how embedding has worked for Leicestershire Police. Before embedding, Ask the Police hits from Leicestershire were around 200 per month; since then they have seen a huge increase, with hits reaching 30,000 in recent months.

When people call Leicestershire Police the first thing they hear is a recorded message from the Chief Constable, Mr Simon Cole advising them to consider using Ask the Police.

Leicestershire Police Corporate Communications have worked proactively with PNL D staff to promote Ask the Police to the local community through a variety of platforms, including social media. They have also been encouraging people to download the Ask the Police app so that the information is always to hand when it's



### Chief Constable, Simon Cole of Leicestershire Police, said:

“We’ve been trying to promote the fact that people can log on and very often get an instant answer. It may be that is it not even a police matter but the answer will point them to the right agency and that diverts calls away from police call handlers which can only be a good thing.

We’ve had a very positive response to it here from members of the public but our own staff have found it useful too.

We have seen a 17% reduction in the number of calls to 101 since the start of our campaign - I would definitely recommend embedding to other forces’ if they haven’t already done so.”

**For more information about embedding Ask the Police within your website contact us: [pnldmarketing@westyorkshire.pnn.police.uk](mailto:pnldmarketing@westyorkshire.pnn.police.uk)**



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Business service of the Police & Crime Commissioner, West Yorkshire