Communications pack in support of Police.UK app launch

Background

The NPCC's Digital Public Contact (DPC) programme is launching an app called Police.UK – available in the Google Play and iOS App stores.

It mirrors the functionality on the website of the same name, allowing the public to report, look up crime prevention advice and information about local policing teams.

This pack is intended for communications teams to support the national launch at a local level, internally and externally.

Contact context

Digital contact channels have been growing in recent years, in particular with the near national adoption of the Single Online Home web platform which currently supports 38 out of 43 Home Office forces, and British Transport Police. By autumn this will rise to 41 out of 43.

While contact through digital channels is increasing (more than 2m contacts through SOH a year), telephony still remains the most visible and highest demand area through 999 for emergencies and 101 for routine. Promoting the availability of digital channels, should not ever be in place of 999 being available for those in crisis. Digital channels, such as SOH and the Police.UK app, offer the digital equivalent of 101 for routine contact.

What is in this pack?

- Key messages
- Intranet story
- External press release
- Social media content
- Imagery
- Contact details

Key messages

The key messages focus on the app's ability to allow the public to; report crimes, access information, find out about local policing teams, and understand policing performance.

- The app puts the public in greater control of how and when they report crimes which can be done directly through the app, including anti-social behaviour or domestic abuse.
- The app allows the public to quickly access nationally consistent crime prevention, information and support services for victims and witnesses.
- The app allows the public find out information about their local policing teams, improving our digital visibility and connecting the public with their neighbourhood policing teams.
- The app allows the public to access policing performance information such as 999 calls and local crime statistics.
- It enhances policing's digital offering, making what we already have available in a more accessible way.

- Demand on control rooms is increasing. By being more accessible digitally for routine contact, we are offering greater choice, meaning staff in control rooms can use their time more effectively to answer time critical 999 calls.

Intranet story

An internal briefing slide, and a 1 minute video of DCC Megicks explaining the App are also available via the link in the imagery section.

A new mobile app has been launched to help the public access policing services and information.

The app, called Police.UK mirrors the functionality of the website of the same name, Police.UK, which is the official national website for policing services and information.

The public will be able to use a number of services within the app, to report non-emergency crimes, access the wider services available on Single Online Home (SOH), and look at neighbourhood policing information as is available via the Your Area pages.

Police.UK, available in English and Welsh, has been developed by the NPCC's Digital Public Contact (DPC) programme, which runs the SOH platform on behalf of 38 out of 43 forces, and has been assured by the Police Digital Service. It is available via both the Google Play and iOS App stores.

Senior Responsible Officer for the DPC, Deputy Chief Constable Simon Megicks said: "The app gives the public a quicker route to the services and information we know they want to use.

"Most people use apps in the daily lives and we wanted to ensure policing was in line with the expectation, making what we already offer more accessible. The public still have a choice of using the phone, website and in some forces social media and livechat to contact us.

"This is a new digital channel and I would encourage all officers and staff to make the public aware that it's available, and give them the choice. Please do download it on your phones and show them how it works when you are out on the streets or at community meetings.

"For a number of years now the public have reported offences online into our control rooms, having the app available is our way of evolving their experience and being where we are needed digitally and giving them a more seamless experience."

Press release

This will be distributed through the NPCC's press office, as well as being hosted as a public news story on the Police.uk website – a link will be provided once it is live on March 22. Comms teams to be notified via the rolling chain.

A new policing app has been launched to allow the public to report crimes and incidents, find out information about local policing teams and access prevention advice and support for victims and witnesses of crime.

The app, called Police.UK, is available via both the Google Play and iOS App stores and has been delivered by the National Police Chief's Council's Digital Public Contact Programme (DPC).

It allows the public to report crimes and incidents, find crime prevention advice for a wide range of issues, such as burglary or vehicle crime prevention advice, which is nationally consistent, information about local neighbourhood policing teams, listing who is on the team, local crime information and priorities and any upcoming meetings in the community.

The app partners with the content that is available via the Police.uk website, the national policing website for services and information, as well as the functionality of the Single Online Home web platform which supports 38 out of 43 police force websites.

DPC's Senior Responsible Officer, Deputy Chief Constable Simon Megicks said: "We want to make it as easy for the public to contact the police, or find what they need to know such as how to keep themselves or their property safe, or understand what is happening with their local policing team. The Police.UK app puts the public in control to report what they want, when they want to.

"We know that having a digital choice opens a door for many, meaning where they wouldn't have reported information before, they now will. Crimes and incidents can often go unreported because it's not always convenient to make a phone call or visit a police station. Having the option to report digitally puts the victim or witness in control and prevents them having to verbally relive the incident out loud to someone they have never spoken to before. They can take ultimate control by using the app in a way they want.

"Having an app to complement our growing digital offering allows us to give a wider audience a different choice. It must be stressed, however, that if it is an emergency the public should always call 999, and the option to call 101 for routine issues absolutely still exists."

The NPCC's Digital Public Contact Programme is responsible for transformational change in how the public can contact the police digitally.

It runs the Single Online Home (SOH) web platform in use by 38 out of 43 territorial police forces, providing a digital policing experience where the public can access a wide range of reporting services, crime prevention advice and information about local policing teams. SOH also hosts a LiveChat run by contact staff in forces.

It is also responsible for the Police.uk website, which provides national policing data and advice and information about policing services.

Note to editors

The Police.UK app includes access to a number of services, including the below:

- Online Crime Reporting
- Antisocial Behaviour
- Domestic Abuse
- Rape and Sexual Assault
- Spiking

- Missing persons
- Victim & Witness Support
- Road Traffic Incident (RTI)

Social media content

The hashtag #Police.UK will be used throughout content on a variety of digital channels for the launch and after. Please see the below content to support you locally and do adapt as you see necessary.

Please use the nationally consistent branding as this is in line with the ambition for policing to have nationally recognisable and trusted channels. However, do make the messaging fit with your local needs.

	X (Twitter) content
Post 1	Contacting the police is now easier than ever – report crimes, access key advice and find out about your local policing team – all through the new #PoliceUK app. Available via both the Google Play and iOS App stores
Post 2	The new #PoliceUK app means you can access a range of reporting services which go straight into your local police force. Report what you want, when you want. If it's an emergency still call 999. Available via both the Google Play and iOS App stores
Post 3	Crime prevention advice and information to support victims and witnesses of crime, that you can trust is all accessible through the #PoliceUK app. Available via both the Google Play and iOS App stores
Post 4	Information about your local policing team, who they are and how to contact them is available through the #PoliceUK app, available via both the Google Play and iOS App stores
Post 5	The #PoliceUK app gives the public greater choice in how to contact the police and find out information. Picking up the phone is still a preference for the majority, but policing is available digitally should you need us. #PoliceUK is available via both the Google Play and iOS App stores

	Facebook/community messaging platform content
Post 1	If you want to find out more about your local policing team, access key crime prevention advice, report crimes or find out about policing performance – these are all things you can do now through the new #PoliceUK app. We know crimes and incidents can often go unreported because people simply don't want to pick up the phone, but now you can report directly through the app whenever it is convenient for you. #PoliceUK is available via both the Google Play and iOS App stores, giving you greater choice of how to access what matters to you. If it's an emergency, you should always call 999.
Post 2	We want to make it as easy as possible for you to contact the police which is why a new app called #PoliceUK has been launched. This will allow you to report a range of services online in the same way you would as if you called 101. These include reporting anti-social behaviour, domestic abuse, or road traffic incidents and many others and means you can do it whenever suits you without having to make a phone call. #PoliceUK is available via both the Google Play and iOS App stores If it is an emergency, you should always call 999.
Post 3	To help you find what you need from policing a new app has been launched called #PoliceUK. You can find out all sorts of information about your local policing team, who they are, where they are based, how to contact them and if there are any upcoming events and news from your local area. This is just part of what is available through the new app which is available is available via both the Google Play and iOS App stores

| Post 4 | We know there is lots of advice and information available about various aspects of policing. These are now all available in one place via the new #PoliceUK app which is available in both the Google Play and iOS App stores.

It provides nationally consistent crime prevention advice on all manner of topics from how protect yourself from crime, keeping your home and vehicles safe and best practice when it comes to securing your business.

You can access this whenever you need it through the #PoliceUK app. |
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Imagery

QR codes, App icon, and Internal briefing slide are available here.

Please use the QR codes to promote on any physical collateral through neighbourhood policing routes. The app icon is also in the link folder. The original hyperlinks are listed below should they be needed.

- iOS Store link: https://apps.apple.com/app/id6478006997
- Goole Play Store link: https://play.google.com/store/apps/details?id=com.pds.policeuk

Static graphics and short animations in a variety of size formats, courtesy of the Home Office are available to download here:

Animations: https://f.io/hhAoUSbU
Graphics: https://f.io/e43JOGJv

Contact details

For further information please contact Greg Miles, Communications Lead for the Digital Public Contact Programme – Greg.Miles@Met.Police.Uk