

OPTIONS REPORT TO PCC
Subject : Websites

Background

To investigate whether the Police and Crime Commissioner (PCC) would wish to operate a web-presence, and if so whether it would be incorporated within the existing Police website or maintained totally separately.

Until 2005, Leicestershire Police Authority was represented on-line through a micro-site within the web-address www.leics.police.uk which was, and continues to be, administered by Police Staff within the Corporate Communications function.

Prior to 2005 the Police Authority micro-site was averaging 2,500 visits per month, Police Authority members felt that this wasn't sufficient and opted to launch a totally separate web-address www.leics-pa.police.uk.

Despite marketing, including a permanent direct link from the front page of www.leics.police.uk, over the past 7 years usage of this website still only averages around 800 unique visitors per month (a reasonable proportion of these visitors (sometimes 1 in 3) access via the Leicestershire Police Intranet site and are hence not members of the public), this represents a loss of over two-thirds of it's previous "readership" following the introduction of a separate web-address.

Over the same time period the average number of unique visits per month to the original police website has grown from 15,000 to 50,000.

The www.leics.police.uk benefits from many forms of visible marketing throughout the force area, these range from it's inclusion on posters displayed in many different locations, to links being circulated as part of the Neighbourhood Link public consultation system, being displayed on the side of all police vehicles etc. (see Annex 1). Without a massive commitment the www.leics-pa.police.uk website has inevitably been unable to compete which partly explains why it has only achieved a 1% "market share" of policing web use.

The web-address www.leics.police.uk is intellectual property and as such will become an 'asset' of the Office of the PCC in November 2012, although the PCC has the authority to grant permission to the Chief Constable to continue to administer the website and to subsequently transfer ownership of the web-address to the Chief Constable as part of the Subsequent Transfer Scheme.

The Home Office have set up web-addresses for use by PCCs in the event that they wish to maintain a web-presence separate to the police as a whole. For Leicestershire these addresses are www.leicestershire-pcc.gov.uk and www.leics.pcc.police.uk. The Home Office recommend, but do not prescribe, that if a PCC wishes to maintain a separate web-presence that they would use one or other of these addresses.

Agreed

web search results

Recommendation

It is recommended that the Chief Constable continues to utilise www.leics.police.uk and the PCC launches a new separate website utilising one of the 2 options for a web-address and then markets this website to raise public awareness (Option 2). Should this option be chosen it is suggested that www.leicestershire-pcc.gov.uk be used and this has been registered accordingly.

www.leics.pcc.police.uk *