

At the beginning of the Summer, we launched the Click Call Connect campaign, asking the people of Sussex whether their non-emergency crime report could be made online via the Sussex Police website.

Our contact centre receives on average 70,000 calls, emails, and online reports a month. The Click, Call, Connect campaign aims to reduce the demand on our 101 lines and to reinforce a digital first approach, ensuring we shift as many contacts as possible through our website. This supports the trend we have seen in recent years with more people choosing to report non-emergency matters online.

We aim to reassure and raise awareness that reports made online are triaged by a human, the same contact officers who answer a 101 call, so people can expect the same levels of good service. It is quicker for contact officers to deal with online reports and phone lines are not tied up taking basic details like the name and address, which are easily completed on the online system. It is these valuable seconds that can make a difference and even save lives when it comes to us being able to answer a 999 call.

The campaign has included messaging on social media, advertising in local newspapers across Sussex, and leaflets and merchandise for PCSOs to use in their everyday interactions with the public.



**Click
Call
Connect**

Reporting online could save lives

www.sussex.police.uk