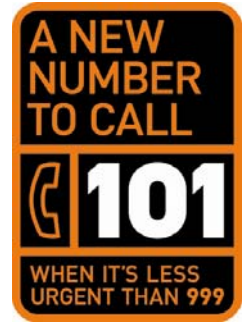


# Northumbria 101 Partnership

## Press Release



**June 30, 2006**

### A new number a positive change

This Monday [3<sup>rd</sup> July 2006] Northumbria Police along with all 12 local councils across Northumberland and Tyne and Wear will be among the first in the country to introduce the brand new non-emergency number – 101.

Together as the Northumbria 101 Partnership, they will offer the round-the-clock service seven days a week to around 1.4 million people over an area of 2,200 square miles.

101 provides one, easy to remember number which local people can call for advice, information and action on community safety and anti-social behaviour (ASB) issues.

It will improve access for customers and response to such issues as well as free up the 999 service to handle emergency incidents.

At the moment, many people call 999 because they do not know who else to call. It is estimated that last year alone 56% of calls to Northumbria Police were non-emergencies.

People across the country as well as locally have been widely consulted and agreed on the issues that concern them most in their neighbourhoods. And these are the issues that will be dealt with by calling 101:

- Threatening and abusive behaviour
- Vandalism and graffiti
- Drunken and rowdy groups
- Broken street lighting
- Drugs related anti-social behaviour
- Abandoned vehicles, dumping and fly tipping
- Noisy neighbours and loud parties

The introduction of the new service will have wide reaching benefits, including:

- **Better access to non-emergency services** - more people will know first hand who to call
- **Better delivery of non-emergency services** – calls will be targeted so the relevant organisations will deal with the issue direct.

- **Increased confidence in public services** – people will know what to expect from 101, the police and their council
- **Improved 999 emergency services** – police will be able to focus on real emergencies

People will be given information on when they can expect a response to their call and who will be carrying out the work if it is a 101 service. However, if it is not, they will also be given contact details of the right organisation which can help them.

The partnership is one of five in the country to deliver the service which will be available across England and Wales by 2008.

Other areas are Hampshire and Isle of Wight, Sheffield, Cardiff and Leicester City and Rutland.

Peter Coates, Project Manager, said:

“The introduction of 101 is a pivotal moment in public service history. 999 was launched over 70 years ago in the 1930s and 101 will help make reporting these incidents much easier for people.

“When they call they will talk to a local person, in a local contact centre who is specially trained to deal with their 101 enquiry, quickly and effectively.

“The technology we have had developed to handle calls to different centres will put us in the forefront of the introduction of 101 nationally and allow other public organisations in the region and across the country to deliver the service from their own contact centres.”

The service will be able to deal with calls from people with other languages and is likely to expand to include email and text contact.

People will pay a maximum of 10p per call regardless of how long they are on the line. This is expected to help deter bogus callers. In many cases it is cheaper than calls to existing police and council non-emergency numbers. The charge goes towards providing 101 and not the police or councils.

Northumbria 101 is unique in its make up compared to the other four partnerships as it is using existing contact centres and staff to deliver the service from three separate centres in Sunderland, Newcastle and Police HQ in Ponteland.

The partnership was given the opportunity to help lead the way because of our experience and reputation for good customer service, call handling and service delivery in the region.

Northumbria Police Assistant Chief Constable Greg Vant said:

“One of the main advantages of this new service will be the instant sharing of information between police and local authorities throughout Northumberland and Tyne & Wear to ensure that together we can provide the best and most appropriate response to concerns reported by the public.

“The new 101 system will focus on delivering a high quality service in response to the community safety and anti-social behaviour issues that people have told us they are most concerned about. At present, people are often unsure who they should contact about these matters and, therefore, call 999 when an emergency response is not needed.

“It should be made clear that this new service will not replace 999 and we do not expect people to make a decision on whether an incident that relates to a 101 service is an emergency or not. If people ring 101 when a more urgent response is needed, the call handlers can put them straight through to the 999 service.”

Ken Dunbar, Chief Executive, Morpeth Borough Council said:

“This is an important step in the right direction and will provide customers with easy access to the services councils and the police deliver. This quick, direct and effective new service will allow all the partners to respond quickly, but also allow us to target delivery more efficiently. Accountability for performance will remain with the organisation responsible for delivering the service, but the ability to report incidents 24 hours a day will significantly improve access to that service and should speed up response times.

“It also allows us to show that local councils deliver many of the services people think come from the police.

“101 will give us all information to allow us to plan resources better and give local people a safer, greener and cleaner environment in which to live, work and relax.”

#### NOTES TO EDITORS:

The Northumbria 101 Partnership comprises

- Northumbria Police
- the Northumbria Police Authority
- Sunderland City Council
- Newcastle City Council
- Gateshead Council
- North Tyneside Council
- South Tyneside Council
- Northumberland County Council
- Alnwick District Council
- Berwick upon Tweed Borough Council
- Blyth Valley Borough Council
- Castle Morpeth Borough Council
- Tynedale Council and
- Wansbeck District Council

An ‘Ad bike’ with a six-sheet poster promoting 101 will be in Sunderland Market Square from 10.30am to 1.30pm on Monday, July 3, if any media wish to take photographs.

A copy of the 101 logo is attached:



- 101\_CMYK\_C\_HR.jpg

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