

## Online Environment

### The Association of Chief Police Officers (ACPO)

The Association of Chief Police Officers (ACPO) was set up over 50 years ago so that work in developing policing policies could be undertaken in one place, on behalf of the Service as a whole, rather than in 44 forces separately.

Clearly ACPO has a highly visible role and plays a major part in maintaining trust in policing as the face and voice for the most senior police officers. Although its public image is strong, over the broadcast media its on and off line image is not as strong. Over the years ACPO has not invested significantly in communications – the image of ACPO in print and on-line was jaded.

ACPO had developed a web site which did not meet their current requirements – it was non-compliant with accessibility guidelines, very difficult to use, and did not adequately present their brand, lacking professionalism and personality.

Working with the ACPO team and with the existing content management system, Bang designed a new web-site for ACPO which reflected their values and was far more usable. This involved information architecture, content re-purposing, usability testing and design and supply of templates.

The new website positions ACPO as a credible, authoritative, thoroughly professional organisation. One that is confident and comfortable with its mission and that knows where it is going.

