



19th August 2019

What3Words

The Joint Emergency Services Control Centre is embracing the latest technology to enhance its ability to find people that are lost or calling in an emergency from a location they aren't familiar with.

What3Words is a freely available app which has divided the world into 57 trillion squares, each measuring three metres by three metres and having a unique random three-word address.

For instance, the front steps into the Police Station are "spacing-number-arts".

Once downloaded if someone were to call 999 from a place they didn't know well, the operator could ask them to use the app to give the unique address, which would then be searched, giving JESCC the precise location of the caller and enabling them to dispatch the appropriate emergency service to them.

JESCC Manager Inspector Tony Jones said this app could be a life-saving tool and has urged everyone to download it.

"In an emergency, seconds count and if we can direct our response to exactly the right area in the shortest possible time, there is a greater chance of a successful outcome. For instance, if someone only knew they were at L'Ancrese Common – that is still a big area for our responders to search and locate people.

"But this app should pinpoint exactly where the emergency is and where the services need to attend – there is no ambiguity. I want everyone who reads this to take two minutes and download the app now – it may literally save a life."

The free-to-download app has already had success with emergency services in the UK, including North Yorkshire Fire & Rescue using it to find a woman who had crashed her car but was unsure where she was.

Inspector Jones added:

"Using this latest technology, which is freely available on devices people rarely have away from their side only enhances JESCC's ability to save lives."

The app will be used if usual methods of trying to establish a location aren't successful.

For more information visit www.what3words.com