

## Counter Terrorism Policing launches campaign to keep the public safe this summer

ProtectUK publication date

07/05/2024



**IF YOU SEE  
SOMETHING  
THAT DOESN'T  
FEEL RIGHT**

**Tell security or report  
at [gov.uk/ACT](https://www.gov.uk/ACT)**

We'll handle the rest  
In an emergency, call 999

**ACT** | ACTION  
COUNTERS  
TERRORISM

This summer will see millions of people across the UK enjoying themselves at major events such as music festivals, sporting events, bank holidays and Pride.

Unfortunately, we know that these events and venues could be attractive targets for terrorist activity. That's why Counter Terrorism Policing is collaborating with event organisers and businesses across the UK to help keep the public safe this summer.

**You can play your part by promoting the campaign using the new toolkit launched today on [ProtectUK](https://www.protectuk.gov.uk).**

Promoting the summer campaign is also a powerful way of using communications as an extra layer of protective security at no extra cost.

The toolkit includes free content that event organisers, venues and businesses can use on their websites, social media channels, big screens and more. It has content tailored for specific events, such as sports, fan zones, Pride and more.

We encourage you to share the content on your social media channels, on the big screens at your events, on posters at your venue, in email correspondence with your visitors and on your website. Together we can help to keep the public safe this summer.

The summer campaign complements the ongoing #BeSafeBeSound campaign, aimed at the live music industry. It has been running since 2019 and supported by major live music events and festivals including Glastonbury, the O2, BBC Radio 1 Big Weekend, Creamfields, Leeds and Reading Festivals, and many more. You can download all the #BeSafeBeSound creative content in [this digital toolkit](#).

A huge thanks to those of you who have already started using our assets. By sharing our content and vigilance messaging we are ensuring that the wider public are aware of what to do if they see something that doesn't feel right and helping keep everyone safe.

#### **KEYWORDS**

SUMMER  
SUMMER CAMPAIGN  
DIGITAL  
DIGITAL ASSETS  
TOOLKIT  
SOCIAL MEDIA  
POSTER  
EVENT  
EVENT SAFETY  
PUBLIC EVENTS

#### **PAGE CATEGORY**

NEWS & VIEWS