ProtectUK

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

ProtectUK publication date

08/05/2025



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 digital toolkit available on ProtectUK

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 have included a variety of new assets for 2025 which are also available to download for free. These include specific rugby assets within our sports content portfolio, an email signature graphic and a digital audio recording promoting our vigilance messaging.

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.

If you have any questions at all, please don't hesitate to contact the CTPHQ Comms team at: nctphq.comms@met.police.uk

KEYWORDS

SUMMER CAMPAIGN
DIGITAL ASSETS
COUNTER TERRORISM
TOOLKIT
PUBLIC EVENTS
EVENT SAFETY

PAGE CATEGORY

NEWS