ProtectUK

Guide Shelter Report: New NaCTSO guidance and supporting campaign launch

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23/03/2026

Guide Shelter Report, comprising brand new business-focused security guidance and promotional campaign, is launched.

Guide Shelter Report guidance

Security advice

The Guide Shelter Report guidance has been developed by the National Counter Terrorism Security Office (NaCTSO), offering security advice for businesses, site owners, and staff to follow in the event of a terrorist attack. This is supported by a paid campaign from Counter Terrorism Policing.

The guidance will support both incident response planning and high-stakes decision-making undertaken by front-facing staff in the event of a terrorist attack.

Business-focused

Guide Shelter Report complements the well-known Run Hide Tell campaign, providing a business-focused version of the advice. GSR was founded on feedback from businesses who said that advice such as Run Hide Tell did not account for their staff's duty of care responsibilities during an incident.

The advice is that in the event of a terrorist attack at work, staff should:

- Guide people away from danger
- Shelter people to keep them safe

- Report to police by calling 999

These principles can be applied broadly, being factored into plans as they are developed as well as working alongside any pre-existing incident response arrangements. They are also relevant across many sectors and business types.

Resources

Head to the Guide Shelter Report page on ProtectUK for the guidance itself, more information, and some supporting assets to use internally when communicating with your staff.

KEYWORDS

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