

## Summer Vigilance Campaign Digital Toolkit – Sporting Events

### ProtectUK publication date

20/05/2026

The UK's sporting calendar is packed across the summer, bringing large crowds together to watch, celebrate and enjoy major events.

### A summer of sporting events

From international fixtures like the ICC Women's T20 Cricket World Cup in June and July, to fan activity around the FIFA World Cup 2026, and major moments including the Glasgow Commonwealth Games, communities across the country will come together in stadiums, fan zones and public spaces.

These shared experiences create vibrant, high-footfall environments – making them a great opportunity to promote vigilance and help keep people safe while they enjoy the event.

The materials on this page are designed for use in and around sporting venues or fan zones.

We also have [materials that feature police officers and summer bunting](#) which may be more suitable.

### Football materials

## Digital and social media content

Asset	How to use	Download	Download Welsh version
<b>Video – Inside Football Stadium</b>		<a href="#">Full portrait (9:16) image (1080 x 1350)</a>	<a href="#">Fideo portread (1080 x 1920)</a>
Encouraging football fans to stay alert and tell security if they see anything that doesn't feel right.		<a href="#">Landscape (16:9) image (1920 x 1080)</a>	<a href="#">Fideo llydan (1920 x 1080)</a>
Portrait video can be used for Reels and Stories on Instagram and Facebook. For feed posts, platforms like Instagram, Facebook, X, and LinkedIn support square, portrait and landscape formats, although portrait video is now often preferred for better mobile engagement.			
<b>Image – Inside Football Stadium</b>		<a href="#">Square image (1080 x 1080)</a>	<a href="#">Delwedd sgwâr (1080x1080)</a>
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posts, platforms like Instagram, Facebook, X and LinkedIn support square, portrait and landscape images, although portrait formats are now often preferred for better mobile engagement.

## **Recommended website and social media messaging**

When planning to go to an event or venue, the public often visit an organisation's website or social media website. This is the same for hostiles.

We have provided some suggested wording for the security section or pages of your website, or to accompany the materials on your social media channels.

Please feel free to tailor to your organisation or event.

We encourage you to work with your Counter Terrorism Security Advisor (CTSA) on messaging that's relevant for your event or venue, which can help to add an extra layer of protective security to your organisation and events.

### **Social media message #1**

*Looking forward to joining us at @EVENTNAME?*

*Have a great time and look out for each other. If you see something that doesn't feel right, trust your instincts and tell security or report online at [gov.uk/ACT](https://gov.uk/ACT).*

*In an emergency call 999.*

*Remember, action counters terrorism.*

### **Neges cyfryngau cymdeithasol #1**

*Edrych ymlaen at ymuno â ni yn @EVENTNAME?*

*Mwynhewch eich hun a gofalwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn,*

*gwrandewch ar eich greddf a riportiwch ar-lein yn gov.uk/ACT.*

*Mewn argyfwng, ffoniwch 999.*

*Cofiwch, mae gweithredu'n trechu terfysgaeth.*

## **Social media message #2**

*Watching [INSERT MATCH FIXTURE] today?*

*Help us to keep everyone safe.*

*If you see anything that doesn't feel right, report it to a steward, or police.*

*In an emergency call 999.*

*Remember, action counters terrorism.*

## **Neges cyfryngau cymdeithasol #2**

*Gwyllo [INSERT MATCH FIXTURE] heddiw?*

*Helpwch ni i gadw pawb yn ddiogel.*

*Os gwelwch chi unrhyw beth nad yw'n teimlo'n iawn, dwedwch wrth stiward, neu'r heddlu.*

*Mewn argyfwng, ffoniwch 999.*

*Cofiwch, mae gweithredu'n trechu terfysgaeth.*

## **Website message**

***Do summer safely.***

*We are working with Counter Terrorism Policing to help keep everyone safe this summer. We are supporting their summer campaign, encouraging the public to stay alert and report anything that doesn't feel right to security.*

*We all have a role to play in keeping each other safe. Your safety is our priority and that's why we have [INSERT SECURITY MEASURES IN PLACE].*

*You can play your part by trusting your instincts, and if you see something that doesn't feel right, tell security. Our teams will take every report seriously. You won't be wasting their time.*

*Here are some quick tips to help you have a safe and enjoyable time:*

- *Arrive early, allowing more time for security checks and measures*
- *Be patient with security checks. It might seem inconvenient, but they are in place to help you.*
- *Keep it simple and minimise what you carry. Fewer bags to search will speed up entry.*
- *Stay alert and look out for each other. If you see something that doesn't feel right, tell security. Don't leave it to someone else.*
- *Don't leave bags unattended. Never agree to look after a stranger's bag, no matter how genuine they seem.*
- *If there is an incident, listen to staff and any announcements.*

*In an emergency, always call 999.*

*Have an amazing time, and if you see something that doesn't feel right, report it to security straight away. Thank you for playing your part.*

## **Website message in Welsh**

### ***Gwnewch yr haf yn ddiogel***

*Rydyn ni'n gweithio gyda Phlisma Gwrthderfysgaeth i helpu i gadw pawb yn ddiogel yr haf hwn. Rydyn ni'n cefnogi eu hymgyrch haf sy'n annog y cyhoedd i barhau'n wylidwrus ac i roi gwybod i staff diogelwch am unrhyw beth nad yw'n teimlo'n iawn.*

*Mae gan bob un ohonom rôl i'w chwarae er mwyn cadw'n gilydd yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni a dyna pam mae gennym [INSERT SECURITY MEASURES IN PLACE].*

*Gallwch chi wneud eich rhan drwy ddilyn eich greddf, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Bydd ein timau'n cymryd pob adroddiad o ddifrif. Fyddwch chi ddim yn gwastraffu eu hamser.*

*Dyma ychydig o gynghorion cyflym i'ch helpu i fwynhau a chadw'n ddiogel:*

- *Cyrhaeddwch yn gynnar, gan ganiatáu rhagor o amser ar gyfer gwiriadau a mesurau diogelwch*
- *Byddwch yn amyneddgar gyda gwiriadau diogelwch. Efallai eu bod yn anghyfleus, ond maen nhw yno i'ch cadw chi'n ddiogel.*
- *Cadwch bethau'n syml ac ewch â chyn lleied o bethau â phosib gyda chi. Bydd llai o fagiâu i'w harchwilio yn cyflymu'ch mynediad.*
- *Byddwch yn wylidwrus a gofawch am eich gilydd. Os gwelwch chi rywbeth nad yw'n*

*teimlo'n iawn, dwedwch wrth staff diogelwch. Peidiwch â gadael pethau i bobl eraill.*

- *Peidiwch â gadael bagiau heb oruchwyliaeth. Peidiwch fyth â chytuno i ofalu am rhywun dieithr, dim ots pa mor gredadwy ydyn nhw.*
- *Os bydd digwyddiad, gwrandewch ar aelodau staff ac unrhyw gyhoeddiadau.*

*Mewn argyfwng, ffoniwch 999.*

*Gobeithio cewch chi amser anhygoel, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, riportiwch hynny i staff diogelwch ar unwaith. Diolch yn fawr am wneud eich rhan.*

## Printable poster

Asset	How to use	Download	Download Welsh version
	<b>Poster – Inside Football Stadium</b>	<a href="#">A4</a>	<a href="#">A4</a>
	Encouraging football fans to stay alert and tell security if they see anything that doesn't feel right.		
	A4 poster available to download and print and use internally on notice boards, backs of toilet doors etc. Or externally in key locations for members of the public to see.		

## Audio files

Asset	How to use	Download
Audio clip	This can be played on a tannoy	<a href="#">Audio</a>

system at events or venues.

## Recommended messaging to staff and volunteers

Engaging with your staff and volunteers is an important aspect of embedding vigilance. This is content that you can use on your internal-facing channels, for example staff newsletters and your intranet, alongside images from the toolkit.

### Internal message

***Do Summer Safely – we're supporting Counter Terrorism Policing's summer campaign.***

*We're supporting Counter Terrorism Policing's Summer campaign. The campaign is encouraging the public to look out for each other, trust their instincts and report anything that doesn't feel right.*

*We can support by sharing the need to be alert among people attending events over the summer.*

*The key advice is:*

- If you see something that doesn't feel right report it to security or online at [gov.uk/ACT](https://gov.uk/ACT). In an emergency dial 999.*
- Trust your instincts, you won't be wasting our time.*
- Anyone can complete the ACT e-Learning on ProtectUK, this will help you be prepared in the event of a terrorist attack.*

*Security guidance and ACT e-Learning can also be found on [ProtectUK](https://protectuk.gov.uk).*

### Internal communications in Welsh

***Cynnwys ydy hwn y gallwch ei ddefnyddio ar eich sianeli ar gyfer cynulleidfa fewnol, er enghraifft, cylchlythyrau staff a'ch mewnrwyd, ochr yn ochr â lluniau o'r pecyn.***

*Gwnewch yr haf yn ddiogel – rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth.*

*Rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth. Mae'r ymgyrch yn annog y cyhoedd i ofalu am ei gilydd, i roi ffydd yn eu greddf ac i riportio unrhyw beth nad yw'n teimlo'n iawn.*

*Gallwn ni gefnogi drwy rannu'r angen i fod yn wyladwrus ymhlith pobl sy'n mynychu digwyddiadau dros yr haf. Mae'r ymgyrch hon yn cyd-fynd ag **ymgyrch #ByddSaffByddDdiogel** sy'n cyflwyno'r*

*un negeseuon allweddol ar gyfer gwyliu a digwyddiadau cerddoriaeth.*

*Y cyngor allweddol ydy:*

- *Os gwelwch chi rywbeth nad yw'n teimlo'n iawn rhowch wybod i swyddogion diogelwch neu riportiwch ar-lein yn [gov.uk/ACT](https://gov.uk/ACT). Mewn argyfwng, ffoniwch 999.*
- *Dilynwch eich greddf, fyddwch chi ddim yn gwastraffu ein hamser.*
- *Gall unrhyw un gwblhau [e-Ddysgu ACT ar ProtectUK](#), bydd hyn yn eich helpu i fod yn barod os bydd ymosodiad terfysgol.*

*Mae modd cael canllawiau diogelwch ac e-Ddysgu ACT hefyd ar [lwyfan ProtectUK](#).*

## Fan zone materials

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	Encouraging sports fans in fan zones to stay alert and tell security if they see anything that doesn't feel right.	<a href="#">Landscape (16:9) image (1920 x 1080)</a>	<a href="#">Fideo portread (1080 x 1920)</a>
	Portrait video can be used for Reels and		<a href="#">Fideo llydan (1920 x 1080)</a>

Stories on Instagram and Facebook.

For feed posts, platforms like Instagram, Facebook, X, and LinkedIn support square, portrait and landscape formats, although portrait video is now often preferred for better mobile engagement.

<b>Image – Fan Zone Area</b>	<a href="#">Square image (1080 x 1080)</a>	<a href="#">Delwedd sgwâr (1080x1080)</a>
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*In an emergency call 999.*

*Remember, action counters terrorism.*

## **Neges cyfryngau cymdeithasol #1**

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*Mwynhewch eich hun a gofaluwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, gwrandewch ar eich greddf a riportiwch ar-lein yn [gov.uk/ACT](https://www.gov.uk/ACT).*

*Mewn argyfwng, ffoniwch 999.*

*Cofiwch, mae gweithredu'n trechu terfysgaeth.*

## **Social media message #2**

*Watching [INSERT MATCH FIXTURE] today?*

*Help us to keep everyone safe.*

*If you see anything that doesn't feel right, report it to a steward, or police.*

*In an emergency call 999.*

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*We all have a role to play in keeping each other safe. Your safety is our priority and that's why we have [INSERT SECURITY MEASURES IN PLACE].*

*You can play your part by trusting your instincts, and if you see something that doesn't feel right, tell security. Our teams will take every report seriously. You won't be wasting their time.*

*Here are some quick tips to help you have a safe and enjoyable time:*

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*Mae gan bob un ohonom rôl i'w chwarae er mwyn cadw'n gilydd yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni a dyna pam mae gennym [INSERT SECURITY MEASURES IN PLACE].*

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- Cadwch bethau'n syml ac ewch â chyn lleied o bethau â phosib gyda chi. Bydd llai o fagiau i'w harchwilio yn cyflymu'ch mynediad.*
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- Peidiwch â gadael bagiau heb oruchwyliaeth. Peidiwch fyth â chytuno i ofalu am rhywun dieithr, dim ots pa mor gredadwy ydyn nhw.*
- Os bydd digwyddiad, gwrandewch ar aelodau staff ac unrhyw gyhoeddiadau.*

*Mewn argyfwng, ffoniwch 999.*

*Gobeithio cewch chi amser anhygoel, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, riportiwch hynny i staff diogelwch ar unwaith. Diolch yn fawr am wneud eich rhan.*

## Printable posters

**Asset**

**How to use**

**Download**

**Download Welsh**

**Poster – Fan Zone Area**[A4](#)

[A4](#)

Encouraging sports fans in fan zones to stay alert and tell security if they see anything that doesn't feel right.

A4 poster available to download and print and use internally on notice boards, backs of toilet doors etc. Or externally in key locations for members of the public to see.

## Audio files

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## Cricket materials

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<p>to stay alert and tell security if they see anything that doesn't feel right.</p>	<p><a href="#">(1080 x 1350)</a></p> <p><a href="#">Feed portrait (4:5) image (1080 x 1350)</a></p>	<p><a href="#">x 1920)</a></p> <p><a href="#">Delwedd portread (4:5) (1080 x 1350)</a></p>
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*Mewn argyfwng, ffoniwch 999.*

*Cofiwch, mae gweithredu'n trechu terfysgaeth.*

## **Social media message #2**

*Watching [INSERT MATCH FIXTURE] today?*

*Help us to keep everyone safe.*

*If you see anything that doesn't feel right, report it to a steward, or police.*

*In an emergency call 999.*

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*Here are some quick tips to help you have a safe and enjoyable time:*

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## **Website message in Welsh**

### **Gwnewch yr haf yn ddiogel**

*Rydyn ni'n gweithio gyda Phlisma Gwrthderfysgaeth i helpu i gadw pawb yn ddiogel yr haf hwn. Rydyn ni'n cefnogi eu hymgyrch haf sy'n annog y cyhoedd i barhau'n wylidwrus ac i roi gwybod i staff diogelwch am unrhyw beth nad yw'n teimlo'n iawn.*

*Mae gan bob un ohonom rôl i'w chwarae er mwyn cadw'n gilydd yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni a dyna pam mae gennym [INSERT SECURITY MEASURES IN PLACE].*

*Gallwch chi wneud eich rhan drwy ddilyn eich greddf, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Bydd ein timau'n cymryd pob adroddiad o ddifrif. Fyddwch chi ddim yn gwastraffu eu hamser.*

*Dyma ychydig o gynghorion cyflym i'ch helpu i fwynhau a chadw'n ddiogel:*

- *Cyrhaeddwch yn gynnar, gan ganiatáu rhagor o amser ar gyfer gwiriadau a mesurau diogelwch*
- *Byddwch yn amyneddgar gyda gwiriadau diogelwch. Efallai eu bod yn anghyfleus, ond maen nhw yno i'ch cadw chi'n ddiogel.*
- *Cadwch bethau'n syml ac ewch â chyn lleied o bethau â phosib gyda chi. Bydd llai o fagiâu i'w harchwilio yn cyflymu'ch mynediad.*
- *Byddwch yn wylidwrus a gofalgwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Peidiwch â gadael pethau i bobl eraill.*
- *Peidiwch â gadael bagiau heb oruchwyliaeth. Peidiwch fyth â chytuno i ofalu am rhywun dieithr, dim ots pa mor gredadwy ydyn nhw.*
- *Os bydd digwyddiad, gwrandewch ar aelodau staff ac unrhyw gyhoeddiadau.*

*Mewn argyfwng, ffoniwch 999.*

*Gobeithio cewch chi amser anhygoel, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, riportiwch hynny i staff diogelwch ar unwaith. Diolch yn fawr am wneud eich rhan.*

## Printable posters

Asset	How to use	Download	Download in Welsh version
	<p><b>Poster – Inside Cricket Stadium</b></p> <p>Encouraging cricket fans to stay alert and tell security if they see anything that doesn't feel right.</p> <p>A4 poster available to download and print and use internally on notice boards, backs of toilet doors etc. Or externally in key locations for members of the public to see.</p>	<p><a href="#">A4</a></p>	<p><a href="#">A4</a></p>

## Audio files

Asset	How to use	Download
Audio clip	This can be played on a tannoy system at events or venues.	<a href="#">Audio</a>

## Recommended messaging to staff and volunteers

Engaging with your staff and volunteers is an important aspect of embedding vigilance.

This is content that you can use on your internal-facing channels, for example staff newsletters and your intranet, alongside images from the toolkit.

### Internal message

***Do Summer Safely – we're supporting Counter Terrorism Policing's summer campaign.***

*We're supporting Counter Terrorism Policing's Summer campaign. The campaign is encouraging the public to look out for each other, trust their instincts and report anything that doesn't feel right.*

*We can support by sharing the need to be alert among people attending events over the summer.*

*The key advice is:*

- If you see something that doesn't feel right report it to security or online at [gov.uk/ACT](http://gov.uk/ACT). In an emergency dial 999.*
- Trust your instincts, you won't be wasting our time.*
- Anyone can complete the ACT e-Learning on ProtectUK, this will help you be prepared in the event of a terrorist attack.*

*Security guidance and ACT e-Learning can also be found on [ProtectUK](#).*

### Internal communications in Welsh

***Cynnwys ydy hwn y gallwch ei ddefnyddio ar eich sianeli ar gyfer cynulleidfa fewnol, er enghraifft, cylchlythrau staff a'ch mewnrwyd, ochr yn ochr â lluniau o'r pecyn.***

*Gwnewch yr haf yn ddiogel – rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth.*

*Rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth. Mae'r ymgyrch yn annog y cyhoedd i ofalu am ei gilydd, i roi ffydd yn eu greddf ac i riportio unrhyw beth nad yw'n teimlo'n iawn.*

*Gallwn ni gefnogi drwy rannu'r angen i fod yn wyladwrus ymhlith pobl sy'n mynychu digwyddiadau dros yr haf. Mae'r ymgyrch hon yn cyd-fynd ag **ymgyrch #ByddSaffByddDdiogel** sy'n cyflwyno'r un negeseuon allweddol ar gyfer gwyliau a digwyddiadau cerddoriaeth.*

*Y cyngor allweddol ydy:*

- *Os gwelwch chi rywbeth nad yw'n teimlo'n iawn rhowch wybod i swyddogion diogelwch neu riportiwch ar-lein yn [gov.uk/ACT](https://gov.uk/ACT). Mewn argyfwng, ffoniwch 999.*
- *Dilynwch eich greddf, fyddwch chi ddim yn gwastraffu ein hamser.*
- *Gall unrhyw un gwblhau [e-Ddysgu ACT ar ProtectUK](#). bydd hyn yn eich helpu i fod yn barod os bydd ymosodiad terfysgol.*

*Mae modd cael canllawiau diogelwch ac e-Ddysgu ACT hefyd ar [lwyfan ProtectUK](#).*

## **KEYWORDS**

SPORTS

PUBLIC EVENTS

SUMMER VIGILANCE

VIGILANCE

VIGILANCE MESSAGING

VENUES AND PUBLIC SPACES

VENUES

SOCIAL MEDIA

MEDIA RESOURCES

STAFF

VOLUNTEERS

VIGILANCE CAMPAIGN

SUMMER CAMPAIGN

SUMMER

DIGITAL ASSETS

TOOLKIT

SOCIAL MEDIA

POSTER

COMMUNICATIONS

SECURITY MINDED COMMUNICATIONS

CAMPAIGN MATERIALS

**PAGE CATEGORY**

DIGITAL TOOLKITS