ProtectUK

Get summer ready: Support the Summer campaign and help keep the public safe

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Counter Terrorism Policing is bringing back its long-running Summer campaign to encourage the public to stay alert, trust their instincts and report anything that doesn't feel right.



As we approach the warmer months, millions of people across the UK will be gathering to enjoy major events including festivals, sporting events, pride and more. Unfortunately, large gatherings could be attractive targets. The campaign works closely with event organisers and businesses including Glastonbury, Wimbledon, The O2, Wembley, Tottenham Hotspur and more 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. The toolkit has been refreshed this summer making it easier for you to navigate, it includes a wide range of campaign materials suitable for all sectors, all of which can be downloaded for free. With recent changes to the UK's threat level, it's more important than ever that event organisers and businesses up-and-down the country do their part to keep the public safe this summer.

You can support by sharing on your social media channels, using the assets on your venue's big screens, promoting on your website or in emails to your staff, clients and guests. These are simple cost-effective ways of adding an additional layer of security to your events, venues and premises and supports our joint aim to keep the public safe this summer.

This campaign sits alongside the long-running #BeSafeBeSound campaign aimed at live music events. The campaign has been consistently supported by major live music events and festivals. You can download all the creative content from the #BeSafeBeSound digital toolkit.

A massive thank you to those who are currently supporting the campaign. You are playing a vital part in helping us to keep the public safe this summer.

KEYWORDS

SUMMER
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COMMUNICATIONS
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