

## The #BeSafeBeSound Campaign is in full swing

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Festival season is in full swing. Reaching hundreds of thousands of music lovers across the country.

Our #BeSafeBeSound campaign has already been supported at BBC Radio 1's Big Weekend, Download festival, Creamfields festival, Parklife festival and Isle of Wight.



#BeSafeBeSound aims to:

- Empower music fans with safety advice

- Reassure music fans that they are safe and security checks are in place to ensure a safe experience
- Educate and encourage fans to report anything that doesn't feel right immediately to security staff
- Ensure that everyone who attends a festival, enjoys it safely
- Encourage staff at music venues to take up ACT e-Learning training to recognise suspicious behaviour, understand what to do should a member of the public report something that isn't quite right, and what to do should a terrorist attack occur

There is a toolkit, containing content, assets, and links to free training for venue and security staff, available on [ProtectUK](#)



If you have festivals or events in your area, please download and share the assets on your platforms.

Both paid and organic activity has been planned around festivals throughout the summer months, along with vans carrying digital screens, highlighting the vigilance message.

Thank you to ProtectUK partners for supporting **#BeSafeBeSound** and helping to keep our music loving nation safe from terrorism.

#### **KEYWORDS**

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#### **PAGE CATEGORY**

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