

## **Counter Terrorism Policing's winter campaign launched to keep the public safe this winter**

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This winter will see millions of people across the UK enjoying themselves at Christmas parties, markets and heading out to the high street.



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 winter.

The winter vigilance campaign is now in its fourth year, and over that period, has reassured and encouraged members of the public, when attending Christmas festivities over the winter period, to trust their instincts and tell staff, security or police or report online if something doesn't feel right.

Over the years, CT Policing's campaigns have reached millions of people. Promoting the winter campaign is also a powerful way of using communications as an extra layer of protective security for businesses and venues, at no extra cost.

Recent results from CTPHQ's summer 2024 campaign showed that members of the public felt 'there is a need to increase general security at venues, major events and on busy high streets with more than three quarters of the respondents saying 'businesses and venues need to assure their customers that they are taking extra security precautions.'

**You can play your part by promoting the campaign using the new toolkit launched on [ProtectUK](#)**

The toolkit includes free content for event organisers, venues and businesses to use on their websites, social media channels, big screens and more. It has content tailored for specific channels, such as digital screens around Christmas markets and football stadiums, social media content and posters for internal use or at venues.

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.

A huge thank you to those 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.

Together we can help to keep the public safe this winter.

**KEYWORDS**

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