

26 October 2020

NATIONAL BULLETIN



Historically CT Policing have produced materials for use by communications teams which encourage people to be vigilant and report suspicious activity to a member of staff or police during the busy festive period - targeting crowded places such as the night time economy and Christmas markets.

Campaign materials have historically included social media content, animated screen content as well as key internal and external messaging. We are in the process of developing our public vigilance materials for this year.

Given the evolving local lockdown picture across the country, cancellation of events and the wider uncertainty around restrictions, we are very mindful that our campaign needs to fit the realities of 2020, sit coherently with broader public advice / messaging on Covid-19 and reflect both how communities and consumers are behaving in the Covid-19 environment. We are working with an agency that is closely involved with Govt CV19 messaging and campaigning to ensure alignment and no conflict with HMG. Also we are very aware of exceptional challenges faced by business at this time, so are consulting with a number of companies and other stakeholders as we prepare the campaign.

Given the circumstances outlined above, whilst the public vigilance messaging for our campaign will be

contextually relevant to the festive season, material won't take an overtly 'festive' look and feel to support their use beyond the festive season as our city centres and crowded places begin opening up more during 2021.

Communication toolkits will be circulated to our partners and stakeholders on an embargoed basis from the 20 November for use from 0001 hours on the 27 November. We ask that you make you communications teams aware that they will be getting assets to help them deliver their vigilance messaging and to support their operational activity.

If your communications team have any specific requirements for vigilance campaign materials please do [let us know](#) where you'll be hosting them and we can ensure your needs are met.

Whilst the current climate means we have not been seeing traditional number in crowded places, the threat to the UK from international terrorism remains at SUBSTANTIAL, meaning an attack is likely. To support CT Policing's ongoing work we continue to ask businesses and the public to be vigilant and to [report suspicious activity](#).

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