

# ACT

ACTION  
COUNTERS  
TERRORISM



COUNTER  
TERRORISM  
POLICING

NORTH EAST

Chris Bowen  
Detective Chief Inspector  
Counter Terrorism Policing North East  
PO Box 9  
Laburnum Road  
Wakefield  
WF1 3QP

February 20, 2018

Dear Sir/Madam,

**Re: ACT: Action Counters Terrorism national public awareness campaign**

I would like to ask for your support for the launch of the next phase of ACT (Action Counters Terrorism); the national counter terrorism public awareness campaign, on Tuesday March 20, 2018. This will build on last year's campaign to encourage the public to help us defeat terrorism by reporting suspicious behaviour and activity. The support and involvement of local businesses and industry partners will be integral to the success and reach of the campaign.

The threat from terrorism to the UK continues to stand at severe, meaning an attack is highly likely and has twice risen to 'critical' for brief periods over the past year. As a nation, we know all too well the horrific effects of a terrorist attack. From London to Manchester, we have seen five tragic attacks in the UK over the past year with ten others thwarted. The police and our security partners are working tirelessly to tackle the threat and are experiencing broadly 30 per cent more counter terrorism work than a year ago.

The diversity and complexity of this enduring threat means that the need to harness public cooperation in the effort to combat terrorism has never been greater.

We have always said that "*communities defeat terrorism*". That's why this year's campaign will focus on educating the public about different attack planning methods and encouraging them to report suspicious behaviour and activity via our online tool on [www.gov.uk/ACT](http://www.gov.uk/ACT).

It will build on the success of last year's campaign which resulted in a 55% uplift in calls to our hotline. We will be working closely with colleagues across the police network ahead of the campaign launch to increase its effectiveness and reach. Paid for activity will run across digital channels, supported by a national and regional media and PR plan. We will also be utilising owned and stakeholder channels to promote the campaign.

The key communication objectives for the campaign include:

- Encourage reporting of suspicious activity via [www.gov.uk/ACT](http://www.gov.uk/ACT)
- Reinforce the message that *communities defeat terrorism* – and the key role the public have to play in helping to tackle the terrorist threat

- Highlight examples of terrorist attack planning methods

We hope that you will support us with this activity wherever possible by:

- Sharing our digital assets on your social media accounts
- Placing a news story on your website about why you're supporting ACT
- Providing a supportive statement to the force for the ACT campaign
- Signposting the public to advice about how to report suspicious activity that could be terrorist related via [www.gov.uk/ACT](http://www.gov.uk/ACT)
- Signposting any internal staff to advice about how to report suspicious activity that could be terrorist related via [www.gov.uk/ACT](http://www.gov.uk/ACT)

We will be using the national social media accounts; [@TerrorismPolice](https://twitter.com/TerrorismPolice) on Twitter and [@CounterTerrorismPoliceUK](https://www.facebook.com/CounterTerrorismPoliceUK) on Facebook, to push the key campaign messages and materials, while the online "home" for the campaign will be [www.gov.uk/ACT](http://www.gov.uk/ACT). Local police forces are also being asked to share this online content and to promote the ACT campaign wherever possible.

The attached toolkit contains information and collaterals which can be used at your discretion to support the campaign. If you have any questions, please contact our communications team at [ctuleeds.comms@westyorkshire.pnn.police.uk](mailto:ctuleeds.comms@westyorkshire.pnn.police.uk) or the national communications team on [nctphq.comms@met.police.uk](mailto:nctphq.comms@met.police.uk).

We'd be grateful for any support you can offer this campaign. Thank you for your help and cooperation as we continue to work together to defeat terrorism.

Yours sincerely

Detective Chief Inspector Chris Bowen  
Deputy Regional Coordinator – Protect and Prepare  
Counter Terrorism Policing North East