

## Action Counters Terrorism 2018 Campaign Toolkit



*Communities Defeat Terrorism: reporting suspicious activity & behaviour*

### Overview

Thank you for supporting the 2018 ACT (Action Counters Terrorism) public awareness campaign, which will launch on Tuesday 20 March and run for four weeks.

Communities defeat terrorism and with the enduring terrorist threat, it is now more important than ever that everyone plays their part in tackling terrorism. Individual actions could save lives.

That's why the ACT campaign is encouraging the public to help the police tackle terrorism and save lives by reporting suspicious behaviour and activity at [www.gov.uk/ACT](http://www.gov.uk/ACT). We will be raising awareness of the different attack planning methods that terrorists might use so the public knows some of the signs to spot and how to report any concerns.

This campaign toolkit will provide you with the background and resources you need to support the campaign.

You can [download all of the campaign resources](#) via WeTransfer.

**Please note that all of this material is under embargo and should not be used publicly until 00:01 Tuesday 20 March 2018.**

### How you can help:

- Adapt our news story template for your website about why you're supporting ACT and share examples of signs to spot and how to report **(p5)**
- Share ACT posters and graphics in your organisation's building, display screens and public areas **(p11)**
- Share our digital assets and creative film on your organisation's social media accounts **(p5)**
- Provide a supportive statement from your organisation for the ACT campaign **(p2)**
- Use external newsletters, your website, blogs and other channels to signpost the public to advice on how to report suspicious activity or behaviour that could be terrorist related via [www.gov.uk/ACT](http://www.gov.uk/ACT) **(p5 & p11)**
- Use staff newsletters and your intranet to signpost internal staff to advice on how to report suspicious activity or behaviour that could be terrorist related via [www.gov.uk/ACT](http://www.gov.uk/ACT) **(p9)**

**If you have any comments or questions, or require access to the content in a different format please contact us on [nctphq.comms@met.police.uk](mailto:nctphq.comms@met.police.uk)**

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## About Counter Terrorism Policing

Counter Terrorism Policing is a collaboration of UK police forces working alongside the UK intelligence agencies to protect the public and our national infrastructure. Our officers and staff are at the frontline of the UK's fight against terrorism, working tirelessly to prevent, disrupt and investigate extremists, whatever their ideology.



## ACT Background

In March 2017, National Counter Terrorism Policing launched ACT (Action Counters Terrorism), a new branding platform which incorporates all of our counter-terrorism external campaigns to warn, inform and reassure the public.

*Make Nothing Happen* was the first national advertising campaign to be launched under ACT. Its objective of encouraging the public to trust their instincts to report anything they see or hear which may be terrorist related, was underpinned by the message that cooperation between the public and the police remains the greatest advantage in tackling the challenges the UK faces from terrorism. The campaign ran across radio and digital channels over six weeks (of paid for activity) backed by a national and regional media and PR plan.

Since the launch of *Make Nothing Happen* in March 2017, there have been five terrorist attacks in the UK resulting in a change of rhythm and tempo in police investigations. As a result, there is now less need to remind people of the terrorist threat. Instead we must continue to find ways of educating the public about the different methods of attack planning beyond 'the suspicious package' while encouraging them to be part of the Counter Terrorism effort to help us stop attacks happening in the first place.

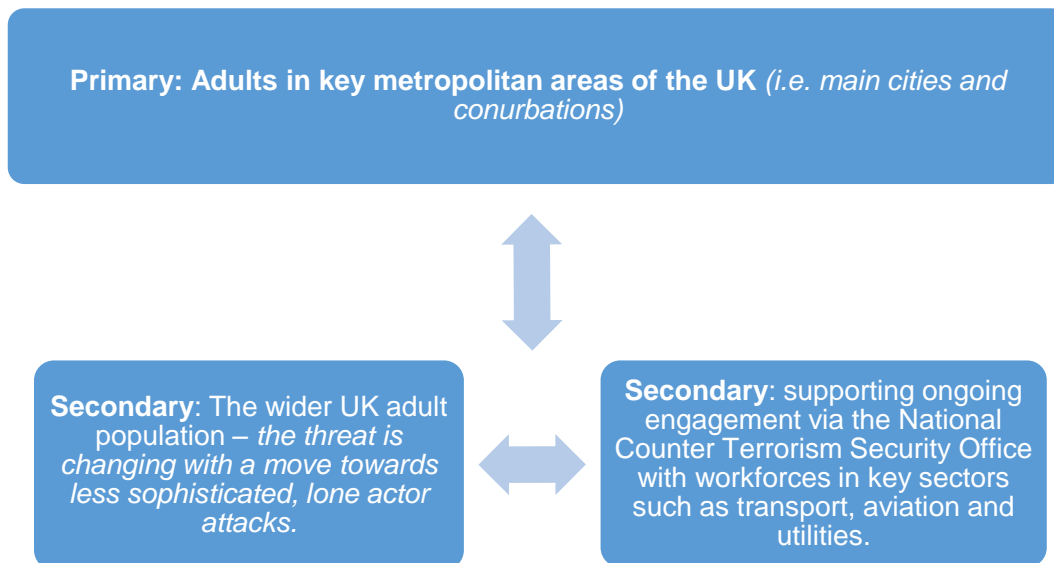
## 2018 ACT Campaign Objectives

The campaign's objectives are:

- Encourage the public to report suspicious activity or behaviour and increase intelligence from communities.
- Increase public understanding of what activity or behaviour to look out for by highlighting examples of terrorist attack planning methods.
- Increase awareness of key reporting channels like [gov.uk/ACT](http://gov.uk/ACT).
- Reinforce the message that communities defeat terrorism – and the key role the public have to play in helping tackle the terrorist threat.

## Target Audiences

The main audiences the campaign will target are:



## Audience Insight

In January 2018, an online study, with over 1,000 UK adults across the country. The pre-campaign research found:

- Anxiety over terrorism in the UK is high (**83%**) with a third of the public saying they are very concerned. **Two-thirds** say they have become more concerned over the past year, which has been fuelled by the frequency and unpredictability of attacks.
- **3 in 4** feel the police are doing well in keeping the public safe, believing that much work goes on behind the scenes to thwart potential attacks.
- The **vast majority** would report suspicious behaviours with being 'safe rather than sorry' as a key motivator.
- The motivation to report suspicious behaviour is high at **82%**, with the potential to save lives being a strong driver.
- A **very small number** of people would not report and their main barriers included fear of getting someone into trouble if incorrect, distrust of the police and fear of wasting police time.
- Extreme behaviours such as an interest/use of in firearms or chemicals are **easier** for people to label as a high threat, but they are **less certain** about the behaviours that are more everyday/potentially ambiguous.
- **Online search** is the first port of call to find out more information or advice on reporting suspicious activity.
- More than **1 in 10** are aware of ACT which is good considering that it is a very new brand. However awareness is lower than other reporting methods, so raising awareness will be a key function of this campaign.
- The reporting methods that are **seen as easy to use** are favoured, but this preference is subjective (i.e. preferring to speak over the phone) and subject to interpretation (i.e. some people saw reporting suspicious behaviour as an emergency (and there requiring a 999 response) whereas others did not).

## Key Messages

- Communities defeat terrorism.
- Like other criminals, terrorists need to plan. If you see or hear something unusual or suspicious trust your instincts and ACT by reporting it in confidence at [gov.uk/ACT](https://gov.uk/ACT).
- Any piece of information could be important, it is better to be safe and report. You can help the police prevent terrorism and save lives.
- You are not wasting our time, and we will only take action after the appropriate checks have been carried out.

## 2018 ACT Campaign Narrative

**Communities defeat terrorism.** With the enduring terrorist threat, it is now more important than ever that everyone plays their part in tackling terrorism. Your actions could save lives.

That's why Action Counters Terrorism (ACT) is encouraging communities across the country to help the police tackle terrorism and save lives by reporting suspicious behaviour and activity.

Like other criminals, terrorists need to plan. If you see or hear something unusual or suspicious trust your instincts and ACT by reporting it in confidence at [gov.uk/ACT](https://gov.uk/ACT) or, in an emergency, dial 999.

Some examples of suspicious activity or behaviour could potentially include:

- Hiring large vehicles or similar for no obvious reasons
- Buying or storing a large amount of chemicals, fertilisers or gas cylinders for no obvious reasons
- Taking notes or photos of security arrangements, or inspecting CCTV cameras in an unusual way
- Looking at extremist material, including on the so-called Dark Web, or sharing and creating content that promotes or glorifies terrorism.
- Someone receiving deliveries for unusual items bought online.
- Embracing or actively promoting hateful ideas or an extremist ideology.
- Possessing firearms or other weapons or showing an interest in obtaining them
- Holding passports or other documents in different names, for no obvious reasons
- Anyone who goes away travelling for long periods of time but is vague about where
- Someone carrying out suspicious or unusual bank transactions

You are not wasting our time, and no call or click will be ignored. What you tell us is treated in the strictest confidence and is thoroughly researched by experienced officers before, and if, any police action is taken.

Any piece of information could be important, it is better to be safe and report. Remember, trust your instincts and ACT. **Action Counters Terrorism.**

## Campaign Strategy

Counter Terrorism Policing will launch the 2018 ACT campaign on 20 March 2018. This campaign will run over a four week period and will deliver an integrated communication approach to maximise message reach including:

- **Paid for digital advertising:** a paid for online video campaign to maximise exposure and reach (targeted at specific areas informed by operational policing) will run for four weeks. This will include a new creative film to educate the public on different attack planning methods to look out for and explain how reporting suspicious behaviour and activity can help the police tackle terrorism and keep communities safe.
- **Owned and earned channels:** share engaging content with clear call to action via: the Counter Terrorism network and police forces' channels and stakeholder networks; Government and GCS local channels and stakeholder networks; and mainstream, regional, specialist and online media.
- **Media:** A full media plan and resources can be found on page 10 and includes national, regional and local activity supplemented by editorial engagement with national, BME, consumer and regional press and broadcasters.
- **Digital and social media:** campaign activity across owned, borrowed and paid for channels, police force/Government/local authority and other key stakeholder websites, social media accounts and video broadcasting channels.

We will be seeking your help in sharing the messaging across your own channels and networks to help us maximise our reach.

## Evaluation

To evaluate the impact of the campaign, we will be measuring a range of factors to understand which tactics and channels most effectively raised awareness of the ACT campaign and encouraged the public to report suspicious behaviour and activity.

Our primary measurement will be the number of calls and online reports we receive from the police and the proportion of those that become actionable intelligence.

However, we ask that once the campaign concludes, if partners could share the following information to help us evaluate the campaign:

- Social media engagement on your native posts about ACT (i.e. Facebook, Twitter, Instagram, etc)
- If you signposted ACT on your external website
- If you signposted ACT on your intranet
- If you signposted ACT in your newsletters/external communications
- If you signposted ACT via posters or display screens in your building
- Any media coverage you secured on ACT

We would be grateful if you could share any of the above examples with the campaigns team on [nctphq.comms@met.pnn.police.uk](mailto:nctphq.comms@met.pnn.police.uk).

## Digital Resources

We will be using all of our social media channels to promote the creative film, share informational graphics and direct the public to [www.gov.uk/ACT](http://www.gov.uk/ACT) which provides a one stop shop for the online reporting tool, advice, campaign materials and links to supportive information.

### How can you support online?

- We have provided **graphics, still images, a film and suggested social media posts** that you can share across your social media channels.
- We have provided a **template news story** that you can publish on your website, educating the public on where to report and what to look out for.
- We have provided **suggested website wording** for your organisation's pages on counter terrorism for you to review and update.

The campaign's hashtag is #ActionCountersTerrorism

Our social media channels are:

- Twitter: [@TerrorismPolice](https://twitter.com/TerrorismPolice)
- Facebook: [@CounterTerrorismPoliceUK](https://www.facebook.com/CounterTerrorismPoliceUK)
- Youtube: <https://www.youtube.com/counterterrorism policinguk>

We encourage you to support not only on the channels above, but on any other channels your organisation might have, such as Instagram, Snapchat and other social media networks.

*Please note that the Anti-Terrorist Hotline textphone option for the deaf or hard of hearing is no longer in service. **Please remove this if it is still on your website.***

## ACT Campaign Film

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You can view, share and embed the ACT film from [YouTube](https://www.youtube.com/watch?v=I6SjX2ZXMnY) and [download it here](#) under the file name *ACT-Film* or alternatively the file name *ACT-Film-Social* which is formatted in a 16:9 ratio for your social media channels:

We encourage all of our partners to share it across your social media channels using the hashtag #ActionCountersTerrorism. We have included a suggested post below, but please tailor it to your audiences.

## Twitter

### Tweet One

It's more important than ever that everyone plays their part in tackling terrorism. Any piece of information could be important. You can help prevent terrorism and save lives. Trust your instincts and ACT. Visit [www.gov.uk/ACT](http://www.gov.uk/ACT) #ActionCountersTerrorism

[Insert video **ACT-Film-Social.mp4** or link to <https://youtu.be/I6SjX2ZXMnY>]

### Tweet Two

We support @terrorismpolice encouraging everyone to play their part in tackling terrorism. Any piece of information could be important and help save lives. Trust your instincts and ACT. Visit [www.gov.uk/ACT](http://www.gov.uk/ACT) #ActionCountersTerrorism

[Insert video **ACT-Film-Social.mp4** or link to <https://youtu.be/I6SjX2ZXMnY>]

## Facebook

### Communities Defeat Terrorism

It's more important than ever that everyone plays their part in tackling terrorism. Your actions could help police prevent terrorism and save lives.

Like other criminals, terrorists need to plan. If you see or hear something unusual or suspicious trust your instincts and ACT by reporting it in confidence at [gov.uk/ACT](http://gov.uk/ACT).

Any piece of information could be important, it is better to be safe and report.  
**#ActionCountersTerrorism.**

[Insert video **ACT-Film-Social.mp4** or link to <https://youtu.be/l6SjX2ZXMnY>]

### Social media content

You can [download all of the social media graphics](#)

To note that this link will only be live for a week. If you need to download the graphics after that point, please email the communications team on [nctphq.comms@met.pnn.police.uk](mailto:nctphq.comms@met.pnn.police.uk).

Included below are suggested posts for each of the graphics. We encourage you to share these on your channels natively and tailoring it to your audiences.

Suggested post	Content File Name
If you see or hear something suspicious trust your instincts and ACT by reporting it in confidence at <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerrorism	<i>Social-Twitter-1.png / social-campaign-image-1.png</i>
It only takes a moment to report suspicious activity online. You could help prevent an attack and save lives. Trust your instincts and ACT by reporting it at <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerrorism	<i>Social-Twitter-2.png / social-campaign-image2.png</i>
Your actions could save lives. Reports from the public have foiled terrorist plots. Trust your instincts and ACT by reporting it in confidence at <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerrorism	<i>Social-Twitter-3.png / social-campaign-image3.png</i>
Any piece of information could be important, it is better to be safe and report. You can help the police prevent terrorism and save lives. Visit <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerorrism	<i>Social-Twitter-4.png / social-campaign-image4.png</i>



<p>You can help tackle terrorism. If you spot anything suspicious online, report it. Visit <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerrorism</p>	<p><i>Social-Suspicious-Online-Animation.gif</i></p> <p><i>Social-Suspicious-Online-Video.mp4</i></p>
<p>Terrorists need to plan. If you see or hear about someone who has, or is trying to, access illegal firearms and weapons report it. Visit <a href="http://www.gov.uk/ACT">www.gov.uk/ACT</a> #ActionCountersTerrorism</p>	<p><i>Social-Suspicious-Weapons-Animation.gif</i></p> <p><i>Social-Suspicious-Weapons-Video.mp4</i></p>

### Trackable website links

To help our campaign evaluation, we've created bespoke trackable google links to Gov.uk for each of our partner groups to measure where most of the gov.uk/ACT traffic comes from. Please use the links below on your websites or in your online content.

- Local Authorities: [https://www.gov.uk/ACT?utm\\_source=la](https://www.gov.uk/ACT?utm_source=la)
- UK Government Departments & ALBs: [https://www.gov.uk/ACT?utm\\_source=gov](https://www.gov.uk/ACT?utm_source=gov)
- UK Law Enforcement (Police Forces, NCA, etc): [https://www.gov.uk/ACT?utm\\_source=ukpol](https://www.gov.uk/ACT?utm_source=ukpol)

Please ensure that when using these links, they are visible only as **gov.uk/ACT**

### Suggested website wording on counter terrorism

If your website has a dedicated page to counter terrorism, then we have provided some suggested content in a guide that you can tailor to your local audiences. You can download the guide under the file name [Website-CT-Content here](#).

### Template Website News Article

#### Action Counters Terrorism: Report suspicious activity and behaviour to tackle terrorism

[INSERT ORGANISATION] urges the public to help the police tackle terrorism and save lives by reporting suspicious behaviour and activity.

Communities defeat terrorism. With the enduring terrorist threat, it is now more important than ever that everyone plays their part in tackling terrorism. Your actions could save lives.

Don't worry about wasting police time. No call or click will be ignored. What you tell the police is treated in the strictest confidence and is thoroughly researched by experienced officers before, and if, any police action is taken.

Any piece of information could be important, it is better to be safe and report. Remember, trust your instincts and ACT. **Action Counters Terrorism.**

#### How can I report?

Reporting is quick and easy. You can report in confidence **online** via our secure form: [www.gov.uk/ACT](http://www.gov.uk/ACT). Alternatively, you can call the police confidentially on 0800 789 321.

All reports are kept confidential and you can report anonymously.

In an emergency always call 999.

#### What should I report?

Like other criminals, terrorists need to plan. You can report suspicious activity or behaviour – anything that seems out of place, unusual or just doesn't seem to fit in with everyday life.

Watch the ACT film to learn more:

[**EMBED FILM** - <https://youtu.be/I6SiX2ZXMnY>]

What could potentially be terrorist-relates suspicious activity or behaviour?

### **Research**



Meetings, training and planning can take place anywhere. Do you know someone who travels but is vague about where they're going?



Do you know someone with passports or other documents in different names, for no obvious reason?



Do you know someone who looks at extremist material, including on the so-called Dark Web, or shares and creates content that promotes or glorifies terrorism?



Have you noticed someone embracing or actively promoting hateful ideas or an extremist ideology?

### **Gathering materials**



Suspicious materials can be ordered online as well as in store. Have you noticed someone receiving deliveries for unusual items bought online?



If you work in commercial vehicle hire or sales, has a sale or rental seemed unusual?



Have you noticed someone buying large or unusual quantities of chemicals, fertilisers or gas cylinders for no obvious reason?



Have you noticed someone acquiring illegal firearms or other weapons or showing an interest in obtaining them?

### **Storing materials**



Terrorists need to store equipment while preparing for an attack. Have you noticed anyone storing large amounts of chemicals, fertilisers or gas cylinders?



Have you noticed anyone storing illegal firearms or objects that could potentially be weapons?

### **Hostile Reconnaissance**



Observation and surveillance help terrorists plan attacks. Have you witnessed anyone taking pictures or notes of security arrangements or CCTV?

### **Financing**



Cheque and credit card fraud are ways of generating cash. Have you noticed any suspicious or unusual bank transactions?

If you'd like more information or resources, visit [www.gov.uk/ACT](http://www.gov.uk/ACT) or follow Counter Terrorism Policing on social media:

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [#ActionCountersTerrorism](#)

## Internal communications resources

In addition to promoting the campaign to external audiences, we are also providing resources to signpost your staff to advice on how to report suspicious behaviour and activity that could be terrorist related.

### How can you support?

- We've provided a template article text for you to adapt for your intranet or internal staff newsletters.
- We have also provided graphics for you to display on your building's display screens.
- Share the ACT film on your intranet for your staff to see

### ACT Campaign Film

You can view and share the ACT film from [YouTube](#) and [download it here](#). If you require the video in a different format, please email [nctphq.comms@met.pnn.police.uk](mailto:nctphq.comms@met.pnn.police.uk)

### Display screen graphics

You can [download the following graphics](#) to use on your building's display screens and website:

These images can be used on your display screens:

- 1080x1920 Image → *Digital-Display-Screen-Image-Vertical*
- 16:9 MP4 → *Digital-Display-Screen-Movie-169*

We have also provided a series of GIFs for Local Authorities to use on their advertising filler service under the following names:

- 160x600 GIF → *Local-Authority-Website-Advert-1*
- 300x250 GIF → *Local-Authority-Website-Advert-2*
- 320x50 GIF → *Local-Authority-Website-Advert-3*
- 728x90 GIF → *Local-Authority-Website-Advert-4*

### Template Intranet/Newsletter text – 2018 ACT Campaign

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**[Insert organisation]** is proud to support Counter Terrorism Policing's Action Counters Terrorism (ACT Campaign) to encourage the public to help the police tackle terrorism and save lives by reporting suspicious behaviour and activity.

**Communities defeat terrorism.** With the enduring terrorist threat, it is now more important than ever that everyone – including **[insert organisation]** staff – plays their part in tackling terrorism. Our actions could save lives.

Like other criminals, terrorists need to plan. If you see or hear something unusual or suspicious trust your instincts and ACT by reporting it in confidence at [gov.uk/ACT](http://gov.uk/ACT). If it's an emergency call 999.

Watch the ACT film to learn more:

**[EMBED FILM]** - <https://youtu.be/l6SjX2ZXMnY>

What could potentially be terrorist-related suspicious activity or behaviour?

## Research



Meetings, training and planning can take place anywhere. Do you know someone who travels but is vague about where they're going?



Do you know someone with passports or other documents in different names, for no obvious reason?



Do you know someone who looks at extremist material, including on the so-called Dark Web, or shares and creates content that promotes or glorifies terrorism?



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Suspicious materials can be ordered online as well as in store. Have you noticed someone receiving deliveries for unusual items bought online?



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## Hostile Reconnaissance



Observation and surveillance help terrorists plan attacks. Have you witnessed anyone taking pictures or notes of security arrangements or CCTV?

## Financing



Cheque and credit card fraud are ways of generating cash. Have you noticed any suspicious or unusual bank transactions?

Don't worry about wasting police time. Any piece of information could be important and it is better to be safe and report. No call or click will be ignored. What you tell the police is treated in the strictest confidence and is thoroughly researched by experienced officers before, and if, any police action is taken.

Remember, trust your instincts and ACT. **Action Counters Terrorism.**

## Print Resources

You can also use the following posters and leaflets to display inside your organisation's building. They have been provided in PDF and InDesign formats should you need to resize the image or add your organisation's logo.

The resources can be [downloaded here](#) and the relevant file names are below:

### A3 Campaign Poster

- *Print-A3*
- *Print-A3-Design*
- *Print-A3-Welsh*

### A4 Campaign Poster

- *Print-A4*
- *Print-A4-Design*
- *Print-A4-Welsh*

### A5 Leaflet

- *Print-A5*
- *Print-A5-Design*
- *Print-A5-Welsh*

### A6 Leaflet

- *Print-A6*
- *Print-A6-Design*
- *Print-A6-Welsh*

## ACT logos

The logos below can be used for promoting the campaign. They can be [downloaded here](#).

- ACT Logo Blue: *Logo-ACT-1*
- ACT Logo White: *Logo-ACT-2*
- CT Policing Logo Blue: *Logo-CTP-1*
- CT Policing Logo White: *Logo-CTP-2*

## Branding Guidelines

We have also provided guidelines with helpful information on how to use the ACT logo and branding. You can download the [ACT-Brand-Identity-Guidelines-1 here](#).

## Press and Media Resources

The campaign activity will be spread across four weeks, each with a distinct 'theme', outlined below:

- **Week One (20th to 25th March):** Initial campaign launch ahead
- **Week Two (26th March to 1st April):** Communities defeat terrorism
- **Week Three (2nd to 8th April):** Online extremism
- **Week Four (9th to 18th April):** Business and industry

Outlined below are some of the planned activity for each of the four weeks of the campaign. To note that these plans are subject to change.

**Pre-launch activity (5<sup>th</sup>-18<sup>th</sup> March):** Press release (with option to regionalise), delivery plan and social media toolkit delivered to regional comms teams, force press offices and key stakeholders. All under embargo for **00:001hrs Tuesday, 20<sup>th</sup> March.**

**Week One (20<sup>th</sup> to 25<sup>th</sup> March):** Initial campaign launch ahead of Westminster attack 1<sup>st</sup> anniversary – content aimed at UK adult population, key stakeholders and partners.

**Week Two (26<sup>th</sup> March to 1<sup>st</sup> April):** Communities defeat terrorism – messaging tailored to bespoke audience including women, LGBT & BAME community and faith groups.

**Week Three (2<sup>nd</sup> to 8<sup>th</sup> April):** Online extremism - targeting UK adult population and sector-specific media to highlight the significance of reporting extremist content online.

**Week Four (9<sup>th</sup> to 18<sup>th</sup> April):** Business and Industry – focusing on the commercial sector and trade publications to demonstrate the collaboration between police and industry as they work to protect communities and infrastructure from terrorism.

## Press Notice

Included below is the national press release that has been shared under embargo until 00:01 Tuesday 20 March 2018. This can be tailored by regional police forces for local media.

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The new head of UK Counter Terrorism Policing has used the launch of a campaign about terrorist attack planning methods to reveal that more than a fifth of reports from the public produce intelligence which is helpful to police.

The recently appointed Assistant Commissioner of Specialist Operations (ACSO), Neil Basu, praised the public's willingness to **ACT** in response to last year's unprecedented rise in terrorist activity, which resulted in record numbers of people contacting the police through online referral forms and the confidential hotline to report suspicious behaviour and activity.

Now he is launching the second phase of the '**ACT**—Action Counters Terrorism' campaign, featuring a new 60-second film based on real life foiled plots, which will show examples of terrorist-related suspicious activity and behavior, as well as attack planning methodology.

A call to action will encourage the public to report suspicious behaviour and activity via the online tool ([gov.uk/ACT](http://gov.uk/ACT)), helping the police to prevent terrorism and save lives.

"We have been saying for some time now that communities defeat terrorism, and these figures demonstrate just how important members of the public are in the fight to keep our country safe," says ACSO Neil Basu.

"Since the beginning of 2017 we have foiled 10 Islamist and four right wing terror plots, and there is no doubt in my mind that would have been impossible to do without relevant information from the public."

Of the nearly 31000 public reports to Counter Terrorism (CT) Policing during 2017, more than 6600 (21.2%) resulted in useful intelligence - information which is used by UK officers to inform live investigations or help build an intelligence picture of an individual or group.

Research carried out by CT Policing suggests that while more than 80% of people are motivated to report suspicious activity or behaviour, many are unclear exactly what they should be looking for.

The second phase of the '**ACT** –Action Counters Terrorism' from CT Policing aims to educate the public about terrorist attack planning and reinforce the message that any piece of information, no matter how small, could make the difference between a lethal attack or a successful disruption.

“Like other criminals, terrorists need to plan and that creates opportunities for police and the security services to discover and stop these attacks before they happen” says ACSO Basu.

“But we need your help to exploit these opportunities, so if you see or hear something unusual or suspicious trust your instincts and **ACT** by reporting it in confidence by phone or online.

“That could be someone buying or storing chemicals, fertilisers or gas cylinders for no obvious reasons, or receiving deliveries for unusual items, it could be someone embracing extremist ideology, or searching for such material online.

“This new film has been made to try and help people understand recent terrorist attack-planning methods, but also to demonstrate that each report from the public can be one vital piece of a much larger picture.

“The important thing for people to remember is that no report is a waste of our time, trust your instincts and tell us if something doesn't feel right.”

#### **XXXX BEN WALLACE QUOTE XXXX**

#### **Notes to Editors:**

#### **ACT Background**

In March 2017, National Counter Terrorism Policing launched ACT (Action Counters Terrorism), a new branding platform which incorporates all of our counter-terrorism external campaigns to warn, inform and reassure the public.

*Make Nothing Happen* was the first national advertising campaign to be launched under ACT. Its objective of encouraging the public to trust their instincts to report anything they see or hear which may be terrorist related, was underpinned by the message that cooperation between the public and the police remains the greatest advantage in tackling the challenges the UK faces from terrorism. The campaign ran across radio and digital channels over six weeks (of paid for activity) backed by a national and regional media and PR plan.

#### **2018 ACT Campaign Narrative**

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That's why Action Counters Terrorism (ACT) is encouraging communities across the country to help the police tackle terrorism and save lives by reporting suspicious behaviour and activity.

Like other criminals, terrorists need to plan. If you see or hear something unusual or suspicious trust your instincts and ACT by reporting it in confidence at [gov.uk/ACT](http://gov.uk/ACT) or, in an emergency, dial 999.

Some examples of suspicious activity or behaviour could potentially include:

- Hiring large vehicles or similar for no obvious reasons
- Buying or storing a large amount of chemicals, fertilisers or gas cylinders for no obvious reasons

- Taking notes or photos of security arrangements, or inspecting CCTV cameras in an unusual way
- Looking at extremist material, including on the so-called Dark Web, or sharing and creating content that promotes or glorifies terrorism.
- Someone receiving deliveries for unusual items bought online.
- Embracing or actively promoting hateful ideas or an extremist ideology.
- Possessing firearms or other weapons or showing an interest in obtaining them
- Holding passports or other documents in different names, for no obvious reasons
- Anyone who goes away travelling for long periods of time but is vague about where
- Someone carrying out suspicious or unusual bank transactions

You are not wasting our time, and no call or click will be ignored. What you tell us is treated in the strictest confidence and is thoroughly researched by experienced officers before, and if, any police action is taken.

Any piece of information could be important, it is better to be safe and report. Remember, trust your instincts and ACT. **Action Counters Terrorism.**

### **2017 Reporting Statistics**

- A total of 22955 reports were made to Counter Terrorism Police via the Anti-Terror Hotline. Of which, 5074 resulted in useful intelligence for the police, a conversion rate of 22.1%
- A total of 8029 reports were made to Counter Terrorism Police via online reporting forms at [gov.uk/ACT](http://gov.uk/ACT). Of which, 1585 resulted in useful intelligence for the police, a conversion rate of 19.7%
- Cumulatively, 30984 reports were made to Counter Terrorism Police in 2017, of which 6659 (21.5%) resulted in useful intelligence for the police.

### **Case Studies**

#### **North West**

- A member of the public reported their concerns online about the content of a publicly accessible Google+ social media account in the name of Abdur-Rahman Salford, which contained lots of material linked to the terrorist organisation Islamic State and material believed to encourage others to commit, prepare or instigate acts of terrorism. The operator of the account, Adam Wyatt, was arrested and has since pleaded guilty.
- Threatening and offensive messages on a Facebook group were seen by a member of the public who alerted the police. As a result of the reporting, far right supporter Ethan Stables was arrested for threatening to kill people attending a local LGBTQ event in Cumbria.

#### **West Midlands**

- A member of the public reported a man acting suspiciously near to a school in Birmingham. Upon arrest by officers at the scene, the man was found to be in possession of a large kitchen knife and a crowbar. A search of the man revealed hostile reconnaissance material (hand drawn map), a recipe for explosives and messages on his phone from contacts linked to the proscribed organisation known as ISIL. A search of his address revealed further attack planning materials such as adapted electrical lights, bottles of hydrogen peroxide, wires and dismantled mobile telephones. He was found guilty under section 5 Terrorism Act 2006 on 22<sup>nd</sup> June 2016 and then sentenced on 9<sup>th</sup> October 2017 for 15 years in Prison.



## **FAQs**

### **What type of behaviour or activity could be considered suspicious?**

Some examples of suspicious behaviour or activity include:

- Hiring large vehicles or similar for no obvious reasons
- Buying or storing a large amount of chemicals, fertilisers or gas cylinders for no obvious reasons
- Taking notes or photos of security arrangements, or inspecting CCTV cameras in an unusual way
- Looking at extremist material, including on the so-called Dark Web, or sharing and creating content that promotes or glorifies terrorism.
- Someone receiving deliveries for unusual items bought online.
- Embracing or actively promoting hateful ideas or an extremist ideology.
- Possessing firearms or other weapons or showing an interest in obtaining them
- Holding passports or other documents in different names, for no obvious reasons
- Anyone who goes away travelling for long periods of time but is vague about where
- Someone carrying out suspicious or unusual bank transactions

### **How sure do I have to be before passing on my suspicions?**

An honest held belief that something is occurring or you have a belief someone is acting suspiciously.

### **If my information turns out to be incorrect will I have wasted police time?**

You may feel it's probably nothing, but unless you trust your instincts and tell us we won't be able to judge whether the information you have is important or not.

Remember, no piece of information is considered too small or insignificant. Our specially trained officers and police staff would rather take lots of calls which are made in good faith, but have innocent explanations, than not getting any at all.

### **How do I report suspicious behaviour or activity?**

You can quickly and anonymously report online via [www.gov.uk/ACT](http://www.gov.uk/ACT) or you can call the police in confidence on 0800 789 321. Remember, in an emergency you should always call 999.

### **Who will take my call or read my online report?**

A Counter Terrorism Police Officer or a trained member of police staff will review your information within two hours.

### **Do I have to give my name or any personal details?**

No, it is entirely up to you if you wish to leave your contact details.

### **Is it confidential?**

Yes, all of the information you provide is treated in the strictest confidence. You don't have to give your details unless you wish to do so.

### **What if I am concerned that someone will find out I have contacted the police?**

We understand that people might have reservations about contacting police, either because their friends or family may find out, or their suspicions may prove to have innocent explanations. But we can reassure you that all calls and information are treated in the strictest confidence and will not be made public.

**What sort of detail will the police need from me?**

If you are reporting an incident you have witnessed we will need as much detail as possible, this could include the clothing someone was wearing, their age, height, ethnicity and actions for example.

**Will my call be traced or recorded?**

Your call will not be recorded. If you wish to leave your details you can do so but otherwise your call will remain anonymous.

**How long will reporting take?**

It will depend on how much information you are able to provide when you contact us.

**What will happen with the information?**

Our specially trained officers and police staff who take the calls will assess and evaluate the information you pass on before deciding on what action to take.

**Will I be given an update?**

Unfortunately we are unable to provide updates due to data protection issues and because the information we receive is passed to us on an anonymous basis.

**If the police need to speak to me again, how will they contact me?**

We will only get in touch with you if we need to ask you further details about the information you have provided. You will have the option to provide your contact details.

**Will I need to give a statement?**

In a case where you are giving information and wish to leave your contact details, you may be asked to provide a statement however this will depend on your wishes.

**Does the hotline have a language line?**

If you have difficulties speaking English, you can ask a friend who can speak English to contact us on your behalf. However, we will need to take into consideration the type of call and the privacy and level of information being divulged.

**I suffer from hearing loss, how can I pass on information which I think may be important?**

Yes, you can also contact the hotline online via [www.gov.uk/ACT](http://www.gov.uk/ACT).

**Can I report my suspicions over the phone rather than online?**

Yes, if you would prefer to report information over the phone rather than online, you can call the police in confidence you on 0800 789 321.

**Will I get a reward if I pass on information to the hotline?**

You will not get a reward if you pass on information to the hotline.

**If I don't want to contact police is there anyone else I can talk to?**

Family or trusted friends can report on your behalf but we will need to confirm the details provided with you.

You can also report crime or information online or via Crimestoppers anonymously on 0800 555 111 Always remember, if it is an emergency, call 999.