

## Promoting public vigilance and reporting in public places

MAY 2017

### 1 Introduction

#### **Public safety and vigilance**

Recent terrorist attacks raise issues and concerns as to how sites and organisations can keep their public areas safe. While it is not possible to completely protect our public spaces from those wishing to cause harm, there are interventions that we CAN put in place to make them less attractive places to target and to improve our ability to detect people with hostile intent.

CPNI, working with partners, has developed communication-based initiatives to promote vigilance and reporting in public spaces. The advantage of these initiatives is that they can be quickly and cost-effectively implemented at your site and by your organisation. Once in place they will serve to reassure your site users that you are doing everything in your power to help protect them.

In this short guidance, we will show how you can adopt and tailor these initiatives to reduce your vulnerability to threat.

CPNI has amassed considerable evidence about the effectiveness of vigilance programmes from our work supporting a variety of organisations, across both closed and open locations and among the public and staff. We have seen time and time again that the promotion of vigilance encourages reporting of suspicious behaviour among both groups.

Central to these initiatives is the campaign, “See it, Say it, Sorted”. Research helped inform the development of this vigilance campaign which is currently being rolled out on the railways. Early assessment work suggests that communication can increase the likelihood of reporting among the public.

We have worked with our design agency, AML, to adapt the campaign for a more generic setting appropriate for any public space, or crowded place. However, we recognise that organisations will want to adapt and tailor this campaign, providing their own call to action and branding.

In this document, we provide the campaign materials and the guidance on how to site and disseminate them, as well as broader communications initiatives to support public and staff vigilance. The materials are very limited at present, but will be developed in the future. However the materials are just one aspect of a successful vigilance campaign. As with any campaign it should be multifaceted to optimise reach and impact of the messaging.

## 2 Guiding principles for running a public vigilance campaign

### Incorporate the '3 Cs'

We know from our research programme with the travelling-public and staff that communications can improve reporting of suspicious activity if the right drivers are used for promoting vigilance. The *drivers* of vigilance are:-

- *Contact* – knowing how/where to report
- *Confidence* – that something will be done about it
- *Convenience* – belief that reporting will not be inconvenient.

We have incorporated these as part of the messaging for the campaign materials, but it is important to reflect this in the call to action and contact details that you overlay. For example, we know that if you provide people with a range of reporting mechanisms – phone, email, SMS – they will be more likely to act. Similarly, these drivers are important to incorporate in the broader communications initiatives you may want to adapt. Suggestions are provided as part of this guidance.

### Use a joined-up approach

**The initiatives are only as good as the staff who deliver them. Unless staff know how to respond to, and deal with, a report from the public their vigilance will fall on deaf ears. And worse still it could have the adverse effect of turning the public away from reporting anything suspicious in future.**

Unless staff working at a site themselves know how to deal with a report of something suspicious, no action can be taken. A report from a member of the public could stop a crime and even save lives. It may come to nothing but it needs to be dealt with in a measured way. Staff need to know how to escalate a report to their manager and then to security and the police. They also need to know how to respond to the member of the public who has taken the time and effort to report.

It is not just about dealing with the report and managing this with the person reporting, but it is also about staff being on the look-out for anything *they* see in and around the site that might give them cause for concern. It is people that work at the site day in day out that are the most likely to see anything out of the ordinary.

**Two ESSENTIAL actions staff should take if someone reports something suspicious to them**

- Escalate it to their manager and security/police IMMEDIATELY.
- Acknowledge the person reporting for coming forward and to say ‘thank you’, e.g: “Thank you for taking the time to report this to me. I will pass this on immediately to our security personnel/control room”.

It is natural for members of the public to feel awkward about approaching staff to report, and it is therefore a difficult action for them to do. By saying thank you in this way staff show that the site welcomes this report and that it will be actioned. This will help the member of the public feel they have been right to report, which helps give confidence to future reporting.

Information on how to run a general employee vigilance campaign is provided in ‘Next Steps’.

**Coordinate and layer the communications**

Give yourselves the best chance of achieving the communications goals, by getting the message out in a coordinated way. This will entail planning the timing of initiatives for internal and external audiences, so staff are informed prior to the communications being sited.

Think about how you can ‘layer’ communications by plugging into all your available channels. For the public this will mean leveraging all available channels: posters, audio, digital comms, PR and direct contact.

Internal communication channels are important too, so think about every opportunity to gather staff together for face to face briefings as well as providing information via your website, notice boards etc.

For further information, see our ‘Employee Vigilance’ guidance, referenced in the Appendix.

**Promote your detection capability**

At your site there will be a range of security measures in place (CCTV, security guards, police presence etc.) to help protect your public spaces. This security capability is something that can be communicated through the organisation’s digital comms and will help deter someone up to no good.

In promoting these measures you can help inform and reassure the public that you are doing all you can as an organisation to help keep them safe, and then use this to enrol the public to be the extra ‘eyes and ears’ for the site.

For further information, see our 'Security-Minded Communications' guidance.

### 3 The communications initiatives

#### The "See it, Say it, Sorted" creatives

We have produced a simple poster and audio/tannoy announcements that you can download and record for use at your site/public place. These are based on the existing rail campaign.



Non Critical poster



Critical poster

#### Tannoy announcements:

If you see something that doesn't look right, speak to staff or the police

(ORGANISATION TO ADD CONTACT DETAILS)

We'll sort it.

See it. Say it. Sorted.

We have also produced a 'critical' threat level version:

Now that the threat level is critical, remember your three Ss:

See it. Say it. Sorted.

If you see something that doesn't look right,

Speak to staff or Police

(ORGANISATION TO ADD CONTACT DETAILS)

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### Communications channels

**Poster** - key to success is the siting of the posters; we have produced static and digital versions to give flexibility. We recognise that commercial priorities may constrain the amount of space that is available, however sites often become available between advertiser periods. And, the strategic importance of promoting vigilance at your site may provide some leeway for temporary siting.

**Auditory** - the audio has been scripted so there is an option to record using your preferred 'voice', whether that be a familiar recording artist or a staff member.

There are additional channels where the 'See it, Say it, Sorted' campaign theme can be used both as a 'headline' and as a shorthand for the messaging (see 'content' section below).

**Ambient** - consider all opportunities for reinforcing the public-facing vigilance messaging using ambient, custom media; here are a few ideas:-

- Ticket stubs – on a printed or e-ticket
- Tape – around barriers at an event/venue
- Coffee cup holders
- Drink cups
- Floor or seat stickers
- Wristbands



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**SEE IT. SAY IT. SORTED.**

**SEE IT.  
SAY IT.  
SORTED.**

**Direct contact** – consider delivering the ‘See it, Say it, Sorted’ message via your customer-facing staff ambassadors and in leaflets and other written communication.

**Media/PR** – publicising the adoption of this campaign by your site/organisation is likely to be media-friendly and helps preserve the image of being security-minded and putting customers first. At times of heightened security the media has to satisfy an appetite for 24/7 news and there is likely to be interest in what organisations are doing to keep their publics safe.

**Social media** – all channels have a role to play in promoting vigilance among site users and staff. Twitter has proved itself to be particularly successful in amplifying security messaging given its immediacy and uptake by the public who can lend credibility to the communication.

A Facebook page is a good source for people seeking information about an event/venue and lends itself to the inclusion of security messages.

**YouTube video** – depending on the uptake of the communications initiatives, there may be scope to provide an overview of security at the site, suggesting that measures are in place to protect the public, including a vigilance campaign (without giving too much information away that could be useful in the wrong hands).

An excellent example of this is “The Security Priority” video made by Transport for London. See: <https://www.youtube.com/watch?v=IXUbWX9PUyA>

For ideas on content see section below.

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### Content

We recommend that the content is used purposefully to reinforce the key drivers underpinning the campaign. The 'See it, Say it, Sorted' posters and audio have been extensively tested and endorsed by a number of government departments. The headline lends itself to being used as a shorthand for the campaign messaging, as well as a precursor for more detailed messages:-

- Why public vigilance is important in fighting terrorism and a broader spectrum of criminality, and specifically how it leads to increased:-
  - Understanding of risks and threats – this builds awareness
  - Perception that a risk or threat is relevant to an individual – this can encourage reporting
  - Public vigilance – this improves the chances of picking up on unusual behaviour.
- Informing the public on what to look for:
  - This may have to be presented as a generality as there is no 'one' single thing that depicts suspicious, however the more examples you can provide the more likely that people would report
  - It helps if people can consider whether something, or someone, is 'unusual' compared to the norm they experience
  - It could be something that just doesn't feel right. It could be someone who is taking pictures to gain information on physical security assets, such as CCTV.
  - Or it could be someone displaying signs of anxiety or hiding something by dressing inappropriately (e.g. wearing a heavy coat in the summer).
- Acknowledging the public for their vigilance – e.g. a tweet *"Thanks to the three customers for letting us know that there was a pickpocket in the stadium"*
  - This will have the effect of encouraging other people to come forward in future
- Communicating success – results and outcomes - again, Twitter works well in this regard
  - This will have the effect of providing reassurance to the public, as well as putting off someone up to no good.

We also recommend the generation of additional content to support the broader communications initiatives outlined above and to harden the security-mindedness of the organisation.

CPNI experts (see below) are available to help support such generation and there is specific guidance – "Security-Minded Communications" – to help with crafting of specific messages.

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### **Internal Comms**

Think too about how to communicate these messages to internal audiences. Staff can be the ‘eyes and ears’ for the organisation and the campaign messages are equally appropriate for them. Research suggests that the public are likely to report to staff who are not security professionals (e.g. staff working behind the bar at a concert venue). It is therefore important to ensure all public facing staff are clear about what to do if the public report suspicious activity or unusual behaviour to them.

Look at how these messages can be disseminated through existing communications channels. CPNI has produced a suite of employee vigilance posters for use in back of house areas (see Appendix).

In these communications it is VITAL that you inform staff how to respond to a member of the public who may report something to them – the importance of saying:

*“Thank you very much for taking the time to report this to me. I am now going to escalate to my security control room.”* (or something similar) but saying thank you for reporting is vital for building confidence in the member of the public who has taken the huge step to report.

## 4 Next Steps

### **Accessing the materials**

For access to the poster materials and security-minded communications guidance, please email: [Detercomms@cpni.gsi.gov.uk](mailto:Detercomms@cpni.gsi.gov.uk)

The employee vigilance campaign can be accessed from: [www.cpni.gov.uk/employee-vigilance](http://www.cpni.gov.uk/employee-vigilance)

### **Adapting for your site/organisation**

The artwork for the static poster will allow you to print up to A1 size. Contact CPNI if you want to print to a larger size.

Digital assets have been provided for the electronic digital boards at two sizes: 1280x720 and 1920x1080.

The posters can be easily tailored to your organisation by using your own branding and house-style and call to action. Although some organisations prefer to use their own house colours for the posters our experience has shown us that a ‘red’ background commands attention in a security environment.

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If you have a design capability in-house, talk to them about how to adapt and produce the materials. The artwork is provided as InDesign files which makes it easy to adapt. Alternatively, you can use your local graphics agency.

### **Further support**

CPNI has a wealth of experience in this area and has produced guidance material on related subject matter.

It also has subject matter experts who can provide bespoke advice. For further information, contact your CTSA or [DeterComms@cpni.gsi.gov.uk](mailto:DeterComms@cpni.gsi.gov.uk) .

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**ANNEX A – FURTHER CPNI RESOURCES**

**Guidance**

It is also recommended to read CPNI guidance on countering hostile reconnaissance. This can be accessed on:

[www.cpni.gov.uk/understanding-hostile-reconnaissance](http://www.cpni.gov.uk/understanding-hostile-reconnaissance)

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