

The Security Industry Authority is Urging People to Stay Alert this Winter

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The Security Industry Authority (SIA) has launched its new winter safety campaign ‘Safe Season Together’, encouraging the public to stay vigilant and report issues to security.

At the heart of the campaign is the recognition that public safety is a collaborative effort.

As the festive period begins, the SIA is reminding everyone of the important role they play in keeping themselves and others safe. The campaign asks everyone to remain alert during December and January. Anyone who sees something concerning should report it to nearby security staff, who have the skills to help.

Public safety depends on collaboration. The SIA’s communications activity emphasises how security professionals, businesses, and the public can work together to create safer environments for everyone during the winter festive period and beyond.

This campaign builds on the SIA’s ‘Safe Summer Together’ campaign that ran earlier this year. It recognises that protecting people requires shared responsibility.

Campaign materials are available for organisations and individuals to use. A toolkit can be downloaded from the SIA’s ‘Safe Season Together’ campaign page. People are encouraged to share safety messages on social media to reach wider audiences.

For more information and to access the campaign toolkit, visit: <https://thesiauk.blog/safe-season-together/>.