



# RELENTLESS

CAMPAIGN TOOLKIT

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# SCOTTISH POLICE FEDERATION



## Company Introduction

- The Scottish Police Federation (SPF) represents over 16,000 police officers across Scotland, including constables, special constables, sergeants, inspectors and chief inspectors.
- It ensures that officers' welfare, rights and working conditions are properly represented.
- The SPF plays a crucial role in ensuring that officers receive the protection, representation, and support they need in a challenging and unpredictable profession.
- This covers vital legal, financial, and personal support to police officers throughout their careers.
- All officials within the Scottish Police Federation are serving police officers, ensuring direct insight into the realities of frontline policing.



# CAMPAIGN OVERVIEW



- The Scottish Police Federation (SPF), led by General Secretary David Kennedy, has commissioned Relentless, a powerful new film that sheds light on the daily realities and challenges faced by police officers in Scotland.
- Police officers in Scotland face significant risks every day, often dealing with violence, trauma, and life-threatening situations with little public recognition of their struggles. Despite this, there remains a misconception that danger is simply "part of the job."
- Relentless challenges this narrative, showing that the physical and emotional toll of policing is far greater than many realise. It aims to shift public perception and raise awareness of the sacrifices officers make to keep communities safe.





# CAMPAIGN OBJECTIVES



## OBJECTIVES

- Increase awareness of the challenges police officers face day-to-day in Scotland and the impact it can have on their lives and well-being.
- Positively change public perception and increase support for police officers in Scotland.

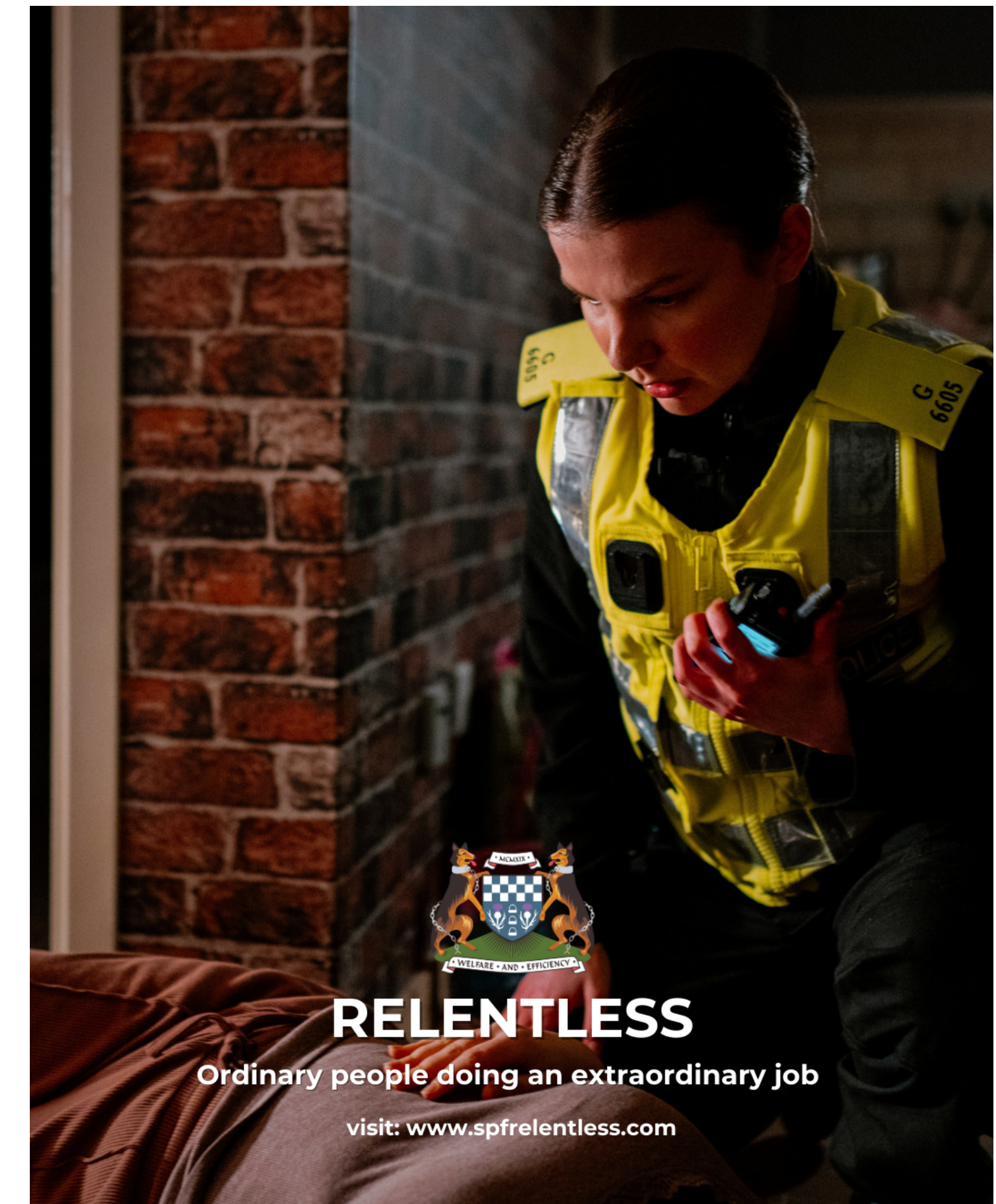
## OUTCOMES

- Increase support from the general public for better working conditions for police officers.
- Drive public & political support for better pay conditions for police officers.
- Advocate for better uniforms, protective equipment, mental health resources and workplace safety.



# KEY MESSAGING

- Officers are facing an increasing amount of risk in their day-to-day roles, including rising knife crime, abuse and violent assaults.
- Police officers are not just enforcers of the law, but ordinary people who have chosen a career dedicated to helping others.
- Policing is about protecting people, often in dangerous and unpredictable circumstances.
- Officers are part of communities they serve - they are parents, siblings and neighbours - and they step forward in times of crisis.
- Scottish Police Federation is calling for better support, improved pay and fairer working conditions for police officers.
- They want to foster greater understanding and respect for police officers, ensuring that their dedication and sacrifices do not go unnoticed.





# RELENTLESS FILM



The film provides a first-hand look at the split-second decisions officers must make, the harsh realities of violent encounters and the mental health impact of the job.

It portrays moments of extreme pressure, from responding to armed attacks to the difficult emotional experiences of dealing with grief-stricken families, vulnerable individuals and victims of crime.

The full Relentless film can be downloaded via the below link:

<https://vimeo.com/tinkertaylor/review/1067319037/878b2e7267>

Advisories:

- Download the 'original file' for the high resolution version for event screening
- Download at '1080p' for social media distribution
- MP4 file in 16:9



# COMMS PACK & PRESS RELEASE

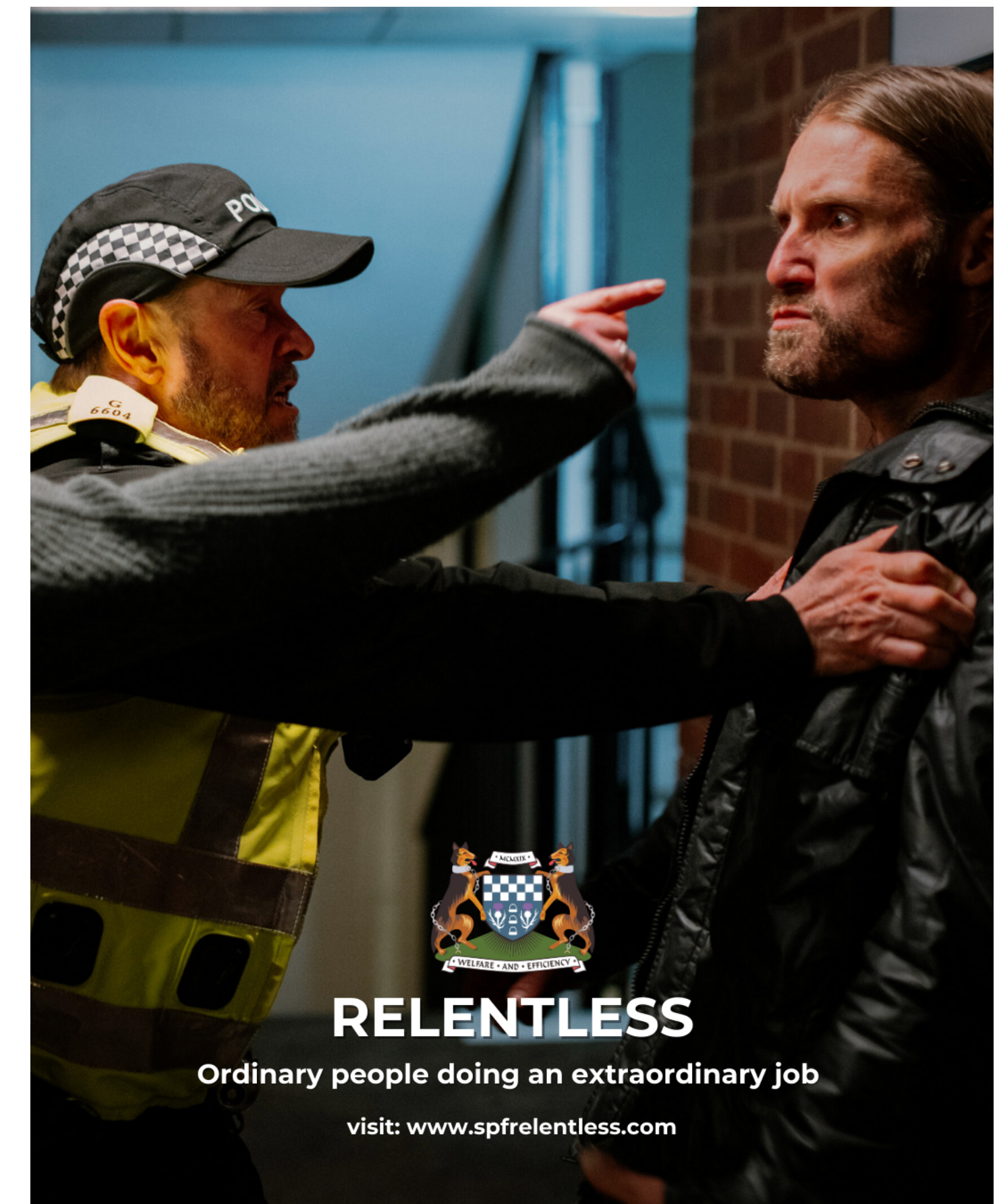


## COMMS PACK

- Included are pre-written social posts for X, BlueSky, Facebook, Instagram & LinkedIn, newsletter copy and approved images.
- Select the copy that best fits the context of your content and the most suitable for your chosen platform.
- [Google Drive Link > https://drive.google.com/drive/folders/10J2Wr8Baoicl\\_AE5VRM4rrPX0BcNK-V?usp=share\\_link](https://drive.google.com/drive/folders/10J2Wr8Baoicl_AE5VRM4rrPX0BcNK-V?usp=share_link)

## PRESS RELEASE

- Campaign statement including quotes from General Secretary, David Kennedy.
- Upon request, a collection of individual police officer stories discussing their experiences of encounters shown in the film can be provided.
- [Google Drive Link > https://drive.google.com/drive/folders/19OMWI9QyUYAhjaWEMPSgXM7THC\\_iRAP4?usp=share\\_link](https://drive.google.com/drive/folders/19OMWI9QyUYAhjaWEMPSgXM7THC_iRAP4?usp=share_link)





# SOCIAL MEDIA



## WEBSITE

[www.spfrelentless.com](http://www.spfrelentless.com)

## YOUTUBE FILM LINK

[https://youtu.be/B\\_hw48qSkxM](https://youtu.be/B_hw48qSkxM)

## HANDLES

X - @scotspolfed

LinkedIn - Scottish Police Federation

Instagram - @scotspolfed

TikTok - @Scottishpolicefederation

Facebook - @Scottishpolicefederation

## APPROVED IMAGERY

[Google Drive Link](https://drive.google.com/drive/folders/1CDGwr11N0osF1pPzw0oOVEDsiHK0wrE_?usp=share_link) > [https://drive.google.com/drive/folders/1CDGwr11N0osF1pPzw0oOVEDsiHK0wrE\\_?usp=share\\_link](https://drive.google.com/drive/folders/1CDGwr11N0osF1pPzw0oOVEDsiHK0wrE_?usp=share_link)

## CAMPAIGN HASHTAGS

#SPFRelentless #BehindTheBadge #SPFVoices #RealPoliceStories  
#PoliceScotland #KeepingPeopleSafe #YourPolice #SupportOurPolice

# ENQUIRIES



For any enquires please contact: [lesley.stevenson@spf.org.uk](mailto:lesley.stevenson@spf.org.uk)