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## National Security Inspectorate

Sentinel House  
5 Reform Road  
Maidenhead  
SL6 8BY UK

T +44 (0)1628 637512

E [nsi@nsi.org.uk](mailto:nsi@nsi.org.uk)

W [nsi.org.uk](http://nsi.org.uk)

DG/KL/NSI 023 22

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### To: All NSI approved companies

Dear Colleague,

### NSI MARKETING ACTIVITY UPDATE 2022

Throughout 2022 we have continued to build awareness and understanding of NSI approval as the mark of excellence in the security and fire safety sectors, broadening our approach to target a wide range of prospective buyers and specifiers across key sectors whilst maintaining a strong industry presence.

The key activities on which we have been focussing our communications include:

#### Print & online media coverage

Since January, NSI-generated media coverage has resulted in the publication of over 45 articles, industry interviews and press releases.

Our articles have secured publication across a range of industry sectors including SMEs (Chambers of Commerce and Federation of Small Businesses' publications), care homes, stadia, facilities managers and residential managing agents. Also, each month we publish independently conducted industry interviews in PSI Magazine's 'Meet the Installer' feature.

You can keep up to date with our latest articles published online in 2022 (and for the previous two years) via the '[NSI in the media](#)' page on the NSI website.

#### Events

Our attendance at industry, buyer and specifier-focussed events as either presenter, exhibitor and/or sponsor has grown this year with active participation in 22 events.

Trade events at which we have exhibited and presented include Security Twenty 22, IFSEC and The Security Event. These have been complemented by our presence at targeted buyer and specifier events such as the Total Security Summit and RISCAuthority Seminar.



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The latter enabled NSI to have direct dialogue with senior buyers from the private/public sectors and senior representatives from the UK insurance industry, providing an opportunity to promote the benefits of specifying and contracting NSI approved companies.

## **LinkedIn and Twitter**

These channels continue to play an important part in our communications. On LinkedIn, we have maintained strong levels of engagement and significantly widened our reach, surpassing 12,000 followers last month whilst Twitter continues to grow steadily with over 7,000 followers.

If your company is not yet following us on social media, please encourage those responsible in your business to do so:

Twitter: @NSI\_Approved

LinkedIn: NSI - National Security Inspectorate

## **NSI video**

The NSI corporate video features on our YouTube channel and has now had over 1,000 views. You may wish to promote this on your website or share it via your own social media channels:

[https://youtu.be/RO\\_n55KYzQg](https://youtu.be/RO_n55KYzQg)

## **NSI website**

Two new pages have recently been added to the NSI website which may be of interest.

As we are now a Transported Asset Protection Association (TAPA) regionally appointed independent audit body, we can help organisations gain TAPA certification:

<https://www.nsi.org.uk/approved-companies/tapa/>

The proposed Protect Duty legislation provides organisations operating publically accessible locations (PALs) with helpful guidance and links to external resources:

<https://www.nsi.org.uk/your-workplace/protect-duty/>

We would encourage you to link directly from relevant content on your company's website to pages on the NSI website that would be of greatest value to your customers:

[About NSI](#)

[About NSI approved companies](#)

[Introduction to home security and fire safety](#)

[Introduction to security and fire safety for your workplace](#)

[Your home FAQs](#)



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[Your workplace FAQs](#)

[NSI in the media](#)

Should you have any comments on NSI's marketing, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink that reads 'D. Gettinby'.

Dianne Gettinby  
Head of Marketing Communications

Email: [dianne.gettinby@nsi.org.uk](mailto:dianne.gettinby@nsi.org.uk)