



## Record views for first Virtual National Police Memorial Day



National Police Memorial Day (NPMD) was delivered online for the first time on Sunday 27 September, and everything ran smoothly - a huge relief given some last minute changes to the film and additional contributions following the tragic death of Sergeant Matt Ratana.

The service was even more poignant this year due to the very recent events in Croydon. Our brave police officers selflessly protect us every day and we wanted to make our virtual service as special as possible.

Contributions from NPMD's Patron HRH The Prince of Wales, Prime Minister Boris Johnson, Home Secretary Priti Patel and the Archbishop of Canterbury were appreciated by many and helped make the service even more special.

Feedback has been overwhelmingly positive. NPMD's 'reach' to the police service and police family was considerably more than ever before and extended well beyond the policing world.

I extend my deepest gratitude to those who participated in the service itself and to those who watched and joined in solidarity to pay tribute. A special thank you to the small, but very dedicated team who made this year's service possible.

I'll be in touch again shortly before Christmas with a very special message.

**Reverend Canon David Wilbraham MBE**  
National Co-ordinator, NPMD, and National Police Chaplain

## [Watch the service in full again](#)



## Some words of appreciation



“Thank you for an extraordinary, beautiful and poignant Service last weekend. I wanted to let you know the powerful impact the service had on me and on the many I know who took part. Well done on being courageous to step up and do the service in such a different format – holding fast to what is important to us all is so vital in this COVID time.”

**Olivia Pinkney QPM MA**  
Chief Constable  
Hampshire Constabulary

**Jo Shiner** @CCJoShiner

Replying to @PFEW\_HQ @frederickchespy and 5 others

You did an incredible job and should be very proud. Moving, professional, respectful and a real sense of the police family shone through. Well done and thank you.

4:03 PM · Sep 27, 2020 · Twitter for iPhone

4 Retweets 16 Likes

**NARPO** @narpohq

@npmd2020 what a very moving and utterly brilliant tribute to all our fallen officers. Sincere thanks to all those who helped put this together. We will remember them forever.

3:31 PM · Sep 27, 2020 · Twitter for iPhone

8 Retweets 15 Likes

**Arfon Jones** @ArfonJ

Congratulations to all those who arranged the National Police Memorial Day 2020 Online. It was a moving and poignant service. Glad that I was able to join #NPMD20 @NorthWalesPCC @AssocPCCs @PFEW\_HQ @NWalesPoliceFed

4:14 PM · Sep 27, 2020 · Twitter for Android

4 Retweets 1 Quote Tweet 19 Likes

**Simon Cole QPM** @CCLeicsPolice

Deeply moving @npmd2020 service for #NationalPoliceMemorialDay

Thank you to all who made it happen

#WeWillRemember

@leicspolice #NPMD20

## What NPMD 2020 meant to the families who took part



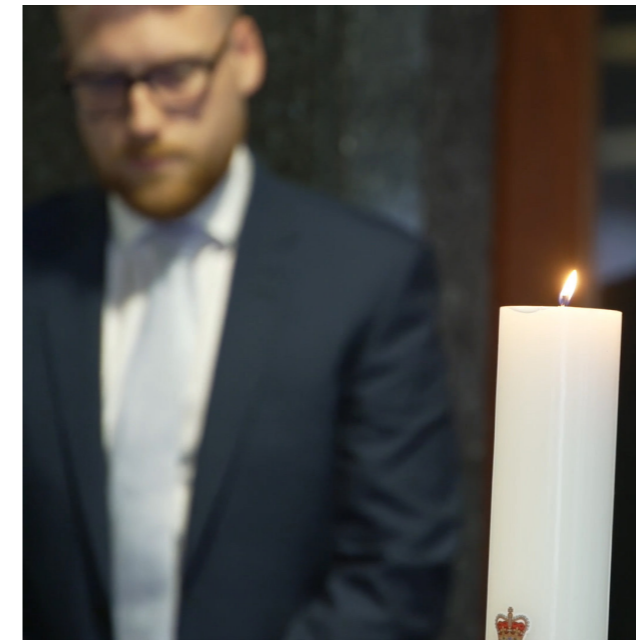
“The National Police Memorial Day is highly important annual event for myself, my sister Lowri and mother Jayne. We have attended the event since the inaugural service which was held in 2004. The event provides us with the opportunity to join the extended Police family to remember and pay respect to the fallen officers including my beloved father Terry.

“Sadly, this year due to COVID 19 the event was cancelled. However, I was delighted that we were able to mark the occasion and pay our respects via the virtual service. I felt honoured to be asked to light the candle which represents Wales and would like to personally thank the organisers for the incredible service they provided.”

**Rebecca Tertois, daughter of PC Terry Davies, Gwent Police**

“It was an honour to light the candle for England at this year’s 17th National Police Memorial Day which, despite the restrictions of COVID-19, was extremely touching and thoughtful in remembering officers who selflessly served communities across the country. It is immensely important that we remember and pay tribute to fallen officers and remember the sacrifice they made for the country and society. National Police Memorial Day is a chance for us all to come together to support the families, friends and colleagues of those who have lost a loved one and I know I have certainly appreciated the support of the police family since Andrew’s death. Although we couldn’t come together physically this year, the virtual service was a fitting substitute and I look forward to hopefully attending the full service with everyone in Lincoln next year.”

**Lissie Harper, wife of PC Andrew Harper, Thames Valley Police**



“It was both a privilege and an honour to be asked to light the candle representing Northern Ireland for NPMD. Through this simple act of remembrance, the memory of all those taken too soon continues to burn brightly in our hearts. As this year was virtual, we were required to remain apart physically. Spiritually however, this was not so, as we unitedly kindled the flame as a police family to stand proudly for those who gave their all. Having the event online maximised the impact and reach of this family, igniting our ability to connect in a new way.”

**Louie Johnston, son of RC David Johnston, Royal Ulster Constabulary**

“Policing is a job like no other, when at times of crisis, chaos and criticality, officers put themselves in harm’s way to bring order, discipline and compassion. It was a privilege to participate in the National Police Memorial Day. It is essential remembrance events such as this continue during the public health emergency, allowing the policing family and the wider public to pause and reflect on those who have died in the service of others.”

**Chief Constable Iain Livingstone QPM, Police Scotland**



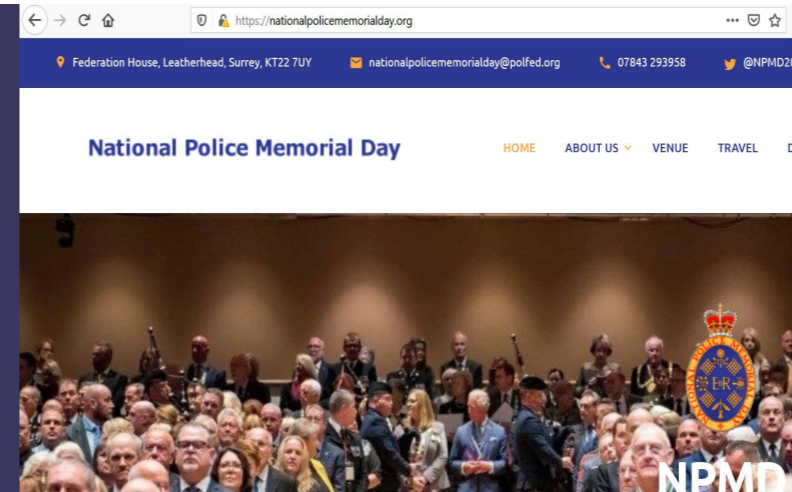
## Let the stats do the talking

As of 12 October 2020, we reached the following number of views across our various social media channels. This gives you an insight into the power of social media – from a traditional gathering of a congregation of 2,000, streaming the service online extended our reach far and wide.

These are main stats that do not include the social media followings and retweets of key figures in policing and celebrities who were also supporting NPMD, such as Police Federation of England and Wales' National Chair John Apter, Scotland's Cabinet Secretary for Justice, Humza Yousaf, John Sutherland, Nick Knowles, Rav Wilding and Tom Gaymor.



Twitter: 94,900 views  
Facebook: 301,000 views  
YouTube: 14,000 views



Event website - 1,400 views



Twitter: 93,000 views  
Facebook: 220,000 views



Combined views of key stakeholders who streamed the service on Facebook: 104,800 views

## Media coverage

The following media outlets ran interviews and/or covered the event - BBC Breakfast; Sky News; BBC Radio London; ITV; BBC news online; Mail Online; Telegraph; Sunday Express; regional press; and trade press.



## Tribute Wall

This was the first year that we hosted an online tribute wall for families, friends and colleagues to remember their loved ones and post a picture.

The wall was established to provide a place for people who attend the physical ceremony year on year to share memories and still have a network of support and understanding.

More than 630 people posted tributes and therefore we have decided to host a tribute wall every year in the lead up to NPMD.

The tribute wall has now been taken down until next year.

## Donate via JustGiving

The logo for JustGiving, featuring the word "JustGiving" in a bold, purple, sans-serif font with a trademark symbol.

NPMD receives no statutory funding and we are grateful to all who donate in support of our work. So far we have raised more than three times the donations received at last years' service.

If you are able, please visit [our page on JustGiving](#) to donate to the charity.

## Dance of a Thousand Lights

**Saturday 24 October 2020 at sunset, 5.45pm**

Please join the nation to light up the skies to show your appreciation for our emergency services and to help raise funds for The Blue Lamp Foundation.

You can join in by going outside at this time to shine a torch, your phone and/or your car lights. Some public buildings will be shrouded in blue lights to show their support.

Will you be one of **#AThousandLights** on Saturday 24th October?

Info: [bpo.org.uk/doatl](https://bpo.org.uk/doatl)



[www.nationalpolicememorialday.co.uk](https://www.nationalpolicememorialday.co.uk)

[#NPMD20](https://twitter.com/NPMD20)