

Campaign Toolkit



@SaferStreetsLiverpool



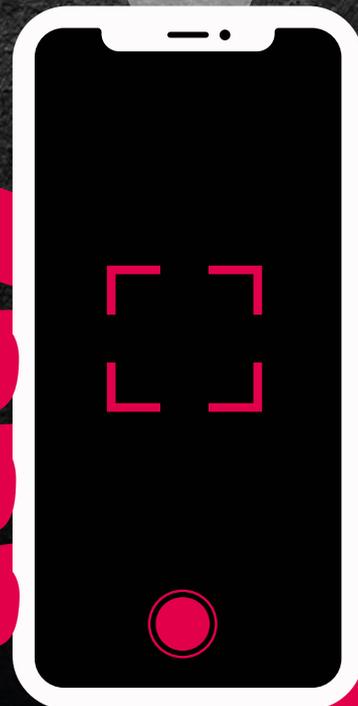
@SaferLiverpool



@SaferStreetsLiverpool



Our streets, our safety.



Introduction

#SaferStreetsLiverpool aims to address sexual offences and unwanted sexual behaviour across transport routes within Liverpool City Centre. It aims to provide reassurance to women and girls, and increase feelings and perceptions of public safety on public transport.

Funded by the UK Home Office as part of their Safer Streets project, this local initiative is delivered in partnership with Merseyside Police, the Police and Crime Commissioner (PCC) for Merseyside, Liverpool City Council, RASA Merseyside, Merseytravel, local businesses and schools.

“

Every woman and girl I speak to has a story to tell about a bad experience they've had when using public transport. Whether it's men sitting too close, unwanted sexual touching, or sexualised comments.

“Too many women don't feel safe going to work or meeting friends on a night out. That's why we've launched Safer Streets Liverpool.

“We must make every woman and girl feel safer and be safer using our public transport network. ”

**Merseyside's Police Commissioner,
Emily Spurrell**

Key messages

Overarching aims set by the UK Home Office:

- Reduce violence against women and girls (VAWG) and increase women and girls' feelings of safety in public spaces.
- Build the evidence base for what works on reducing VAWG crimes and increasing feelings of safety in the public domain
- Improve both the national and local data picture regarding VAWG crimes in public spaces, which could include increased reporting for some crime types.
- Make public spaces safer for all.

Safer Streets Liverpool's specific aims:

- To target the largely public spaces and transport routes used by those travelling into and out of the city centre.
- To provide reassurance to women and girls and increase feelings and perceptions of public safety on public transport.
- To target cultural and behavioural change that leads to sexual offences such as sexual harassment and cat calling.
- To change people's understanding of sexual violence and prevent VAWG.
- To encourage behavioural change from an early age focussing on students at high school and college level, with the hope of shaping further attitudes.
- To improve the feelings of safety in key areas identified by the public through investments in CCTV and lighting.

Insight

#SaferStreetsLiverpool was designed following two large surveys, police recorded data, a visual survey, and a number of focused consultations. This included consulting with LGBTQ+ young people, ethnic minority young women, children and young people, staff, volunteers, and service users of domestic abuse and sexual violence services, our provider group, and University students.

Findings showed that some girls and young women felt travelling on public transport at night was a “no go”, particularly alone. Many examples were given of active ‘safety planning’ such as carrying keys defensibly in their fingers, pretending to phone family and friends, arranging for parents to meet them at bus stops and train stations, or just staying at home. Respondents asked for safer routes, safer buses and reassurance and provided some ideas:

- Highly visible CCTV, good lighting and a uniformed presence made them feel safer.
- Some said that they try and sit near the front of buses, or catch the eye of the driver if they feel vulnerable, and it was clear that bus drivers and transport staff play a key role as guardians on transport routes.
- Students, young women and girls independently suggested setting up an app/text message service for them to share intelligence or incidents, or alert authorities to a situation developing.
- Women and girls wanted culture change through better education in schools; practical skills and support as well as challenging misogynistic behaviour and attitudes.
- Young people told us they wanted to see positive messages about safety and awareness campaigns.

Actions

The ideas and suggestions gained from the consultation helped inform our £269,930 bid and we created the following actions:

Bystander training

RASA Merseyside has developed training for bus drivers and other transport staff to help them understand sexual harassment and violence, how bystanders can intervene, and how they can respond to disclosures effectively. Buses can now act as 'safe spaces' offering vulnerable people a place of safety.

Education programme

This is in two parts, led by Merseyside Violence Reduction Partnership and delivered by Ariel Trust and School Improvement Liverpool:

1. Training sessions for primary teachers - Exploring misogyny, sexual harassment and peer on peer abuse through primary PSHE (School Improvement Liverpool). The initial bid proposal recognised exploring such issues with professionals upstream would be highly beneficial and that primary schools were more than keen to be proactive through their preventative PSHE education programmes, responding to the issues around peer-on-peer abuse, sexual harassment and rape culture in school settings, and society more widely.

This training is facilitating an exploration of these issues, considering how we best enable genuine dialogue and grapple

with concepts of gender, power and relationships in a way that is meaningful for both boys and girls in the classroom. It looks at age-appropriate activities for primary school pupils to help them to keep themselves and others safe.

The session seeks to use education as a tool to support more equitable, open and respectful relationships in the future. It draws on local and national data and trends, research in this field, good practice principles around delivering effective PSHE and DfE and OFSTED guidance in this area.

70 Liverpool primary schools have already signed up for this training which is available through a number of face to face sessions in February and March. Teachers are saying it is highly valuable.

2.KS2 resource - 'Send me a selfie' - 'Send me a Selfie' is a new Ariel Trust programme that looks at the issues arising from the sharing of online images. The animation and supporting lessons allow pupils to focus on the pressure they might feel to share images and the consequences if they do. Pupils can explore issues about consent and practice refusal and resistance skills in order to say no if they feel pressured to share something they are not comfortable with.

The programme includes a number of role play activities designed to enable pupils to rehearse positive communication strategies e.g., for talking to parents or refusing consent. The activities use simple techniques from forum theatre to structure the activities and the training sessions available for teachers has a focus on empowering them to feel confident in delivering these elements of the programme. 51 Liverpool primary schools have already signed up for this with training available online throughout March.

CCTV Programme

We are increasing the number and quality of CCTV coverage to provide reassurance to women and girls, making them highly visible by painting camera brackets bright yellow, with yellow bands around the columns, to draw attention to them. They include:

- Installation of 5 new low level bus stop CCTV cameras with an additional upgrade to 360 panoramic view cameras at 5 existing CCTV locations.
- Purchase and integration of 9 deployable CCTV cameras.
- Integration / connection of Transport CCTV systems with City Council and Police CCTV systems to enable real time sharing of images and rapid responses.

Communications Campaign

An intensive communications campaign challenging the behaviour of perpetrators of sexual harassment and violence is being launched on 7th March and scheduled to run for six weeks. It includes social media, radio advertising and print adverts across transport routes and online platforms. Work has been co-ordinated by our North West Sexual Violence Communications and Engagement Manager working in collaboration with all partners. Advertising space has been secured for buses/bus stops, digital screens, bus rears, street liners and other media formats.

Text message service

Merseytravel is leading on developing a text message service for reporting incidents of unwanted sexual behaviour whilst travelling on the bus network. A pilot has been secured for 12 months.

Community Engagement events / Partnership Days

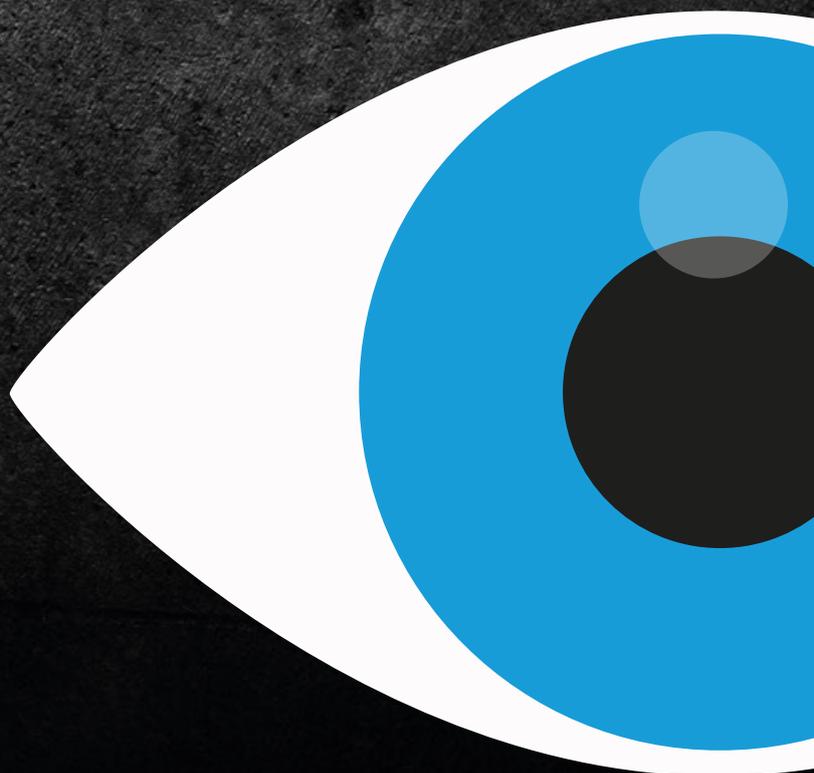
Merseyside Police has already delivered partnership days in November and December and are planning a further two in March. As well as the launch on 7 March there will be a further day on 30 March where the communications campaign will be used and purple bells, torches and information literature issued.

Intrusive staring and leering #NoExcuse

If you see or experience sexual harassment, do something. Support is available.

Visit [SexualViolencesupport.co.uk](https://sexualviolencesupport.co.uk) to find your local support service.

Call 999 for emergency assistance.



Social media

A range of creative assets has been created for you to use across your social media channels.

The campaign launch date is Monday 7 March 2022 and will run for six weeks. Each week is broken down into the actions taken to address sexual violence:

Week 1 (7 - 13 March 2022)

[What is #SaferStreetsLiverpool?](#)

Week 2 (14 - 20 March 2022)

[CCTV and lighting](#)

Week 3 (21 - 27 March 2022)

[Bystander training](#)

Week 4 (28 - 3 April 2022)

[Education programme](#)

Week 5 (4 - 10 April 2022)

[Sexual Assault Awareness Month](#)

Week 6 (11 - 17 April 2022)

[Text messaging service](#)

Example posts

We are working with @SaferStreetsLiverpool/@SaferLiverpool to address sexual offences and unwanted sexual behaviour across transport routes within Liverpool City Centre.

#SaferStreetsLiverpool #NoExcuse

We are committed to improving the feeling of safety and tackling violence against women and girls alongside

@SaferStreetsLiverpool/@SaferLiverpool. #SaferStreetsLiverpool #NoExcuse

Everyone deserves to feel safe! We are supporting

@SaferStreetsLiverpool/@SaferLiverpool to deliver a series of initiatives across #Liverpool. Find out more:

www.saferstreetsliverpool.com #SaferStreetsLiverpool #NoExcuse

Do you know about @SaferStreetsLiverpool/@SaferLiverpool?

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#SaferStreetsLiverpool is delivering several schemes and local improvements to ensure that residents and visitors feel safe travelling into and out of the city. Find out more:

www.saferstreetsliverpool.com #SaferStreetsLiverpool #NoExcuse

Groping and uninvited touching – it's sexual violence
#NoExcuse. #SaferStreetsLiverpool
www.saferstreetsliverpool.com/

Taking explicit images without consent - it's sexual violence
#NoExcuse. #SaferStreetsLiverpool
www.saferstreetsliverpool.com/

Catcalling and unwanted sexual comments - it's sexual violence
#NoExcuse. #SaferStreetsLiverpool

Exposing yourself in public to cause distress - it's sexual violence
#NoExcuse. #SaferStreetsLiverpool
www.saferstreetsliverpool.com/

Stalking either physically or online - it's sexual violence #NoExcuse.
#SaferStreetsLiverpool www.saferstreetsliverpool.com/

Sex without consent is rape #NoExcuse. #SaferStreetsLiverpool

Intentionally rubbing up against someone without consent
#NoExcuse. #SaferStreetsLiverpool
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Partners

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