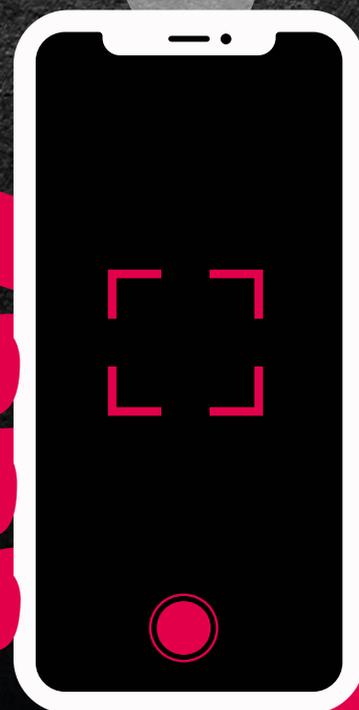


# Campaign Toolkit

#SaferStreetsMerseyside



Our streets, our safety.

# Introduction

**#SaferStreetsMerseyside** aims to address sexual offences and unwanted sexual behaviour across transport routes across Merseyside. It aims to provide reassurance to women and girls, and increase feelings and perceptions of public safety on public transport.

This local initiative is delivered by Merseyside's Police and Crime Commissioner (PCC) and Liverpool City Council, in partnership with Merseyside Police, Merseyside Violence Reduction Partnership (VRP), RASA Merseyside, Merseytravel, Liverpool John Moores University (LJMU), and Culture Liverpool using money from the UK Home Office's Safer Streets Fund. The campaign is also being supported by the region's four other Local Authorities and a wide range of partners, including 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 Merseyside.**

**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 Merseyside's specific aims:**

- To target the largely public space and transport routes used by those travelling around the Merseyside region and into and out of Liverpool city centre.
- To provide reassurance to women and girls and increase feelings and perceptions of public safety on public transport.
- To bring about cultural and behavioural change with the aim of reducing 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 future attitudes.
- To improve the feelings of safety in key areas identified by the public through investment in CCTV, the creation of 'safe spaces' and training for transport staff.

# Insight

**#SaferStreetsMerseyside** 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

## Phase 1

Using the ideas and suggestions gained from the consultation, a successful bid of £269,930 was submitted by the PCC and Liverpool City Council leading to the first phase of the campaign - #SaferStreetsLiverpool - being launched in March 2021.

### **It delivered the following actions:**

- Bystander training developed by RASA Merseyside - 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 are now acting as 'safe spaces' offering people who feel vulnerable a place of safety.
- Education programme - This was delivered in two parts, led by the Merseyside VRP and delivered by Ariel Trust and School Improvement Liverpool:
  1. Training sessions for primary teachers from 70 schools - Exploring misogyny, sexual harassment and peer on peer abuse through primary PSHE (School Improvement Liverpool).
  2. KS2 resource - 'Send me a selfie' programme developed by the Ariel Trust that looked at the issues arising from the sharing of online images. The animation and supporting lessons enabled pupils from more than 50 schools to focus on the pressure they might feel to share images and the consequences if they do.

# Actions

## **Phase 1 (Continued)**

- CCTV Programme - installation of five new bus stop CCTV cameras with an additional upgrade to 360 panoramic view cameras at five existing CCTV locations. Purchase and integration of 9 deployable CCTV cameras and greater 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 extensive six-week communications campaign challenging the behaviour of perpetrators of sexual harassment which included social media, radio advertising and print adverts across transport routes and online platforms.
- Text message service - the introduction of a text message service to enable women and girls to report incidents of unwanted sexual behaviour while travelling on the bus network.
- Community engagement events / Partnership Days - a series of partnership days which spread the word about the campaign and literature and materials were shared.

# Actions

## Phase 2

Following the success of Phase 1, a further successful bid was submitted for £576,093 to further enhance the campaign and scale up the education and communications across the whole of Merseyside.

This second round of funding will be used to deliver seven strands of work.

### **1. The Guardian project**

The creation and delivery of a peer-to-peer support service by students from LJMU within the night-time economy, known as the Guardian project. Overseen by a coordinator, a team of student volunteers will be trained to provide support to those who need it in Liverpool's night-time economy, such as helping people get home or providing emotional support.

### **2. CCTV programme**

A total of 21 new and upgraded CCTV cameras will be installed along the dedicated student bus route which services the night-time economy into Liverpool city centre. Sites have been chosen using detailed crime maps, as well as reports from women and girls about where they feel unsafe. Providing real-time images and networked into blue light services, these new cameras will assist the police in apprehending perpetrators and stopping crimes from occurring. Cameras will be painted yellow and have high visibility signage to draw attention to them.

# Actions

## Phase 2 (Continued)

### **3. Safe Spaces**

A Merseytravel safe spaces lead will be appointed to ensure travel centres at bus stations in the city centre are 'safe spaces' for anyone feeling vulnerable. They will also conduct passenger surveys and analyse and respond to data gained through the text message service developed during Phase 1 of the campaign, with a view to gaining richer intelligence and enabling them to identify trends, ensure better targeting of resources and improve safety.

### **4. Increased enforcement**

An increased uniformed police presence will be provided along Liverpool's dedicated student bus routes and into the night-time economy. By providing additional patrols at peak times on Friday and Saturday nights, as well as dedicated student event nights, these uniformed officers will provide reassurance, increase feelings of safety, and provide a visible presence to deter perpetrators. Students specifically asked for this bus route to be targeted.

### **5. Education programme**

The two-part education programme successfully delivered in Phase 1 to change attitudes and influence behaviour will be developed and scaled up to reach more schools across a wider geographical reach.

Through School Improvement Liverpool (SIL) whole schools PSHE training sessions will be delivered to a third of all schools in Liverpool, Sefton, Wirral and St Helens, (131 primary schools and 10 SEN settings). The 'Send me a Selfie' resource will also be made available to a similar number of schools.

# Actions

## Phase 2 (Continued)

### **6. Attitudinal change**

In response to calls from teachers and other respondents, the education programme will be complemented by an innovative new programme targeting adults, focusing on attitudinal change and awareness raising to prevent street harassment. Through a new creative resource and digital activity commissioned by Culture Liverpool, the adult education programme will look to change and challenge misogynistic language which harms women and girls, acting as a preventative step to tackle violence. Support from Chief Officers representing a wide range of organisations giving access to 53,000 employees across the region has already been secured.

### **7. Communication campaign**

The successful communications and engagement publicity campaign from Phase 1 will also be extended and amplified to reach across the whole of Merseyside.

Using the branding, marketing materials and website already developed, this awareness-raising campaign is designed to give women and girls greater confidence to report sexual violence while also challenging unacceptable behaviour.

To do this, we will use social media, radio advertising and print adverts, video creation, engagement events, media opportunities and a wide range of out of home advertising targeting transports routes, student locations and community hubs.

# Social media

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

**The campaign launch date is 27th February 2023 and it will run for six weeks.**

Materials are available to download from the campaign website at [saferstreetsmerseyside.com](https://saferstreetsmerseyside.com)

This includes social media assets, web banners, posters, video content for digital screens and more. Some suggested messaging is provided for use with the graphics provided in this toolkit.

**If you opt to create your own messaging, please use the hashtag #SaferStreetsMerseyside and where possible, mention accounts such the Police and Crime Commissioner (PCC), Liverpool City Council or relevant support services. This helps us find your social media content easily so we can engage and extend its reach.**

PCC account on Twitter: [@MerseysidePCC](https://twitter.com/MerseysidePCC)

PCC account on Facebook: [@MerseysidePoliceandCrimeCommissioner](https://www.facebook.com/MerseysidePoliceandCrimeCommissioner)

PCC account on Instagram [@MerseysidePCC](https://www.instagram.com/MerseysidePCC)

Liverpool City Council account on Twitter: [@lpoolcouncil](https://twitter.com/lpoolcouncil)

Liverpool City Council account on Facebook: [@lpoolcouncil](https://www.facebook.com/lpoolcouncil)

Liverpool City Council account on Instagram: [@lpoolcitycouncil](https://www.instagram.com/lpoolcitycouncil)

Also, provide a link for more information, either to a page on your own website that you have created using the content supplied in the toolkit or [saferstreetsmerseyside.com](https://saferstreetsmerseyside.com)

# Example posts

Through #SaferStreetsMerseyside, we're working to make it clear there is #NoExcuse for sexual violence and unwanted sexual behaviour in our region.

**Find out more: [www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

We are committed to improving feelings of safety and tackling violence against women and girls in our region.

Through #SaferStreetsMerseyside, we're sending the message that there is #NoExcuse for sexual violence.

**Find out more: [www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Everyone deserves to feel safe! We are supporting #SaferStreetsMerseyside to deliver a series of initiatives across XXX (area) to tackle sexual violence and improve feelings of safety.

**Find out more: [www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com) #NoExcuse**

Do you know about #SaferStreetsMerseyside?

With funding secured by @MerseysidePCC, we are working on improving the feeling of safety across XXX (area).

**Find out more: [www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com) #NoExcuse**

# Example posts

#SaferStreetsMerseyside is delivering:

- new and improved CCTV
- increased uniformed presence on the bus network
- new Student Guardian scheme
- safe spaces at transport centres
- increased feelings of safety for residents and visitors

**Find out more: [www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com) #NoExcuse**

Women and girls told us they felt most unsafe on public transport. That's why through #SaferStreetsMerseyside.com we're working to make our transport network feel safer and be safer.

- new and improved CCTV
- increased uniformed presence on the bus network
- Safe spaces at transport centres

## See something that doesn't look or feel right? Be an active bystander

If you have experienced harassment or abuse,  
support is available.



Scan here for more information:



**Direct** - Calmly speak out and respond to negative behaviour.

**Distract** - Find a reason to encourage the victim to come to you. For example, engage the person experiencing the harassment in conversation.

**Delegate** - If the situation requires further support, tell someone and ask for help.

**Delay** - If it feels appropriate to do so, delay responding but remember it's never too late to check in with a victim and report an incident later.

**Remember, never put yourself in danger.  
In an emergency phone 999.**

# Example posts

Groping and uninvited touching – it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Taking explicit images without consent - it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Catcalling and unwanted sexual comments - it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Exposing yourself in public to cause distress - it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Stalking either physically or online - it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Sex without consent is rape

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

Intentionally rubbing up against someone without consent -  
it's sexual violence

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

## Example posts

Intrusive staring or leering -

**#NoExcuse. #SaferStreetsMerseyside**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

- Taking explicit images without consent
  - Catcalling and unwanted sexual comments
  - Groped and uninvited sexual touching
- It's sexual violence and there's #NoExcuse for it.**  
**[www.saferstreetsmerseyside.com](http://www.saferstreetsmerseyside.com)**

If you see or experience sexual harassment, do something.  
Support is available. Visit [sexualviolencesupport.co.uk](http://sexualviolencesupport.co.uk) to find your local support service.

**Call 999 for emergency assistance.**



**Stalking either physically or online – it's sexual violence**  
**#NoExcuse**

If you see or experience sexual harassment, do something. Support is available.  
Visit [SexualViolencesupport.co.uk](http://SexualViolencesupport.co.uk) to find your local support service.  
Call 999 for emergency assistance.



**Safer Streets**  
HERSEYDE

Our streets, our safety.

**Groping and uninvited touching – it's sexual violence**  
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**Catcalling and unwanted sexual comments – it's sexual violence**  
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Call 999 for emergency assistance.



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HERSEYDE

Our streets, our safety.

**Exposing yourself in public to cause distress – it's sexual violence**  
**#NoExcuse**

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Call 999 for emergency assistance.



**Safer Streets**  
HERSEYDE

Our streets, our safety.

**Sex without consent is rape**  
**#NoExcuse**

If you see or experience sexual harassment, do something. Support is available.  
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Call 999 for emergency assistance.

**Safer Streets**  
HERSEYDE

Our streets, our safety.

# Partners

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- Office of the Police and Crime Commissioner
- Merseyside Police
- Liverpool City Council
- Knowsley Borough Council
- St Helens Borough Council
- Sefton Borough Council
- Wirral Borough Council
- Liverpool City Region Combined Authority
- RASA Merseyside
- RASASC (Cheshire and Merseyside)
- Savera UK
- Liverpool University
- Liverpool John Moores University
- YPAS
- YMCA
- SLDAS
- Sexual Violence in the Night Time Economy Group
- Culture Liverpool
- Merseytravel
- Merseyrail