

Committee(s): Police Authority Board – For Decision Community & Children Services – For Decision	Dated: 25 October 2023 1 November 2023
Subject: Educational Campaign Tackling Violence Against Women and Girls	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	1
Does this proposal require extra revenue and/or capital spending?	N/A
If so, how much?	£
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain’s Department?	N/A
Report of: Judith Finlay, Director of Communities and Children’s Services	For Decision
Report author: Valeria Cadena, Community Safety Manager, Department of Communities and Children’s Services	

Summary

The purpose of this report is to ask member support to launch a Violence Against Women and Girls campaign developed by the City of London Corporation Community Safety Team, alongside London Borough of Hackney and London Borough of Tower Hamlets.

The three local authorities would like to create a long-lasting educational campaign focused on perpetrator negative behaviours and misconceptions that affect women and girls and lead to gender-based violence. The campaign is directed at 18–30-year-old men as well as core consumers of the night-time economy, including both residents and visitors. The campaign aims to spread key messages through a series of communication channels, including digital advertising opportunities and social media.

Recommendations

Members are asked to:

- Note this report.
- Approve the commissioning of the campaign proposed.

Main Report

Background

1. In May 2023, the City of London Corporation, alongside the London Borough of Hackney and London Borough of Tower Hamlets, identified a need for doing something different to prevent and tackle Violence Against Women and girls (VAWG) in the entertainment/Night Time Economy (NTE) in public spaces. As reports and incidents of VAWG have been on the rise, the three local authorities would like to work together to develop a campaign to tackle misogynistic behaviours and raise awareness of misogynistic unwanted behaviours which can ultimately lead to sexual crimes/incidents.
2. The main objectives and measurables of the campaign are to educate and reduce the range of sexual harassment - from low level incidents to severe crimes; to send a message of a 'Zero tolerance' across the three local authorities in terms of sexual harassment and misogynistic behaviours in the nighttime economy; and to influence positive behaviour change over time.
3. While the campaign aims to directly reach a primary audience of 18-30 year old men and be perpetrator focused, it has a secondary audience, including businesses in and around the nighttime economy, as well as the general public across the local authority (LA) areas, where the LA partners want to increase awareness of what is not acceptable behaviour and how to report incidents.
4. The Mayor of London Sadiq Khan in 2022 Launched the campaign 'Have A Word' calling on men to reflect on our own attitudes and to say something when our friends behave inappropriately towards women. Then again try to expand and reinforce the message in 2023 in his 'Mate' campaign [Say Maaate to a Mate | London City Hall](#).
5. VAWG campaigns in the past have been victim focused, and around support rather than actually name and describe perpetrator behaviours that are not acceptable. That's why the LA partners want to change the message into something they hope it will be more effective and will highlight what behaviours are not acceptable.
6. In September 2023 the new Protection from Sex-based Harassment in Public Act has become a new law, this is a step forward in our journey to make the streets safer for women and girls.

Current Position

7. Engagement has been led by the London Borough of Hackney, which held two working groups with the target audience, groups of males aged 18-30 to identify key messages. These sessions highlighted a lack of understanding of which behaviours are and are not criminal, as well as the meaning of the term 'misogyny'.

8. The campaign will aim to focus on identifying and calling out the behaviours which are and can lead to sexual harassment. This strongly ties into the insight received from our target audience which outlines that many don't actually know these behaviours are a crime and that you can be arrested for them. Consequently, a text-based approach for the artwork will be used which lists these behaviours alongside the campaign.
9. Hackney has started phase 1 of the campaign by advertising the messages tackling themes identified with the tagline #DontCrossTheLine (see appendix). This is proposed to be the title of the wider campaign and the results of the trial in September will feed into the future messaging to be shared with the public in the City and Tower Hamlets in time for the Christmas parties that start in November.
10. The three local authorities wish to ensure longevity for the campaign, so that the digital and physical assets produced can be used beyond the initial launch month. Licensed premises will be requested to continue using and promoting the merchandise and campaign pieces throughout the year, for example using social media assets, posters, beer mats, napkins and entry stamps and in Hackney the enforcement officers will have campaign branding on their uniform.
11. After the initial launch by London Borough of Hackney, it is proposed that the three respective Communication representatives of the partner LAs will come together to evaluate the success and impact of the initial launch before the City of London and London Borough of Tower Hamlets. As the campaign evolves, the messaging will be monitored to understand what is going well and what is not and where there should be changes made.
12. The drive for the City Corporation to work with the two other local authorities reflects an increase in incidents. A tactical assessment by City of London Police in May 2023 identified an increase in the number of Rape offences, Sexual offences, and Domestic Abuse offences.
13. By tackling misogynistic behaviours displayed on a day-to-day basis that are often presumed as normal, we can prevent these developing into sexual crimes and violence against women and girls.

Proposal

14. A campaign to raise awareness of inappropriate behaviours and prevent such behaviours is proposed as set out above. If approved, the City Corporation will work with its LA partners in Hackney and Tower Hamlets to commission the design and delivery of the campaign. The delivery of a campaign in partnership, increases the reach and value that can be achieved by acting in isolation.
15. The campaign will complement the work to deliver advice and services to support victims and reduce the incidence of domestic abuse and violence against women and girls.

Corporate & Strategic Implications

This campaign aims to contribute to our corporate aim to 'contribute to a flourishing society where people are safe and feel safe'. It's also in Line with the City of London Safer City partnership strategic aim to Reduce and prevent Violence against Women and Girls.

Financial implications

The three Local Authorities are contributing £5k towards this campaign, as an initial contribution to start with the design an message. The City of London Community and Childrens services will contribute further £5k to commission the design of the message. The Aldgate Business Crime Reduction Partnership has offered to contribute towards the message to be distributed in their area. If further financial resources are necessary, the Community and Childrens department will be asking for funding resources to the SCP POCA funding.

Resource implications

We are working closely with the City Police and other interested parties such as the Business improvement Districts to amplify the distribution of the message and resources.

Legal implications - none

Risk implications - none

Equalities implications – none

Climate implications - none

Security implications - none

Conclusion

16. VAWG is an ongoing problem. Addressing the underlying behaviours that can lead to offences is part of the wider commitment to eliminate gender based violence.

Appendices

- Appendix 1 – Hackney Campaign (Phase 1)

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