

Committee: Community and Children Services	Dated: 04/07/24
Subject: Educational Campaign Tackling Violence Against Women and Girls – Update	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?	N/A
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, Executive Director of Community and Children’s Services	For Information
Report author: Valeria Cadena, Community Safety Manager, Department of Community and Children’s Services	

Summary

The purpose of this report is to update Members on the progress of the Violence Against Women and Girls campaign approved in November 2023. The campaign focuses on tackling misogyny and harassment by directly targeting perpetrators and core consumers of the night-time economy. It aims to create a hostile environment for perpetrators by spreading key messages promoting a zero tolerance for misogynistic behaviours and sexual harassment through a series of communication channels, including physical and digital advertising opportunities. The campaign was developed by the City of London Corporation Community Safety Team, alongside London Borough of Hackney and London Borough of Tower Hamlets. Since the launch a lot of positive activity has taken place to embed the campaign into different places and processes and this report aims to summarise this activity and the campaign’s impact.

Recommendations

Members are asked to:

- Note this report.

Main Report

Background

1. During the 16 Days of Activism Against Gender-Based Violence 2023 (25 November – 10 December) the #DONTCROSSTHELINE campaign was released following Member approval at three different Committees. The campaign was launched by the City of London Corporation, Hackney Council and Tower

Hamlets Council, to target misogynistic behaviours and sexual harassment in the City, Hackney and Tower Hamlets. The campaign aims to reach perpetrators directly, sending a clear message that behaviours such as unwanted groping, grabbing or touching will not be tolerated.

2. Included in the campaign launch was the creation and promotion of a website separate to the three local authorities. The website is named #DONTCROSSTHELINE and was developed to create an online space for the public to learn more, access physical and digital resources for sharing and displaying within businesses and licensed premises. The website includes helpful information on reporting crime and support services available to victims. It has provided an opportunity for the public to contribute to the campaign and have their say, creating an open space for public members to help local authorities understand what the public want and better understand their communities.

Current Position

3. In the initial stages of the launch, the campaign was introduced internally within the City of London Corporation with widespread promotion of campaign messaging and materials through display on various digital platforms accessible to all staff. This included the all-staff intranet, departmental newsletters, noticeboards, and digital boards within the Guildhall. Through the variety of methods used, the campaign was impactful in terms of reaching staff from all directions and ensuring that they had seen the campaign in one form or another.
4. During the 16 Days of Activism Against Gender-Based Violence 2023, and at the time of the launch, Hackney Council produced a news release which the City of London Corporation contributed a quote from a lead Member. Several pieces about the new campaign were posted on a variety of social media channels.
5. The City of London Corporation media team amplified Hackney's social media pieces to increase its impact and scope. An evaluation of these communications and their reach took place for the Christmas time activity (Appendix 1). Some of the social media pieces posted regarding the campaign attracted thousands of reactions, with one reaching almost 26,000 reactions. The number of users who viewed social media posts alone cannot be ascertained but will be higher than the number of reactions, as not all users interact with media.
6. The City of London Corporation created a specific campaign page on their external website so that public members are able to learn more and easily access the campaign's resources. [Don't Cross the Line - Tackling Misogyny Campaign - City of London](#)
7. The City of London Violence Against Women and Girls Delivery Group, were encouraged to disseminate the information and campaign materials within their organisations and, where possible, include the resources in their online and physical spaces. This ensured that the impact of the campaign was significant, as the representatives that are members of this group are champions within the City when it comes to tackling violence against women and girls. They also play a key role in collaboration with the City of London Corporation.

8. On the evenings of Friday 15 December 2023 and 3 May 2024 the City of London Police Operation Reframe, which aims to tackle violence against women and girls in the night-time economy, featured the #DONTCROSSTHELINE campaign as a focal point of their operation. This brought together the City of London Police, the City of London Corporation and other partner agencies to visit licensed premises and promote the campaign, increasing its awareness and engaging hospitality and public members with the police and local authority. Campaign display materials, such as posters, flyers and business cards were shared with the Licensing Team on a regular basis. This ensures that the campaign has a long-term impact and is adopted, not just temporarily, but also has a long-term place in licensed premises to reinforce the zero-tolerance for misogyny and sexual harassment.
9. The campaign has been included in external communications to City of London residents, through resident newsletters and estate-specific communications, with an aim to promote the campaign and reassure our communities that the City of London Corporation does not tolerate misogynistic behaviours and sexual harassment. To ensure a longstanding impact, it will be shared again in upcoming resident communications to directly reinforce the messaging with the public and perpetrators.
10. The City of London Business Improvement Districts (BIDs) have been promoting the campaign to businesses within their districts. The aim has been for the BIDs to use their communication channels and relationships with the businesses within their districts, to raise awareness and ensure that businesses are engaging with the campaign. The goal is for the campaign messaging to be displayed within the digital and physical spaces of businesses, to directly reach those working in and visiting the City directly. The BIDs have helped to increase the momentum of the campaign.
11. The Safer Business Network deliver regular vulnerability, welfare and 'Ask for Angela' training to licensed premises, and they have agreed to include the campaign resources and information in their business 'asset packs' which come in both digital and physical formats. These packs are provided to licensed premises when they take part in the training. This will help to encourage licensed premises to join in with the campaign. They are also provided to businesses who undertake the specialist Safe Haven training to gain the Safe Haven accreditation. This will help increase the uptake of the campaign within businesses in the City and spread the reach of the campaign.
12. At the time of the launch, the *Schools Weekly* news publication, which is circulated to all City schools' staff, featured a piece on the campaign to promote the messaging and themes. Additionally, on Monday 18 March 2024, the campaign was presented to the Safeguarding Education Forum, which is comprised of educational establishment staff, such as Safeguarding leads, Social Services and Education and Skills Team members. The forum was requested to support with promoting the campaign within educational settings to reach young people and children. The focus had initially been on licensed premises and workplaces adopting the campaign and displaying the materials, however, this meant that young people and children were not being reached. The campaign will be tailored

with the help of representatives from the City schools so that it can be promoted within the schools and colleges.

13. The Guildhall School of Music and Drama has pledged to support the campaign during the next university semester, with a launch of the campaign within the university campus and accommodation facilities. Materials will be extensively displayed, and the student union will be involved in spreading awareness of the campaign and ensuring it creates a memorable initial impact. The launch will include a lunchtime drop-in event focused on educating students on reporting channels and connecting them with local abuse and violence support services and an opportunity to discuss the campaign.

Corporate & Strategic Implications

14. This campaign continues to contribute to our corporate aim to keep the Square Mile as a 'vibrant thriving destination'. It is also in line with the City of London Safer City Partnership strategic aim to Reduce and Prevent Violence Against Women and Girls.
15. **Financial implications** – No further financial resources are required immediately. If further financial resources are necessary, the Department of Community and Children's Services will ask for funding resources from the Safer City Partnership Proceeds of Crime Act 2002 (POCA) funding.
16. **Resource implications** – We will continue to work closely with the City of London Police and other interested parties such as the Business Improvement Districts to amplify the distribution of the message and resources.
17. **Legal implications** – none
18. **Risk implications** – none
19. **Equalities implications** – none
20. **Climate implications** – none
21. **Security implications** – none

Conclusion

22. Throughout all the activity that has taken place since the launch of this campaign, the City of London Corporation has continued to tackle misogynistic behaviours displayed on a day-to-day basis. These behaviours are often presumed to be normal, therefore the campaign aims to prevent these behaviours from developing into sexual crimes and violence against women and girls.
23. Since the launch, multiple opportunities have been identified to incorporate and embed the campaign into key places, events and processes, to increase the awareness of the campaign, and install in various contexts a zero-tolerance approach for misogyny and sexual harassment. It is without a doubt that,

throughout the rest of the year and beyond, further opportunities to promote the campaign will be identified and taken forward to reach different audiences and tailor the campaign to enhance its impact.

Appendices

- Appendix 1 – Hackney Communications Evaluation

Valeria Cadena

Community Safety Manager

Department of Community and Children's Services

E: valeria.cadena@cityoflondon.gov.uk