



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN**

White Ribbon Day 2023
Activities in Congleton



The theme for White Ribbon Day 2023: #ChangeTheStory

...for women and girls, so they
may live their lives free from the
fear of violence.

“even the smallest actions can
affect big change” WRUK

What we did for Congleton White Ribbon Day 2023:

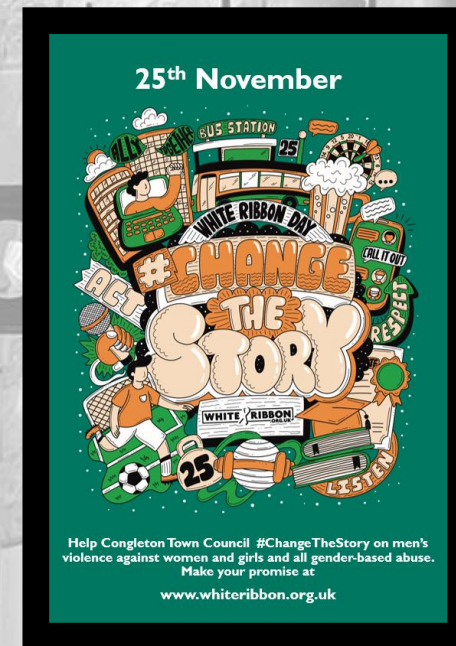
- ◆ Outdoor Awareness Campaign
- ◆ Maker's Market and Christmas Stalls
- ◆ Ambassador Letters
- ◆ Video campaign with stakeholders
- ◆ myCWA video
- ◆ NALC Accreditation and video
- ◆ National Influence
- ◆ Press
- ◆ Social Media and Online
- ◆ Results



Congleton
Town Council



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN
AND ALL GENDER-BASED VIOLENCE AND ABUSE**



Outdoor Awareness

White Ribbons on lampposts and the Town Hall gates, the White Ribbon flag flew on the Town Hall and and posters around town and in the information centre.



Market Stall at Christmas Lights switch-on and Maker's Market



Ambassador letters to the Congleton Chronicle

Time to end toxic masculinity

Dear Sir, - For several years now, Congleton has been part of an important campaign to reduce the incidence of male violence towards women and girls; the White Ribbon campaign. The town council has worked hard to become White Ribbon accredited and to achieve national recognition for its work in this area.

The town's White Ribbon group has a programme of activities that take place

throughout the year. These include running workshops in schools, clubs and work-places in the town and having a presence at all of the important town events. The primary aim is to change the behaviours and attitudes that lead to such high levels of male abuse towards women in our society.

White Ribbon day this year is being held on Saturday.

It provides a particular focus on what is being achieved but also on what still needs to be done.

A particular issue this year has been the emergence of the "toxic masculinity" phenomenon promoted by several high profile social media "influencers".

It is particularly important, therefore, to counter this and engage young people in debates to highlight the need for respect between the genders. In the light of this, the particular theme of White Ribbon day this year is to "Change the Story" to help reduce violence to women and girls.

We are being asked to think what each of us can do to change the story and I have chosen to call out negative male behaviour to women whenever I encounter it. What will you do? - Yours faithfully,

PETER MUNRO
White Ribbon Ambassador.

White Ribbon — make the change

Dear Sir, — I would like to take the opportunity to highlight that this year's White Ribbon day is on Saturday.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls.

The reality is that most violence against women is committed by men. Our mission is to prevent men's violence against women and girls by addressing its root causes — harmful and dominant masculine norms.

We strive to change long-established attitudes, behaviours and systems around masculinity. White Ribbon UK's work is preventative — we want to end violence before it starts.

Of course, culture change doesn't happen overnight, but we can end men's violence against women and girls in our lifetimes.

This year, we are encouraging individuals and organisations to make consistent choices and actions to "Change The Story" for women and girls, so that they may live their lives free from the fear of violence.

This violence takes many forms; behaviours and words may seem "harmless", but normalising leads to short and long-term effects that can lead to more extreme violence.

I continue to be a White Ribbon ambassador and am trying to Change the Story through routine conversations and encouragement. I've seen the positive impact we've had through multiple events and initiatives across our town and area.

White Ribbon day highlights the issues and challenge, but also shows there is a way to Change the Story through men engaging and taking personal action.

For more information or if you'd like to be involved in some way, we'll be represented at Congleton's Makers Market on Saturday. You'll also find us on Facebook — "White Ribbon Congleton". — Yours faithfully,

JONATHAN DAKIN
White Ribbon Ambassador.

Time to end the cycle of violence

Dear Sir, — I am writing to you today to shed light on the significant advantages that the White Ribbon campaign offers to society and individuals who become White Ribbon ambassadors.

The White Campaign is a global movement dedicated to raising awareness about and combatting domestic violence. Founded in Canada in 1991, it has since expanded its reach to numerous countries around the world. The primary objective of this campaign is to engage men and boys in the fight against gender-based violence, with a particular emphasis on domestic violence against women.

One of the most compelling advantages of the White Ribbon campaign for society is its potential to effect positive change. Domestic violence is a pervasive issue affecting millions of people globally.

By mobilizing men and boys to take an active role in confronting this problem, the campaign aims to break the cycle of violence and foster healthier, more respectful relationships. This, in turn, creates a safer and more inclusive society where individuals can live without fear of violence in their homes.

Moreover, the White Ribbon

The Chronicle, Thursday, 23rd November
campaign promotes a broader message of gender equality and empowerment. By encouraging men to be advocates for women's rights, it contributes to the dismantling of traditional gender stereotypes and fosters a more balanced and equitable society. This is a crucial step toward ensuring that everyone has equal opportunities, regardless of their gender.

Individuals who choose to become White Ribbon ambassadors gain several personal advantages as well. Firstly, they become part of a global network of like-minded individuals dedicated to making a difference. Being part of this community can be incredibly fulfilling and provide a sense of purpose in knowing that you are contributing to the betterment of society.

White Ribbon ambassadors also have the opportunity to develop their leadership skills and increase their social influence. They become advocates for change, speaking out against domestic violence and promoting healthy relationships.

This not only contributes to their personal growth but also enhances their credibility and reputation in their communities and workplaces.

Another advantage of being a White Ribbon ambassador is the knowledge and awareness gained. Ambassadors undergo training and receive valuable insights into the complexities of domestic violence and gender issues. This education equips them with the tools to engage in meaningful conversations and initiatives aimed at ending violence against women.

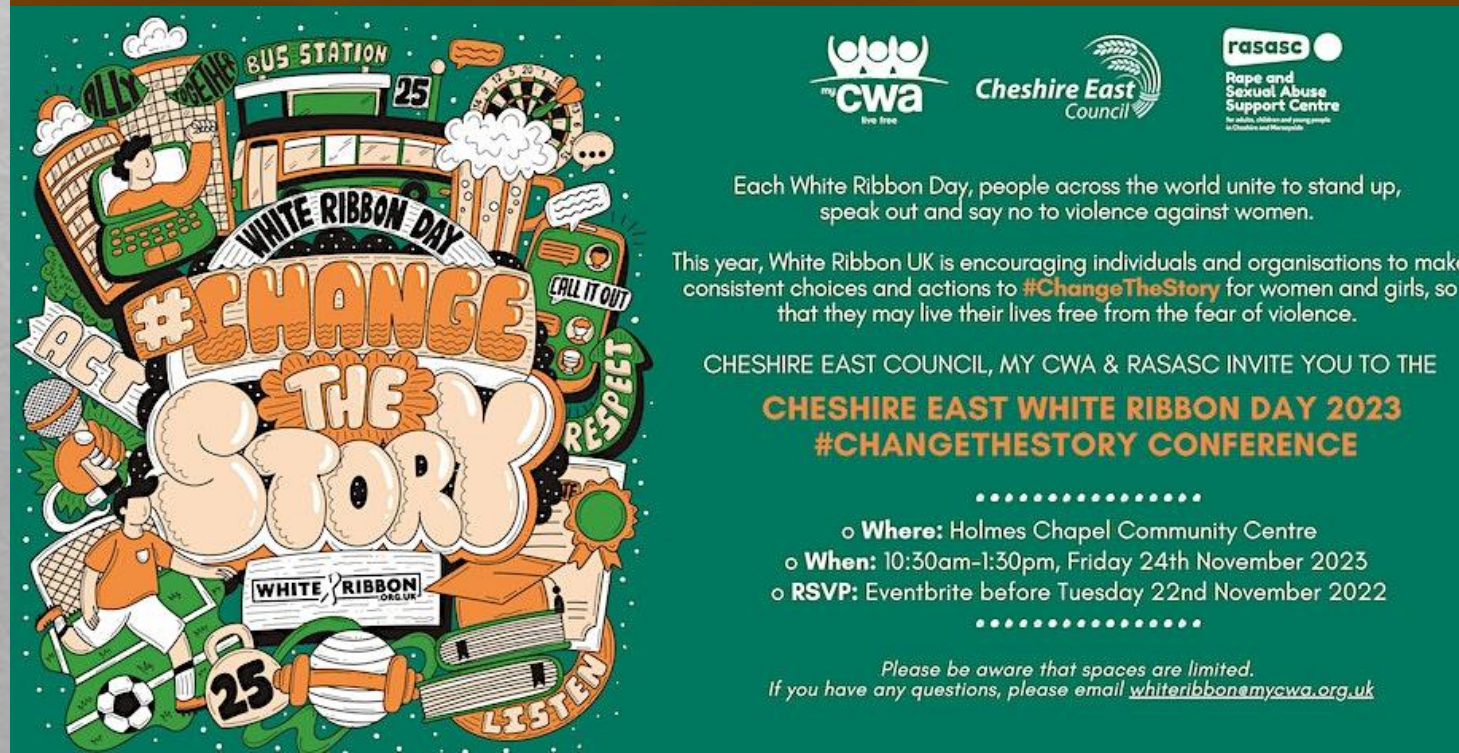
In conclusion, the White Ribbon campaign offers numerous advantages to society by addressing the pressing issue of domestic violence and promoting gender equality.

By becoming a White Ribbon ambassador, individuals can experience personal growth, expand their network, and play an active role in creating a safer and more equitable world.

I encourage you to consider supporting the White Ribbon Campaign or becoming a White Ribbon Ambassador to contribute to this vital cause and enjoy the personal benefits it offers. Together, we can work towards a society free from domestic violence and full of respect and equality for all. — Yours faithfully,

COUN RICHARD WALTON
White Ribbon ambassador.

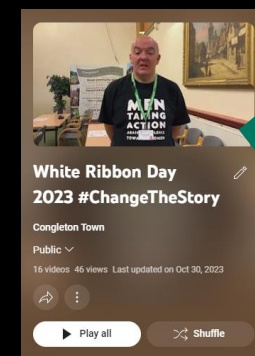
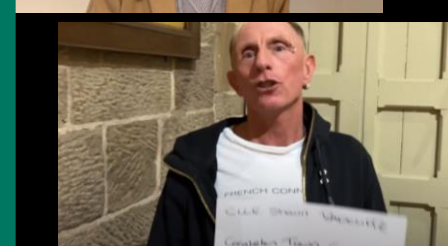
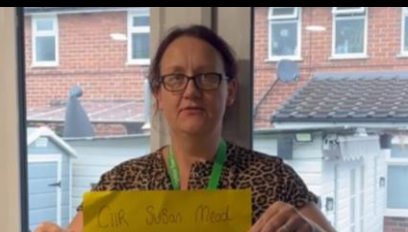
- ◆ Cllr Richard Walton, Ambassador and Chair of Congleton White Ribbon, attended the National White Ribbon Conference
- ◆ This event included survivor testimonials and presentations from businesses, sports organisations and police services.
- ◆ Read the [NALC White Ribbon Conference Blog Post](#)
- ◆ Cllr Walton and Ambassador Peter Munro also attended the Cheshire East White Ribbon Conference.
- ◆ The team heard from survivors, Cheshire Police and different ethnic groups affected by abuse. The conference also covered the work of local mental health services in relation to domestic abuse.



Congleton White Ribbon 2023 Videos

We posted these on social media during the '16 days of action to end VAWG' that starts on 25th November.

Our team, students from local high schools, and local Ambassadors made a series of videos.



They spoke of how they are personally going to #ChangeTheStory to end violence

All the videos are now available [here](#) as our [White Ribbon Day Playlist](#)

myCWA 'Change the Story' Video



- ❖ myCWA is the service provider for domestic abuse in Cheshire East
- ❖ Congleton's Ambassadors, the Cheshire PCC and others took part in the myCWA White Ribbon Day video, whose theme this year was '#Change the Story' to end violence
- ❖ This was broadcast all over Cheshire during the '16 days of activism'



[Watch the video](#) and see if you can spot the Congleton team!

National Association of Local Councils

NALC is now a White Ribbon Accredited organisation and invited Congleton Cllr Kay Wesley to sit on its WR Steering Group with members of the NALC Board



NALC made a video with Councillors and Ambassadors from up and down the country. It features our Ambassadors and most members of Congleton Town Council in a group clip.

[watch the video](#)

National Influence

Our Ambassador Mark Edwardson went to the NALC National Assembly to present White Ribbon to Councils from all over the country

Our Ambassador Jonathan Dakin wrote to Fiona Bruce MP on our behalf to ask for her support for the All Party Parliamentary Group on White Ribbon

nalc
National Association of Local Councils
t: 020 7637 1865 w: www.nalc.gov.uk
e: nalc@nalc.gov.uk

NATIONAL ASSEMBLY | AGENDA

Date: 29 November 2023
Time: 11.00 - 13.00
Lunch: 13.00 - 14.00
Location: The Local Government Association, 18 Smith Square, Westminster, London, SW1P 3HZ.

1. Welcome by the chief executive.
2. Election of NALC chair [11.05]
To confirm that Cllr Keith Stevens was elected NALC chair for the two-year term of office for 2024/25. This is his second term of office.
3. White Ribbon Campaign [11.05 - 11.35]
Cllr Mark Edwardson (Congleton Town Council) will be doing a presentation on the White Ribbon Campaign. He is a White Ribbon Ambassador. NALC achieved White Ribbon accreditation in August 2023. White Ribbon Accreditation is an opportunity for NALC to make the workplace safe for women and men and to upskill staff to become changemakers. We hope this talk on White Ribbon to National Assembly encourages Councillors to consider the benefits of becoming a White Ribbon Accredited organisation for the local (parish and town) council sector, communities, and workplaces.
4. NALC Governance - results of NALC elections [11.35 - 11.50]
 - To confirm that Cllr Peter Davey was elected unopposed to the position of vice-chair (finance) for the two-year term of office for 2024/25. This is his second term of office.
 - Vice-chair (member services) election results.
 - Management Board - election results.
 - Finance and Scrutiny Committee Elections - Cllr Duncan Wright, Cllr Ian Cowling, Cllr Mike Scott, and Cllr Alan Neal have been elected to the committee.
 - Policy Committee Elections - Cllr Peter Allison, Cllr Neville Hudson, Cllr Richard Page, Cllr Mike Drew, and Cllr Iain Hamilton have been elected to the committee.



Parallel Parliament Bills Departments Reference MPs / Lords Pricing About Login Search

Home / All APPGs / W / White Ribbon UK

White Ribbon UK APPG

First Registered: 02/01/2019 • Last updated on: 01/11/2023

Share

To engage parliamentarians (particularly male parliamentarians) in raising awareness and challenging male violence against women and girls in all forms.

Note: All-Party Parliamentary Groups (APPGs) are informal, cross-party groups formed by MPs and Members of the House of Lords with a common interest in a particular policy area, region or country. APPGs are not part of the Government.

WHITE RIBBON
-ORG.UK
END MEN'S VIOLENCE AGAINST WOMEN

Dear Mrs Bruce

RE: Show your commitment to ending violence against women and girls

I am writing as one of Congleton's 'White Ribbon Ambassadors' and as a constituent to ask you to show your commitment to ending violence against women and girls by becoming a member of the White Ribbon APPG. This group focuses on engaging men and boys to end violence against women and girls.

White Ribbon UK, the Secretariat for this APPG, is the leading charity engaging men and boys to end violence against women and girls. They do this by addressing restrictive and harmful masculine norms.

The last meeting of the APPG was on the 24th October 2023, and focused on:

- the implementation of the Istanbul Convention one year on from it becoming enforceable in the UK;
- the opportunities this presents to end violence against women and girls;
- and the Government's responsibilities to implement it effectively.

White Ribbon Day, 25th November, is the internationally recognised day where men show their year-long commitment to ending violence against women. This is an excellent time to show your support.

Locally, White Ribbon has been engaging with schools and the public through regular events in the town. We'll be at the Makers' Market on the 25th November 2023 – also White Ribbon Day! Every day we see more examples of violence against women and girls – also very much an issue for Congleton.

Please show your commitment to ending violence against women and girls and become a member of the White Ribbon APPG.

Contact White Ribbon UK for more information about membership, and the next meeting. [whiteribbon.org.uk](https://www.whiteribbon.org.uk)



NALC has put the presentation on its website for Councils to re-watch

“Thankyou for your email. This is an issue I have long been concerned about so am very happy to support the work of the APPG...I will send a staff member to the next meeting in Parliament.”
Fiona Bruce MP

Press Coverage

White Ribbon launches its annual campaign

Congleton Town Council's White Ribbon Group is planning its annual 16-day campaign starting with White Ribbon day on Saturday.

The White Ribbon movement engages men to challenge the attitudes and behaviours that lead to men's violence against women.

Members of the White Ribbon Group will be on street stalls at the Christmas lights switch-on tomorrow (Friday) and again at the makers' market on Saturday.

The group comprises town councillors, council officers, and volunteers from the community who are (male) White Ribbon ambassadors.

This year, the theme for White Ribbon day is to "change the story" for women and girls, so that they may live their lives free from the fear of violence.

Violence experienced by women and girls takes many forms. Some behaviours and words may seem "harmless" but White Ribbon said that "normalising" them ignored the short- and long-term effects on women and could lead to more extreme violence.

The chair of the town council's White Ribbon group, Coun Richard Walton, said: "Since becoming a White Ribbon ambassador I've become so much more aware of the spectrum of violence against women and girls, so much of which is hidden and unreported."

Sadly, these crimes often increase around Christmas-time. Our White Ribbon campaign says a better way is possible, and this cannot be accepted. Culture change doesn't happen overnight, but we can end men's violence against women and girls in our lifetimes."

The Congleton White Ribbon ambassadors are asking people to take the promise to never commit, excuse or remain silent about men's violence against women or any gender-based violence.

White Ribbon ambassador and Congleton Town Council chief officer David McGifford said: "We now have 12 ambassadors in Congleton and hundreds of people have made their White Ribbon promise."

"The White Ribbon flag will fly from the town hall and white ribbons will adorn the lampposts in the town centre to remind everyone that we are aiming to end violence and abuse this White Ribbon day."

Chair of the Community Committee, and White Ribbon champion Coun Kay Wesley, added: "We are seeing the impact of the White Ribbon campaign in Congleton. Every time we have a star or give a presentation, we have people come and thank us for this work because they or someone they know now feels empowered to seek help with sexual violence or domestic abuse."



"It has been particularly good to hear students at our high schools talk about how they would call out harassment and sexist behaviours, and see them making their White Ribbon promise."

People can make their promise at the White Ribbon stall or at any time online at whiteribbon.org.uk. Any organisations, clubs or employers interested gaining their own accreditation as White Ribbon organisations can email info@congleton-16.gov.uk and a member of the White Ribbon group will explain the process.

• For support in Cheshire East with sexual or domestic violence, call 0300 123 5101.

Assembly will champion White Ribbon campaign

Congleton's efforts to encourage men to speak out about misogyny and challenge the attitudes and behaviours that lead to violence against women is to be highlighted at a top meeting of local councils.

Town Council Mark Edwardson announced he will "fly the flag" for Congleton when he addresses the National Association of Local Councils' national assembly in London on Wednesday, 29th November.

White Ribbon is the national campaign asking men to speak out against male violence against women and Congleton Town Council was one of the first to be accredited with White Ribbon status. Its ambassadors ask people to make the promise never to commit, excuse or remain silent about gender-based violence.

Playing a leading role in Congleton's efforts is deputy mayor, town Coun Kay Wesley, who worked with the association to become White Ribbon accredited.

Her town hall colleague Coun Edwardson will head to the capital later this month where he will speak at the association's national assembly after which he has been invited to be a guest at its awards ceremony at the House of Lords.

He will address the assembly to inspire other councils and regional leaders to become White Ribbon accredited.

Coun Edwardson told the "Chronicle" the event was not going to be a "mere talking shop nor an opportunity to rest on collective laurels," as he planned to "urge" more members to join the campaign to stop male violence against women and girls.

He said: "This is a real thrill for me. I've only been a town councillor for just six months so it's a privilege to have been invited to speak at such an important event."

"I just hope I can live up to expectations by being a great ambassador." Congleton Town Council and its support for the White Ribbon campaign.

He emphasised that one of the "most important" reasons for his trip to Parliament was the experiences of his female relatives, some of whom had reported being victims of sexual harassment.

Coun Edwardson added: "Domestic violence is endemic; even here in Congleton. Sexual and domestic violence takes a massive toll on women and girls, and it is not acceptable; I want it to stop."

"That's why I'm one of a dozen White Ribbon ambassadors in Congleton. It's our job to persuade other men to stop and think before raising a hand. The consequences for both parties can be catastrophic."

"The campaign's slogan is 'Change the Story', that's all we want to do."

Coun Edwardson's London trip was announced during a recent meeting of the town council's Community Committee, which also received an update from Coun Richard Walton about plans for this year's White Ribbon campaign which begins on Saturday, 25th November, for two weeks.

He said: "We will be flying the flag on the town hall, lampposts will have ribbons and there is a massive Press and social media campaign."

Ambassadors will have street stalls at Congleton's Christmas lights switch-on celebration on Saturday, 24th November and at this month's makers' market.

Congleton High School has booked a talk with White Ribbon ambassadors, which Coun Walton said "always proves really rewarding."

The town council is also working with Cheshire Police which has pledged to focus on domestic violence in the county.

Coun Walton said the White Ribbon group had stalls in the town centre in June, at Congleton Pride in July and at Astbury Mere in September. Some 65 new White Ribbon members to join the campaign to stop male violence against women and girls.

When Coun Edwardson told town councillors that he was looking forward to his trip to London, Coun Wesley told him to "have fun" and "bring us a souvenir."

Because of this, town councillor Mark Edwardson was invited to speak to a meeting of the National Association of Local Councils at Westminster ahead of the Star Council Awards.

Coun Edwardson said: "White Ribbon is all about men persuading other men that behaving in a violent or controlling manner towards women is unacceptable."

"I was at the conference to spread the word. There are many councils and associations who've yet to consider seeking White Ribbon accreditation." Congleton Town Council was lauded for its leadership and foresight in being one of the first organisations to become recognised for its pioneering work by the campaign."

Coun Edwardson's presentation focused on what local councils of all sizes can



Mr Wesley chats to people on the stall.

Individuals can make their promise at any time online at whiteribbon.org.uk. If any charity, club or business is interested in becoming a White Ribbon organisation, please email info@congleton-16.gov.uk and a member of the White Ribbon group will explain the process.

A local Staffordshire borough council is seeking accreditation as a White Ribbon organisation. According to data from the White Ribbon campaign, there were nearly 80 recorded incidents of violence against women in the borough in 2021.

Con Robert Mounsey, Congleton town councillor, said: "We are seeing the impact of the White Ribbon campaign in Congleton. Every time we have a star or give a presentation, we have people come and thank us for this work because they or someone they know now feels empowered to seek help with sexual violence or domestic abuse."

He said: "This is a real thrill for me. I've only been a town councillor for just six months so it's a privilege to have been invited to speak at such an important event."

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Ambassador Jonathan Dicks chats to a parent-son.

Cheshire's Silk Radio 106.9FM-DAB-Online

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Congleton Group seeks to Change The Story on violence and abuse for White Ribbon Day

Thursday, 16 November 2023 17:12

Congleton Town Council's White Ribbon Group is planning its annual 16-day campaign starting with White Ribbon Day on Saturday 25th November.

The White Ribbon movement engages men specifically to challenge the attitudes and behaviours that lead to men's violence against women.

Congleton Town Council is a White Ribbon Accredited organisation with an objective of ending men's violence against women and all gender-based violence and abuse in Congleton. The White Ribbon Group will be on street stalls at the Christmas Lights Switch-on on Friday



Congleton Radio 23 November at 19:00

Champions of White Ribbon Episode 2

On the second episode of Champions of White Ribbon: White Ribbon Ambassador and Congleton Radio Presenter Stuart Nield talks to Susan Munro from The Elizabeth's Group.

CHURNET SOUND

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CONTACT US WITH YOUR NEWS STORY

Congleton Group seeks to #ChangeTheStory on violence and abuse for White Ribbon Day 2023

25th November

The Chronicle

Home Congleton Sandbach Alsager Stoke-on-Trent Entertainment More Shop Ads

White Ribbon group holds session at mere

White Ribbon group holds session at mere

Congleton Town Council's White Ribbon Group had a stall at Astbury Mere recently, encouraging walkers and leisure-seekers to chat about the campaign and make the White Ribbon promise.

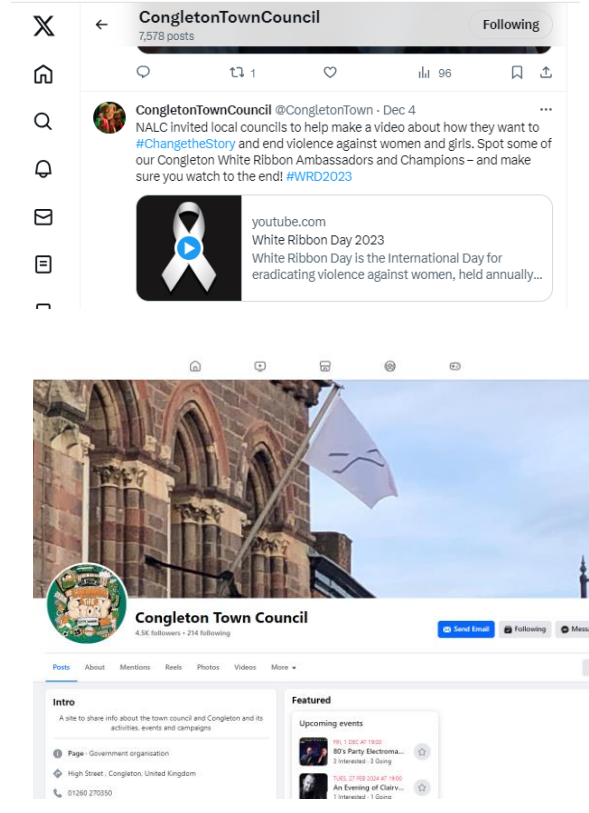
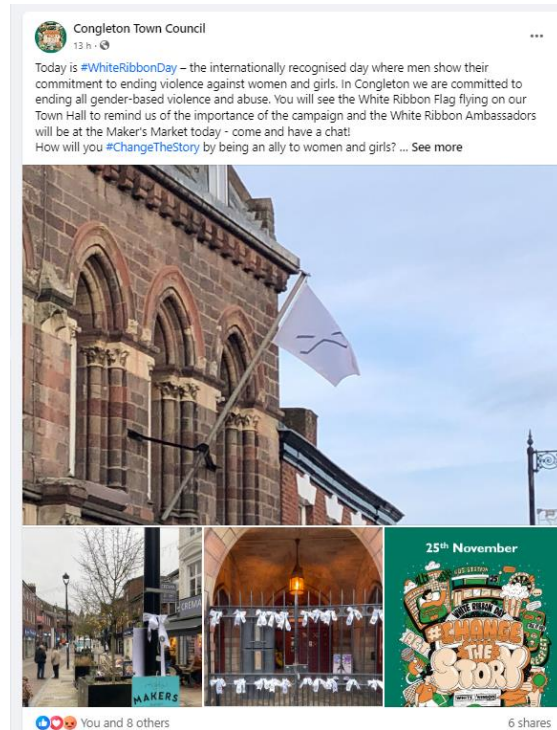
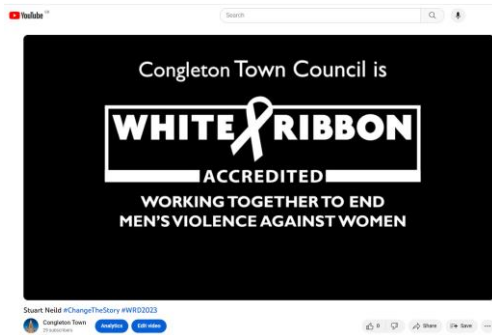
The campaigner has said his offer will not investigate a complaint about money due to a woman, raised only to be in a car with a cash worker for her

providing for pensions and insurance companies, which the insurance companies have said they will not investigate a complaint about money due to a woman, raised only to be in a car with a cash worker for her

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Social Media and online

We had a 'takeover' of our website and social media spaces on White Ribbon Day, and posted throughout the '16 days of action'



Results



Print and radio media
covered an audience of
more than

40,000



Our Facebook
posts were seen by

3441
people



3511

Saw our X
posts



Our Instagram
posts were seen by

4211 people

Total post reach = **11,342**



>500 listeners to the
'Champions of White Ribbon'
podcast over 2 days.



>300 people
interacted with our
Facebook content



>500

Watches of YouTube videos
featuring our Ambassadors,
Police officers and young people

>30 Congleton people made their
White Ribbon Promise