



REGISTERED CHARITY NO.: 1123874

**.ORG.UK**

**END MALE VIOLENCE AGAINST WOMEN**

White Ribbon Day 2021  
Activities in Congleton

# Our Congleton White Ribbon Purpose:

**“Strive to eradicate all forms of gender-based violence and abuse in Congleton”**

We seek to engage everyone, especially men, to speak out against violence.

# Our 2021 White Ribbon Day Activities

- ◆ Ambassadors Workshop
- ◆ Maker's Market Stall
- ◆ White Ribbon Conference
- ◆ Congleton Video Playlist
- ◆ Awareness Campaign
- ◆ Press
- ◆ Social Media and Online
- ◆ Results



Congleton  
Town Council



**WORKING TOGETHER TO  
END MALE VIOLENCE AGAINST WOMEN**

# Ambassadors Workshop

7 of our 9 Ambassadors attended a workshop to prepare for White Ribbon Day

**Why am I here?**

- Get some icebreakers
- Conversation starters
- Raise personal awareness
- Stop scaring people away
- Build confidence to engage
- Own behaviour + how to approach people
- Get 'took up' + confident

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**Benefits Why?**

Our women  
Men's people  
Local community  
Local people

**What are the benefits of being a WR Ambassador?**

- Because of 'our women'
- To make a difference
- Help young people and our children
- Show leadership
- Improve my community

**What barriers are there to men's support?**

- Fear – of ridicule, and violence
- Culture/credibility
- 'Not my job'
- Awareness
- Tools to intervene

**Barriers**

Culture/Credibility  
Fear  
Not my job  
Awareness  
Tools

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Culture/Credibility  
Fear  
Not my job  
Awareness  
Tools

**Openers**

- What brings you to town today?
- What are you doing in town?
- Would you like a sticker? (to child)
- Are you doing some shopping?
- Have you heard about the White Ribbon Campaign?
- Do you live in Congleton?
- Does your family live in Congleton?
- Can I give you a leaflet about the WR Campaign?
- Have you noticed the ribbons on the lampposts?

**Objections**

What about violent women?  
- That's equally unacceptable as  
- 90% of violence is perpetrated by men  
- More men are murdered than women  
- Yes, almost always by violent MEN. The problem is still male violence.  
- It doesn't happen round here  
- I'm not violent!  
- Neither am I but you and I can help stop other men's violence - do you want to help?

**Objection handling**

- What about violent women?
- That is equally unacceptable but more than 90% of violence is perpetrated by men
- Our group is about ALL gender-based abuse and violence
- More men are murdered than women
- Yes, almost always by violent MEN. The problem is still male violence.
- It doesn't happen round here
- Use the facts and figures
- I'm not violent!
- Neither am I but you and I can help stop other men's violence - do you want to help?

**Close the Sale**

- Let me give you a leaflet
- You don't have to give your email address
- You can do something - sign the promise
- Would you like a white ribbon to show support?
- Would you like a sticker?

**Close the Sale**

Let me give you a leaflet  
You don't have to give your email address  
You can do something - sign the promise  
Would you like a white ribbon?  
Would you like a sticker?

**2021 Statistics – in the UK...**

- 99.3% of women have been subjected to sexual harassment or sexual violence at some point
- 94% of girls under 18 have been catcalled in the street
- 35% of girls in school uniform have been sexually harassed in public
- 51% of women say they have woken to find their partner having sex with them
- 95% of serious domestic violence has a male perpetrator and female victim
- 93% of murderers are men
- 94% of women do not believe the criminal justice does a good job in hiding perpetrators of VAWG to account
  - They are right: rape conviction rates are so low the government has recently apologised and promised to try to improve
  - Rape is effectively decriminalised, as more than 98% of alleged perpetrators walk free
  - More than 98% of rapists are male (even when the victim is male)

**In Congleton:**

- 98% of victims of domestic abuse reported to myCWA are women.
- We have one incident of domestic abuse reported to the Police every day on average, and an incident of sexual violence every week.
- 9 out of 10 of those coming to our White Ribbon group, saying they have been victims of male violence or domestic abuse are women.

# Maker's Market Stall

More than 60 White Ribbon Promises Made

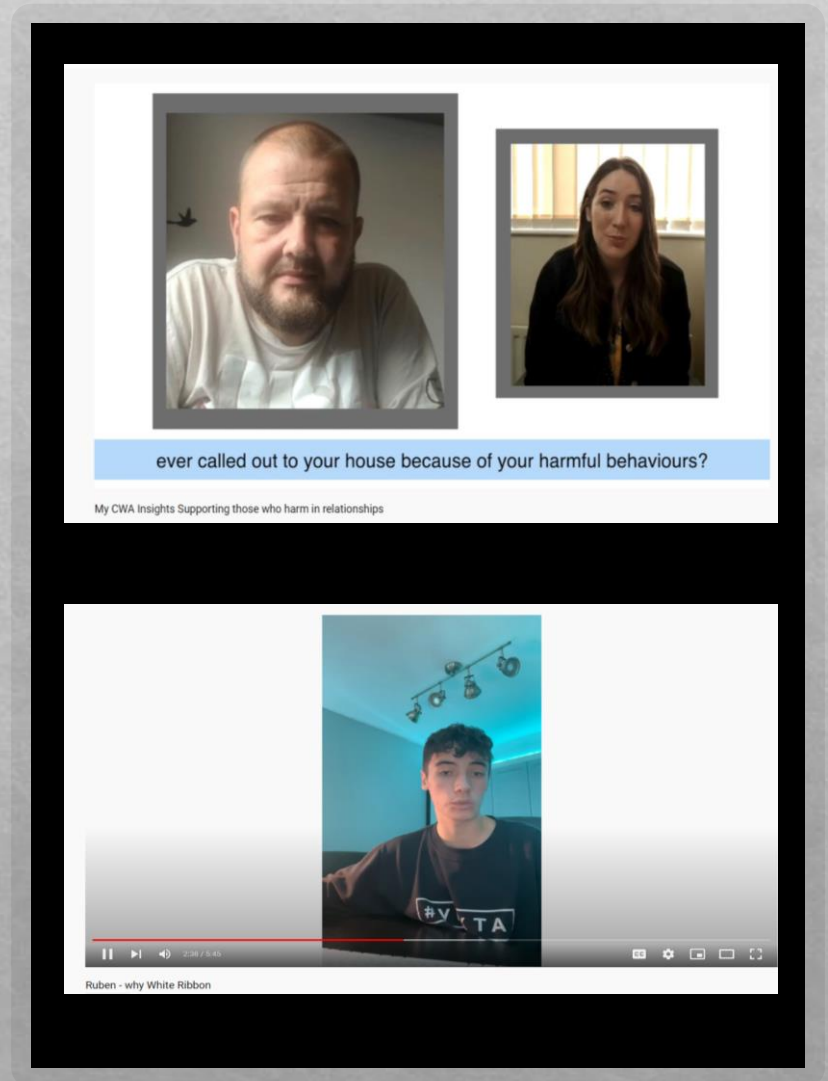


Good contact with potential volunteers and schools



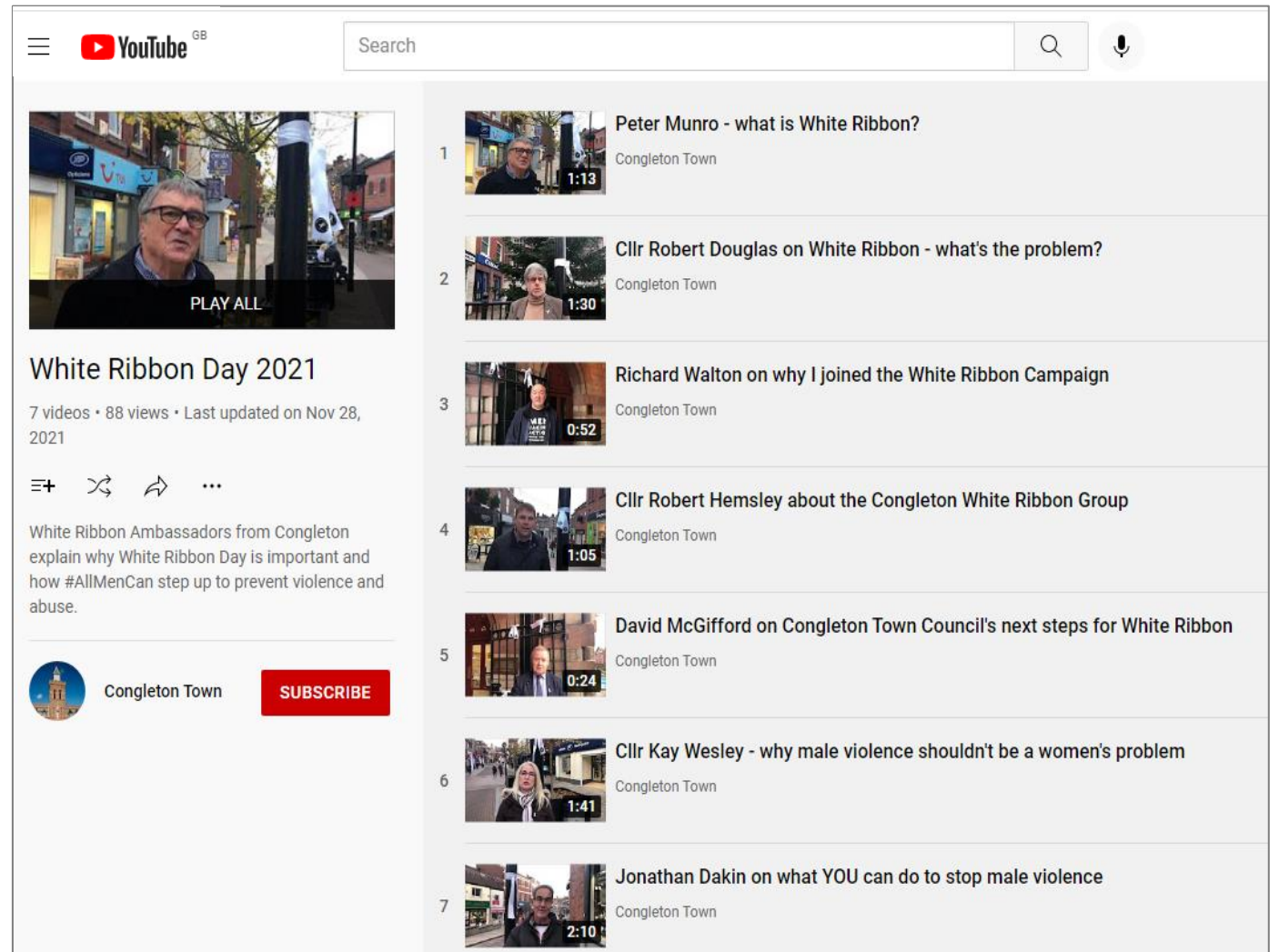
# White Ribbon Conference

- ◆ The White Ribbon Team members attended the annual White Ribbon Conference hosted by myCWA and CEC
- ◆ A number of interesting talks including from PCC John Dwyer, survivors and former perpetrators of domestic abuse and sexual violence
- ◆ Reuben, a 6<sup>th</sup> former, spoke eloquently about the upcoming SHOUT campaign ('sexual harassment out') that has been developed by young people for young people
- ◆ We will be helping roll this campaign out in Congleton.



# Video Playlist

- ◆ The White Ribbon Ambassadors made a series of videos answering questions about White Ribbon and the problems of domestic and sexual violence.
- ◆ We posted these on CTC social media every 2 days during the '16 days of action to end VAWG' that starts on 25<sup>th</sup> November
- ◆ All videos are now available on CTC's YouTube as a [Playlist](#)



The screenshot shows a YouTube playlist page for 'White Ribbon Day 2021' by the channel 'Congleton Town'. The main video player shows a man speaking with a 'PLAY ALL' overlay. Below the player, the playlist title 'White Ribbon Day 2021' is displayed, along with '7 videos • 88 views • Last updated on Nov 28, 2021'. There are icons for adding, removing, and sharing videos. A description states: 'White Ribbon Ambassadors from Congleton explain why White Ribbon Day is important and how #AllMenCan step up to prevent violence and abuse.' The channel name 'Congleton Town' and a 'SUBSCRIBE' button are visible. On the right, a list of 7 videos is shown, each with a thumbnail, title, and duration:

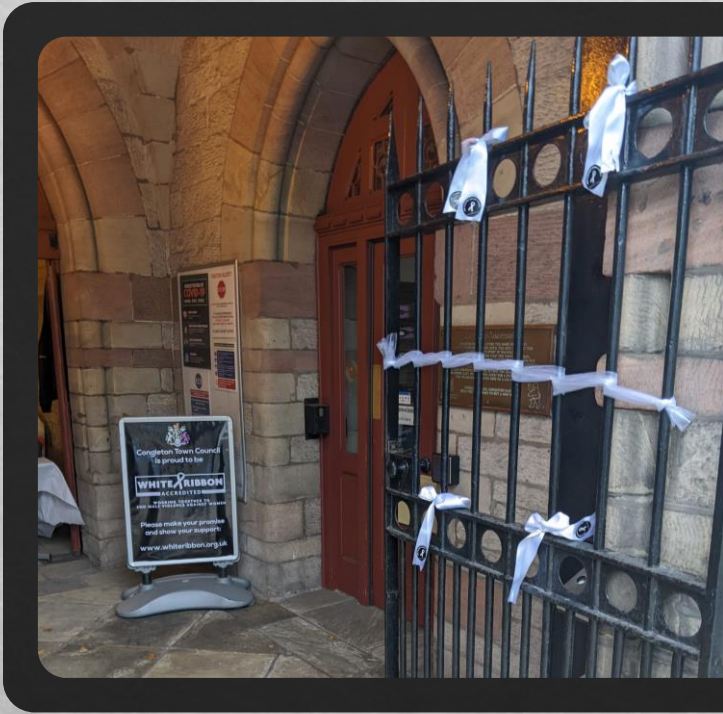
- 1 Peter Munro - what is White Ribbon? Congleton Town 1:13
- 2 Cllr Robert Douglas on White Ribbon - what's the problem? Congleton Town 1:30
- 3 Richard Walton on why I joined the White Ribbon Campaign Congleton Town 0:52
- 4 Cllr Robert Hemsley about the Congleton White Ribbon Group Congleton Town 1:05
- 5 David McGifford on Congleton Town Council's next steps for White Ribbon Congleton Town 0:24
- 6 Cllr Kay Wesley - why male violence shouldn't be a women's problem Congleton Town 1:41
- 7 Jonathan Dakin on what YOU can do to stop male violence Congleton Town 2:10



# Drinking is not a crime. Rape is.



No matter how much she's drunk...  
No matter what she's wearing...  
No matter if you've already kissed...



## Awareness Campaign

We tied White Ribbons on lampposts and the Town Hall gates, flew the White Ribbon flag and put posters and leaflets in the information centre.



**NEVER COMMIT,  
EXCUSE OR  
REMAIN SILENT  
—ABOUT—  
MALE VIOLENCE  
AGAINST WOMEN.**



whiteribbon.org.uk



# Press

- ❖ We issued press releases about our Accreditation and our activities for White Ribbon Day
- ❖ Some good coverage, including an interview on Moorlands Radio for one of our Ambassadors

Cheshire's Silk 106.9

Menu LISTEN LIVE ▶

## More than sixty make the White Ribbon Promise in Congleton

News Home More from Local News

Tuesday, November 30th, 2021 2:18pm

Congleton Town Council's White Ribbon Group was at the Maker's Market in the Town Hall on Saturday, encouraging shoppers to chat about the White Ribbon Campaign and make their White Ribbon Promise.

## Men honed skills for White Ribbon day

...ers of a n to end violence woman recently a workshop. ...ers of Congleton Council's White group took part in shop to hone their d plan activities Ribbon Day — today (Thursday) following "16 days" to end male against women. White Ribbon engages men y to challenge s and behaviours to male violence men. up of ambassadors, prizes councillors, d volunteers from c, transformed the White Ribbon barriers to n, and the best ourage the public, n, to take part. ribbon chair Coun

**END VIOLENCE AGAINST WOMEN**  
16 DAY WHITE RIBBON CAMPAIGN

Robert Hemsley explained: "Talking to men about male violence can be quite a challenge. Most people are not very comfortable approaching people in the street, and this is a difficult topic to broach, especially with men, who can often feel defensive and tempted to say, 'well I'm not violent'."

"But the theme of this year's White Ribbon Campaign is 'all men can' — meaning that non-violent men have a key role to play in the fight against sexism and male aggression. We had a productive afternoon sharing ideas to get more of them involved."

Chair of the council's Community and Environment Committee Coun Kay Wesley added: "Male violence against women has been in the public consciousness during 2021

... since the murder of Sarah Everard, but what people in Congleton might not realise is that it is a significant problem in our own town, too. "We have an incident of domestic violence reported on average every day in Congleton, and of sexual violence once a week. "This is a problem for the whole community to address. More than 90% of all violence has a male perpetrator, even if the victim is male. "To have men speak out against this violence and help to redefine male leadership is vitally important in the fight against these crimes. Our White Ribbon Ambassadors are doing a fantastic job and I'm proud to work with them."

White Ribbons will be tied to town centre lampposts and the White Ribbon flag will fly from the town hall today (Thursday). Members of the public can chat to the team at the White Ribbon stall at the Makers' Market on Saturday. People can make their promise at any time online at [whiteribbon.org.uk](http://whiteribbon.org.uk).

If any organ or employers gaining their on they should co Ribbon team conleton-tc go White Ribbe largest movem boys working against wom promote gender relationships a of masculinity. Since its Toronto in 199 Campaign i been organise 60 countries a Among its ma White Ribbo wear white rib their pledg condone or d all forms of violence.

fy breakfast for Case dealt with as fixed penalty Man rap abused

Congleton Town Council  
Historic market town

Search Congleton Town C

Menu

## More than 60 make the White Ribbon Promise in Congleton

November 30, 2021

Congleton Town Council's White Ribbon Group was at the Maker's Market in the Town Hall on Saturday, encouraging shoppers to chat about the White Ribbon Campaign and make their White Ribbon Promise.

The White Ribbon Campaign engages men specifically to challenge the attitudes and behaviours that lead to male violence against women.

Congleton Town Council is a White Ribbon Accredited organisation which means it aims to eradicate male violence against women in Congleton and all gender-based violence. The White Ribbon Group asked people to make the promise never to commit, excuse or remain silent about male violence against women.

Councillor Robert Hemsley, Chair of the Congleton White Ribbon Group and a White Ribbon Ambassador, said "We had some really good conversations with many people, both men and women, and a total of 62 people signed the White Ribbon Promise. Many of the men were worried about the recent national and local reports of male violence and were keen to sign up and help. Some men at first said 'well I'm not violent' but then when they heard the statistics, they were quite shocked because they had no idea of the prevalence of violence against women."

In April 2021 a national survey by Victim Focus found that 99.3 per cent of women had been subjected to one or more acts of sexual harassment or violence in their lifetime, and that 94 per cent of girls under 18 have been catcalled in the street by men. Here in Cheshire East, a 2021

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## White Ribbon Group Calls on Congleton Men to Become Ambassadors

By Tony Walley 31/08/2021

Following recent events, Congleton's White Ribbon group today invited the men of Congleton to stand up against male violence against women.

The alarming situation in Afghanistan sees a whole nation of women potentially being oppressed by the Taliban, and the recent mass murder in Plymouth was committed by a man who had been radicalised and influenced by a group of 'broads' — men who hate women. In Cheshire East, a man was recently convicted for repeatedly sexually assaulting a young woman whilst she had seizures in a care facility where he worked.

In Congleton, there were 68 sexual offences reported in the year to 18<sup>th</sup> August, a rate of more than one per week. In the same period there were 439 domestic abuse incidents reported to the Police — an average of more than one each day.

The UK Government has published its new Violence Against Women and Girls Strategy, in which the Home

Congleton Hub News

Home News Local News White Ribbon Activity month as 'domestic violence incident reported in Congleton every day'

## White Ribbon Activity month as 'domestic violence incident reported in Congleton every day'

22.11.21 at 12:30 by Alexander Crosswell

Like us on Facebook

White Ribbon Day is this Thursday, with the aim of ending male violence against women.

A calendar of events to end women's violence will take place in our town from this week, as a Congleton councillor reveals there are seven domestic abuse incidents our town per week.

Congleton Town Council's White Ribbon Group is planning almost three weeks of activities to spread the word about the White Ribbon campaign this November and December.

Activities start with the National White Ribbon Awareness Day on Thursday November 25, which is the beginning of the UN's international 'sixteen days of action' to end violence against women and girls.

The White Ribbon Campaign engages men specifically to challenge the attitudes and behaviours that lead to male violence against women.

## More than sixty make White Ribbon promise

look care

The White Ribbon team: Coun Hemsley, Mr Dakin, Coun Wesley and Peter Meares.

The chair of Congleton Partnership Peter Meares makes his White Ribbon promise, with Mr Meares.

PC Ian Bell and PCSO Amy Heath make their promise.

Congleton Town Council's White Ribbon group was at the Maker's Market in the town hall on Saturday, encouraging shoppers to chat about the White Ribbon Campaign and make their White Ribbon Promise.

The campaign asks men to challenge the attitudes and behaviours that lead to male violence against women. The town council is a White Ribbon accredited organisation, which means it aims to eradicate male violence against women in Congleton and all gender-based violence.

The White Ribbon Group asked people to make the promise never to commit, excuse or remain silent about male violence against women.

Coun Robert Hemsley, chair of the Congleton White Ribbon group and a White Ribbon ambassador, said "We had some really good conversations with many people, both men and women, and a total of 62 people signed the White Ribbon Promise."

"Many of the men were worried about the recent national and local reports of male violence and were keen to sign up and

do not have the freedom to go about their business and social life in the same way that men do. Why should women have to keep ourselves safe from the threat of violence? That is what the White Ribbon campaign is about."

The White Ribbon group consists of men and women from the community who are White Ribbon ambassadors.

Ambassador Jim Dakin recalled "Some people said what about the victim women, and the male victims? "We ensure all victims of violence are usually the victims of other men, but fact in the UK, 95% of all serious violence is committed by men."

We spoke to parents with children at the local high schools who were worried about a culture perpetuated by the media and especially by video games, which teach women to be aggressive, sexist and derogatory to women in what being a "real man" is all about."

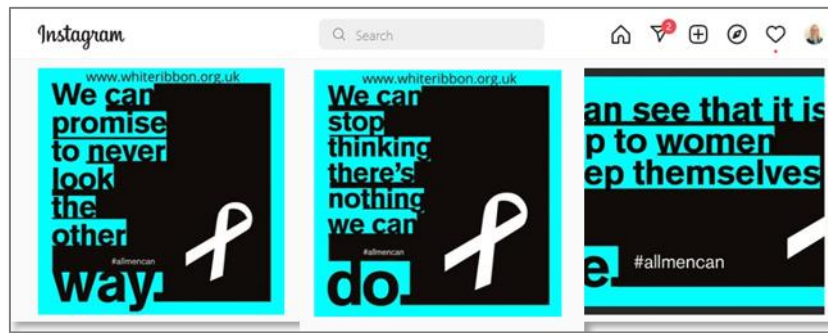
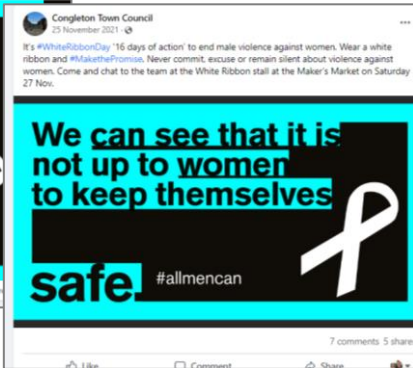
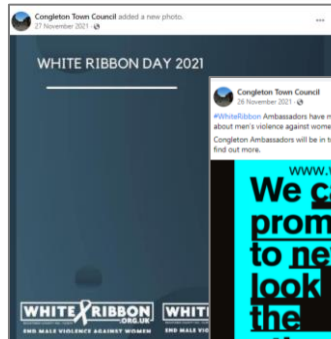
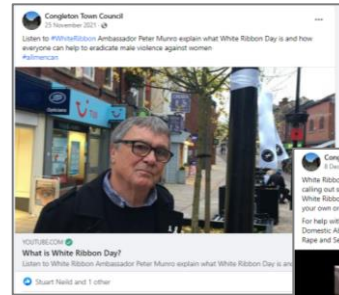
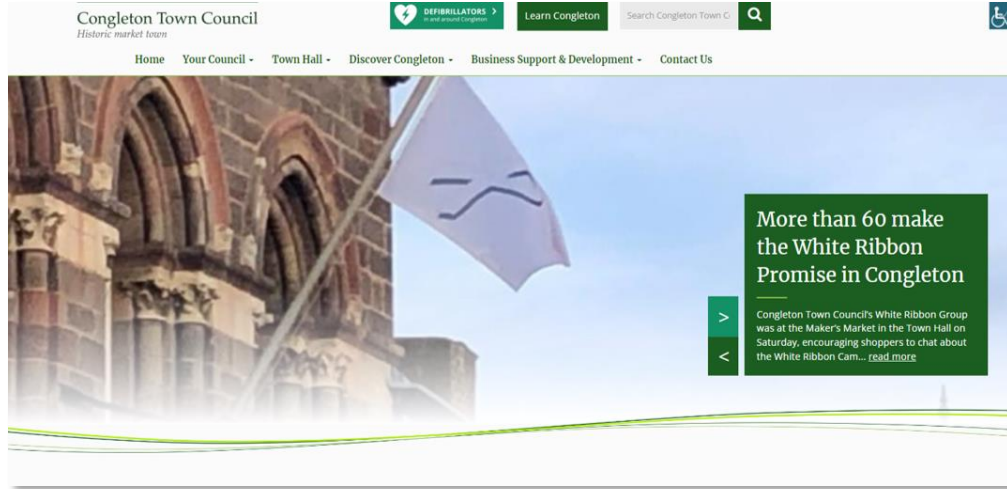
Coun Hemsley added "The campaign is about all gender-based violence, and we recognise that men can be victims too, but there is not the same cultural pressure on women to be aggressive and dominant."

"White Ribbon is about trying to improve men's and women's



whiteribbon.org.uk. If any organisations, clubs or employers are interested in gaining their own accreditation, they can contact the team via surrounding villages. The national domestic violence helpline is 0800 200 247 (24 hours). The men's advice line, which can assist the team via multi-domestic abuse victims,

# 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  
cover an audience of  
more than  
**40,000**

 **>3500**  
Twitter followers  
were reached

 Our Facebook  
posts were seen by  
**15,238**  
local people

 **>300**  
Watches of YouTube  
videos

 **1146** people  
interacted with our  
Facebook posts

I PROMISE TO...  
**NEVER  
COMMIT, EXCUSE OR  
REMAIN SILENT ABOUT  
MALE VIOLENCE  
AGAINST WOMEN**

**62** Congleton  
people made their  
**White Ribbon  
Promise**

**34** people asked to be put on  
our White Ribbon mailing list

White Ribbon Ambassadors have  
been invited to Congleton High  
School to present to  
**>250 students**  
from Years 12 & 13