



REGISTERED CHARITY NO.: 1123874

END MALE VIOLENCE AGAINST WOMEN

White Ribbon Day 2022
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.

What we did for Congleton White Ribbon Day 2022:

- ◆ Outdoor Awareness Campaign
- ◆ Maker's Market Stall
- ◆ Ambassador Letters
- ◆ Video campaign with young people and Police
- ◆ myCWA and NALC videos
- ◆ Churches
- ◆ 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 posters and leaflets in the information centre. The theme this year was #TheGoal to end violence as White Ribbon Day coincided with the World Cup.



my cwa - striving for a healthy community
where adults and children live free from domestic abuse

<p>TOGETHER WE CAN...</p> <p>OPEN THE DOOR on Domestic Abuse Clinic Congleton</p>	<p>Clinics take place weekly in Congleton Town Centre and include advice and support from myCWA counsellors and Cheshire Police. Please call for details.</p>	<p>For more information please call myCWA 01270 250390</p>
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Maker's Market Stall

More than 20 White Ribbon Promises Made



Ambassador letters to the Congleton Chronicle

Time to take the promise

Dear Sir, — How time flies by. Once again it is White Ribbon day on Friday, 25th November. The White Ribbon campaign is about reducing the incidence of male violence towards women which remains at an unacceptable level in our society.

Congleton, as an accredited White Ribbon town, is committed to getting as many men and boys as possible to take the White Ribbon promise, to abide by it and to spread the message.

In addition to information stalls at various important events in the town, fellow White Ribbon ambassadors have done sterling work with various groups and, in particular, they have held several highly successful workshops in schools. It is particularly important to get young people debating the issue of respect between the genders given the negative effect often attributed to social media.

The White Ribbon promise is very simple, it is: "I promise to never use, excuse or remain silent about men's violence against women."

I would ask men and boys to take this promise, to abide by it and to spread the message. They might even want to become a White Ribbon champion or ambassador. We really do need to make every day of the year a White Ribbon day. — Yours faithfully,

PETER MUNRO
White Ribbon ambassador.

Challenge violence against women

Dear Sir, — Friday, 25th November marks White Ribbon day here in the UK, which is also the start of 16 days of action focusing on this national and non-political campaign.

This year, our campaign commences in the same week as the start of the FIFA men's World Cup and will highlight 11 traits men and boys can nurture to create a world of equality and safety for women.

It is astounding to know that domestic abuse goes up almost 20% after England has played football, and 50% if England loses.

White Ribbon UK are part of a global movement to end male violence against women and girls and we do this by encouraging men and boys to take action to change the behaviour and culture that leads to violence and abuse.

I was moved to become a White Ribbon ambassador several years ago as I passionately believe in challenging violence against women and girls and promoting positive and respectful relationships between men and women.

I therefore took the White Ribbon promise to "never use, excuse or remain silent about men's violence against women".

Looking at my immediate family group, I could not stand idly by when one in three women experience domestic violence in their lifetime with over 80% being harassed in a public place.

All too often it is women who are wrongly told that they need to change if they don't want to be abused, bullied or harassed but White Ribbon UK recognises that it is men and boys who need to take action to stop this unacceptable behaviour.

We know not all men are abusive or violent, but we do all have a role to play in stopping gender-based violence which is why I made the White Ribbon promise and became a White Ribbon ambassador.

So, if you'd like to know more

about what simple steps you can take to combat this sickening abuse, please search White Ribbon UK online, or please pop into Congleton town centre this coming Saturday and have a chat with one of my fellow ambassadors there. You will be sure of a very warm welcome indeed. — Yours faithfully,

RICHARD WALTON
White Ribbon ambassador.

An urgent challenge

Dear Sir, — I would like to take the opportunity to highlight that White Ribbon day is on Friday, 25th November.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. Their mission is to prevent violence by addressing its root causes, through changing long established and harmful, attitudes, systems and masculinity behaviours, perpetuating gender inequality.

I am an ambassador for White Ribbon as I see this as an important and urgent challenge to address — we see examples of this every week. With other ambassadors, we've been involved in a variety of initiatives in the Congleton and local area, including really encouraging sessions with local schools and organisations.

White Ribbon day is important as it highlights the issues and challenge, but also shows there is a way forward through men

engaging with the topic and taking personal action. The goal is to help create a world of equality and safety for women.

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

JONATHAN DAKIN
Congleton.

Timely reminder of White Ribbon

Dear Sir, — As a White Ribbon ambassador I would like to remind your readers that White Ribbon day is Friday, 25th November and marks the start of 16 days of action against all forms of gender-based violence.

This is an incredibly important time to be having these 16 days, as the football World Cup is taking place and it is often the case that levels of domestic violence increase whenever England are playing in a tournament; sadly, even more so when England win a game.

I and my fellow ambassadors will be managing a stall at the market on Saturday, and I would welcome your readers to come along and talk to us and, if possible, make the promise "To never use, excuse, or remain

silent about men's violence against women, or any gender-based violence". — Yours faithfully,

MIKE WESLEY
White Ribbon ambassador.

Facing abuse at home?

In **Cheshire East** there is a 24/7 helpline for anyone who needs support. Call 0300 123 5101 or if it is not possible to call then email cedah@cheshireeast.gov.uk — but be aware of who may have access to emails. You can also text 0777 194 1464.

You can also visit mycwa.org.uk. Formerly known as Cheshire Without Abuse, this is a charity supporting families affected by domestic abuse covering Congleton and surrounding villages.

In **Staffordshire**, call New Era on 0300 303 3778 or live chat on new-era.uk (24-hour), which provides free and confidential round-the-clock advice.

The Glow domestic abuse helpline is on 0330 0945 559 (Mon-Fri 9am-5pm). This is a local charity on a mission to end relationship abuse, campaigning in Staffordshire. These numbers are on the Staffordshire Moorlands District Council website, with buttons to quickly leave the site clearly on display.

Nationally: The national domestic violence helpline is 0808 2000 247 (24 hours). The men's advice line, for **male** domestic abuse victims, is 0808 801 0327.

The Respect phone line, which helps **abusers**, is on 0808 8024040 and open Monday to Friday 9am to 5pm or visit respectphoneline.org.uk. The National **LGBT+** domestic abuse helpline is 0800 999 5428 or email help@galop.org.uk. Sign-Health provides domestic abuse service support for **deaf people** in British Sign Language; call 020 3947 2601 or email da@signhealth.org.uk. Samaritans (24/7 service) are on 116 123.

The NSPCC helpline is available for advice and support for anyone with concerns about **children**: call 0808 800 5000 or email help@nspcc.org.uk.

The app Bright Sky is a way of reporting abuse **without it being seen**, as it is disguised once installed on a device. Bright Sky is a free to download mobile app providing support and information for anyone who may be in an abusive relationship or those concerned about someone they know.

The Chronicle responded by printing an information panel on the letters page for anyone suffering domestic abuse

White Ribbon Conference

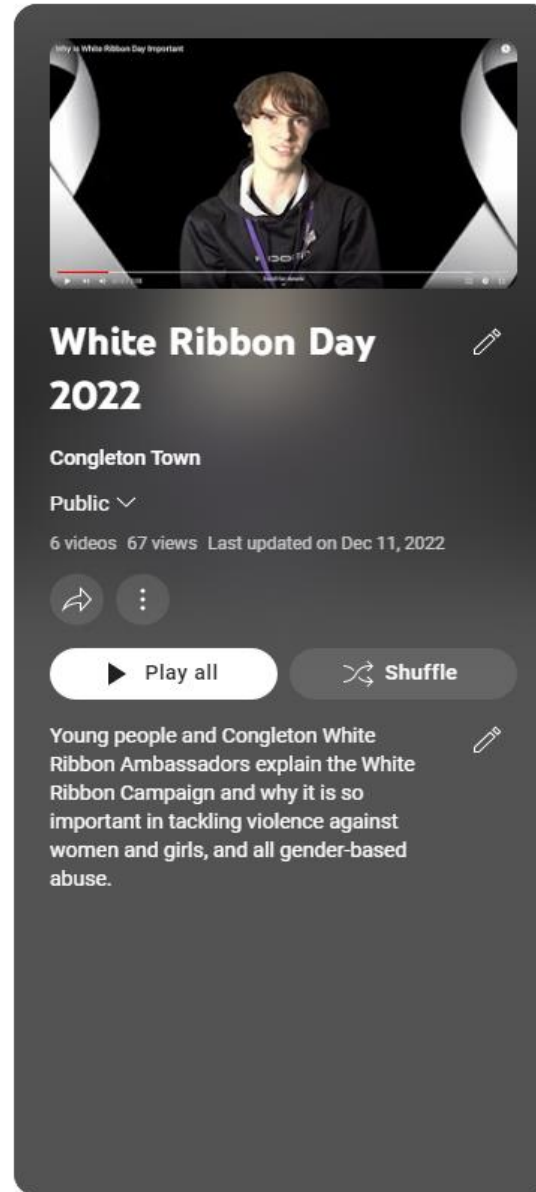
- ◆ The White Ribbon Team members attended the annual White Ribbon Conference hosted by myCWA and CEC
- ◆ A number of interesting talks including from Chief Constable Mark Roberts, survivors and former perpetrators of domestic abuse and sexual violence
- ◆ Supt Claire Jesson talked about early interventions with perpetrators and victims by the Police to prevent future abuse
- ◆ SafeLives described the Authentic Voice project to ensure the voices of victims and perpetrators are included in solution-building
- ◆ Mentell, the men's mental health charity, talked about their support groups, the challenges men face, and the importance of positive masculinity



[Watch the White Ribbon Conference Here](#)

Congleton White Ribbon 2022 Videos

- ◆ The White Ribbon Ambassadors and Champions, together with students from local high schools and the Police, made a series of videos.
- ◆ These answered questions about White Ribbon Day and the Campaign, and why it is important that young people get involved.
- ◆ We posted these on social media every 2 days during the '16 days of action to end VAWG' that starts on 25th November.
- ◆ All videos are now available [here as our White Ribbon Day Playlist](#)



White Ribbon Day 2022

Congleton Town






Public

6 videos · 67 views · Last updated on Dec 11, 2022

Play all Shuffle

Young people and Congleton White Ribbon Ambassadors explain the White Ribbon Campaign and why it is so important in tackling violence against women and girls, and all gender-based abuse.

Sort

-  Why is White Ribbon Day Important?
Congleton Town · 45 views · 4 weeks ago
-  Why the White Ribbon Campaign?
Congleton Town · 68 views · 4 weeks ago
-  White Ribbon in our Schools
Congleton Town · 27 views · 4 weeks ago
-  What can we all do to Call Out Sexism?
Congleton Town · 28 views · 4 weeks ago
-  Young People and White Ribbon
Congleton Town · 31 views · 4 weeks ago

myCWA 'Positive Masculinity' 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 'Positive Masculinity'
- ❖ This was broadcast all over Cheshire during the '16 days of activism'

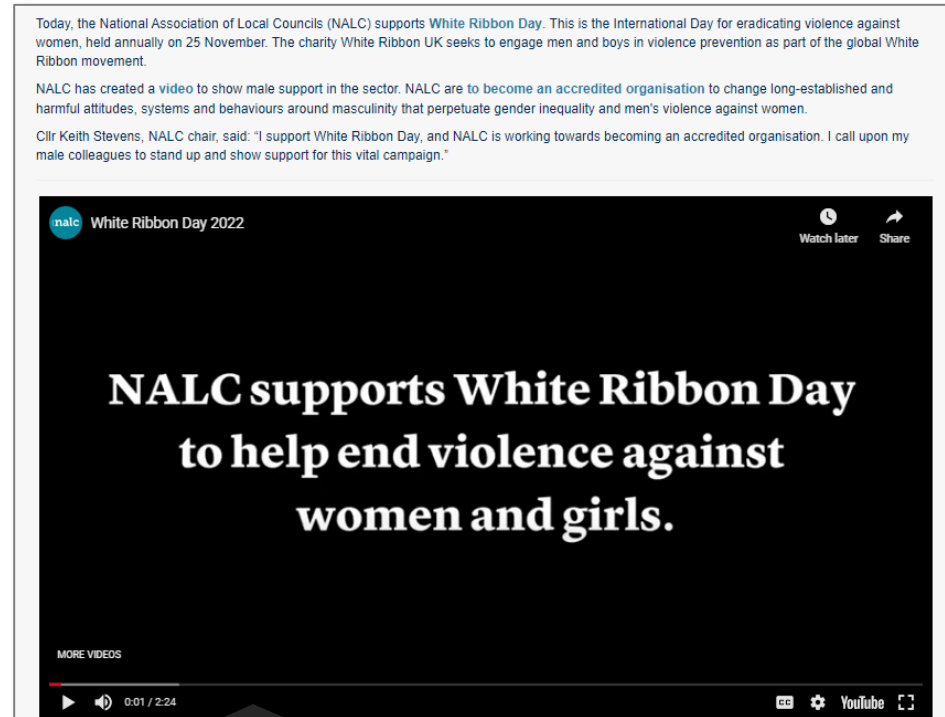
[Watch the video](#) and see if you can spot the Congleton team!

National Association of Local Councils

To celebrate White Ribbon Day and with support from the Congleton Team, NALC decided to become a White Ribbon Accredited organisation.



The screenshot shows the NALC website's news section. The article title is "NALC to become a White Ribbon Accredited organisation" dated Friday, 25 November 2022. The main image features the text "Proud to be supporting" above the White Ribbon logo and ".ORG.UK". Below the logo, it says "White Ribbon Day - 25 November 2022" and "Make the White Ribbon Promise today by scanning the code" with a QR code. The article text below the image states: "The National Association of Local Councils (NALC) is to become a White Ribbon Accredited organisation. On 22 November 2022, NALC's Management Board approved becoming an accredited organisation. The decision follows recommendations and endorsements from NALC's National Network: Women councillors and Policy Committee. NALC will become a White Ribbon Accredited organisation to change long-established and harmful attitudes, systems and behaviours around masculinity that perpetuate gender inequality and men's violence against women. NALC will establish a steering group to implement and oversee a three-year action plan as part of the accreditation. White Ribbon Day is the International Day for eradicating violence against women, held annually on 25 November. The charity White Ribbon UK seeks to engage men and boys in violence prevention as part of the global White Ribbon movement. Find out more about White Ribbon Day and how you and your council can get involved."



The screenshot shows a YouTube video player. The video title is "NALC supports White Ribbon Day to help end violence against women and girls." The video content displays the text: "Today, the National Association of Local Councils (NALC) supports White Ribbon Day. This is the International Day for eradicating violence against women, held annually on 25 November. The charity White Ribbon UK seeks to engage men and boys in violence prevention as part of the global White Ribbon movement. NALC has created a video to show male support in the sector. NALC are to become an accredited organisation to change long-established and harmful attitudes, systems and behaviours around masculinity that perpetuate gender inequality and men's violence against women. Cllr Keith Stevens, NALC chair, said: "I support White Ribbon Day, and NALC is working towards becoming an accredited organisation. I call upon my male colleagues to stand up and show support for this vital campaign."

To launch this, NALC made a national White Ribbon Day video, inviting councillors and officers all over the country to support the campaign – the Congleton team took part. [Watch the video](#)

Churches



The United Reformed Church held a White Ribbon Sunday

Murray George shared a live video.
20 November 2022 · 🌐

A screenshot of a Zoom video recording of a church service. A man in a dark suit is speaking at a podium on the left. A woman in a purple top is seated at a table in the center. The church interior is visible in the background.

Congleton URC

Charlotte Holland was live.
20 November 2022 · 🌐

This week our service is centred on White Ribbon Sunday in preparation for White Ribbon Day on Friday 25th November.
We also celebrate The Lord's Supper

[Watch the service again here](#)

A decorative wreath made of greenery, featuring several white ribbons with red and gold patterns, and yellow stars. A red ribbon is tied at the bottom.

All Saints Congleton

Making Jesus known - living his way
December 2022 / January 2023

White Ribbon

The following was submitted by Jonathan D. at the request of the PCC. I am an ambassador for White Ribbon, working with Congleton Town Council:

- + White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls.
- + White Ribbon's mission is to prevent violence against women and girls by addressing its root causes. Its aim is to change long established and harmful attitudes, systems and behaviours around masculinity that perpetuate gender inequality and men's violence against women. White Ribbon's work is preventative; we want to end violence before it starts.
- + 25th November 2022 was White Ribbon Day. For details, please use this link: <https://www.whiteribbon.org.uk/whiteribbonday22>

I've been collaborating with fellow ambassadors and town councillors to lead the word and seek engagement in this really important area. I've run sessions with some of the local schools; the students really understand the issue and want to be involved in some way. This continues to be a challenge for organisations and groups - you'll recognise this in the media for example.

If you'd like to know more, do let me know.

WHITE RIBBON
ACCREDITED
WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN

All Saints Congleton invited a White Ribbon Ambassador to write a piece for the parish magazine

Press Coverage

NUB NEWS

Home / News / Local News /

Congleton group celebrates young people and the World Cup for White Ribbon Day 2022

By Kay Wesley
24th Nov 2022 | Local News



Congleton Town Council's White Ribbon Group is planning 16 days of action to spread the word about the White Ribbon Campaign this November and December, starting with White Ribbon Day on Thursday 25th November.

The White Ribbon Campaign 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 ALL gender-based violence and abuse in Congleton.

The White Ribbon Group consists of Town Councillors, Council officers, and volunteers from the community who are (male) White Ribbon Ambassadors.



This year White Ribbon Day falls in the first week of the FIFA World Cup, so the national White Ribbon organisation is running a campaign with the message: 'whether you're a football fan or not, #TheGoal is to end violence.'

Chair of the Town Council's White Ribbon Group Clr Robert Hensley said: "Sadly we know from research that the day after an England game, domestic violence increases by almost 20 per cent and if England wins, it increases by 47 per cent. The World Cup is a key moment to get the message across that this is not OK and men have a vital role to play in standing against violence and abuse."

The Congleton White Ribbon Ambassadors are asking people to take the promise to never commit, excuse or remain silent about

ambassador Jonathan Dakin said: "The response from young people and their teachers has been incredible. They understand the problem and are highly-motivated to do something about it. It has been inspiring to hear about the plans they have in school and they have been walking around wearing the White Ribbon on their school uniform."

The White Ribbon Group will be inviting pubs and venues screening the World Cup to display the White Ribbon poster this year.

White Ribbon Ambassador and Congleton Town Council Chief Officer David McElduff said: "Since the age of seven I have played and soon involved in children's and adult football. The sport offers an opportunity to set standards of behaviour and encourage respect for each other. I hope the local clubs will display the White Ribbon 2022 poster and join us in promoting this positive message."

Chair of the Community & Environment Committee, and White Ribbon Champion Clr Kay Wesley, commented: "We are seeing the impact of the White Ribbon campaign in Congleton. We have had people turning up at our Domestic Abuse Clinic to ask for help with their own behaviour at home, which has never happened before."



In addition to the pledge, pubs have received information material on domestic abuse so staff are trained to look for signs.

Former Congleton LPU chief and Cheshire Police Superintendent Claire Jesson said: "Football brings people together in their desire to see their team succeed. But sadly, what's often unseen and away from the pitch, is the increase of domestic abuse offences that are reported during football tournaments."

"Cheshire's police officers are only too familiar with how football can bring out the best in people but also the worst."

"While we recognise that not all offenders are male and not all victims are female, statistically domestic abuse remains a predominantly male on female offence."

chronicleseries.com

Abuse campaigners focus on World Cup

The Chronicle, Thursday, 1st December 2022, 15

Year 13 pupils from Congleton High School with ambassadors Coun Hensley, Richard Walton and Coun Wesley.

plans they have in school and they have been walking around wearing the White Ribbon on their school uniform."

The White Ribbon Group has also invited pubs and venues screening the World Cup to display a White Ribbon poster.

"Ambassador and Congleton Town Council chief officer David McElduff said: "Since the age of seven I have played and soon involved in children's and adult football. The sport offers an opportunity to set standards of behaviour and encourage respect for each other. I hope the local clubs will display the White Ribbon 2022 poster and join us in promoting this positive message."

The chair of the Community and Environment Committee, and White Ribbon champion Coun Kay Wesley, added: "The police have been concerned about the under-reporting of sexual assault for a long time, but reporting has gone up recently, which they attribute to victims feeling more confident coming forward."

"Although domestic abuse reports in Congleton remain stable at an average of one a day, the number of arrests has doubled, and again officers believe this is because victims are more confident to proceed as a result of the supportive messages in the White Ribbon campaign."

People can make their promise at any time online at whiteribbon.org.uk.

If any organisations, clubs or employers are interested gaining their own accreditation as White Ribbon organisations, they should email info@congleton.gov.uk and a member of the White Ribbon group will get in touch. (Photo: CTC)

Coun Wesley (far right) with Alhager School year 12 students.

Mr Dakin, Coun Hensley and Mr Wesley on the stall.

Eaton Bank students with Coun Wesley and Messrs

CHURNET SOUND

LOCAL PEOPLE, LOCAL NEWS, LOCAL RADIO

HOME ADVERTISE HOW TO LISTEN ABOUT CONTACT LOCAL LISTEN AGAIN

CONTACT US WITH YOUR NEWS STORY

Congleton Group Celebrates Young People and the FIFA World Cup for White Ribbon Day 2022

Congleton Town Council

Congleton Town Council's White Ribbon Group has started 16 days of action to spread the word about the White Ribbon Campaign this November and December, starting with White Ribbon Day on Thursday 25th November.

The White Ribbon Campaign engages men specifically to challenge the attitudes and behaviours that lead to men's violence

01260 220022
01625 211576

Congleton Radio was live in Congleton News and Views.

30 October 2022

The White Ribbon Ambassador Episode 1

THE WHITE RIBBON AMBASSADOR

CONGLETON Radio THE BEAR ON THE AIR

9 shares

13 shares

Congleton Radio was live in Congleton News and Views.

27 November 2022

Congleton Radio did a special for White Ribbon Day. The White Ribbon in Their Own Words.

WHITE RIBBON DAY
25th NOVEMBER
SAY NO TO
DOMESTIC VIOLENCE

Cheshire's Silk Radio
106.9 FM - On line

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Congleton Group Celebrates Young People and the FIFA World Cup for White Ribbon Day

News Home More from Local News

Monday, November 14th, 2022 11:01am

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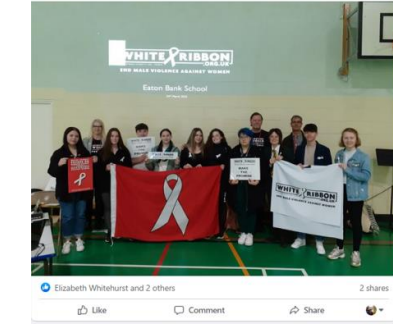
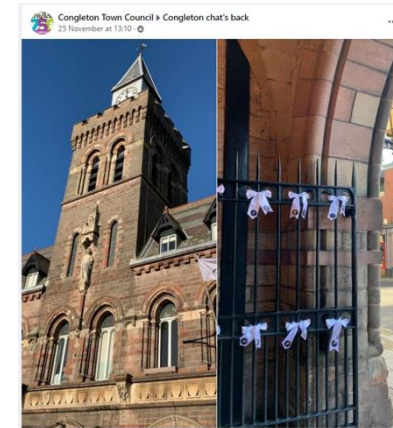
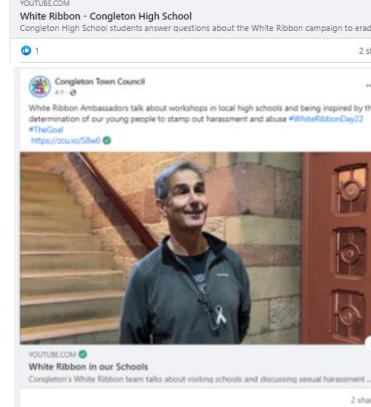
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Social Media and online

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 cover an audience of more than

40,000

 > 3500

Twitter followers were reached

 Our Facebook posts were seen by

6838

local people

 > 500

Watches of YouTube videos featuring our Ambassadors

 227 people

interacted with our Facebook posts

> 20 Congleton people made their **White Ribbon Promise**



NALC agreed to become a White Ribbon Accredited organisation after talking to the Congleton team