



Safer Streets F3 &
Safety for Women at Night
(SWAN)

Multi Agency Campaign

1. Background
2. Aim & Focus
3. Core Partner team
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Background



West Northamptonshire Council (WNC) are rolling out a programme of environmental improvements funded through Safer Streets 3 grant of £513,000.

The Police, Fire & Crime Commissioner (OPFCC) was awarded £300,000 from the Government's Safety of Women at Night Fund (SWAN).

These grants are being used for a wide range of projects throughout the county. Funds from both grants have been directed to create a separate programme for the University of Northampton (UoN). However, the students will be using the services and benefitting from the safety measures created in the joint project.

Amplitude Media (AM) are engaged to create the shared campaign. One of the reasons to chose AM was because they designed the earlier safety campaign 'Nights Out Northampton'.

Partner
Engagement



Northamptonshire Fire &
Rescue Women's Group

Members of the Police,
Fire and Crime Panel

Aim & Focus



AIM

Deliver a multi-partner campaign (one voice) creating awareness and providing practical advice around:

- violence against women & girls,
- working towards safer streets (for everybody)
- improving the image of Northampton town as a safe place to 'go out'

FOCUS

The focus of the campaign will be to promote the safety of people (specifically women and girls) in the night-time economy of Northampton.



Core Project Team

UoN
Security, Community
& Coordination
University projects

SWAN initiative

OPFCC
Corporate Communications,
Project Management &
Delivery

Safer Streets 3 fund

**West Northants
Council**
Corporate communications,
Community Safety & Delivery

**North Northants
Council**
Corporate Communications

**Northamptonshire
Police**
Corporate Communications
Neighbourhood Policing &
VAWG team

Suzy Lamplugh Trust
Personal Safety & Stalking
awareness advisors

**Northamptonshire
Rape Crisis**
Advisors

Amplitude Media
Design Campaign

Projects



PHYSICAL IMPROVEMENTS

PERSONNEL

**TRAINING / VIDEOS /
CERTIFICATIONS**

MEDIA / COMMUNICATION

PHYSICAL IMPROVEMENTS



UoN to Centre

Improve 'Safer Route'
signage and markings

Becket's Park

Help Points*
Improved Landscaping
Lighting, CCTV
Perimeter security
Fencing

All Saints Plaza

Help Points*
SNO-van (contribution)

UoN

University Radios
Safe Zone wrist bands
(vulnerable students)

Racecourse

Help Points*
Improved Landscaping
Lighting. CCTV
ANPR Software

Abington Street

Help Points*

* Help Points
audio and visual





PERSONNEL



Becket's Park

Park Safety Ranger
Park Watch Scheme

Town Centre

Taxi support scheme
Op Kayak (support)*

Racecourse

Park Safety Ranger
Park Watch Scheme

* Northamptonshire Police operation where non-uniformed officers patrol hotspot areas in Northamptonshire's town centres to prevent sexual offending. [Operation Kayak | Northamptonshire Police \(northants.police.uk\)](https://www.northants.police.uk/operation-kayak)

TRAINING / VIDEOS / CERTIFICATIONS



UoN

Training for Staff/Students
Subjects: Safety, Women's
Personal Safety, Bystander
Awareness, General Safety

Student Drama Production
Student VR content design

OPFCC / Education

VR classroom headsets
Awareness Training for
capable guardians

Becket's Park

Public - safety
engagement activities,
security packs and
safety advice

Racecourse

For Public - safety
engagement activities,
security packs and
safety advice

Licensed Premises

Shout Up – bar staff training
Licensing SAVI – licensed
premises self-assessment tool

Op Kayak

Perpetrator Animation

SNO-van volunteers

First-aid training
Mental Health Awareness
training

Car Parks

'Park Mark' security
standard:

- Racecourse
- Midsummer Meadow
- UoN

MEDIA / COMMUNICATION



UoN

Safe Zone App beer mats & leaflets
Safety messages beer mats & leaflets
Updated Student Safety Awareness packs (co-designed with UoN Policing Team)

Northampton & county wide media campaign

It only takes one...

Harassment and sexual aggression is not ok. It only takes one community working together to make change happen. It's time we all say "enough is enough".

Artwork, venue collateral, ads, immersive video, audio ad, social media content, graffiti murals, website, venue toolkits, education toolkits, press & partner kit.

To find out more go to: www.itonlytakesone.org.uk

! Launches 31st March 2022

IT ONLY TAKES **ONE**...
CAMPAIGN



**IT
ONLY
TAKES
ONE**



**WHICH
ONE
ARE
YOU?**



IT ONLY TAKES **ONE**... CAMPAIGN



Mirroring Behaviour

It Only Takes **One**... Sexual joke or innuendo

Think she's playing hard to get? She's just not into you. Stop! No means no, the first time and every time.

Find out more about preventing sexual harassment at ItOnlyTakesOne.org.uk

It Only Takes **One**... Person to say this is not okay

Speaking up when you see harassment or sexual assault can be hard, but the result of doing nothing is worse.

Learn what to look for at ItOnlyTakesOne.org.uk

BRAND BOOK & LOGOS

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ITONLYTAKESONE.ORG.UK



HOME PAGE

- Info
- Video/s
- Safer Route Map

1. About

- 1a. It Only Takes One campaign
- 1b. Organisations / Partners

2. Support

- 2a. How to get help
- 2b. "Guys Page" – launching V2

3. Resources

- 3a. Northampton Keeping You Safe
- 3b. National Campaigns
- 3c. Personal Safety
- 3d. Accessible Northants
- 3e. Press Packs

4. News

Launching V2

SUPPORTING CAMPAIGNS



STREETS SAFE

SHOUT UP!

GET SAVI

SAFER ROUTE

SUPPORTING CAMPAIGNS



**It only takes one
minute to report on
STREETS SAFE**

You can use the StreetSafe map
by visiting [Police UK | StreetSafe](#)

StreetSafe was launched in September 2021 by the Home Office, and the National Police Chiefs' Council as a 3-month pilot. Based on stakeholder feedback, the decision has been made to launch this service nationally. Using StreetSafe members of the public can identify where they feel unsafe on a map. The data allows police forces to understand the specific concerns raised and use the information to make informed decisions on safety.

Although open to everyone, StreetSafe is being used as part of local and national efforts to tackle violence against women and girls.

Validated trends will be taken to the Community Safety Partnerships in Northamptonshire where Police and Local Authorities will jointly work towards finding solutions.

SUPPORTING CAMPAIGNS



Managed by Northamptonshire Rape Crisis, Shout-Up! campaigns to make our pubs, clubs, bars and venues sexual harassment free zones by training staff to recognise and respond to sexual harassment.

**It only takes one to
SHOUT UP!**

To be a Shout-Up! venue, license holders commit to:

- Managerial and supervisory staff receiving in person Bystander Intervention training.
- All other staff completing their online training course.
- Creating and implementing a sexual harassment policy with help from the team.
- Public acknowledgement of participation through marketing, social media, posters and promotional material.



launch April 4th 2022

SUPPORTING CAMPAIGNS



**It only takes one to
GET SAVI**

Licensing Security & Vulnerability Initiative (Licensing SAVI) is the first ever National Policing Award for safety and security.

Get Savi is a confidential self-assessment tool designed to help the owners and operators of licensed premises provide a safe and secure environment for their managers, staff, customers and local communities.

SAVI is made available to each Northamptonshire venue for just £4.50 instead of £120 till 31st March.

[Register | Licensing SAVI](#)



SUPPORTING CAMPAIGNS

EXAMPLE, NOT ACTUAL DESIGN

From the University of Northampton to The Platform (Student Union)

- 1 Take the foot bridge from the University across into Becket's Park
- 2 Follow the main path to Victoria Promenade and use the crossing
- 3 Walk up Swan Street, alongside St John's car park
- 4 At the top of the car park turn left onto St John's Street (going past the student halls of residence)
- 5 Turn right onto Guildhall Road and walk up towards the Guildhall
- 6 At the Guildhall turn left along George Row
- 7 Turn left before Lloyds bank to The Platform

SAFER ROUTE

West Northamptonshire Community Safety Partnership

The Safer Route map will be updated and redesigned with new campaign slogan and colours. The map will also have a central focus on the 'Itonlytakesone' – website.

It is planned that the map will show which venues have SAVI accreditation and/or Shout Up training, location of the SNO van and other safety features in Northampton centre.

It only takes one minute to check the SAFER ROUTE

LINK INTO NATIONAL CAMPAIGN – 'ENOUGH'



The multi-year Home Office led campaign will highlight different forms of violence against women and girls and the simple acts that anyone can take to challenge perpetrators of abuse.

This campaign includes communications to educate young people about healthy relationships and consent, and ensure victims can recognise abuse and seek support.





TIMELINES

Re-launch StreetSafe

Launch Get SAVI

Campaign Launch

Launch Shout-Up!

Shout-Up! training for key stakeholders at Northampton licensed venue followed by social event and SNO-van visit.

Event at sport venue (the Saints) with introduction of Safety Ambassadors.

Graffiti murals

UoN new student intake

February

March

April

June

August

- Finalise Comms Plan
- Finalise IOTO-campaign
- Partner engagement
- Printing
- Prepare launch
- Arrange bystander training

- Press releases
- Sport podcasts / Radio interviews
- Social media
- Advertising Bus stops / taxi ranks
- Road / street furniture

- Safety awareness / bystander training for campaign partners