

- 1. Background
- 2. Aim & Focus
- 3. Core Partner team
- 4. Projects
- 5. Supporting campaigns
- 6. Timelines

## 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





#### North Northamptonshire Council





## suzy lamplugh trust











Members of the Police, Fire and Crime Panel











#### **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.



Security, Community & Coordination University projects

## Northamptonshire Police

Corporate Communications
Neighbourhood Policing &
VAWG team

#### Core Project Team









#### **SWAN** initiative

#### **OPFCC**

Corporate Communications,
Project Management &
Delivery

#### **Suzy Lamplugh Trust**

Personal Safety & Stalking awareness advisors

#### Safer Streets 3 fund

## West Northants Council

Corporate communications, Community Safety & Delivery

## North Northants Council

**Corporate Communications** 

## Northamptonshire Rape Crisis

**Advisors** 

#### **Amplitude Media**

**Design Campaign** 











PHYSICAL IMPROVEMENTS

**PERSONNEL** 

TRAINING / VIDEOS / CERTIFICATIONS

**MEDIA / COMMUNICATION** 

#### **PHYSICAL IMPROVEMENTS**









#### **UoN to Centre**

Improve 'Safer Route' signage and markings

#### UoN

University Radios
Safe Zone wrist bands
(vulnerable students)

#### Becket's Park

Help Points\*
Improved Landscaping
Lighting, CCTV
Perimeter security
Fencing

#### Racecourse

Help Points\*
Improved Landscaping
Lighting. CCTV
ANPR Software

#### All Saints Plaza

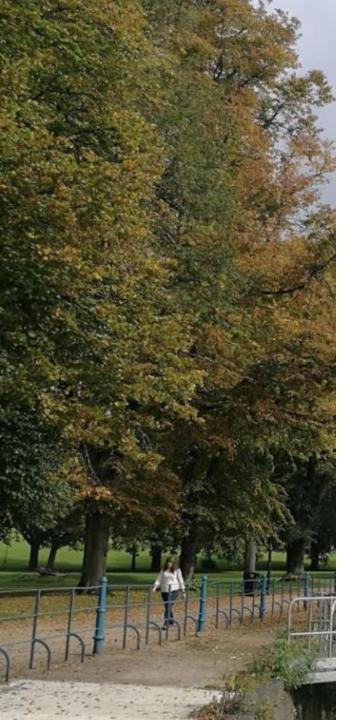
Help Points\*
SNO-van (contribution)

#### **Abington Street**

Help Points\*



\* Help Points audio and visual



#### **PERSONNEL**





#### Becket's Park

Park Safety Ranger Park Watch Scheme

#### Racecourse

Park Safety Ranger Park Watch Scheme

#### **Town Centre**

Taxi support scheme Op Kayak (support)\*

\* Northamptonshire Police operation where non-uniformed officers patrol hotspot areas in Northamptonshire's town centres to prevent sexual offending. <a href="#Operation-Kayak">Operation Kayak</a> <a href="#Northamptonshire-Police">Northamptonshire Police (northants.police.uk)</a>

## 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: <a href="https://www.itonlytakesone.org.uk">www.itonlytakesone.org.uk</a> ! Launches 31st March 2022

## IT ONLY TAKES ONE... CAMPAIGN











# WHICH ONE ARE



## 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** 

ONLY TAKES ONE

IT ONLY TAKES ONE

#### **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









**STREETSAFE** 

SHOUT UP!

**GET SAVI** 

**SAFER ROUTE** 









It only takes one minute to report on STREETSAFE

You can use the StreetSafe map by visiting <a href="Police UK">Police UK</a> | StreetSafe</a>

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.









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.













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)

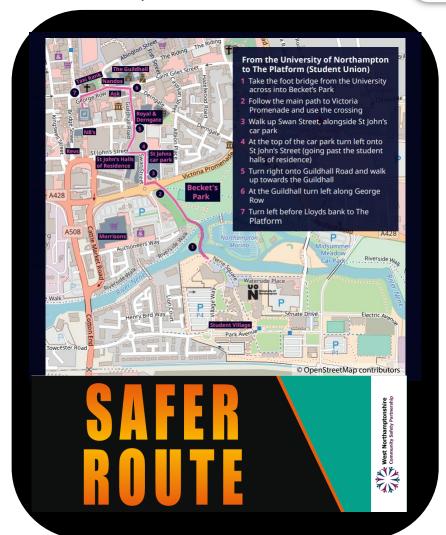








#### **EXAMPLE, NOT ACTUAL DESIGN**



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.



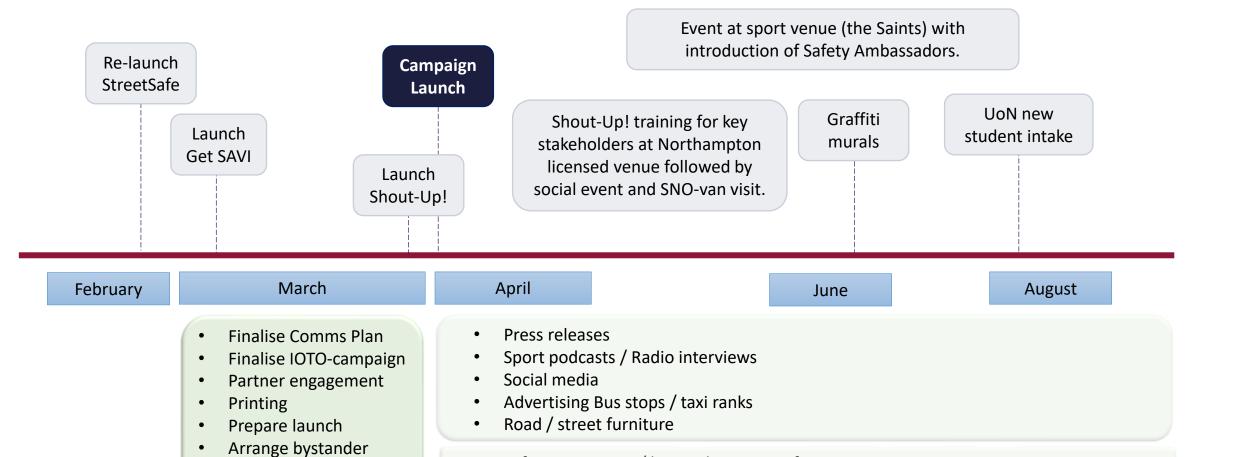
#### **TIMELINES**











training

Safety awareness / bystander training for campaign partners