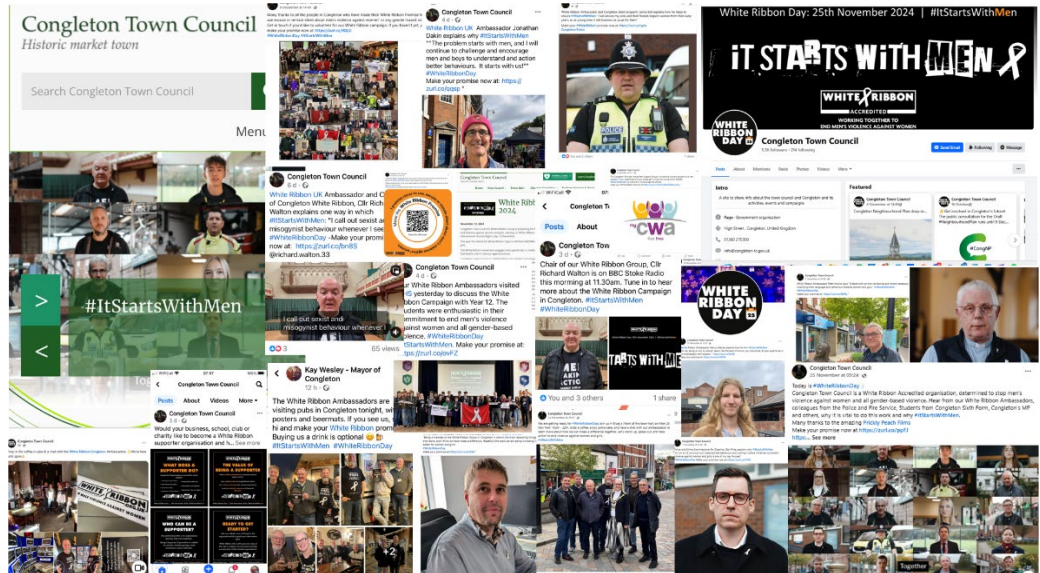


**CONGLETON TOWN COUNCIL  
COMMITTEE REPORTS AND UPDATES**

|                                 |  |                 |                  |
|---------------------------------|--|-----------------|------------------|
| <b>COMMITTEE:</b>               | <b>Community</b>   |                 |                  |
| <b>MEETING DATE AND TIME</b>    | <b>30<sup>th</sup> January 2025 7.00 pm</b>  | <b>LOCATION</b> | <b>Town Hall</b> |
| <b>REPORT FROM</b>              | <b>David McGifford, Chief Officer and Richard Walton, Chair, White Ribbon Group</b>  |                 |                  |
| <b>AGENDA ITEM REPORT TITLE</b> | <b>7<br/>White Ribbon Day 2024 Update</b>  |                 |                  |
| <b>Background</b>               | <p>Congleton Town Council is a White Ribbon Accredited organisation. White Ribbon is a national charity that engages men to challenge men’s violence against women and girls. Recent high-profile cases (Andrew Tate, Al Fayed) have emphasised the importance of this campaign.</p> <p>Our Congleton White Ribbon goal is to “Strive to eradicate all forms of gender-based violence and abuse in Congleton”.</p> <p>The CTC White Ribbon Working Group consists of Councillors, Officers and Volunteer White Ribbon Ambassadors from the community.</p>  |                 |                  |
| <b>White Ribbon Day 2024</b>    | <p>White Ribbon Day is 25<sup>th</sup> November, which is also the <a href="#">United Nations International Day for the elimination of violence against women</a>.</p> <p>It starts ‘16 days of activism’ against violence and abuse, and organisations across the country (including Cheshire East Council, Cheshire Police and Fire Service, and domestic abuse provider myCWA) take part in raising awareness and sharing strategies to end violence.</p> <p>The theme for White Ribbon Day 2024 was #ItStartsWithMen to end men’s violence.</p> <p>Congleton 2024 activities included:</p> <ul style="list-style-type: none"> <li>• <b>Outdoor Awareness Campaign</b> – White Ribbon flag, white ribbons on lampposts, posters in sports clubs, pubs and the Town Boards</li> <li>• <b>Town Centre Stall</b> – conversations with local people, handing out leaflets and White Ribbon promises</li> <li>• <b>White Ribbon ‘Drop-In’</b> in the Town Hall on the day itself – 25<sup>th</sup> November</li> <li>• Several White Ribbon Ambassadors wrote <b>letters to the Congleton Chronicle</b></li> <li>• <b>White Ribbon Pub Tour</b> – Ambassadors visited local hostelrys with beer mats, posters and promise sheets. This was a very successful way to engage people.</li> <li>• <b>White Ribbon ‘It Starts With Men’ Film</b> by Prickly Peach Films, featuring Ambassadors, the MP, the PCC, young people from Congleton High School, local business owners, Cheshire Fire &amp; Rescue and Cheshire Police, about why White Ribbon is important and what we can all do to help. <a href="#">Watch the film</a>.</li> <li>• <a href="#">An Article about Male Allyship</a> published by NALC (National Association of Local Councils) featured several Congleton Ambassadors. NALC has become a White Ribbon Accredited organisation and the Congleton Team helped them put together their <a href="#">White Ribbon Toolkit</a>.</li> </ul> |                 |                  |

- **White Ribbon Ambassadors gave talks** at Astbury St Mary’s Primary School, the Mother’s Union and St John’s Breakfast Club
- **Three White Ribbon talks at Congleton High School**, for Years 12/13, Year 10 and Year 11. CHS is looking at becoming a WR Supporter School.
- **The press** had articles about the White Ribbon Campaign, our work with young people and the theme of #ItStartsWithMen
- **BBC Stoke Radio** interviewed Cllr Walton about the White Ribbon Campaign
- **Social Media and Online** – Congleton Town Council used its social media channels and website to build awareness of the campaign, reaching almost 7000 people on Facebook alone.



Download the full [White Ribbon Day 2024 Report Here](#).

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| <p><b>Next Steps</b></p>                    | <p>More school presentations are in plan, as is approaching sports clubs and youth groups. We have been very pleased with the response from young people and want to build on this in 2025. We would also like to repeat the ‘Active Bystander’ training in partnership with Cheshire Police.</p> |
| <p><b>Financial Implications</b></p>        | <p>None.</p>  |
| <p><b>Environmental Implications</b></p>    | <p>Environmental considerations are taken into account when considering materials, printing, travel and other use of consumable resources. Otherwise, minimal.</p>  |
| <p><b>Equality and Diversity Impact</b></p> | <p>White Ribbon is a campaign intended to challenge inequalities by preventing crime and therefore protecting vulnerable people.</p>  |
| <p><b>PROPOSAL</b></p>                      | <p>To note the report.<br/>We encourage all Councillors who have yet not done so attend a White Ribbon Awareness session.</p>   |