

Activity summary

White Ribbon Day 2019



Campaign lead **(R)**: Katy Kay, Marketing Communications Officer, WBC
 Campaign sponsor **(A)**: Camila Edmiston, Community Safety Manager, WBC
 Campaign partners **(C)**: Steve Knight, Woking Football Club
 Elaine McGinty, Fiery Bird
 Portfolio Holder **(I)**: Cllr Colin Kemp, Portfolio Holder for Community Safety, WBC

Approach

To publicly mark and raise awareness of White Ribbon Day, the Council ran a three-week PR, social media, digital and outdoor advertising campaign, from Monday 18 November to Tuesday 10 December - incorporating both White Ribbon Day and associated 16 Days of Action.

To directly target young males we partnered with organisations and venues popular with this audience.

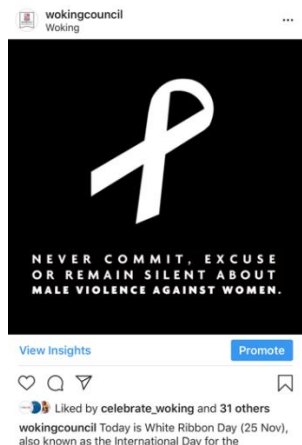
Campaign objectives

| <i>Increase the number of:</i> | <i>Measurement:</i> | <i>Pre campaign, no. of pledges</i> | <i>Post campaign, no. of pledges</i> |
|--------------------------------|---------------------|-------------------------------------|--|
| White Ribbon pledges online | Surrey | = 186 | = 249 (+63, 33% uplift) This ranks Surrey 21/100 UK counties for total number of pledges |

Woking Borough Council

Activity focus: General public awareness

| Activity | Detail | Date | Cost | Output |
|------------------------------|---|------------------|------|--|
| Woking Mag | News in Brief, 150 word article | 21 Oct | £0 | Page 9. Circulation 48,000 |
| Website | News carousel banner linking to White Ribbon promise page | 18 Nov | £0 | Click-throughs = 3 |
| Social media content | Regular posts throughout the campaign period | 18 Nov onwards | £0 | White Ribbon Day posts: Twitter = Impressions 1,151, Engagements 22, Link click 1 Facebook = Reach 3,745, Engagements 183, Link click 0 Instagram = Reach 490, Actions 3 |
| Window display Civic Offices | X5 external facing large format posters, X4 internal | 22 Nov to 10 Dec | £320 | |
| Outdoor advertising | <ul style="list-style-type: none"> • Drive-bys – Another world is possible • Borough boards – The promise (red) • Jubilee Square – The promise (QR code) | 22 Nov to 10 Dec | £370 | |
| Press release and photo | Mayor pinning white ribbons on Sean Henry figures | 25 Nov | | Woking News & Mail: Council supports White Ribbon Day (5 Dec 2019). Circulation 5,500 WBC website story: 7 page views, 6 unique visitors Social: Twitter = Impressions 897, Engagements 38 Facebook = Reach 3,808, Engagements 319, Link click 0 Instagram = Reach 509, Actions 9 |
| Front of house | White Ribbons available on reception | 25 Nov | | |



Woking Borough Council

Activity focus: Corporate commitment

| Activity | Detail | Date | Cost | Output |
|--------------------------------------|---|----------------|------|--|
| All staff email from Chief Executive | Promoting 'Big Pledge' events and encouraging staff to update their email signature | 18 Nov | £0 | |
| Email signature | Digital banner hyperlinked to promise page | 18 Nov | £0 | |
| Staff intranet | Homepage banner and news item | 20 Nov | £0 | |
| The 'Big Pledge' Part 1 | 'Promise Here' stand in Phoenix Bar. <ul style="list-style-type: none"> Pledgers receive a White Ribbon if they #makethepromise | 22 Nov, 3.30pm | TBC | |
| The 'Big Pledge' Part 2 | 'Promise Here' stand in staff reception area. <ul style="list-style-type: none"> Pledgers receive a White Ribbon if they #makethepromise | 25 Nov, 8.30am | TBC | |
| Social media content | Capture staff support | 22 to 25 Nov | £0 | Ad-hoc posts Facebook = Reach 1,591, Engagements 71, Link clicks 8 Twitter = Impressions 1,264, Engagements 36 |



Partner activity: Fiery Bird

Activity focus: launch 'giveaway' for licensed trade

| Activity | Detail | Date | Cost | Output |
|------------------------------|---|----------------|-----------------|--|
| Free campaign packs | 25 packs containing: <ul style="list-style-type: none"> • 10 posters (2 of 5 designs) (250) • 40 beer mats (1,000) • 10 white ribbons for staff (250) • 20 business cards (500) • 10 promise cards (250) • 10 find help cards (250) | 18 Nov onwards | TBC | No requests for packs |
| Press release and photo | Giveaway launch featuring Cllr Kemp and Fiery Bird CEO, Elaine McGinty | 14 Nov | £50 photography | <p>Woking News & Mail: White Ribbon campaign packs up for grabs, (21 November). Circulation 5,500</p> <p>WBC website story: 10 page views, 9 unique visitors</p> <p>Social:</p> <p>Twitter #1 = Impressions 1,550, Engagements 38</p> <p>Twitter #2 = Impressions 1,487, Engagements 36</p> <p>Facebook = Reach 2,138 , Engagements 41, Link click 0</p> <p>Instagram = Reach 400, Actions 0</p> |
| Open mic night at Fiery Bird | <ul style="list-style-type: none"> • Venue branding • White Ribbons for staff, performers and customers | 25 Nov | | <ul style="list-style-type: none"> • X3 social posts by venue • White Ribbon branded flyer |

WOKING BOROUGH COUNCIL, keeping Woking working

White Ribbon campaign packs up for grabs



STANDING TOGETHER – Fiery Bird chief executive Elaine McGinty and Cllr Kemp launch campaign to end male violence towards women

IN the lead up to White Ribbon Day 25 November, Council is giving away free packs of campaign materials.

The White Ribbon campaign aims to end violence towards women by challenging male culture and encouraging men to 'make the promise'.

The promise is a vow never to commit, excuse or remain silent about male violence towards women.

To reach male audiences, the Council, a White Ribbon accredited organisation*, is offering free materials as a way of encouraging local businesses, sports clubs and licensed venues to get involved with the campaign.

Cllr Colin Kemp, Woking Borough Council's Portfolio Holder for Community Safety, said: "The White Ribbon campaign is about men standing together to end male violence towards women. It's about not being afraid to call out sexist or abusive behaviour among our peers and helping to promote a culture of equality and respect."

"The more people come into contact with the campaign, the more likely they are to make the promise. We need venues and businesses across the borough to help us give this campaign sufficient exposure, which is why we're giving away the free packs."

"I would like to thank five music venues, The Fiery Bird, for supporting White Ribbon Day and the associated 16 days of action."

Fiery Bird Chief Executive, Elaine McGinty, said: "We're giving behind the campaign because we want our customers to know that the Fiery Bird is safe, welcoming space and that we won't condone sexist or abusive behaviour towards anyone."

"We have White Ribbon materials on display throughout the venue and, if like us, you are about the welfare of your staff and customers, the materials which the council is giving away are a great resource."

"There are 25 free packs available on a first come first served basis each containing:

- 10 posters
- 40 beer mats
- 30 promise cards to give to customers
- 10 white ribbons for staff
- 10 fitch body cards

* Woking Borough Council is a member of the Surrey Against Domestic Abuse Partnership.



THE United Nations General Assembly has designated 25 November as 'International Day for the Elimination of Violence Against Women', which kick starts 16 days of global action to bring about systemic change.

In the UK this date is known as White Ribbon Day, led by The White Ribbon Campaign, a not-for-profit organisation that works with men and boys to challenge male cultures that lead to harassment, abuse and violence.

To request a free pack, call Woking Borough Council's Marketing Communications Team on 01483 743050 or email marketing.communications@woking.gov.uk

* Woking Borough Council is a member of the Surrey Against Domestic Abuse Partnership.

WHITE RIBBON
END MALE VIOLENCE AGAINST WOMEN

I PROMISE TO...

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



whiteribbon.org.uk/pro



Fiery Bird

6 9

10:38 70% WOKINGCOUNCIL Posts

wokingcouncil Woking

View Insights Promote

Liked by yorkroadproject and 11 others

wokingcouncil We're giving away 25 packs of campaign materials to pubs, sports clubs & other

11:47 57% Woking Council 10.7K Tweets

Tweets Tweets & replies Media Likes

You Retweeted Elaine McGinty @Elain... · 25/11/2019

Tonight's Fiery Bird Show features information on the White Ribbon Day campaign against violence against women & girls & hears from Raffael Hasenfratz, @YourSanctuary joining me to talk about the White Ribbon campaign & also their work supporting women & men 6pm @RadioWoking

You Retweeted Ian Anderson @IanAnd... · 25/11/2019

At @FieryBirdVenue, open mic night & supporting #WhiteRibbonDay.

Wear a #WhiteRibbon and #MakeThePromise to never commit, excuse or remain silent about male #ViolenceAgainstWomen.

Support @WhiteRibbon_UK the campaign to end #VAWG at

Promise — White Ribbon

10:41 68% Search Facebook

Home About Posts Groups Community

Woking Council 20 November at 16:15 ·

We're giving away 25 packs of campaign materials to pubs, sports clubs & other venues across the borough in the run up to #WhiteRibbonD... See more

19 14 shares

Like Comment Share

11:47 57% Woking Council 10.7K Tweets

Tweets Tweets & replies Media Likes

You Retweeted Fiery Bird @FieryBirdV... · 26/11/2019

@wokingcouncil @_Wendy508 some lovely performers at tonight's open mic, staff, performers and audience all supportive #WhiteRibbonDay

Ian Anderson @la... · 25/11/2019

And a thank you to everyone who agreed to wear a white ribbon #WhiteRibbonDay #FieryBird @FieryBirdVenue

Show this thread

You Retweeted Elaine McGinty @Elain... · 25/11/2019

10:42 68% Woking Council 10.7K Tweets

Tweets Tweets & replies Media Likes

Fiery Bird

6 9

Woking Council @woki... · 20/11/2019

We're giving away 25 packs of campaign materials to pubs, sports clubs & other venues across the borough in the run up to #WhiteRibbonDay (25 Nov). Thanks @FieryBirdVenue for getting Woking's campaign started. To request a free pack call 01483 743050. Further info on our website.

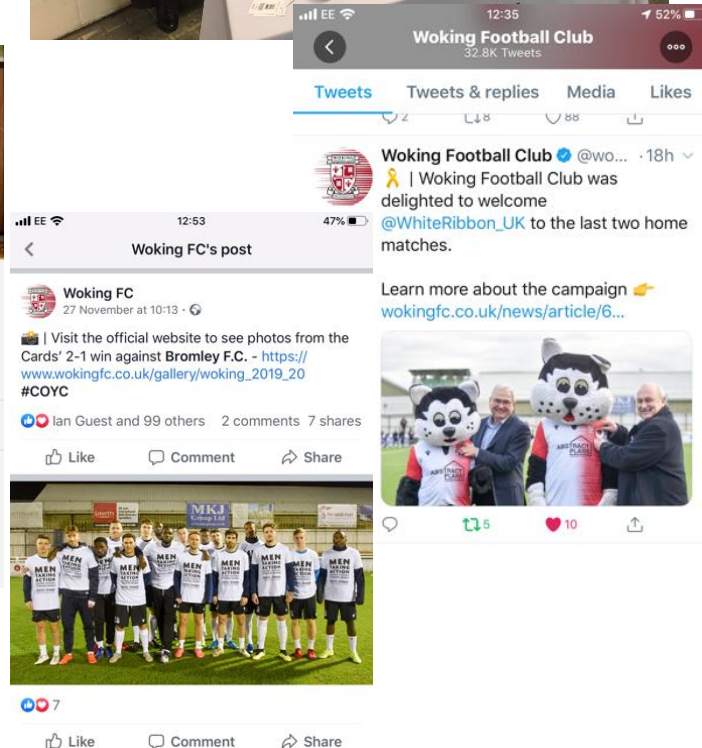
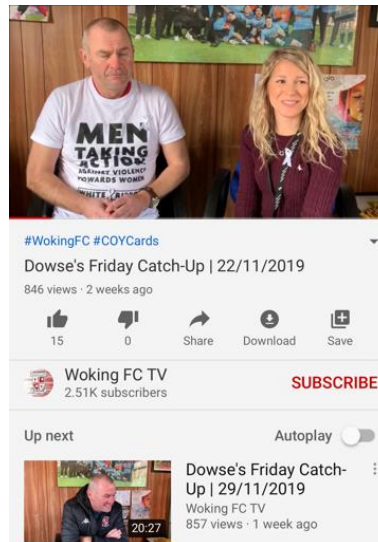
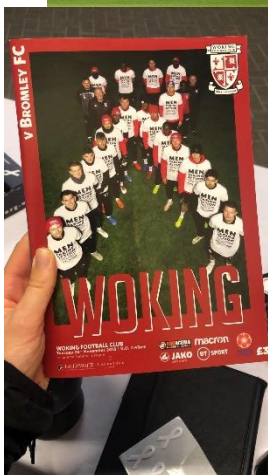
Fiery Bird and White Ribbon UK

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Partner activity: Woking FC

Activity focus: Stadium branding and pledge events

| Activity | Detail | Date | Cost | Output |
|---------------------|---|-------------------|------------------------------------|---|
| First team photos | <ul style="list-style-type: none"> White Ribbon t-shirts White Ribbon formation Making the promise | 21 Nov | £215 t-shirts £125 photographer | <ul style="list-style-type: none"> Used across WBC and WFC social media Front cover of match day programme |
| Woking FC TV | Dowse's Friday catch-up <ul style="list-style-type: none"> Interview with campaign organiser | 22 Nov | £0 | <ul style="list-style-type: none"> Youtube = 846 views |
| Stadium branding | X2 home games during campaign period: <ul style="list-style-type: none"> Posters X3 advertising boards (pitch) | 26 Nov & 7 Dec | £705 | <ul style="list-style-type: none"> 26 Nov (Bromley, 7.45pm) attendance = 1,769 7 Dec (Hartlepool U, 3pm) attendance = 2,127 |
| Match day programme | Programme content, 300 words + team photo <ul style="list-style-type: none"> 500-600 copies of each programme printed | 26 Nov & 7 Dec | £0 | <ul style="list-style-type: none"> 26 Nov (Bromley, 7.45pm) = front cover, chairman's intro and half page (p26) 7 Dec (Hartlepool U, 3pm) = half page (p12) |
| Pledge events | <ul style="list-style-type: none"> 'Promise Here' display stand in Leslie Gosden Stand Players in White Ribbon t-shirts (26 Nov) White Robbins for WFC staff Hospitality materials (X100 guests per game) | 26 Nov & 7 Dec | TBC | <ul style="list-style-type: none"> £320 raised for Your Sanctuary, Woking's local women's refuge |
| General support | Campaign messaging and support: <ul style="list-style-type: none"> Websites Social media channel | | | <ul style="list-style-type: none"> Website news story Multiple social media stories – high levels of engagement Match day photos |



Summary of costs

| Item | Cost |
|---|------------------|
| Football club branding (4x £355, £35 delivery) | £705 |
| Printed materials (Headline) | £1,481.95 |
| Banners (White Ribbon) | £300 |
| Merchandise (White Ribbon) | £526.40 |
| Shop front (Headline) | (£495) |
| Big Pledge incentives | TBC |
| Photography | £215 |
| Sundries – P&P, giant white ribbons, WFC thank you gift | £42.09 |
| BUDGET £4,000 | £3,270.44 |

Check

M White Ribbon fundraising kit included

Appendix 1 – Stock

| Artwork | A4 poster | A3 poster | A2 poster | Civic window | Jubilee Sq | T-shirts | Business cards |
|--------------|-----------|-----------|-----------|--------------|------------|---|----------------|
| | x50 | x10 | | x2 | | | |
| | x50 | x10 | | x2 | | | |
| | x50 | x10 | | x2 | | | |
| | x50 | x10 | x14 | x2 | | | |
| | x50 | x10 | | x2 | | | |
| | | | | | x1 | | x1,000 |
| | | | | | | X15 L X 5 XL White t-shirts Black text | |
| | A4 poster | A3 poster | A2 poster | Civic window | Jubilee Sq | T-shirts | Business cards |
| TOTAL | 250 | 50 | 14 | 10 | 1 | 20 | 1,000 |

White Ribbon order

| Collection box | Collection tin | info leaflets | find help cards | Promise cards | ribbons | Posters | balloons | Stickers | Roller banners | Beer mats | Lanyards |
|----------------|----------------|---------------|-----------------|---------------|---------|---------|----------|----------|----------------|-----------|----------|
| 5 | 2 | 180 | 450 | 450 | 1,800 | 45 | 225 | 500 | 2 | 1,000 | 10 |

Advertising Boards

X3 6m correx boards – collected from stadium?