

WALK IN MY SHOES

Scan here and tell us where
you feel unsafe as a woman
in Nottinghamshire.



Aim and objectives

Overarching objectives:

- ☐ The VAWG policing goal is to **reduce** VAWG offending
- ☐ The goal nationally for VAWG is to **reduce it by 50% over the next 10 years.**
From a campaign POV, we need to consider this, alongside encouraging reporting.

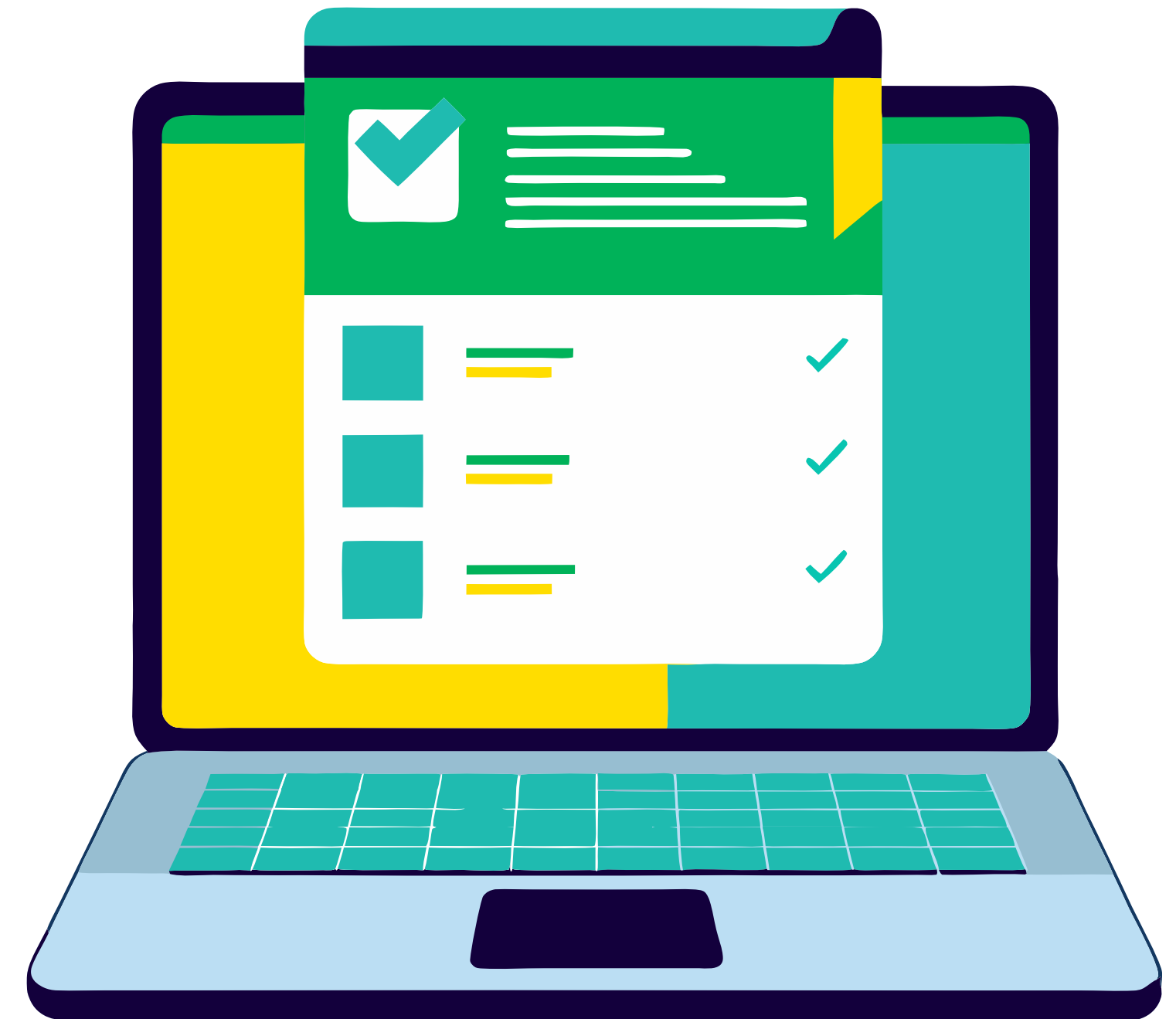
Key objectives for the campaign:

- ☐ To create safer spaces in Nottinghamshire
- ☐ Make women and girls feel safer through our actions
- ☐ Address misogyny early – challenge attitudes and behaviours of boys in schools and educate early. Whole county and schools approach – joint working with partners, schools, councils, etc



Campaign approach

- ❑ Corporate Communications to lead with the big survey and find out from women and girls in our city and county where they feel unsafe. We will use this information to put into action operational work to fix those problems our communities have told us about. **'You said, we did'** approach.
- ❑ Our campaign needs a media-first approach, to ensure we give it the best possible start, and also create an ongoing conversation that keeps the messaging fresh.
- ❑ The campaign will utilise a multichannel communications approach, including the creation of various marketing collateral, social media assets and external communications to bolster a strong aligned approach.



Target audience



Women and girls in Nottinghamshire

We're listening to them, we want them to feel understood and valued.

We'd like as many women and girls in Nottinghamshire as possible to fill in the survey and engage with the '**Walk in my shoes**' campaign and social content, and continue the conversation with us.



School boys in Nottinghamshire

We have a no tolerance approach to VAWG. We want young boys to be the best version of themselves and not take on bad habits related to VAWG. We'd like them to engage with partners and our SEIOs and NPT teams with the pre-agreed workshop sessions and look inwardly at their own behaviours.



Local partners (councils, SVAN, etc)

We're reaching out to more communities and acting on concerns raised. We have positive change coming and we will work with partners to achieve the overall aim of reducing VAWG and helping our female communities to feel safer.

Timescales (launch, survey duration)



Launch date
31st March 2025



Survey duration
8 weeks



Confidentiality
The survey will be hosted on Notts Alerts

NOTTS 
ALERTS

Website link

Please see link below which takes you to our '**Walk in my shoes**' campaign page on Nottinghamshire Police's website, which will have a direct link at the top of the page to the survey itself which is hosted on Notts Alerts.

FYI – the link below will go live on Monday 31 March

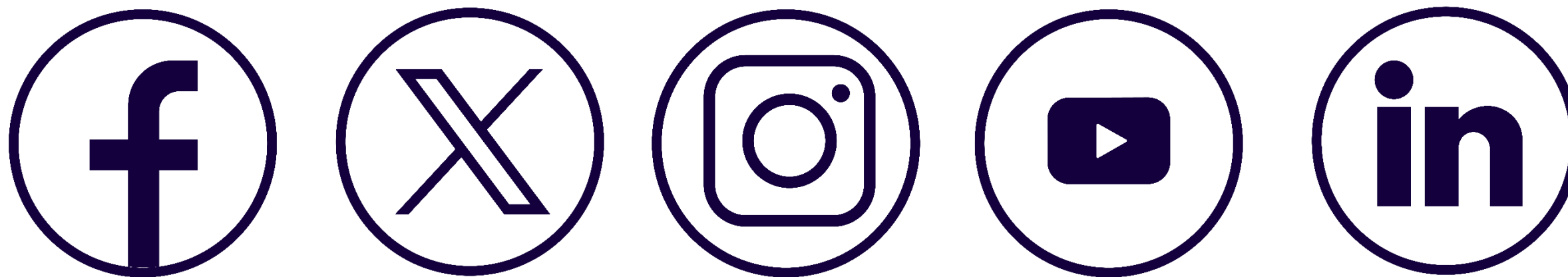
[Walk in my shoes campaign landing page](#)



How organisations can support and share the survey

- ❑ Re-sharing the social media posts on the survey, including the launch video, graphics and any other advice posts to help promote the survey
- ❑ Promoting the survey website link and/or the QR code
- ❑ Getting behind the campaign by supporting the comms - we liaise with your respective comms teams individually and highlight key dates on our 8-week schedule where we'd appreciate sharing key content across social media
We may be in touch about any direct quotes for press releases, or potentially to collaborate on social media with us.

Follow us on social media @nottspolice



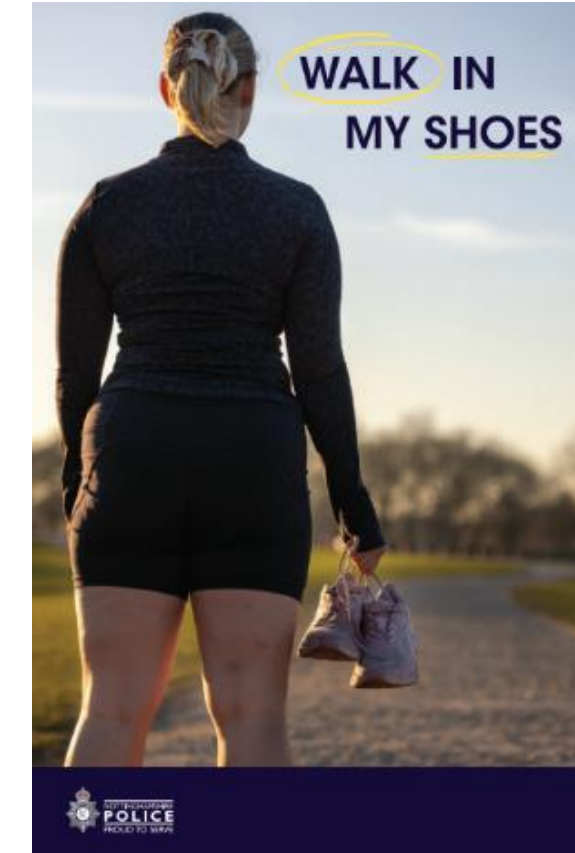
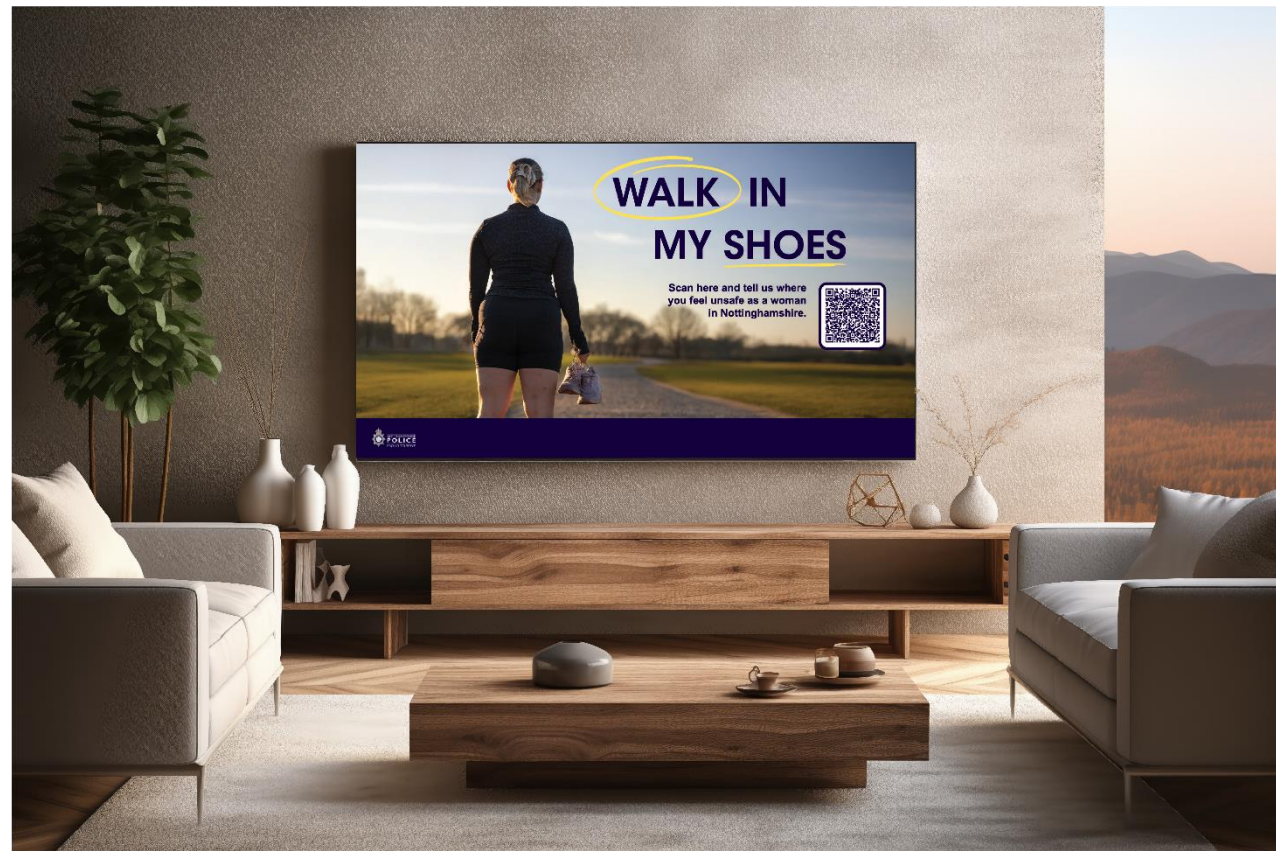
www.nottinghamshire.police.uk



Outcomes – operational approach

City and county-based comms:

- ❑ Channel 4 ad-pause advertisements
- ❑ Bus stops, Victoria Centre and rail digital screens – locations based in both the City of Nottinghamshire
- ❑ Rail print and digital screens – locations based in the County of Nottinghamshire
- ❑ Hospital digital screens – To be displayed in Bassetlaw, QMC and City Hospital
- ❑ QR code cards (business card size) will be given out at various events in Nottinghamshire



Contact

If you have any questions about the external comms and marketing of **Walk in my shoes**, please contact one of the below from the team.



Heather Burman
Senior Campaigns Manager
Heather.burman@notts.police.uk



Michelle Mahoney
Marketing and Recruitment Campaigns Officer
Michelle.Mahoney@notts.police.uk
Ext. 3118381



Monique Graham
Communications and Marketing Assistant
Monique.graham@notts.police.uk



NOTTINGHAMSHIRE
POLICE

PROUD TO SERVE