

SafeHER Action Group Meeting 8th September 2025

Summary

Attendees:

Domestic Violence Lead – Cheshire East, Her-Place Employees x3, Her-Place - notes, Avant, Crewe Police Beat team x2

Items Discussed

- **Safe Spaces & Awareness Campaigns**

- Crewe Town Council leaflets will highlight Safe Spaces.
- Posters to be placed in local businesses, parks, Lyceum Theatre, station, etc.
 - State of toilets in Queens Park cafe need addressing before posters are placed.
- Explore poster placements on buses, hospitals, and housing associations (e.g., Guinness), Lyceum Theatre, Leighton Hospital (Maternity & A&E specifically)
- Her-place working on Safety packs to give out to girls starting uni in a few weeks, with corresponding social media campaign
- Holmes Chapel - have a really good safe spaces scheme - but they're not responding to requests to share. Keep trying.

- **Nantwich Road & Town Centre Issues**

- Concerns about perception vs. actual crime stats; street drinking highlighted. Share actual stats about crime/disorder on Nantwich Road?
- Find out what the council need in order to reinstate “no drinking zones.” and then work to give the council that information.
- BID (Business Investment District) investing in street radios; Nantwich pub watch improving safety.
- Her-Place employee described the research she's done with young women and girls concerning perceptions of safety. Nantwich Road is mentioned a lot but also Albert's Corner and other places - a report is being written up at the moment but suggestions for improvement include Streetlights, more police

officers - preferably female police officers.

- **Training & Partnerships**

- BID is engaging Nantwich Road businesses in training in Safer Streets/Safe Places/White Ribbon campaign, aiming to expand across town.
- Discussion around safeguarding training for taxis – existing packages not suitable. Avanti has a “train the trainer” package from a previous training event will share
 - Consider recommending/working with specific taxi firms, especially locally based.
- Potential for training beauticians and enlisting beauty shops using posters and cards.
- John Passer (Jeweller), on Nantwich road - enlist security guard in scheme.
- *Added while writing up the notes - St Luke's hospice - midnight walk as potential partner for information gathering - I know attendees who say that the Crewe Town centre stretch of the walk often feels a bit hairy. How could we improve that experience for the walk in 2026?*

- **Education in Schools**

- Strong push to deliver consistent DV/healthy relationship education in secondary schools.
- Need to coordinate message delivery across schools
- Links are being made with Crewe academy trusts and Heads' groups.
- Education should be aimed at both boys and girls, with different emphases.
 - Need male ambassadors (Crewe Alex footballer interested, possible Speedway/bands involvement, Hollyoaks connections).
 - Recorded interviews to show in schools/assemblies. - to be done by White Ribbon Day
 - AM to support filming of those interviews
- Delivery of training to schools shared across all partners present - which is why an agreed standardised package is essential
- a National Education Union (NEU) contact who is involved in an anti-racist schools programme - could tie in with safety

- **White Ribbon Day (Nov 25) Planning**

- Choir event and Active Bystander engagements already planned by Avanti. Start in a town somewhere else - end in Crewe and then walk to (probably college)
- AM to create trailer for Her-Place film in time for White ribbon day
- Her-Place to get 16 days of activism packs to schools well before White Ribbon Day for planning.

- **Community Engagement & Communication**

- “Open the Door” and “Nene TLC” groups to be checked and relaunched if active.
- Her-Place Social media plan: 2 education posts per week.
- Police input on Safe Spaces messaging for businesses – PCSOs may be best messengers.
- SafeHER to be the overarching brand to distinguish from White Ribbon accreditation action of Town Council.
- Translated materials (including sign language for conference) are being developed with Cheshire East.
- Really need to push the information that Cheshire East DOES have a Domestic Violence support service - contrary to public opinion.

- **Other Points**

- YMCA involvement important.
- Clare’s Law – good awareness locally, but needs wider internal comms.
- Street Angels, Crewe Town Board and Fire Service are potential partners.

Action Points

- **Her-Place**

- Contact Friends of Queens Park / Everybody about park toilets.
- Produce packs for shops on Safe Spaces.

- Attend Nantwich Road Action Group meeting.
 - Follow up re: town centre posters.
 - Work with Avanti on station notice board.
 - Follow up with Employee to populate Her-Place website register of support groups - listed on the leaflet
 - Keep trying with Holmes Chapel Safety scheme materials and sharing best practice generally.
 - Comms plan - social media to increase knowledge of Cheshire East DV support service
 - Promote Street Angels
 - Develop and roll out social media campaign (2 posts per week).
 - Contact NEU contact to see if anti-racism schools input can be combined/shared with Safety inputs. Or if they can influence getting our product into schools.
 - get 16 days of activism packs to schools well before White Ribbon Day for planning.
- **R**
 - Confirm “Open the Door” and Nene TLC group/campaign status and website and feedback to Kate
 - Share existing poster distribution list.
 - Continue to push Education offer within Cheshire East.
- **Avanti**
 - Share “train the trainer” safeguarding package with Kate.
 - Support filming for White Ribbon campaign and school content.
- **Her-Place Inspire Employee**
 - Meeting re: DV school offer.
 - Coordinate consistency of messaging across schools.
 - Share Young Women and Girls’ safety report when complete.

- **Police**
 - Act as links to the action group and be added to distribution list.
 - Support Safe Spaces work (via PCSOs/social media).
 - Share actual crime stats on disorder/crime on Nantwich Road when needed.
- **A-M**
 - Help create/film content (e.g., White Ribbon Day trailer, ambassador interviews).
- **General/Shared Actions**
 - Identify and secure male ambassadors (Crewe Alex, Speedway?, The Vagrants, local bands, Hollyoaks).
 - (Police - Sgt Mat Stonier, PC Martin Shaw (schools liaison officer)
 - Underwood West - used to be a youth worker.
 - To get some Hollyoaks people - A-M
 - Plan White Ribbon Day events (choir, Active Bystander activities).
 - Ensure SafeHER/White Ribbon materials reach YMCA, buses, hospitals, Guinness.
 - Translate materials and ensure accessibility.