



Report of the Police and Crime Panel

Report title: TVP VAWG Education Campaign

Date: 3 November 2023

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Purpose of the report: As requested by the Panel

Recommendations: Information only

Executive Summary

Thames Valley Police is working with Lisa Squire, mother of murdered student Libby Squire, and specialist agency TMC, to produce a PSHE education package for 14-16 year olds. A potential second phase will deliver a broader awareness campaign.

Background

In November 2022 the TVP communications team made contact with Lisa Squire, a Buckinghamshire resident, to ask if she would consider working with us on Violence Against Women and Girls (VAWG). Lisa's daughter Libby, a student at Hull University, was raped and murdered [by Pawel Relowicz in 2019](#). She had been on a night out with friends but had been refused entry into a nightclub and went home in a taxi on her own.

In conversations with Lisa we looked at how we could share the messaging she was already taking out to schools, ad-hoc, into a comprehensive educational package. It would focus on two key messages: 1) Look after your friends and 2) report non-contact sexual offences. After being charged with Libby's murder, it was found Relowicz had been [exposing himself to women](#), following them home and masturbating at their properties, and stealing personal items. Lisa is an engaging and passionate advocate on women's safety, and we wanted to support her to get her story and powerful messages out to a wider audience.

We took this proposal to the TVP VAWG Board and were awarded funding from the Safer Spaces lead C/Supt Jim Weems to begin a Phase 1. This phase was to develop the messaging, campaign identity, hold school focus groups and convene a Project Advisory Team. This panel would be made up of professionals and experts from across the UK who would help test our thinking and proposals.

National and local picture

The rape and murder of Sarah Everard provoked an intense period of public and force scrutiny on VAWG. Both Relowicz, and Wayne Couzens displayed an escalation in non-contact sexual offences before their horrendous crimes against Libby and Sarah. This education campaign aims to encourage young people to report non-contact sexual offences by explaining how the intelligence from their reports can help police identify hotspots and identify perpetrators.

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Lisa is a regular spokesperson on BBC Radio 4 Woman’s Hour, LBC, Good Morning Britain and others. As a separate voice to policing, she regularly promotes the message of young people looking out for each other, and is robust in response when asked if this message is transferring the accountability onto young people rather than focusing on making spaces safer/stopping potential offenders. Lisa is a strong advocate of policing and is public with her views on the positive experiences she has had with police teams.

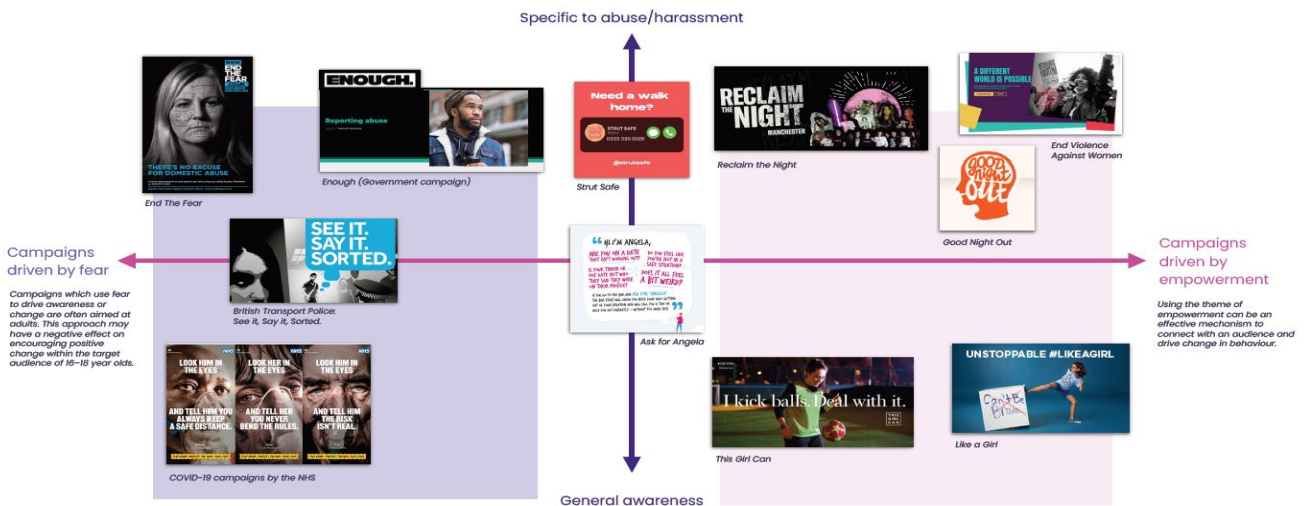
Work so far

In early 2023 we selected TMC, a specialist agency, to work with us on the programme. TMC has delivered school education packages for major brands and has strong links in the education sector. Since February we have worked with TMC to:

- Produce an audit of existing campaigns and materials
- Hold focus groups at four Thames Valley schools to get feedback on our plans (schools were a mix of rural/urban and socio-economic circumstances)
- Hold a Project Advisory Team meeting to ask a range of experts their thoughts on our programme. The Board includes:
 - o Lisa Squire
 - o Professor [David Gadd](#), Professor of Criminology
 - o Kevin Fender, dissertation author ‘*Tracking Indecent Exposure Offenders for Potential Predictors of Future Violence against Woman and Girl Offending: A 3-year Offending History of Indecent Exposure Offenders*’
 - o Jenny Fox, PSHE Association
 - o PC Rob Kelly, TVP Schools Liaison
 - o Sarah Sharpe and Mel Reedman, TVP Communications
- Other members unable to attend the first session but on the PAT are:
 - o Estelle Morris MP, former Secretary of State for Education and Skills
 - o [Gina Martin](#), gender equality campaigner

TMC has also worked on developing a campaign identity, which is still in progress.

Public Awareness Campaigns Landscape.





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Next Steps

We are awaiting the final school focus group to take place this October. Once complete, a final report will be drawn up and will feed into these workstreams:

- Review of campaign messages against focus group report
- Reporting – explore working with [Fearless](#) and [StreetSafe](#)
- Production of a lesson plan in conjunction with the PSHE association, upload and store on PSHE website which has access to 65,000 teachers nationwide
- Review of campaign identity against focus group feedback

In January 2024 we will:

1. Test the lesson plan with a school
2. Hold a second Project Advisory Team meeting
3. Roll-out the education campaign across our area

Teacher/pupil surveys and download metrics from the PSHE Association will aid evaluation.

Onwards in 2024 - corporate sponsorship

We have agreed with TVP Procurement we can begin early conversations to seek corporate sponsorship to widen this work to reach a wider audience of young people, and their parents.

With corporate sponsorship we would be able to:

- Host a campaign website and supporting materials, linked to the education campaign
- Produce a film with Lisa to outline her messages
- Deliver a live broadcast of a talk with Lisa from a school, but broadcast to other schools in the region
- Create a virtual environment students can work within to identify risk and prompt discussion on safety

Working with national partners

We recently briefed the National Police Chiefs' Council, Ministry of Justice and Home Office on this work. They were very interested in its aims, and we will be carrying on conversations with them about how we could potentially link up our work with their national campaign materials.



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Conclusion

This education campaign is being designed to be versatile and relevant so that it can be used by any school and promoted by any police force, reaching young people both in and outside our policing area.

Lisa Squire is an eloquent, engaging and passionate campaigner with a powerful message. By helping her to amplify this through a formal education package and campaign we aim to educate and inform young people, keeping them safe, and encouraging them to report.