



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN**

**White Ribbon Day 2025
Activities in Congleton**

Our Congleton White Ribbon Purpose:

“Strive to eradicate all forms of gender-based violence and abuse in Congleton”

We know that this means we must engage men to speak out against violence and negative behaviours



The theme for White Ribbon Day 2025 - #WeSpeakUp

A graphic with a solid blue background. The text "WE SPEAK UP" is written in a bold, white, sans-serif font. The word "WE" is on the top line, and "SPEAK UP" is on the bottom line. The letter "U" in "UP" is stylized with a white arrow pointing upwards from its top.

What we did for Congleton White Ribbon Day 2025:

- 'Growing Up Wired' evening for parents
- Outdoor awareness campaign
- Town centre stall
- White Ribbon 'Voices for Change' webinar
- Ambassador letters to Chronicle
- White Ribbon pub tours
- School workshops
- Our flagship video updated for #WeSpeakUp
- Participation in national campaign
- YouTube Channel
- Press coverage
- Social media and online
- Results



Congleton
Town Council



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN
AND ALL GENDER-BASED VIOLENCE AND ABUSE**

We ran a 'Growing Up Wired' evening for parents, in response to the drama 'Adolescence'

Goal: to provide parents with tools to help their young people; feedback was very positive, with requests for more such events

[Watch the event again here](#)

Youth Mental Health Experts



What can parents do?

- Talk to your children - create trust and open conversation
- Educate, educate and educate
- Build up your child's self-worth, confidence and identity
- Set boundaries that you both agree on - FOMO
- Don't judge and be supportive
- Notice changes in the child's behaviour
- Be aware of the latest social media platforms
- Work with school - mobile phone policy

Police – Online Safety



Keeping your child safe online
PC Andrew Cornell
DASH

Young People



Young People's Perspective

White Ribbon Ambassadors



There is a list of aggressive behaviours that support or lead to violence in the home (White Ribbon)

TELEPHONE: 01203 255000



Congleton Town Council

25th November is White Ribbon Day

This White Ribbon Day, we encourage Congleton people to **Speak Up** and help create a world where everyone is safe, equal and respected. Every time we ignore something that doesn't feel right, we miss a chance to set a better example.

WE SPEAK UP 

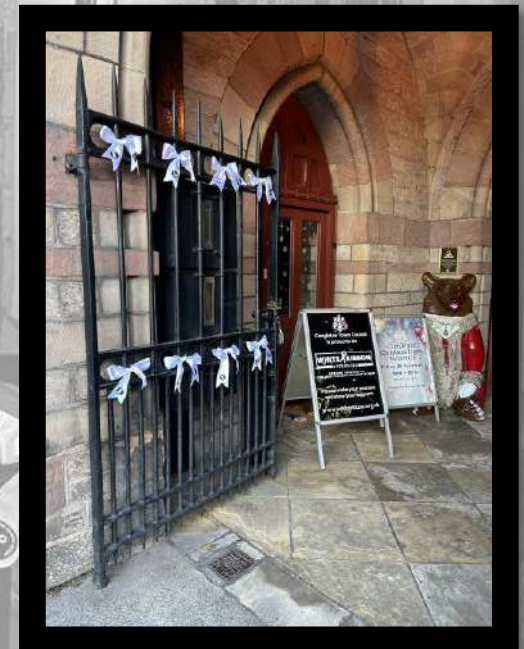
Make your White Ribbon Promise at www.whiteribbon.org.uk

WHITE RIBBON
ACCREDITED

WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN
AND ALL GENDER-BASED VIOLENCE

White Ribbon Day: 25th November 2025 | #WeSpeakUp

Outdoor Awareness
White Ribbons on lampposts and the Town Hall gates, the White Ribbon flag flying, an A board in the town hall, posters around town/in CIC, and a banner on the roundabout





White Ribbon Stall in town centre

White Ribbon 'Voices for Change' Webinar



- 3 international thought-leaders – Dr Jackson Katz (US), Prof Michael Flood (Aus) and Michael Kaufman (Can) gave a talk on how male advocacy and men's support for gender equality has changed over the past 3 decades.
- We hosted this event in the Town Hall and Councillors, Officers and local business people attended and discussed what it means for Congleton



White Ribbon Ambassadors wrote to the Congleton Chronicle

Speak up over abuse of women

Dear Sir, — This year's White Ribbon Day was on Tuesday and the theme was We Speak Up. The aim of the UK Charity White Ribbon is to prevent violence against women and girls by addressing the root causes of men's violence against women. These include negative attitudes, behaviours, and harmful expressions of masculinity. We campaign to prevent violence against women and girls by encouraging active allyship from men and boys. White Ribbon continues to engage with men and boys through events, education and initiatives around Congleton; most violence against women is committed by men and it is men who need to address this. This violence can take many forms and although behaviours and words may seem harmless; normalising them leads to more extreme outcomes. We Speak Up is about not letting sexism slide — putting women and girls at risk. Sexist

jokes, catcalling, staring, and comments are serious because they can lead to violence and abuse. For White Ribbon Day 2025, we encouraged you to speak up and create a world where women and girls are safe, equal, and respected. When you're with family, friends and colleagues, if something does not feel right, speak up; every time we ignore, we miss an opportunity to be part of the solution. I have been a White Ribbon ambassador since 2021 and strongly believe we can make a difference through raising awareness, conversations and encouragement. White Ribbon Day provides focus on the challenges and gaining more commitment through men and boys taking personal responsibility. You find us on Facebook — "White Ribbon Congleton". — Yours faithfully, JONATHAN DAKIN White Ribbon ambassador, Congleton

Dear Sir, — As a White Ribbon ambassador, and after celebrating White Ribbon Day on Tuesday, I urge all Congletonians to speak up together against violence towards women and girls. Recent national statistics make sobering reading. According to the Office for National Statistics (ONS), for the year ending March 2023, there were 798,000 sexual assaults in the UK. This equates to nearly 2,200 per day. In terms of the victims of these crimes, 86% were female and 14% male, while the perpetrators were 98% male. Sadly, many of the victims knew their attackers. Furthermore, it is estimated that over their lives one in four women will be sexually assaulted. Translating these national figures into a local context helps bring home the scale of the challenge. In Congleton this would suggest around 1,260 women in our community will experience abuse, assault, or harassment in a year, that is over three women per day in our town alone facing such crimes. Over the last year, our local White Ribbon group has not simply raised the alarm; we have been actively working to prevent these crimes. Our efforts have included:

MIKE WESLEY
White Ribbon ambassador.

and girls. Together, by being alert, being prepared to listen, being supportive of survivors, and refusing to condone or remain silent about abusive behaviour, we can reduce these crimes and build a safer, more respectful town for everyone. — Yours faithfully,

Staying silent is not an option

Dear Sir, — The annual White Ribbon Day was on Tuesday. The White Ribbon campaign is about tackling male violence towards women and Congleton Town Council is an accredited White Ribbon organisation. A small group of town councillors, council officers, and — like me — members of the public have been working over the past five years to draw attention to the problem of male violence towards women. We have used various methods including market stalls, talks to several town groups and workshops in schools. However, despite admirable success, we are a small group and the problem remains stubbornly persistent. Reports of men's abuse of women are commonplace in our media and the statistics on abuse are dire. Only last week on national radio, a group of women who had become so concerned about the rising incidence of attacks on women on trains were seeking to have women-only carriages reintroduced. How sad that is. That said, the White Ribbon theme for the coming year, We Speak Up allows all men to become involved by inviting them to speak up about things that might seem minor and harmless but which can lead to violence and abuse. These include cat-calling, sexist jokes and banter, and disrespectful comments. The aim is for us men to use our voices to speak up and create a world where everyone is able to feel "safe, equal and respected". We are reminded that "every time we ignore something that doesn't feel right, we miss a chance to set a better example". Staying silent is really not an option, so this year, and henceforth, I will be speaking up. I hope the men reading this will join me because together we can make a difference. — Yours faithfully, PETER MUNRO White Ribbon ambassador.

Speak up for White Ribbon theme

Dear Sir, — This White Ribbon Day, I want to say thank you to all the men who speak up against sexism, harassment, and abuse. We have an epidemic of sexual violence in this country. In a recent Cheshire East survey, nearly 90% of women said they do not feel safe on our streets at night; 98% of sexual assaults are perpetrated by men, so it is vital that men lead the charge in dismantling the culture that leads to this crime. Congleton Town Council was the first in Cheshire to become White Ribbon accredited, and others, including Crewe, Winsford and Macclesfield, have followed suit. The National Association of Local Councils is also now a White Ribbon Accredited organization, and is rolling it out across the country. Thank you to my council colleagues — councillors and staff — who promote White Ribbon

and uphold the values of respect and equality. Thank you to our (male) Congleton White Ribbon ambassadors, who speak up in schools, businesses and in public, encouraging everyone, especially men and boys, to make their White Ribbon promise. Thank you to our (female) White Ribbon champions, who work hard to get the message out there. Thank you to my business, Kanga Health, and others in town who are White Ribbon supporter organisations, and to the ambassadors in them who promote a positive culture at work. Thank you to my husband and four sons who put into practice calling out others if they see behaviours that are not right, taking that difficult step beyond just "being one of the good guys" into actually talking about this to other men, and helping to bring about change. Thanks to all the men and boys in Congleton who do the same. On 25th November and beyond, I hope everyone in our lovely town will take on board the White Ribbon theme for this year, which is We Speak Up — to call out poor behaviours, sexism and harassment. This is a vital step to prevent violence against women and girls and all gender-based violence. — Yours faithfully, (COUN) KAY WESLEY White Ribbon champion, Chair, Community Committee, Congleton Town Council.

Take the White Ribbon promise

Dear Sir, — November 25th is White Ribbon Day — a day when men and boys across the world are asked to stand up, speak up and take responsibility for ending male violence against women and girls. As chair of the White Ribbon Working Group at Congleton Town Council I am immensely proud of the work our local group does to support survivors, to educate young people and to challenge attitudes that allow abuse to flourish. This year's national theme, "We Speak Up", is a timely reminder that small acts — calling out a sexist joke, supporting someone who challenges harassment, or refusing to let harmful behaviour pass — actually make a difference. White Ribbon UK is the leading charity in England and Wales engaging men and boys to prevent men's violence against women and girls. Their work focuses on changing the root causes of that violence — harmful attitudes, rigid gender norms and damaging expressions of masculinity — so that our communities are safer for everyone. As a town council we are proud to be White Ribbon accredited and to play our part in

(COUN) RICHARD WALTON
Chair,
White Ribbon Working Group.

The scale of the problem is stark. Recent research and reporting shows that violent crimes against women increased significantly in recent years, between 2020 and 2023 violent crimes against women rose by around 19%, with more than 700,000 incidents reported in 2023 — that's over 2,000 every day, 86 every hour. Sexual offences, including domestic abuse and rape, have risen sharply too. These are not distant statistics — they are our daughters, sisters, partners, neighbours and colleagues. We cannot accept these numbers as normal.

White Ribbon Day is also an invitation: a clear, practical step that every man can take. The White Ribbon promise is brief, direct and powerful. The promise reads: "I promise to never tolerate, excuse or remain silent about male violence against women."

I ask the men of Congleton — fathers, sons, brothers, colleagues and friends — to consider making this pledge. Wearing a white ribbon and making the promise is not an accusation: it is a commitment to reflect on our behaviour, to speak up when we hear or see demeaning or dangerous behaviour, and to stand with those affected by abuse. The national White Ribbon campaign encourages actions large and small — from sharing why you speak up on social media with "We Speak Up" to having honest conversations in work places, pubs, clubs and schools.

For those wondering what "speaking up" looks like in every-day life, the campaign gives practical examples: removing yourself from group chats where sexist comments are made; backing up others who call something out; and refusing to laugh along when language or behaviour demeans someone. These are simple but effective choices that change culture over time.

If you want to make the promise, you can do so online via White Ribbon UK's Make the Promise page — and if you're an organisation, school or workplace, please consider becoming a White Ribbon supporter: we can help with resources, posters and activities to make your commitment visible across Congleton. As a local group we are ready to support events, visits to schools, and conversations with employers and sports clubs.

Finally, to anyone who may feel unsure or put off by the idea of "speaking up": change rarely happens by grand gestures. It happens when ordinary people act consistently and together. For men that means listening to women's experiences, challenging harmful behaviour among mates and colleagues, and being prepared to stand on the right side of this issue even when it's uncomfortable. As White Ribbon so clearly puts it, letting sexism slide — jokes, cat-calling, staring or dismissive comments — puts women and girls at risk. On 25th November, please join us in saying that this town will not stand for it. — Yours faithfully,

White Ribbon Pub Tours

Several pubs took beer mats and posters, bar staff made their white ribbon promise, and we had some good conversations with regulars



Partnering with local High Schools

We have run a workshop with Eaton Bank and have one booked for CHS



Community Partnership Award
White Ribbon Allyship Award

White Ribbon Group
Harriet W



This year, the students at Congleton High School led their own series of assemblies about White Ribbon. CHS named one of their school awards the White Ribbon Allyship Award, and named the White Ribbon Group their Community Partner of the year

We ran a Primary School workshop and have 2 more schools booked in; theme is 'what is fair / not fair?'

WHITE RIBBON ACCREDITED
Primary School KS2 Workshop
BUILDING GENDER EQUALITY

Here's what we will do

- Talk about fairness and what is unfair to girls, boys or everyone.
- Discuss gender stereotypes and why they are harmful.
- Find ways to stand up to gender stereotypes and celebrate individuality.

That's not fair!

Unfair on girls, boys, or everyone!

Jade, a girl, wants to be a chef but doesn't think she can because her friend said only men are chefs.
Unfair on GIRLS: she thinks she can't choose the job she wants to do

Aaron, a boy, wants to go to Art Club but his Dad says no, he should go to football instead.
Unfair on BOYS: he can't pursue his own interests

Gender Stereotypes

Gender stereotypes are unfair 'rules' that tell us how to be a boy or how to be a girl. Some examples:

- Girls can't be computer games.
- Girls aren't good at sports.
- Boys can't be nurses.
- Boys should be good at math.
- Girls should be good at reading.
- Girls should look like others.

Did you know that the following are men:

- 65% of members of parliament.
- 96% of large company bosses.
- 85% of Hollywood movie directors.
- 65% of newspaper editors.
- 76% of video games developers.
- In video games, male characters on average do TWICE AS MUCH TALKING as female characters.

Why are gender stereotypes harmful?

...Because people are treated unfairly

- People aren't free to do the things, games or jobs they want to do, or their own interests.
- People think that things are people that look different. It's less valuable or respected.
- Children who don't 'fit' the gender stereotypes that society expects to look 'gender appropriate' are often bullied and do less well at school and in their future.

People who don't 'fit' the stereotypes, can't...

- Be themselves
- Do the things they love
- Reach their potential

We should challenge gender stereotypes!

We should all feel free to choose how we behave, dress, speak, what our hobbies are and our jobs in the future.

Standing up to gender stereotypes

- Great friends like us for who we are and make us feel safe.
- Let's stand up to gender stereotypes and help everyone celebrate their individuality!

Standing up to gender stereotypes
Workshop



We updated the Congleton White Ribbon Film

We partnered with Prickly Peach Films in 2024 and produced a highly-polished and thought-provoking film featuring a wide variety of local people including police and fire service, students, teachers, businesses and politicians...



CONGLETON TOWN COUNCIL IS

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ACCREDITED

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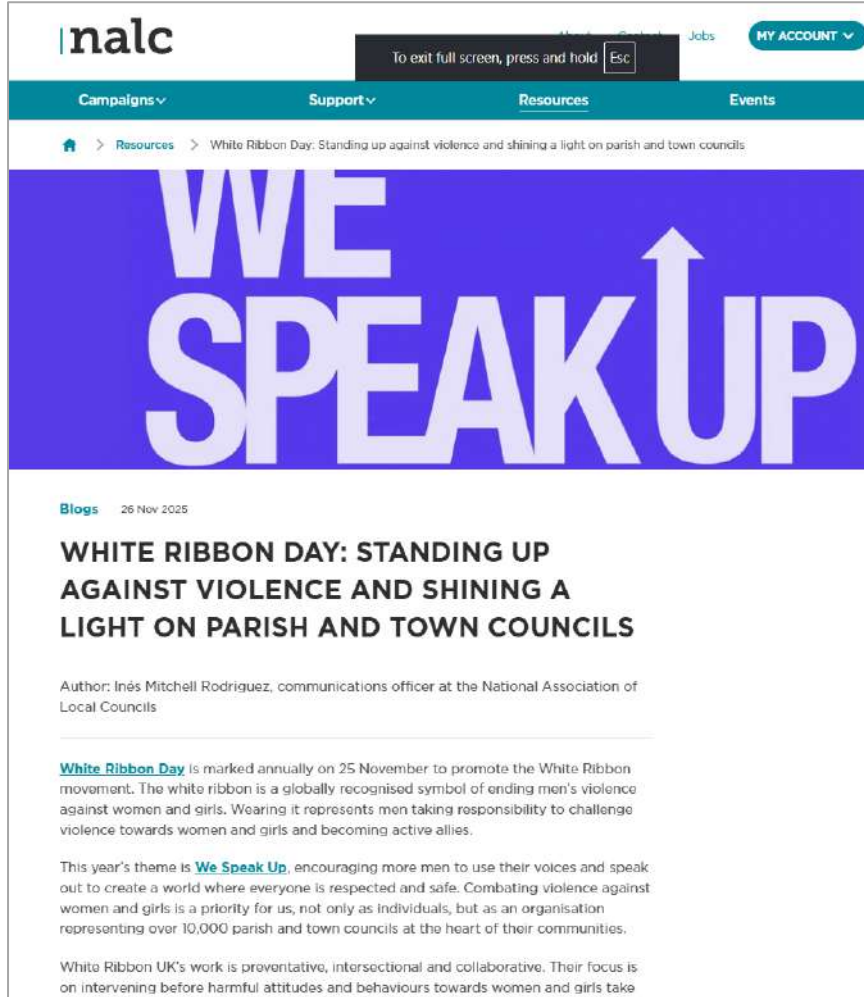
WE SPEAK UP



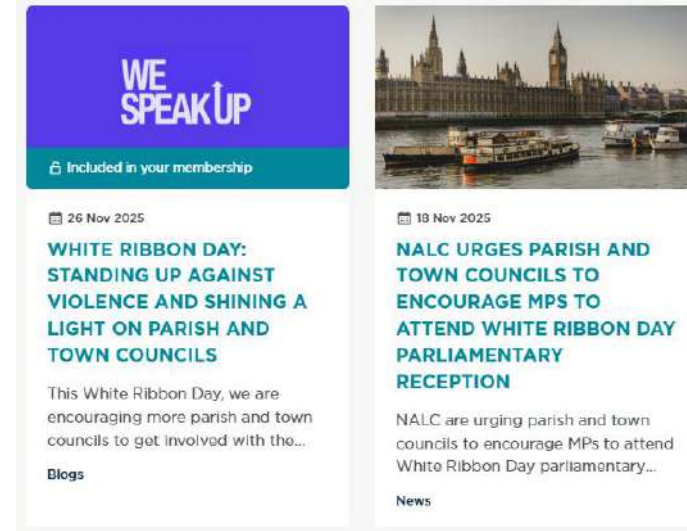
whiteribbon.org.uk/wespeakup

For 2025 we updated this film and reissued it with the #WeSpeakUp theme

We joined NALC's national campaign, and did a WR presentation to the Young Councillors' Network



The screenshot shows the NALC website with a navigation bar including 'Campaigns', 'Support', 'Resources', and 'Events'. The main content area features a large purple banner with the text 'WE SPEAK UP' and an upward-pointing arrow. Below the banner, a blog post is visible with the title 'WHITE RIBBON DAY: STANDING UP AGAINST VIOLENCE AND SHINING A LIGHT ON PARISH AND TOWN COUNCILS'.



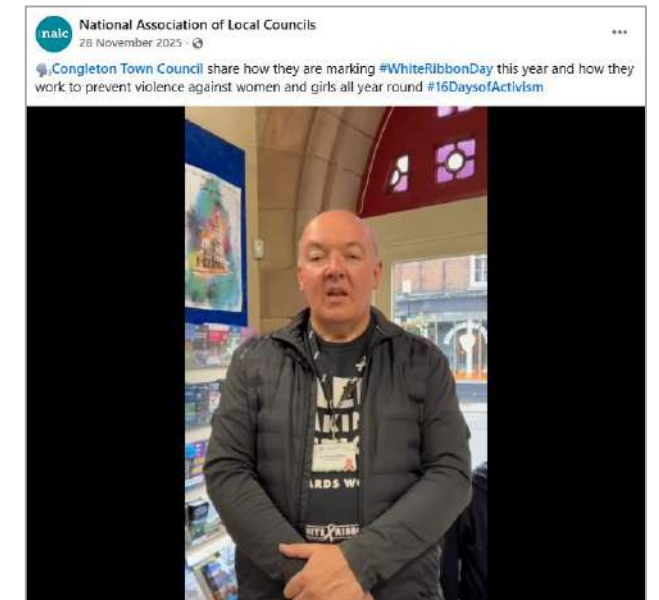
This screenshot shows a newsletter layout. On the left, a purple header contains the 'WE SPEAK UP' logo and the text 'Included in your membership'. Below this, a date '26 Nov 2025' is followed by the title 'WHITE RIBBON DAY: STANDING UP AGAINST VIOLENCE AND SHINING A LIGHT ON PARISH AND TOWN COUNCILS'. The main text reads: 'This White Ribbon Day, we are encouraging more parish and town councils to get involved with the...'. On the right, a date '18 Nov 2025' is followed by the title 'NALC URGES PARISH AND TOWN COUNCILS TO ENCOURAGE MPS TO ATTEND WHITE RIBBON DAY PARLIAMENTARY RECEPTION'. The main text reads: 'NALC are urging parish and town councils to encourage MPs to attend White Ribbon Day parliamentary...'. A 'News' link is visible at the bottom right.



The screenshot shows a Facebook post from the National Association of Local Councils, dated 5 December 2025 at 12:25. The text of the post says: 'It was great having Cllr Kay Wesley come to our Young Councillors Network earlier this week to speak about the work that Congleton Town Council are doing to mark #WhiteRibbonDay and promote the White Ribbon Movement throughout the year, inspiring more councils to get involved.' Below the text is a collage of photos showing various community events and people participating in the campaign. A prominent text overlay on the collage reads: 'Hundreds of local people have now made their White Ribbon Promise'.



This screenshot shows a Facebook post from Congleton Town Council, dated 27 November at 18:32. The text reads: 'The National Association of Local Councils is White Ribbon Accredited and it is showcasing Congleton as one of the town councils speaking up against gender-based violence. #WeSpeakUp #WhiteRibbon'. The image shows a large graphic of many hands in white and orange, representing the White Ribbon campaign. Below the image, there is a link to 'UNWOMEN.ORG' and text about '16 Days of Activism 2025: End digital violence against all women and girls'.



The screenshot shows a Facebook post from the National Association of Local Councils, dated 28 November 2025. The text reads: 'Congleton Town Council share how they are marking #WhiteRibbonDay this year and how they work to prevent violence against women and girls all year round #16DaysOfActivism'. The image shows a man in a dark jacket speaking at a podium during an event.

YouTube shorts

Our White Ribbon Ambassadors and Champions each made a short film explaining one aspect of our White Ribbon programme, from schools' workshops to public awareness and our activities as a Council.

White Ribbon Day 2025 #WeSpeakUp
by Congleton Town
Playlist · Public · 10 videos · 15 views
This White Ribbon Day, #WeSpeakUp against sexism, violence against women and girls, and all forms of...
▶ Play all

1. Cllr Richard Walton - Why get White Ribbon Accreditation
Congleton Town · 93 views · 1 month ago
- 2 David McGifford - how Congleton Town Council spreads the White Ribbon message
Congleton Town · 179 views · 1 month ago
- 3 Jonathan Dakin - White Ribbon for schools, clubs and businesses
Congleton Town · 97 views · 1 month ago
- 4 Mike Wesley - awareness of White Ribbon Day
Congleton Town · 17 views · 1 month ago
- 5 Kay Wesley - DA and SV stats and survivors
Congleton Town · 44 views · 1 month ago
- 6 WR Robert Hemsley - stamping out spiking in Congleton
Congleton Town · 69 views · 1 month ago
- 7 WR Heather Pearce - Growing Up Wired Event for Parents
Congleton Town · 120 views · 1 month ago
- 8 Peter Munro - the impact of White Ribbon impact and gratitude
Congleton Town · 28 views · 1 month ago
- 9 Richard Walton - thank you for supporting White Ribbon
Congleton Town · 229 views · 1 month ago



#WhiteRibbonDay
WE SPEAK UP
to create a world where everyone is safe, equal and respected,
by supporting families....



WHAT WILL YOU DO?
Make your White Ribbon Promise at whiteribbon.org.uk

#WeSpeakUp
#WhiteRibbonDay

Press Coverage

Cheshtre's Silk Radio
100.5FM - DAB - Online

ON AIR NOW
Dave Phillips
10:00am - 3:00pm

Home On Air **News** Local What's On Contact Us Advertise

Congleton Town Council is speaking up for women and girls

News Home More From Local News

Tuesday, 11 November 2025 16:29

Congleton Town Council's White Ribbon Crew is preparing to speak up to end violence against women and girls for the annual 16 days of activism starting on White Ribbon Day, 25th November, and ending on International Human Rights Day, 10th December.

The White Ribbon movement engages men specifically to challenge the attitudes and behaviours that lead to men's violence against women.

Congleton Town Council is a White Ribbon Accredited organisation and has a White Ribbon Group consisting of councillors, officers and members of the public, who are White Ribbon Ambassadors or Champions

80 The Chronicle, Thursday, 20th November 2025

Promoting drive to end violence against women

Congleton Town Council's White Ribbon Group is preparing to mark this year's White Ribbon Day (25th November) with a series of events aimed at ending violence against women and girls.

The campaign forms part of the global 16 Days of Activism, which runs until International Human Rights Day on 10th December.

The White Ribbon movement encourages men to challenge the attitudes and behaviours that lead to men's violence against women.

Congleton Town Council is a White Ribbon accredited organisation, with a dedicated group of councillors, officers and residents serving as ambassadors and champions.

Coun Richard Walton, chair of the Council's White Ribbon Working Group, said:

"The 2025 theme, 'We Speak Up', calls on men to challenge harmful behaviours, whether that's calling out a sexist joke, stepping in when something's not right, or leading by example. These everyday actions, at work, at home and in the community, help set the tone for lasting change.

"We've had a strong year of engagement, visiting schools, pubs and businesses, and hosting a well-received event for parents of teenagers. With more than 2,000 sexual assault reports daily across England and Wales, the importance of this work is clear.

The White Ribbon team will be in Congleton town centre on Saturday from 10am-2pm on Saturday from 10am-2pm encouraging shoppers to make the White Ribbon promise: 'Never to use, excuse or remain silent about men's violence against women or any gender-based violence.'

They will return on White Ribbon Day itself to hand out leaflets and speak with residents and business owners.

Tomorrow (Friday), the group will visit local pubs and bars to raise awareness, distribute posters, and bearnet, and invite publicans and patrons to join the campaign.

David McGifford, White Ribbon ambassador and chief officer of Congleton Town Council, added: "We're speaking up to ensure that respect and equality aren't just ideals, but everyday realities. We want everyone in Congleton — residents, colleagues and visitors — to feel safe and valued."

"The White Ribbon flag will fly from the town hall, and you'll see posters, banners and ribbons around the town centre reminding us all to speak up against sexism, violence and abuse — not just on White Ribbon Day, but every day."

A new version of the Congleton White Ribbon film, produced by Prickly Peach Films, will also be released. It features voices from across the community, including police and fire officers, PCC Dan Price, MP Sarah Russell, business owners and sixth form students, explaining why it's time to speak up.

Individuals can make their White Ribbon promise online at whiteribbon.org.uk and organisations, clubs or employers interested in becoming White Ribbon supporters can contact the Congleton team via info@congleton-rc.gov.uk.

For support in Cheshire East with sexual or domestic violence, call 0300 123 510.

Back to News ADD YOUR STORY

Men of Congleton urged to speak up and help put an end to violence against women and girls

By Matthew Innescock @mattinnescock 10th Nov 2025 Local News

The men of Congleton are being encouraged to speak up to end violence against women and girls.

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The Chronicle, Thursday, 19th December 2025

White Ribbon group visits Castle Primary School

Congleton town Council's White Ribbon Accredited Organisation is encouraging men to speak up to end violence against women and girls for the annual 16 days of activism.

The White Ribbon movement engages men specifically to challenge the attitudes and behaviours that lead to men's violence against women.

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The White Ribbon group visited Castle Primary School to promote the campaign. The group, led by White Ribbon Ambassador David McGifford, met with the school's staff and pupils to discuss the importance of speaking up against violence against women and girls.

Mr McGifford said: "We're speaking up to ensure that respect and equality aren't just ideals, but everyday realities. We want everyone in Congleton — residents, colleagues and visitors — to feel safe and valued."

The White Ribbon flag will fly from the town hall, and you'll see posters, banners and ribbons around the town centre reminding us all to speak up against sexism, violence and abuse — not just on White Ribbon Day, but every day."

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Jonathan Rubin talks about gender stereotypes.

The class responding to text.

Mike Wooley asks "fair or not fair?".

#WeSpeakUp – Support White Ribbon Day

Congleton Town Council's White Ribbon Group is marking **White Ribbon Day on Tuesday 25 November**, part of the global campaign engaging men to help end violence against women and girls.

In Congleton, the focus is on ending all gender-based violence.

Look out for the White Ribbon flag, ribbons, town centre stalls, and social media posts raising awareness.

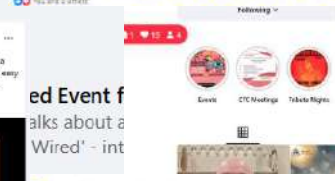
This year's theme, **#WeSpeakUp**, highlights the importance of challenging sexist jokes, catcalling, staring, and inappropriate comments, which can contribute to violence and abuse.

WHITE RIBBON DAY 2025
25 NOVEMBER

WE SPEAK UP

Social Media and online

We had a 'takeover' of our website and social media spaces on White Ribbon Day, and posted throughout the '16 days of activism'



The campaign reached a large audience



Print media covered an audience of more than

40,000



Our posts were seen

29,082

times



1964 interactions

with our content

> 100

Congleton people made their
White Ribbon Promise



Our content was shared

42 times



> 1103

Watches of our
White Ribbon Videos