



# **Violence Against Women and Girls Independent Advisory Group**

**Tuesday 11 November 2025 between 6:30pm and 8:30pm**

**Chair:** Alison Ashton and Sarah Hicks

**Humberside Police:** Chief Inspector Nathan Rueben, Inspector Rebecca Holmes, PC Carl Osler, PC Monica Da Cunha Barbosa Semedo, Hannah Woodcock (OPCC)

**Public/Partner Organisations.** 23 in attendance

## **Minutes**

- **Welcome, Introductions and check-in – Chair/Everyone**
- **Update from Humberside Police on the White Ribbon accreditation and activities – Chief Inspector Nathan Rueben**

### **Relevant Points Recorded:**

- HP has been White Ribbon accredited from November 2024 – 2027, with a 3-Year Action Plan:

### **Strategic Leadership**

Chief Constable is an Ambassador and will promote WR cause - video to circulate internally on 25th November.

### **Engaging men & boys**

Focused on increase the number of ambassadors within HP, targeting hard to reach groups and teams dominated by males. Since accredited, the number of Ambassadors doubled to over 30.

## **Changing culture & raising awareness**

Officers encouraged to attend White Ribbon or related events;

Invest in internal training (WR training budget has recently been rejected but HP will explore co-production opportunities with other agencies - DI Reuben to discuss with Sarah Hicks);

Ambassadors encouraged to use WR on email signature;

Deliver Sexism and Misogyny EDI CPD;

Internal communication plan featuring spotlights, vlog casts, and links to relevant campaigns;

Building WR Day at HP, 25th November - Reviewing policies and training; implementation of perpetrator programs;

External work around entertainment venues, community groups and sports clubs;

HP website to be updated with our involvement with VAWG IAG and WR.

### **Observations:**

Guests pleased to know that HP senior officers are getting involved and committed to the cause, especially being males.

Humberstone Police compared to other forces lacks information in relation to VAWG. Recommendation to add a link to WR website.

Pleased with HP current involvement and Action Plan but concerns raised about consistency.

Recommendation to consider officers/staff with Bystander training as a potential Ambassador, as they may have the skills to challenge unwanted behaviour and culture.

### **Actions:**

- None

### **Buffet/Networking**

- **Presentation on Just Don't Campaign – Dr Hannah Roberts**

### **Relevant Points Recorded:**

- Commissioned by HP and PCC to rebrand and launch WR Campaign to present in the Humber region
- Focus group of eight diverse males aged between 15 and 24 from Hull and Cottingham reviewed the campaign video and recognised the type of behaviour and language displayed to be typical.
- Found campaign message very clear – Stop violence / harassment against women and girls; sexism and misogyny banter is not an excuse.
- Campaign to empower young men to challenge behaviors – intervention focus.
- Social Media Campaign to be launched in December 2025; print materials for schools/businesses; out-of-home adverts March 2026.
- Consider potential stakeholders and ambassadors – to discuss with Marie Morgan next meeting.

### **Observations:**

Potential groups for ambassador/champion recruitment:

- Humberside Scouts and Guides;
- Military Schools;
- HP Cadets;
- Youth Clubs;
- centers;
- Prisons;
- Caravan firms;
- Food factories;
- Health Visitors (over 100 across Hull)

### **Actions:**

- Hard copies of VAWG Posters to be sent to Neighborhood Coordinators (Rachel's request).
- **AOB** – Chairs

Relevant Points Recorded:

- Next meetings to consider suitable dates for Wyke College
- Next meeting 13<sup>th</sup> January 2026

**Check-out and Next Meeting Date** – Chair/Everyone

- **Close**