

Rail Delivery Group



National Rail

**Sexual Harassment Bystander PR Campaign
VR Experience**

April 2023

Industry Vision

- Everyone should feel safe on Britain's railway

Business Objective

- Position the railway as a place where Sexual Harassment will not be tolerated.

Campaign Objectives

- Increase awareness of the prevalence, definition and impact of Sexual Harassment experienced by rail users.
- Educate and change perceptions of Sexual Harassment to instil confidence in rail users and empower them to report incidents, and where possible, safely intervene.

- Building up from the ongoing campaign to raise awareness and educate people of less known acts of sexual harassment, we have identified the importance of the role of bystanders to tackle the issue across the railway.
- Working alongside British Transport Police (BTP) and a bystander intervention expert, we developed a powerful VR experience that puts people in the shoes of a targeted person and a bystander whilst highlighting less known acts of sexual harassment.
- There will be a PR activation at Waterloo station on 6 April so that the public can experience the content using VR headsets. At 10am we are inviting media, industry stakeholders and BTP representatives to launch the bystander campaign.
- BTP colleagues will be there to help to answer questions, facilitate conversation and educate passengers.



Event date: Thursday 6 April 2023
Timings: open to the public from 9am – 4pm,
and launch event at 10am
Location: London Waterloo Station
Spokespersons: Jac Starr (RDG)
Nia Mellor (BTP)

Before Event

From today until the day of the event, you can share the BAU Sexual Harassment assets that are available.

There are also campaign posters available which can be displayed across stations and on trains.

From Day of Event

From the 6th April you can share the Bystander campaign assets and encourage people to watch the VR video online.

There is a social video and carousel assets available

Post Event

After the event, we will supply an additional asset.

A vox Pop video capturing the event will including people's reaction and interviews will be available and can be shared after the event.

Social Posts schedule

Date	Copy	Asset	Link
3rd April – 5th April	<i>The railway takes a zero tolerance approach to sexual harassment. We should all be free to feel safe and travel comfortably. Learn more at bit.ly/3U1ialH. #ZeroToleranceOnRail</i>	BAU Sexual Harassment Social Assets	Social media
6th April – 13th April	<i>A simple question or offer of help can make a big difference to someone in need. If you witness sexual harassment on the railway, your actions could change things until @BTP can intervene. Watch the film here - http://bit.ly/3nLsbXS #ZeroToleranceOnRail</i>	Bystander Video	Bystander Video
6th April – 13th April	<i>Can you recognise sexual harassment when you see it? The rail industry has launched a revolutionary new VR film, as part of our campaign to tackle sexual harassment. Watch the film here - http://bit.ly/3nLsbXS #ZeroToleranceOnRail</i>	Bystander Carousel 1 – Did you Know?	Carousel 1 - Did You Know
6th April – 13th April	If you witness sexual harassment taking place on a train, would you know how you could safely intervene? Watch the rail industry’s new VR film to see how these situations develop and what you could do to help before @BTP get there - http://bit.ly/3nLsbXS #ZeroToleranceOnRail	Bystander Carousel 2 – How can you help?	Carousel 2 - How Can You Help
14th April (for a two week period)	If you witness sexual harassment on the rail, there are ways you can step in to help. Check out the reactions to our VR experience. And if you want to have a look for yourself, you can find the VR video here - http://bit.ly/3nLsbXS . Remember, reporting to the @BTP is the safest way to help. #ZeroToleranceOnRail	Post event vox pop video	To be supplied after event

- You can use the assets from the Phase 1 campaign to talk about the issue of Sexual Harassment and what the Railway is doing to tackle it.
- There also digital and print ready posters that can be displayed across stations and on trains.



Link to BAU Sexual Harassment Assets:
[Phase 1 - Sexual Harassment Awareness](#)

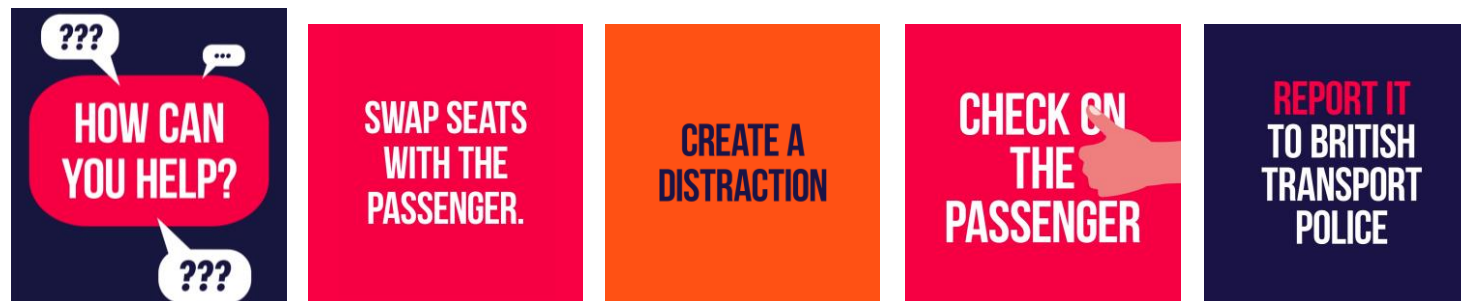
Video



Carousel 1: Did you know?



Carousel 2: How can you help?



Link to Bystander Social Assets: [Phase 2 - Bystander Campaign \(VR Event\)](#)

GRAND CENTRAL

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