

8 July 2015

Police Scotland launches post watershed campaign to tackle rape

Police Scotland today launched the latest phase of its 'We Can Stop It' rape prevention campaign with a hard-hitting post watershed TV and viral ad – a first for the single force.

Aimed at 16-27 year old men, the ad will only be broadcast to viewers after 9pm on on-demand viewing services. Almost 40 per cent of rapes reported in Scotland are carried out by men in this age group.

The 'We Can Stop It' campaign continues its perpetrator focused approach, challenging behaviours and attitudes towards consent and rape.

Chief Constable Sir Stephen House launched the campaign at the Butterfly and Pig Bar in Glasgow city centre with Sandy Brindley, National Co-ordinator of Rape Crisis Scotland. He met staff from the bar taking part in bystander training – training that allows staff in pubs and clubs to recognise when an intervention can prevent someone becoming the victim of a sexual assault.

The Chief Constable said:

"Sex without consent is rape. There are no excuses. If someone is drunk or drugged, they cannot give consent. 'We Can Stop It' sends a very clear message - we can and we must prevent rape and sexual assault.

"Police Scotland is working closely with partners to raise awareness and tackle the life-changing impact of sexual crime. We must do all we can to prevent rape and sexual assault, alongside offering all the necessary support and protection to those who are victims of sexual assaults.

"The number of people coming forward to report rape is increasing which is a positive sign that victims are becoming more confident in coming forward, knowing their report will be thoroughly investigated. But we know that this is an under-reported crime. We want to encourage people to come forward and to report. Let me be very clear, we will listen and we will act.

"Our ultimate aim though, with our partners, is preventing these crimes in the first place and this campaign contributes to that work."

Sandy Brindley, Rape Crisis, said:

"Rape Crisis Scotland strongly supports the development of this campaign, which directly targets potential perpetrators of rape. The law is clear - sex without consent is rape, but we need to do much more to increase public awareness around this issue. The new advert can play an important part in making sure people, particularly young people, are clear about what rape actually is, and that it can have serious consequences."

Bystander training is another key strand of the Force's preventative approach, working with licensees to train bar and club staff to recognise situations that may be a cause for concern and to intervene.

Chief Inspector Graham Goulden, Bystander trainer at the Violence Reduction Unit, said:

"It's great to see those who work in pubs and clubs showing this willingness to see their role in the prevention of this crime. As bystanders we all have the potential to prevent any incident from escalating. By doing nothing we are telling offenders their behaviour is ok and victims they're on their own. This just isn't right.

"This training identifies all those working in the night time economy as active bystanders. They are part of the solution. As well as discussing safe options to intervene, the training provides a safe platform to discuss the issue of rape and sexual assault. It is so important that we raise awareness around the issue of consent and how alcohol can often make this appear difficult.

"We want to make sure society starts to focus their attention on the men who do this rather than focusing on whether a victim had been drinking. We will never stop this if we continue to focus on victims."

Paul Banham, Area Manager of The Butterfly and the Pig and The Buff Club, said:

"As a business operating in the night-time economy we are committed to creating and maintaining a safe and secure environment for our customers. We fully support the We Can Stop It campaign.

"Bystander training is a fantastic initiative. It offers our team training, which not only raises awareness of the signs of vulnerability and potential predatory behaviour it also addresses the many ways in which our managers, bar and door staff can intervene in a safe and controlled way. I would encourage other bars and clubs to get involved."

To view the TV ad follow this link:

https://www.youtube.com/watch?v=XFZBwEow_Cc&feature=youtu.be

Notes to editors:

1. The campaign will run from July 2015 to March 2016. It will cost nearly £80k (which includes £20k for the TV ad) and will include a TV/cinema/digital ad, digital advertising, and washroom posters.
2. During 2014/15, Police Scotland recorded 1797 rapes, an increase of 91 (5.3 per cent) compared to 2013/14. The detection rate is 74 per

cent. Last year, Rape Crisis reported that it had seen a 35 per cent increase in the number of victims going on to report to the Police.

3. Nearly 40 per cent of rapes reported are by people aged between 16 and 27 years old.
4. For further information about the We Can Stop It campaign go to the website at: www.wecanstopit.co.uk

For further information, media enquiries only, please contact Police Scotland Corporate Communications on 01786 456379/521/429.