



To: Executive Councillor for Environment: Councillor Peter Roberts

Report by: Joel Carré, Head of Streets and Open Spaces

Relevant scrutiny committee: Environment 13/1/2015
Services
Scrutiny
Committee

Wards affected: All

STOP HUMAN TRAFFICKING POSTER CAMPAIGN

Not a Key Decision

1. Executive summary

- 1.1 The City Council has received a request from the Cambridge Branch of Soroptimist International to erect its 'stop human trafficking' campaign posters in the Council's female public toilets for a fixed 6 month period, commencing 1 February 2015.
- 1.2 The posters are designed to help tackle the issue of human trafficking, with a particular focus on female victims, who form over 80% of all trafficked people¹. The posters form part of Soroptimist International's Purple Teardrop Campaign, which is a global campaign to stamp out human trafficking, especially sex trafficking.

2. Recommendations

The Executive Councillor is recommended:

To approve the erection of Soroptimist International's Purple Teardrop 'stop human trafficking' campaign posters in the City Council's female public toilets for a fixed 6 month period, commencing 1 February 2015 and ending 31 July 2015.

¹ www.purpleteardrop.org.uk

3. Background

- 3.1 The City Council has received a request from the Cambridge Branch of Soroptimist International (www.sigbi.org/cambridge) to erect the charity's Purple Teardrop 'stop human trafficking' campaign posters in the Council's female public toilets. Soroptimist International is a global non-government organisation, which aims to provide positive and lasting change for women and girls. In Cambridge, the local branch supports the Womens' Resource Centre and the Refuge.
- 3.2 Soroptimist International's Purple Teardrop Campaign (www.purpleteardrop.org.uk) aims to stamp out human trafficking globally by raising awareness of the issue, especially in relation to the sex trafficking of women and girls, and encouraging its reporting through publicising the Crimestoppers telephone number. It also provides specialist support and care for women and girls rescued from sex trafficking. Female victims form over 80% of trafficked people². An illustrative copy of the campaign poster is included in appendix A.
- 3.4 The Cambridge Branch of Soroptimist International will supply the posters at no cost to the City Council, who will be responsible for laminating and erecting them on the back of cubicle doors in the City Council's female public toilets. By using publicly owned 'private space' in female toilets, the City Council will provide a rare opportunity for women to be able to access the information without being observed. The poster campaign will run for a fixed 6 month fixed period, commencing 1 February and ending 31 July 2015.

4. Implications

a) Financial

- 4.1 The only financial cost associated with the proposal is the Council staff time associated with laminating, erecting and removing the posters.

² www.purpleteardrop.org.uk

b) Staffing

4.2 The proposal has no staffing implications.

c) Equality and poverty

4.3 The proposal supports positive action for victims of human trafficking, who tend to be from poorer countries. Women and girls, in particular, are targeted by traffickers and form over 80% of all trafficked people³.

d) Environmental

4.4 Nil: the proposal has no climate change impact.

e) Procurement

4.5 The proposal has no procurement implications.

f) Consultation and communication

4.6 The proposal supports increased local awareness and reporting of human trafficking, especially among women and girls.

g) Community safety

4.7 The proposal supports the delivery of action to improve the physical safety and welfare of trafficked adults and children, especially women and girls. The City Council is working towards securing 'White Ribbon' status, in line with 50 other cities in the UK, who are committed to the international White Ribbon Campaign (www.whiteribboncampaign.co.uk) to end male violence against women.

5. Background papers

None

³ www.purpleteardrop.org.uk

6. Appendices

Appendix A – Purple Teardrop Campaign poster (as attached)

7. Inspection of papers

To inspect the background papers, or if you have a query on the report, please contact:

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