



Violence and Intimidation Against Women and Girls

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EMBODY

- Innovate UK funded First of A Kind (FOAK) project addressing VIAWG
- Immersive, trauma-informed Virtual Reality (VR) training tool to equip frontline rail staff with the confidence and skills to recognise, de-escalate, and report VIAWG incidents.
- Integrating cutting-edge EMBODYCam® technology, co-designed scenarios, and evidence-based learning design, ensuring authenticity, empathy, and operational relevance.
- Working alongside a wider consortia of partners, OxCRP's role centres around lived experience consultation and community workshops, informing scenario development and ensuring the training resource is sensitive, trauma-informed and community-led.



J U I C E
IMMERSIVE



Maudsley
Learning

**STANDING
TOGETHER**

against domestic abuse



**BRITISH
TRANSPORT
POLICE**

Project Delivery



Recruitment & Participation

1

Pre-Consultation Survey



34 Responses - 23 with
direct experience, 12
witness, 10 both

2

Community Voice
Workshops



2 Workshops, 13
participants total all with
lived experience

3

Community Refinement and
Testing



2 Workshops, 15
participants total all with
lived experience

**Covert Intimidation /
Aggression**

**Immediate Personal
Danger**

**General Risk to
Passengers**

**Overt Intimidation /
Aggression**

Emotional Impact

Vulnerable

Stressed

Paranoid

Angry

Why
me?

Panic

Embarrassed

Hysterical

Furious

Scared

Intimidated

Traumatised

Alone

Unsafe

Anxious

Small

Uncomfortable

Demeaning

Violated

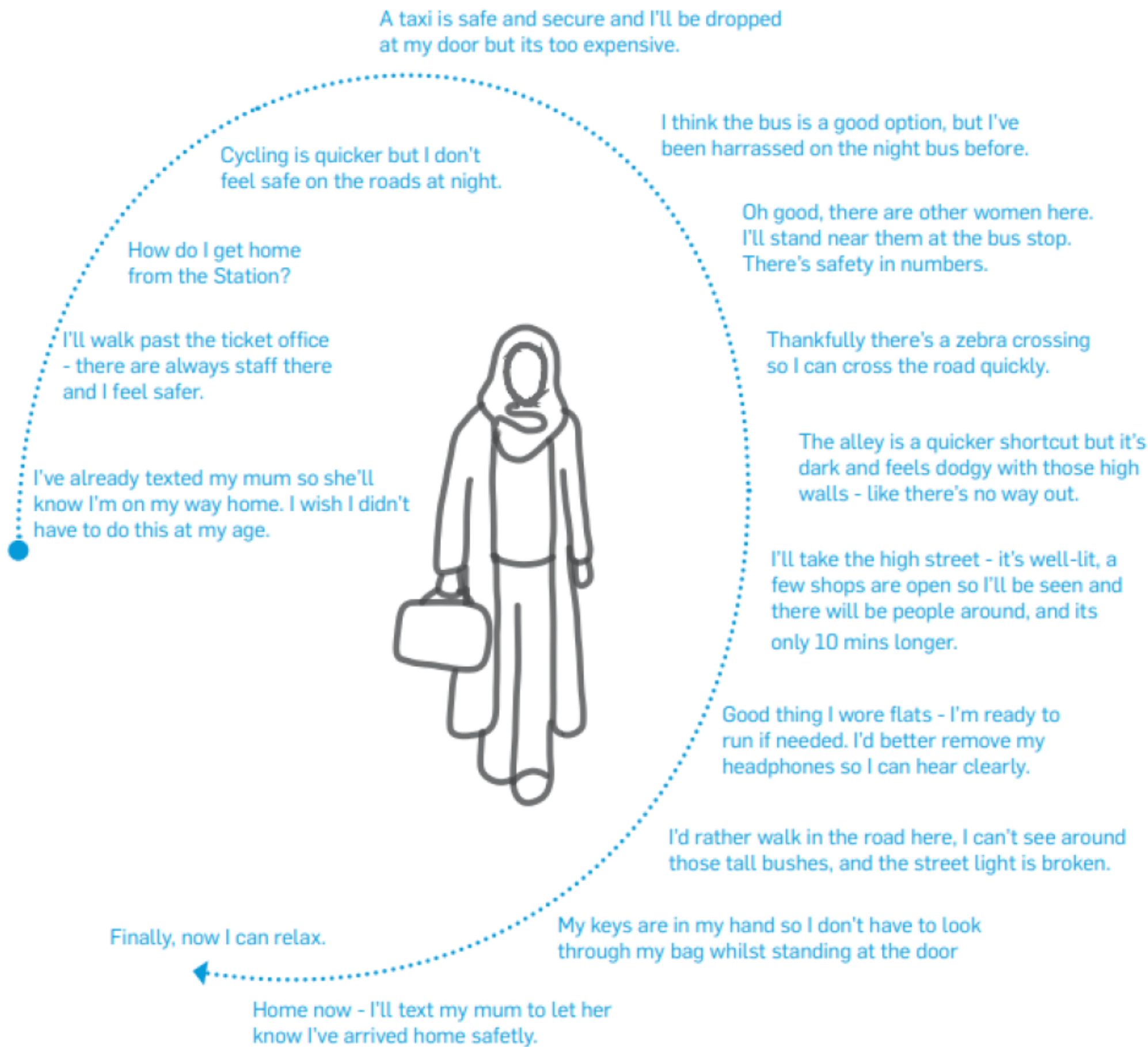
Awkward

Fear

Trapped

Shocked

Alone



A Gendered Perspective on Travel

Findings and Insights

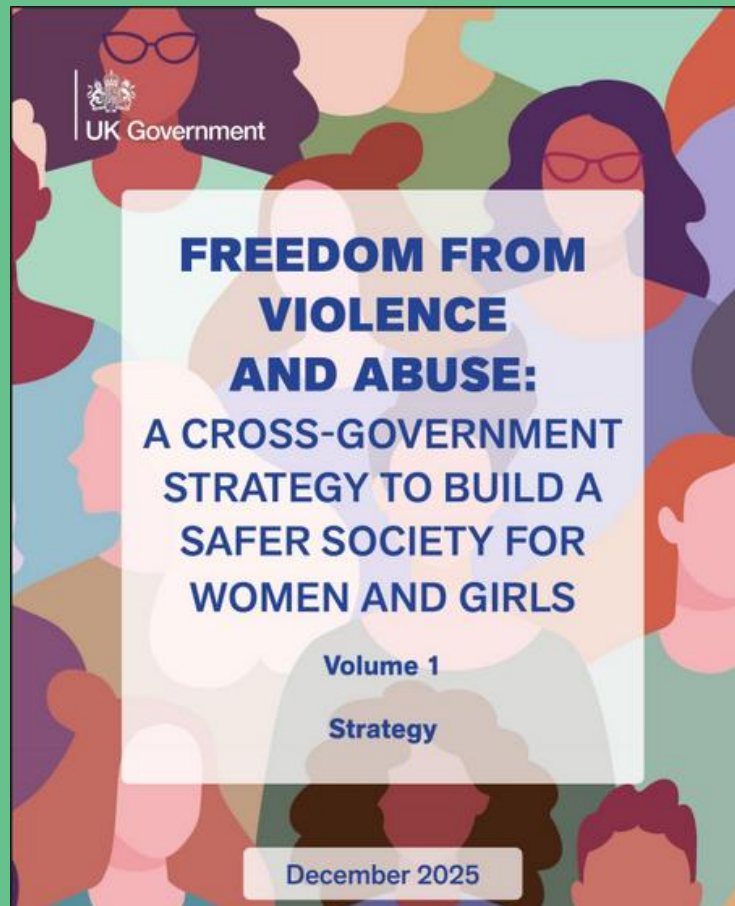
- Safety perception drops at night → affects travel choices
- 1 in 3 women avoid journeys due to safety concerns
- Groups, events & crowding influence travel decisions
- Staff visibility, attentiveness & reassurance are consistent requests
- Lighting, security & pre-emptive measures improve confidence
- Women's journeys are often longer, off-peak, and complex
- Awareness & education on unacceptable behaviour needed
- Incidents vary from unwanted attention to serious crime; most are witnessed
- Intersectional factors shape experiences

I mean, obviously, in an ideal world, if there wasn't any of these issues, you know, maybe there would be more people feeling more comfortable using the public transport, you know.

Just the power of a member of staff walking by is so disruptive for the offender, and so reassuring for the victim.

As a racialised women, there have been various incidents where people passing along the carriage have given "a stare". This is usually the stare of disgust or where they look you up and down and tut at you. There are countless times this has happened. Also the fact that people don't want to sit by you. It's very disconcerting.

What You Can Do



- **Be bold, brave and confident** – VAWG is everyone's business, and transport spaces are a legitimate place to act
- **Build on what already exists** – use national strategies, legislation and policy commitments to strengthen your funding case
- **Use the evidence** – draw on research, data and lived experience to justify new, locally-led interventions
- **Start local, think scalable** – small, place-based projects can test ideas and demonstrate impact
- **Use your insight to shape policy** – CRPs are trusted voices; feed local learning back into regional and national conversations
- **You don't need all the answers** – partnership, co-design and iteration are part of doing this work well

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