



Violence and Intimidation Against Women and Girls

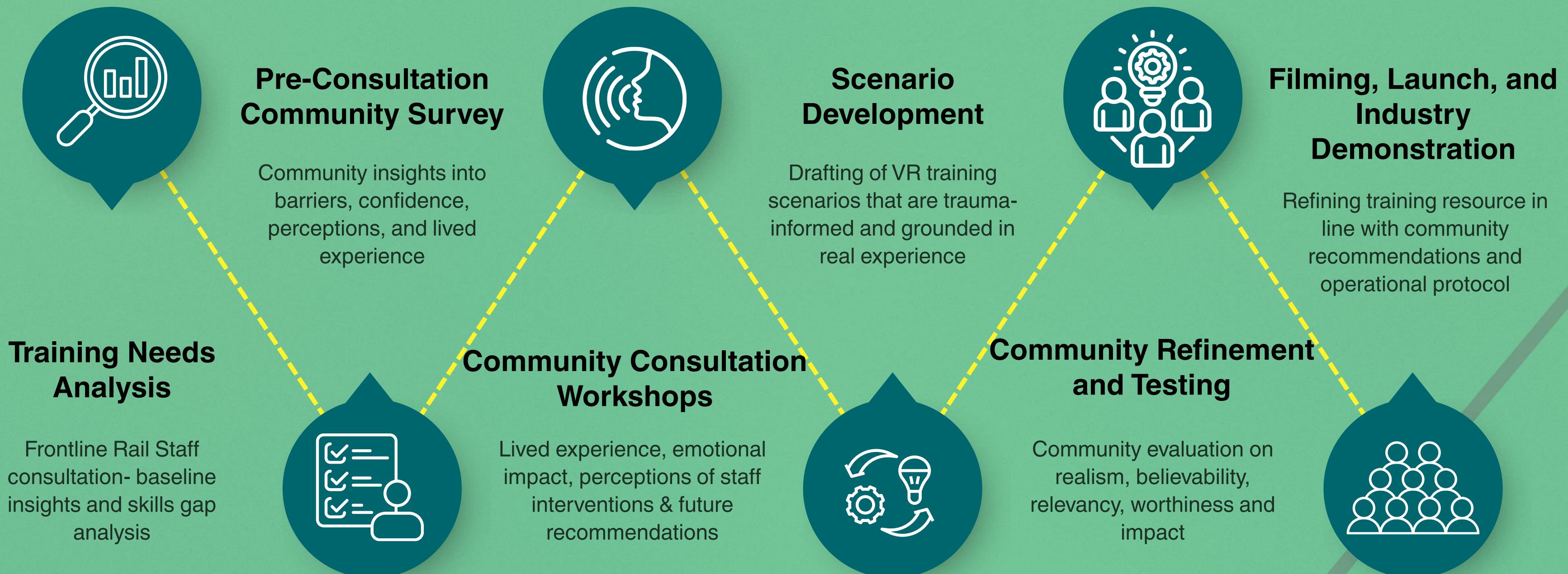
Alayne McDonald, Community Rail
Development Manager

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.



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

Immediate Personal
Danger

Covert Intimidation /

Aggression

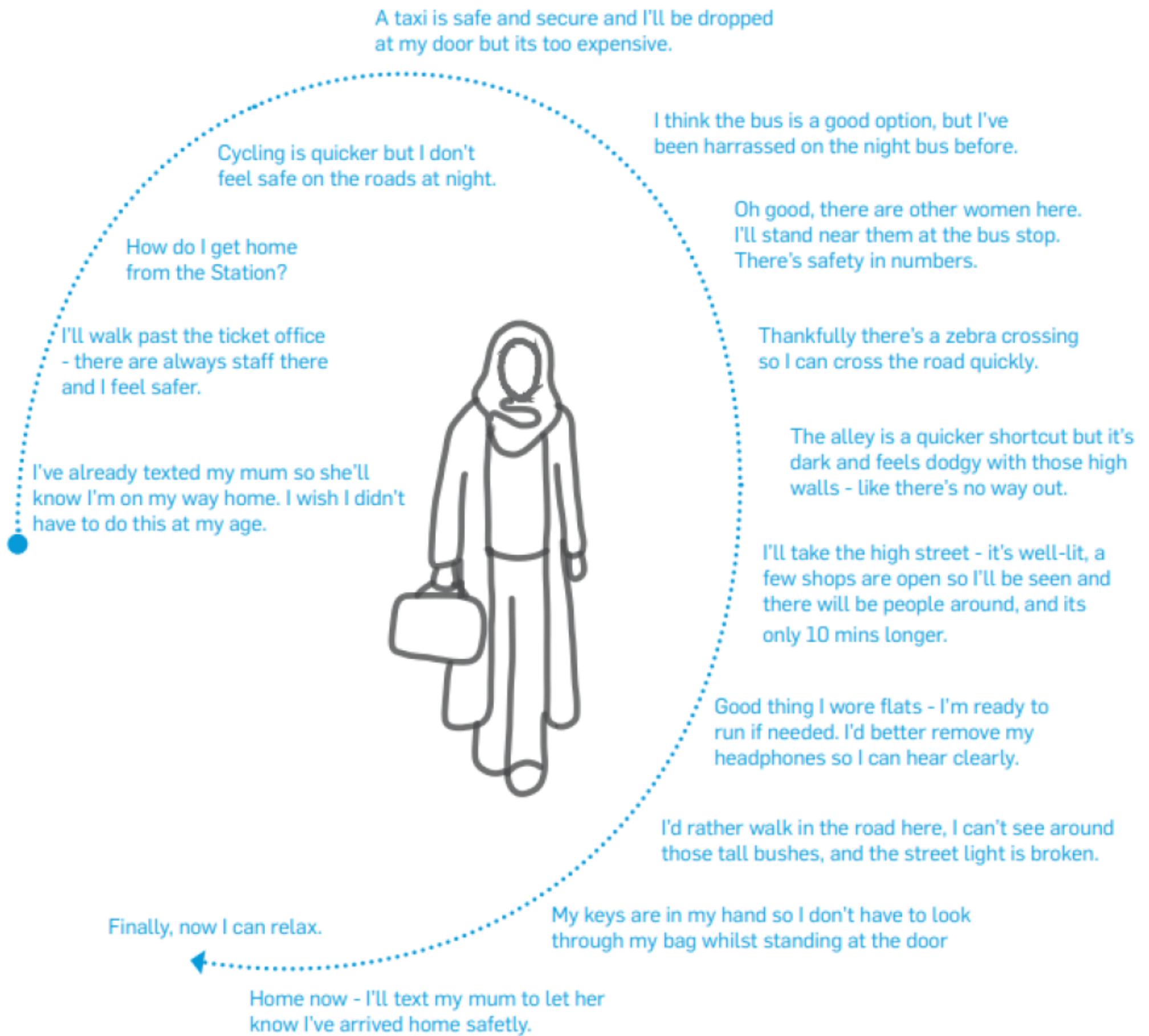
Overt Intimidation /
Aggression

General Risk to
Passengers



Emotional Impact





A Gendered Perspective on Travel

Findings and Insights

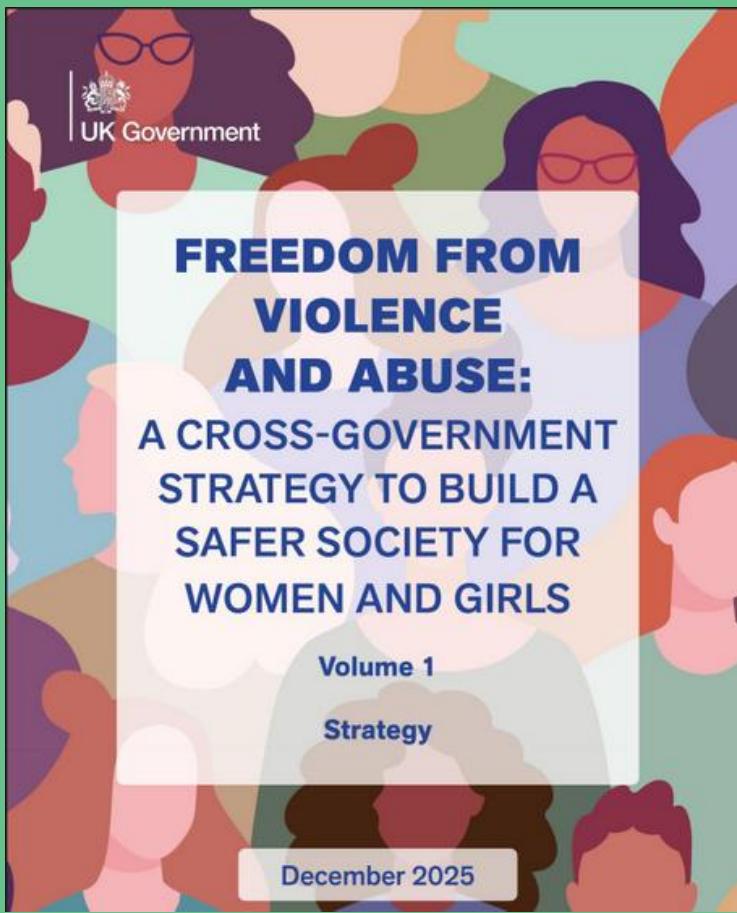
- Safety perception drops at night → affects travel choices
- 1 in 3 women avoid journeys due to safety concerns
- Groups, events & crowding influence travel decisions
- Staff visibility, attentiveness & reassurance are consistent requests
- Lighting, security & pre-emptive measures improve confidence
- 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



CULTIVATING INCLUSIVE
AND GREEN TRANSPORT

Embracing gender-responsive design to increase mobility
choices and accelerate transport decarbonization

- **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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