Press Release

10 April 2025

New mural at Rugby station supports campaign to prevent men's violence against women

- *Rugby station mural created for community project to raise awareness of campaign to prevent men's violence against women and girls*
- *Colourful artwork designed by local artist highlights everyone has a role to play*
- *Installation is part of Avanti West Coast's work with White Ribbon UK charity*

A mural in support of a national campaign to prevent men's violence against women and girls has been unveiled at Rugby station.

Avanti West Coast partnered with Heart of England Community Rail Partnership (CRP), a local artist, and White Ribbon UK – the UK's leading charity engaging men and boys to prevent violence against females – to create a largescale art piece on Platform 2 as part of its ongoing work to support the charity's mission.

West Midlands based artist, Emily Marlowe, designed the mural which shows people of different genders, ages and ethnicities alongside the message "it takes all of us, let's work together to end violence against women and girls." It aims to highlight how everyone has a role to play in supporting the cause.

Parts of the artwork uses Rugby's three colour palettes which each reflect a different theme of the town's character – History and Heritage, Creativity and Culture, and Industry and Innovation. It also features a QR code, encouraging people to make the White Ribbon promise to: "never use, excuse, or remain silent about men's violence against women and girls".

Avanti West Coast, who manage Rugby station, supported this latest mural through its Community Rail Project Fund – a scheme that helps CRPs deliver initiatives that engage communities with their railway.

The installation builds on the train operator's work with Emily, Heart of England CRP, and White Ribbon UK, who created a similar mural at Birmingham International station, which was unveiled on White Ribbon Day last year.

Avanti West Coast is a White Ribbon UK accredited organisation – committing to embed the charity's values in the business. The intercity operator ensures it has a safe and positive working environment for women, encourages male leaders across its workforce to promote equality, and support local communities.

Over the last 18 months, it has rolled out mandatory sexual harassment training to all members of staff, which is bespoke to their roles, as well as incorporating it into inductions for new employees.

Dave Whitehouse, Safety, Security and Environment Director at Avanti West Coast said: "We're committed to providing a safe and secure railway for everyone, and this mural is part of our work with White Ribbon UK to raise awareness of preventing men's violence against women and girls.

"Working again with community partners and a talented artist, this project aims to engage the people of Rugby on this important topic in society and highlight the importance of White Ribbon's campaign."

John Slinger, MP for Rugby, who attended the unveiling, said: "Thank you very much to Avanti, Heart of England CRP for giving space for this important mural themed on the White Ribbon charity campaign #ItTakesAllOfUs, in the prominent location of Rugby train station. The mural highlights the need for men and boys challenge misogynistic and aggressive behaviour towards women and girls wherever it happens and now visitors or people transiting our station can see the artwork and hopefully be inspired by its vital message.

"It was great to meet the artist, Emily Marlowe, whose creative talent has created a positive image encouraging everyone to take action on this important issue. She's even used the Rugby palette colours!"

Megan Lock, Communications Officer at White Ribbon UK said: "It's amazing to see what can happen when communities and partners come together to raise awareness and this installation is a great example of how partnerships can bring important conversations into everyday spaces. By working together, we can challenge harmful attitudes, engage more people, and help build a culture where everyone feels safe, respected, and free from violence. We're grateful to Avanti and artist Emily Marlowe for helping bring this important message to life."

Julia Singleton-Tasker, Lead Officer at Heart of England CRP said: "Since 2022 we have been working with Emily and White Ribbon UK to highlight the importance of working together to end violence towards women and girls. It is a privilege to partner once again with Avanti West Coast be able to share the campaign through Emily's beautiful artwork at Rugby Station and our hope is that the 'It Takes All Of Us' message is seen as a positive call on our communities to show that violence will not be tolerated."

Emily Marlowe said: "It's so rewarding to see how art and illustration can be used to spread important messages like the White Ribbon campaign. I'm happy to be able to play a small part in helping to end violence towards women and girls and I hope that people find the

artwork bright & inspiring and that it encourages people to find out more about the work of White Ribbon. Thanks to the Heart of England Community Rail Partnership, Avanti and White Ribbon UK for bringing me on board."

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About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward. Avanti West Coast serves key UK cities, including London, Birmingham, Manchester, Liverpool, Glasgow as well as North Wales.

We're on a mission to be the transport of choice – connecting customers and communities along the West Coast. Our award-winning Pendolino refurbishment programme transformed the UK's hardest working fleet with all 56 of the iconic trains providing best-in-class comfort.

Our Evero fleet, which offers more seats, improved comfort, and a substantial cut to carbon emissions, was introduced in June 2024 and is the result of a £350m investment in sustainable travel. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, serves routes from London to the Midlands, Chester, North Wales and the North West.

We want to make a positive difference to the people and places we serve – helping to drive economic growth, green travel, and break down barriers. Our efforts to contribute to society and enable people to benefit from the opportunities rail offers through purpose-led initiatives including Feel Good Field Trips and award-winning female driver recruitment campaign has seen us create over £1billion in social value impact.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

For the latest news, visit the Avanti West Coast Media Centre:
https://newsdesk.avantiwestcoast.co.uk/

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About White Ribbon UK

White Ribbon is the UK's leading charity engaging men and boys to prevent violence against women and girls. Our mission is to prevent men's violence against women and girls by addressing its root causes — harmful and dominant masculine norms. We strive to change long-established

attitudes, behaviours and systems around masculinity that perpetuate gender inequality and men's violence against women.

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For more information about White Ribbon UK: www.whiteribbon.org.uk/about-us

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