Press Release

25 November 2025

Mural unveiled at Birmingham International station as part of campaign to prevent violence against women and girls

- *Avanti West Coast unveils mural at Birmingham International station to mark White Ribbon Day*
- *Designed by local artist, the artwork encourages men to speak up in preventing violence against women and girls*
- *The mural was delivered in partnership with Heart of England CRP and White Ribbon charity*

A mural designed to raise awareness for a campaign to prevent male violence against women and girls has been unveiled at Birmingham International station.

To mark White Ribbon Day (25 November), Avanti West Coast worked in collaboration with Heart of England Community Rail Partnership (CRP) and the White Ribbon charity to commission the artwork which has been installed on Platform 1.

Designed by West Midlands based artist Emily Marlowe, the mural depicts men of different ages and ethnicities alongside thought-provoking subtle questions encouraging them to speak up for women and girls.

The installation at Birmingham International builds on the existing working relationship between Emily, Heart of England CRP and White Ribbon, to create pieces of artwork in support of the charity for railway stations across the West Midlands.

Last year, Avanti West Coast became an accredited organisation for White Ribbon, which continues the intercity operator's commitment to embed the charity's values into its business. These include ensuring that the operator remains a positive and safe working environment for women, encouraging more male leaders across its colleagues to promote equality, and continuing to support local communities along its route.

White Ribbon is the UK's leading charity to engage men and boys to end gender inequality aggression against women and girls by addressing root causes as well as long-established attitudes in society.

To further mark White Ribbon Day, a choir consisting of colleagues from across the Avanti West Coast network will be singing a rendition of Coldplay's 'Fix You' at Birmingham International and Crewe stations to raise awareness of the charity and its important work. They will then join representatives from Crewe Town Council and

Her-Place Charitable Trust to take the SafeHER Crewe walking route from the railway station to the town centre, which offers safe spaces in the area for women and girls.

In early 2026, another White Ribbon mural designed by Emily and commissioned by Avanti West Coast and Heart of England CRP will be installed at Rugby station.

Dave Whitehouse, Safety Director at Avanti West Coast said: "We are dedicated to making the railway a safer place for all, and this mural plays an important role in highlighting White Ribbon's work to prevent male violence against women and girls.

"By working with our community partners, White Ribbon themselves and a local passionate artist, we wanted to create something at Birmingham International that starts a conversation as well as making people stop and reflect on this important topic in society."

Lynne Elliot, CEO of White Ribbon UK said: "We are really pleased to have worked with the Heart of England CRP, Avanti West Coast and Emily on this project, and it is brilliant to see the mural on display Birmingham International station. It looks amazing!

The mural really sparks reflection amongst commuters by showing every day actions men can do to make everyone feel safe, equal and respected."

Julia Singleton-Tasker, Lead Officer at Heart of England Community Rail Partnership said: "The Heart of England CRP feels privileged to have worked with Emily Kaye Illustrations again this year to create a mural that promotes the White Ribbon UK campaign.

"With thanks to the funding and collaboration of Avanti West Coast, the mural at Birmingham International provides is a great way to highlight how we can all work together to prevent violence towards women."

Emily Marlowe, the artist who designed the mural, said: "I'm really happy to see the artwork in place at Birmingham International – it's something that can be taken in from multiple different perspectives.

"I tried to portray something that is both informative and optimistic, and I hope people will be intrigued and curious to learn more about the great work being done by White Ribbon. It'll definitely catch your eye if you're passing on a train or waiting on the platform."

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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/

Press Office: 0845 000 3333

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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