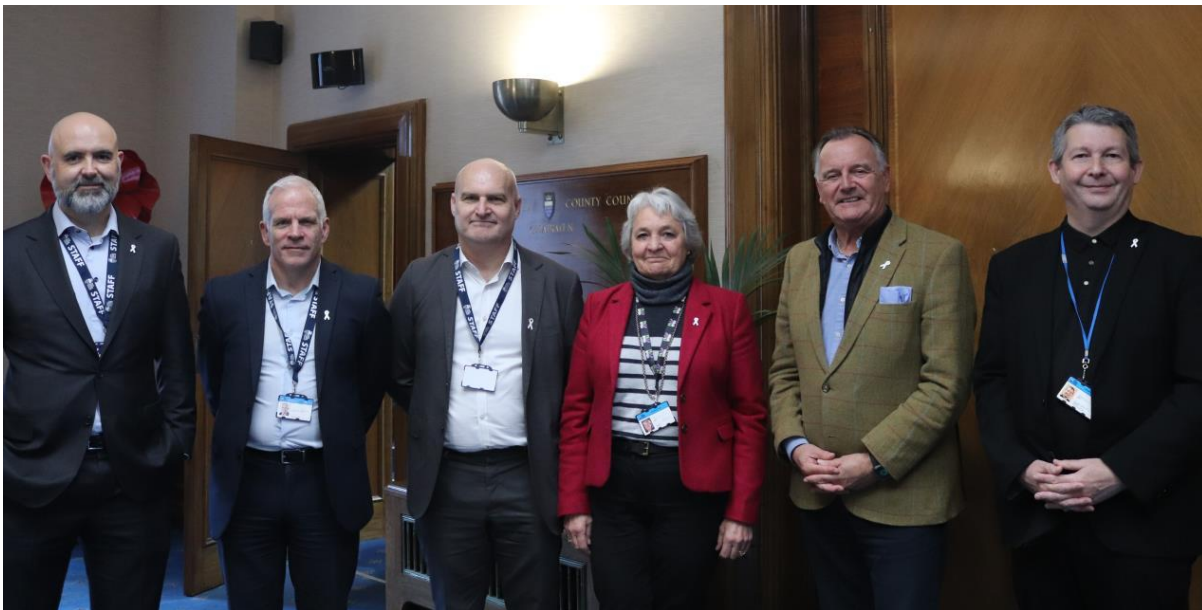


news release

02 December 2025

County Council and fire service unite in bid against violence towards women and girls



Pictured left to right: Chief Executive - Leigh Whitehouse, Executive Director of HR, OD & Communications - Gavin Wright, Executive Director of Place Services - Lee Parker, Cllr Amanda Jupp (Cabinet Member for Adults' Services), Cllr Paul Marshall (Leader) and Cllr Duncan Crow (Cabinet Member for Community Support, Fire & Rescue)

West Sussex County Council and its Fire & Rescue Service have both become White Ribbon UK accredited employers to show their commitment to ending violence against women and girls.

Councillors and county council officers are being encouraged to take the White Ribbon promise to 'never use, excuse or remain silent about men's violence against women', and work is underway to create a 3 year action plan.

The news comes during a period of '16 Days of Activism against Gender-Based Violence', which started on 25 November and runs until 10 December.

A National Audit Office report found that 1 in 4 women will be a victim of sexual assault or attempted assault in their lifetimes. The White Ribbon campaign is aiming to encourage more men to use their voices and speak up to create a world where everyone is safe, equal and respected.

Councillors Paul Marshall (Leader) and Duncan Crow (Cabinet Member for Community Support, Fire & Rescue) have now become White Ribbon Ambassadors and Amanda Jupp (Cabinet Member for Adults' Services) a White Ribbon Champion (pictured above).

White Ribbon Ambassadors are male and people who identify as a man who take on this responsibility and take the message into their workplaces, communities and among their friends, family and colleagues.

Champions are women, and people who do not identify as being a man, who promote the White Ribbon message and encourage and challenge men to get involved by finding opportunities to inspire and inform.

Councillor Paul Marshall, Leader of West Sussex County Council, said: "We have made a commitment to do all we can to end gender-based violence, an issue that affects too many and is preventable.

"Our accreditation is our way of showing that this is an issue that isn't just important for one day, but something we need to continue to focus on for years to come."

The county council also recently worked with partners from the South East Communities Rail Partnership to hand out thousands of white hearts, knitted and crocheted by volunteers, to raise awareness of White Ribbon Day. The hearts were handed out to people at West Sussex train stations to encourage conversation and highlight support available for victims of abuse and/or harassment.

You can find out more about the issues and what is being done to address them on the county council website: [#Noexcuse - 16 days of activism](#).

If you, or someone you know, is experiencing or has experienced violence or abuse you can find support at: www.westsussex.gov.uk/fire-emergencies-and-crime/domestic-abuse/

For further information please contact the news desk on 0330 222 8090 or email pressoffice@westsussex.gov.uk.

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