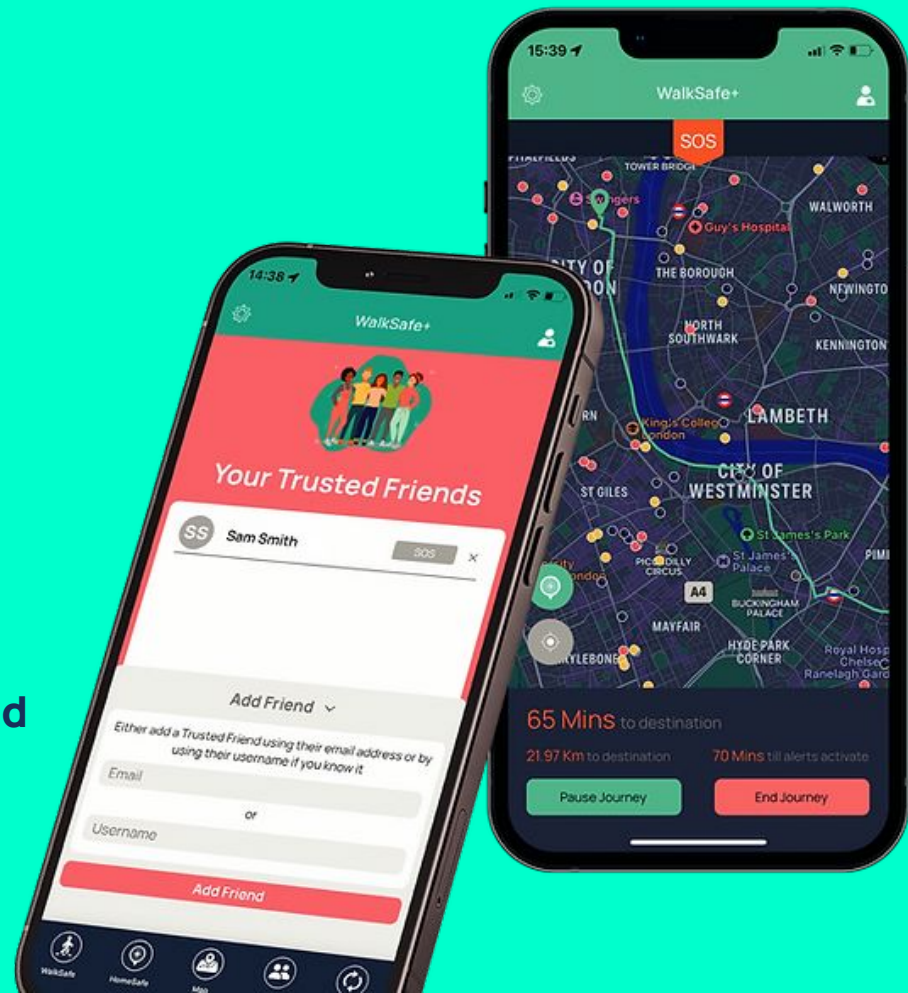


# WalkSafe Safety Map

Helping school pupils to feel empowered and informed when in their neighbourhoods



# People Fear Crime when Walking in City Centres



80% of women have been sexually harassed in public spaces



45% of women feel unsafe running local errands



81% of women who visit pubs, clubs & bars consider their safety when getting home



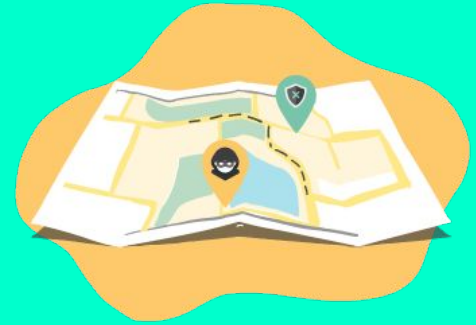
Sources: 1) YouGov survey carried out by UNWomen (Oct 2022) 4,000 respondents  
2) Censuswide survey conducted for WalkSafe (October 2022) 2,004 respondents  
3) Independent research 2021 Crown Media Solutions 453 respondents

**“63% women said they  
prefer to visit premises  
with safety initiatives”**

Reference: Censuswide market research Oct 2022. Number of respondents 2,004  
You Gov: 76% pubs /bars; 83% Night clubs

# People are not aware of local safety initiatives

- Ask for Angela, bystander awareness, anti-spiking, etc
- Where are Safe Spaces, Safe Havens, SOS buses, etc?
- Disability access and Dementia-friendly
- Street Angels, Pastors, Marshalls, and security personnel
- Where are LGBTQIA+-friendly venues?



BIDs, councils, and local businesses invest into these safety initiatives, **but people don't know where they are.** Putting all this information on one national map will help people to take control of their safety.

# The WalkSafe Story

As a daughter of a met police officer, we had many house rules to help my siblings and I stay safe when out and about.

Nonetheless, unwanted behaviour started when I was 13. I've experienced catcalling, following, groping and flashing. These events are scary and unsettling and stay with you.

As an adult, my perspective expanded as I learnt about the widespread negative experiences beyond my own.

Years volunteering at a community centre for people in crisis taught me that all women fear the streets at night. Safety is an issue affecting all women from all walks of life.

I believe that every woman, indeed every person has the right to feel safe walking around in their daily lives.

My early career in childcare confirmed the crucial role education has to play in tackling issues around consent and gender bias and equally the importance of preventative actions.

No-one was left unmoved by the events of 2021 when personal safety on our streets became a widespread national debate.

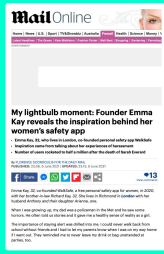
This coupled with the birth of my daughter was the final catalyst, I felt compelled to ensure she didn't grow up with this as her 'normal'.

Following a series of family discussions our shared commitment and drive resulted in the founding of WalkSafe.

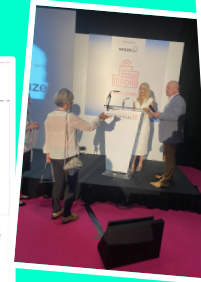
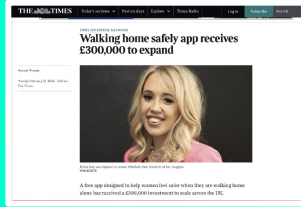
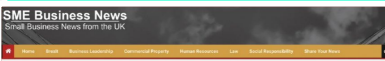
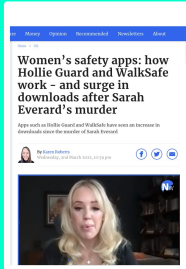
**We believe technology, combined with our vision, can genuinely help save lives.**



**Emma Kay**  
Founder



# WalkSafe: Leader In The Personal Safety Conversation



**WALK SAFE LEADS**

A free app to help you feel safer in and around the city

Download the app now

**Huddersfield Town**  
SUPPORTING SAFETY IN HUDDERSFIELD

**MANCHESTER CITY COUNCIL**

**WiS**  
Women in Security Awards

**NORTH LINCOLNSHIRE SAFER NIGHTS - NL**  
SAFETY AT NIGHT CHARTER



**WEST YORKSHIRE POLICE**  
IN THE PUBLIC SERVICE

Get every home safe.

**Budweiser**  
BREWING GROUP UK&I

**HAMMER SMITH**

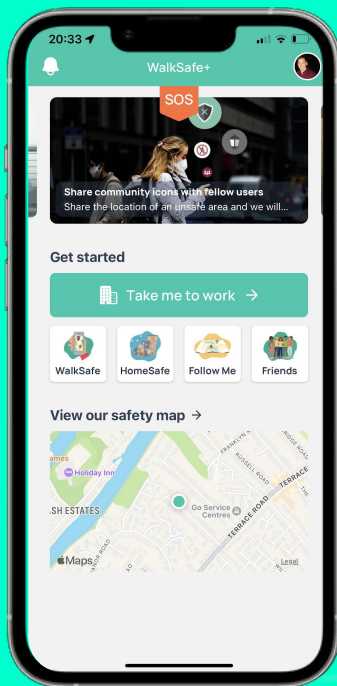
**TalkTalk nw**  
Women in Tech Awards  
Tech for Good Winner



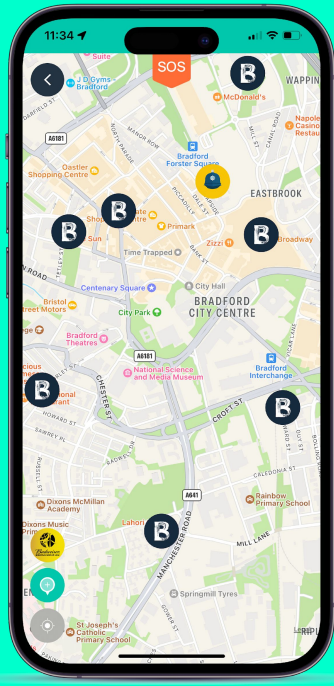
Download **WalkSafe** to find the safest route back home.

Available on the App Store and Google Play.

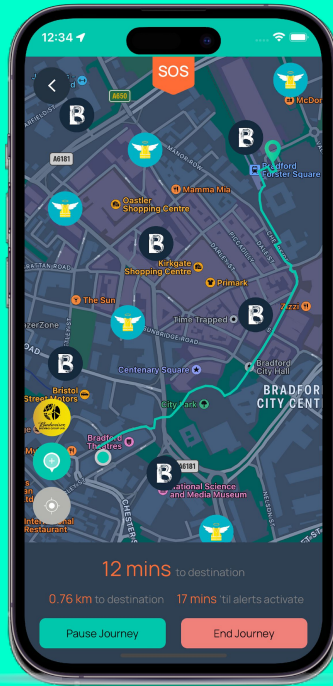
# WalkSafe+ – UK's Leading Free Personal Safety App



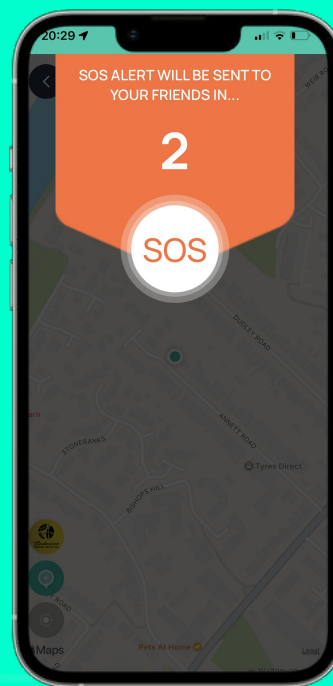
Easy access to WalkSafe, HomeSafe and safety map



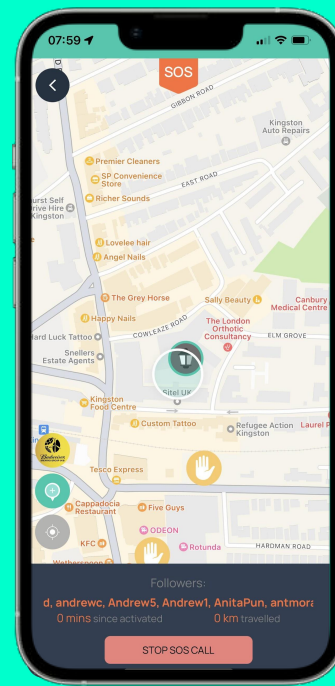
WalkSafe Safety Map



Users can share their journeys with their trusted circle of friends - Automatic alerts if they don't arrive home on time



Users can send an SOS in they are in distress

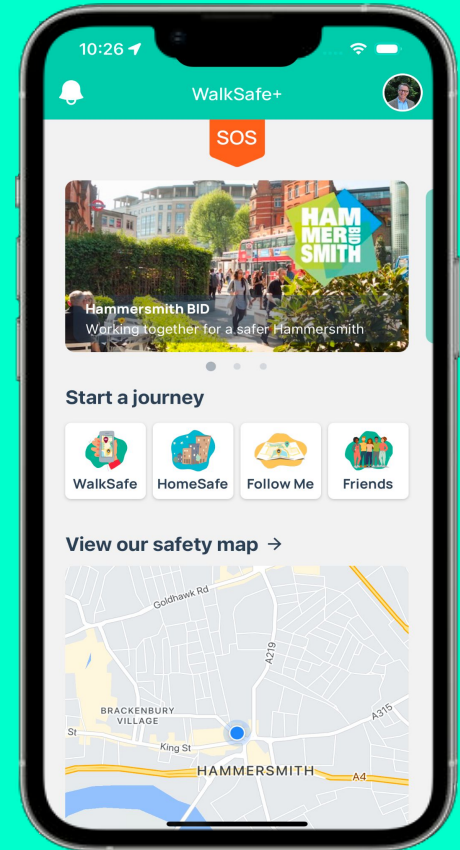


SOS shares the users live location to their trusted circle of friends



# WalkSafe - 5 star reviews

- **The key to App use is UI/UX**
  - User experience
  - User interface
- **Target demographic scores WalkSafe 5 stars**
- **Winners of the Women in Security, and TalkTalk's Tech for Good awards 2023**



# People want “Everything on One Free Safety App”

- Users want to see Safe Space venues to plan their night out

*“I want to know where all these safe spaces are”*

- Plus the personal safety tools on WalkSafe+
- Plus Signposting to local safety information

# Mapping Safe Spaces across the UK

Leeds City launch - massive success

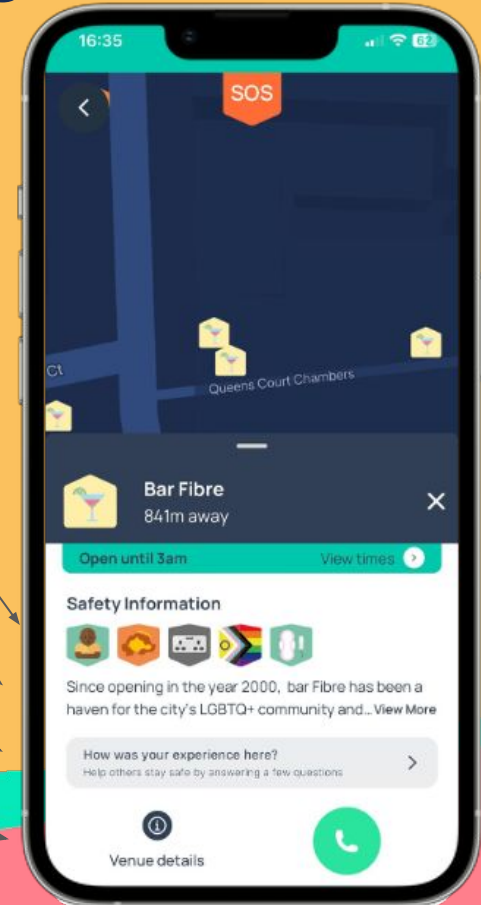


25 towns and cities including Worksop, Retford, Bournemouth, Sheffield, North Lincolnshire, Hammersmith, Telford, Wakefield, and more coming .....Manchester,



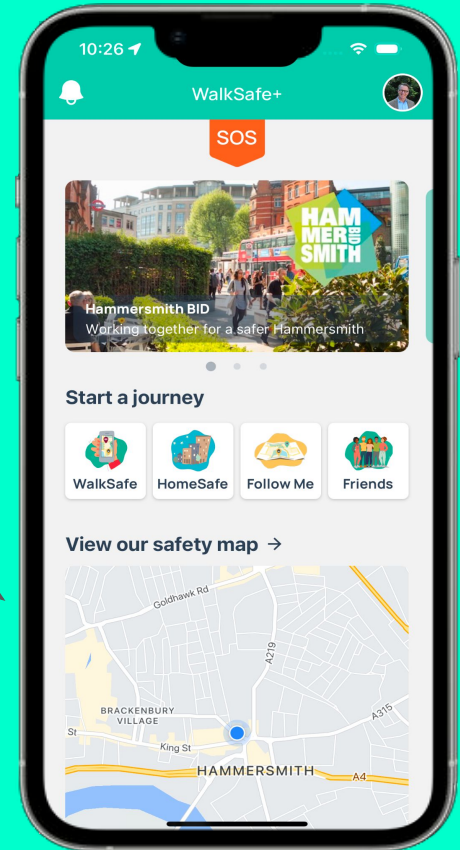
# New Interactive Safe Space Icons

- **Safety icons show what each venue offers**
  - Ask for Angela, charging points, anti spiking, LGBTQ+ etc
- **Description for the venue**
- **Feedback button**
  - Rating of venues safety initiatives
- **Phone the Venue**

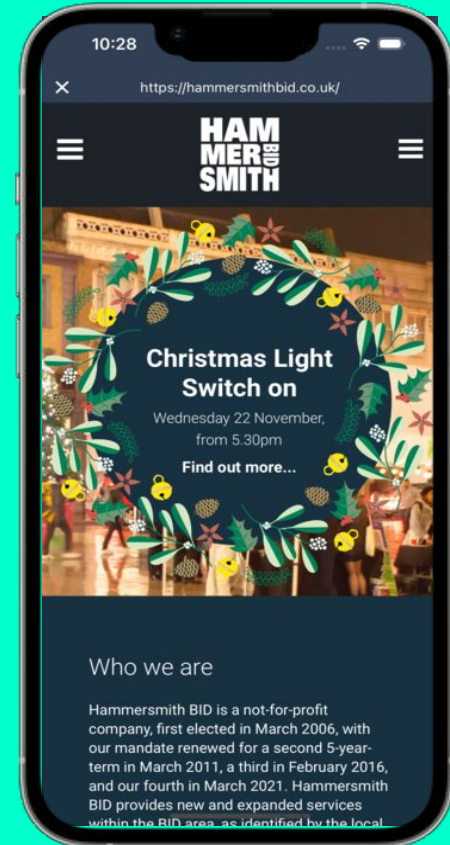
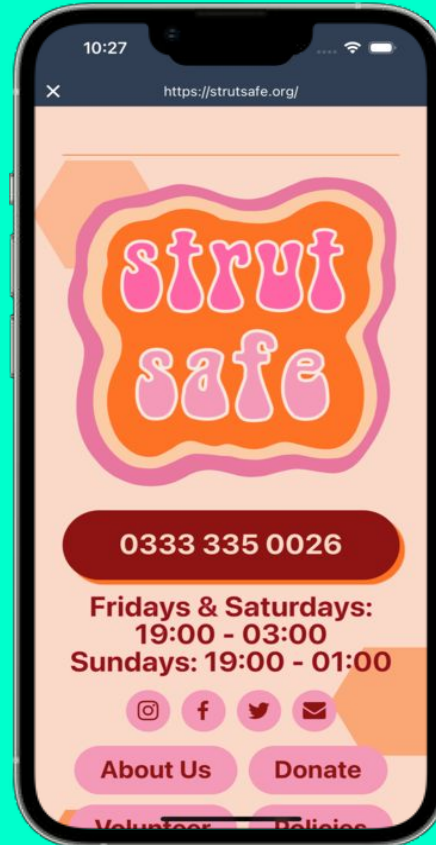
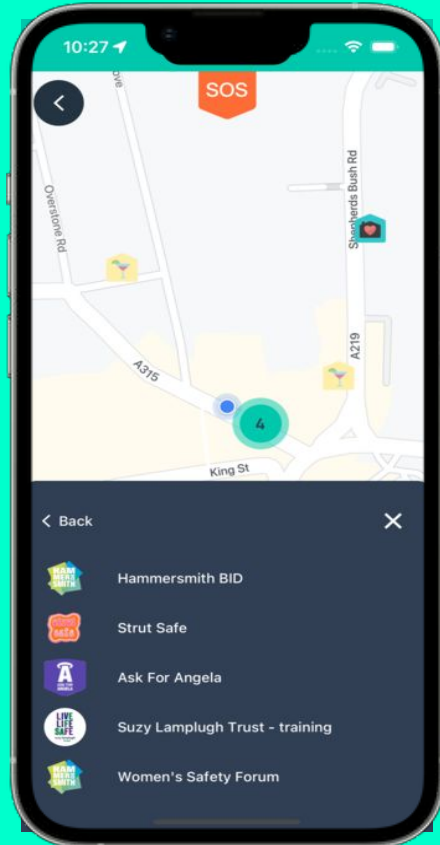
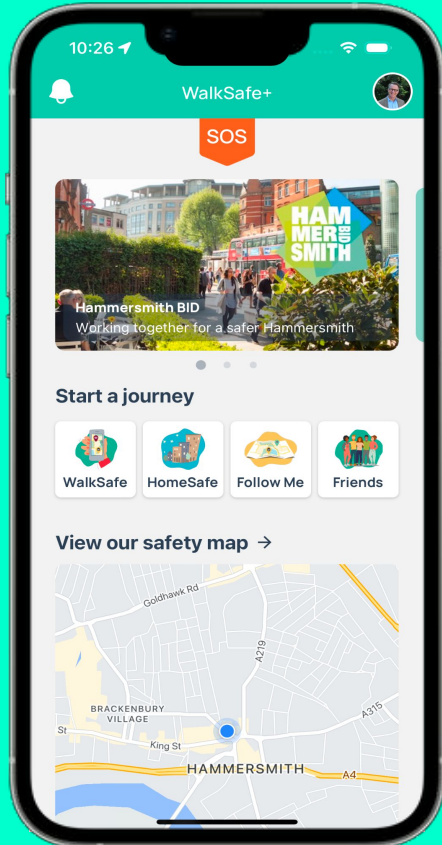


# Home Page can be Personalised for Your City

- Top panel specific for each town or city
- Signposting and links to local safety initiatives
  - eg Night Safety Charter
- Specific icons designed for your own initiatives

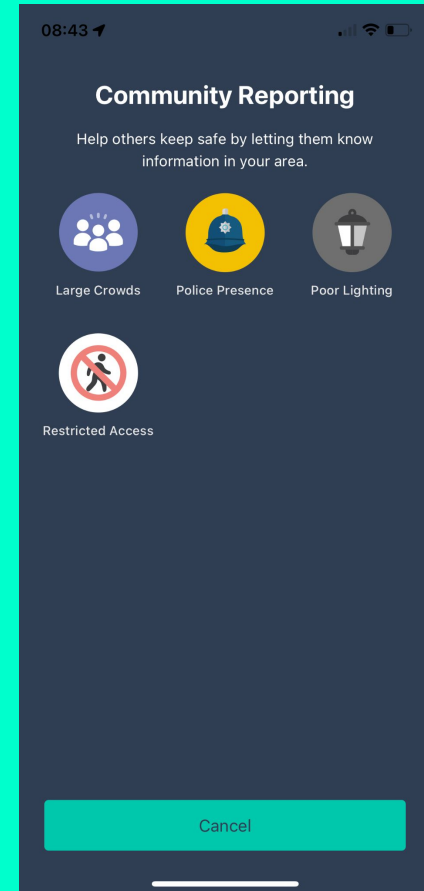


# Home Page can be Personalised



# Community Icons : Easy “Click and Post” reporting

- E.g. “Poor Lighting” and “Restricted Access”
- This data is fed back to Local Authorities so they can tackle issues
- Encourages users to think about the wider community and helps to build safer neighbourhoods

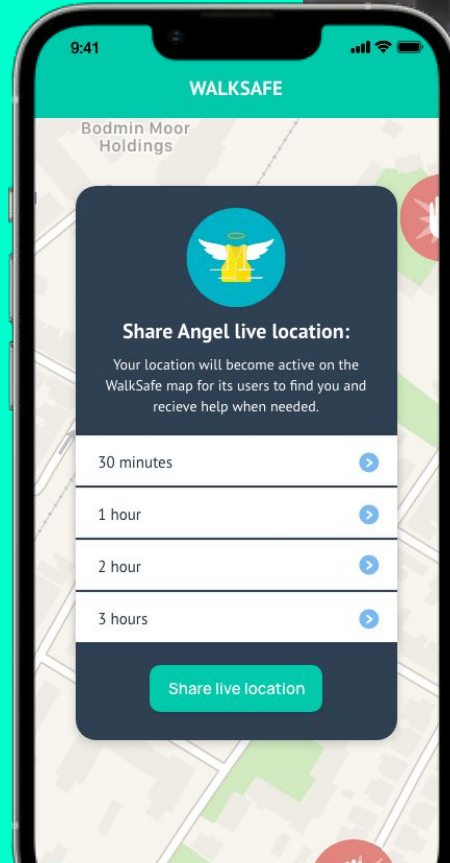


# “Live Beacons”



Our Angel Beacon allows the Marshall/Angel teams to broadcast their live location for users of the app to see

*Village Angels*  
*Student Angels*  
*Pastors*  
*Marshalls*





# Case Studies of WalkSafe Safe Spaces Reducing VAWG

Coventry Observer

MANCHESTER MAGAZINE

Norwich  
Evening News

Wednesday, April 17, 2024 Submit Content

NEWCASTLE  
MAGAZINE

“Ten cases reported to police nationwide ... women used WalkSafe Safe Spaces ... to escape assault and avoid harassment”



Ref: file reports and publications: Over a period of 10 months in 50 WalkSafe safe spaces

# Benefits of Safety Map

1. **App is your centrepiece bringing local safety information and assistance together on one app:**
  - Customers have everything on one app - BID safe space premises, safety features of UK's leading app, town safety resources, Live street Angels/Marshalls, greener
2. **Unlimited Free WalkSafe+ for all users**
3. **Personalised homepage**
4. **Maps your safe spaces helping all gender to plan a safer night out to reduce assaults/rape/crime**

