



(L-R) Emily Kaye (illustrator), Sarah Davison (Heart of England CRP), Leyla Buran (White Ribbon), Rebecca Stone (WMR)

May 27, 2025 11:00 BST

White Ribbon artworks unveiled at West Midlands railway stations

Thought provoking artworks have been installed at five railway stations in the West Midlands, promoting action against violence towards women and girls.

The artworks have been fitted at stations operated by West Midlands Railway (WMR) and sister brand London Northwestern Railway (LNR). They were created by local illustrator and mural artist Emily Kaye and commissioned by

Heart of England Community Rail Partnership (CRP).

They were developed in partnership with White Ribbon UK – the UK’s leading charity advocating against violence towards women and girls – which has been named WMR and LNR’s charity partner for 2025/26.

Displayed at Tile Hill, Adderley Park, Hampton-in-Arden, Marston Green and Stechford, the designs aim to engage men and boys, so they consider how they can address behaviours to stop violence at its root.

The five stations have a combined passenger footfall of more than 1.8 million per year. With the platform artworks also visible from trains passing through the stations, the messaging will be seen by millions of rail users every year.

The installation comes as part of the train operator’s “Your Community, Your Fund” scheme. Backed by the Department for Transport, the scheme inspires people to get involved with the railway.

WMR and LNR are undertaking a three-year action plan to raise awareness of the charity internally and amongst its customers through fundraising events and installations.

Jonny Wiseman, customer experience director at WMR, said: “Male violence against women and girls remains an issue in our society and the communities we serve.

“We have been supporting the White Ribbon campaign for a number of years and recently became an accredited organisation. We have a three-year action plan to promote the campaign and we are hopeful this artwork will make a real difference.”

Lynne Elliott, chief executive of White Ribbon UK, said: “It’s really important to make spaces around us that both spark our thoughts and change our actions, which is exactly what this project is about. By placing these artworks where thousands pass through daily, we’re encouraging people, especially men, to pause, reflect, and consider the steps they can take to change the story for us all.

“We’re already working with many brilliant, inspiring men who are using their allyship to help build a world where everyone is equal, safe and respected, and we want more to join in. We want this project to inspire commuters to carry its message and spark conversations wherever they’re headed, whether that’s work, back home, or out socialising.”

To find out more about White Ribbon UK, visit www.whiteribbon.org.uk

About London Northwestern & West Midlands Railways

For further information on this release, email press.office@wmtrains.co.uk

London Northwestern & West Midlands Railways operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit westmidlandsrailway.co.uk or londonnorthwesternrailway.co.uk

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