



Present Members: Councillors Mairs (Chair), McGurk, Chivers, Watson and Peacock; Alderman Knight McQuillan.

Officers: A Hamilton, Democratic and Central Services Manager
L Scullion, Community Development Manager
A McCloskey, Community Development Officer.

In Attendance: Aine Mc Verry, Anne McReynolds, Sequoia.

Agenda No.	Item	ACTION
1.	Apologies	
	Apologies were received from Alderman Boyle; Councillors Elder, McShane and Archibald.	DCSM
2.	Declarations of Interest	
	There were no Declarations of Interest.	-
3.	Minutes of the last meeting 28.04.26	
	Agreed that the Notes of the Women's Working Group meeting held on Tuesday 28 April 2026 are confirmed as a correct record. Proposed by Councillor McGurk	DCSM

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	Seconded by Alderman Knight McQuillan.	
4.	EVAWAG presentation – update on Creative Messaging Campaign progress	
	The Chair invited Sequoia to present to the Working Group. Aine Mc Verry and Anne McReynolds from Sequoia presented the mock-ups for Council's creative messaging campaign on Ending Violence Against Women and Girls (EVAWAG). The campaign's purpose is to raise awareness of EVAWG throughout the borough with women and men. The campaign works within the Executive Office's framework of themes such as coercive control and financial abuse. There has been extensive consultation with organisations within the Borough as well as within Council. The campaign aims to target: a) women who have been abused; b) women at risk of being abused and c) friends and family affected by abuse. Elected Members raised queries regarding the images selected for the themes. The Community Development Officer made the point that the creative messaging campaign had been thoroughly considered within Council. Alderman Knight McQuillan raised the concern that people who need the help may not be in the places where the campaign is and that help would, therefore, perhaps never reach these people via this campaign. Anne McReynolds from Sequoia made the point that this had been discussed with the Community Development Officer and team.	

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	In the section on “Raising awareness and contributing to prevention”, the Democratic and Central Services Manager suggested that the image deck be sent to Council’s Corporate Communications team to review the corporate brand positioning. The Community Development Manager said that they were conscious of ensuring that the campaign would not be triggering to people who had experienced abuse and that a “middle ground” had been attempted. Alderman Knight McQuillan asked to see the presentation to review in her own time. It was agreed that the presentation would be emailed to Members for responses to the Community Development Officer. Aine Mc Verry, Sequoia, outlined that each theme would be featured as a campaign rollout featuring one theme at a time e.g. coercive control. Councillor Mairs made the point that it is often family members who have the courage to intervene in a domestic abuse situation. She indicated that some of the images would not relate to men. Sequoia said that the QR code would go to a council webpage that would take users to a central landing page for assistance to those in need.	DCSM to ensure the presentation would be emailed to Members for responses
5.	Action Plan for IWD March 2027	
	The Democratic and Central Services Manager referred to the summary of all of the activities which had formed International Women’s Day in 2026.	Community Development to present on

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	After discussion, it was agreed to have another meeting to fully discuss nos. 5 and 6 on the agenda due to time constraints. The Community Development Manager asked if the Council team might also have a opportunity at the next meeting to provide an update on EVAWG as the creative messaging campaign, discussed this evening, was only one part of the work. This was agreed.	EVAWG at the next meeting
6.	Group Members' ideas for Women's Working Group activity 2026-2027	
	Item for consideration at the follow up meeting of Monday, 19 th October, 2026 at 6pm.	DCSM
7.	Any Other Relevant Business	
	There was no Other Relevant Business.	-
8.	Date of next meeting	
	The date of the next meeting was discussed and agreed for Monday, 19th October, 2026 at 6pm.	DCSM

This being all the business the meeting closed at 6.58pm.