

Equally Safe Sub-Group to explore GBV Support Cards. Minute of meeting.

11.00 – 12.30, Friday 15 June 2018

In attendance:

| Name | Organisation |
|------------------|-----------------------------|
| Shuwanna Aaron | NUS Scotland |
| Gareth Allen | Scottish Government |
| Fiona Drouet | #Emilytest campaign |
| Debbie Dyker | University of Aberdeen |
| Susannah Lane | Universities Scotland |
| Alison Locke | Strathclyde University |
| Duncan McKay | Universities Scotland |
| Suzanne Marshall | College Development Network |
| Vonnie Sandlan | Colleges Scotland |
| Jill Stevenson | University of Stirling |
| Boab Thomson | Universities Scotland |

1. Design concepts

Ewan Morton and Jen Pearce from creative agency Mortonward attended the meeting to present the design concepts for the support cards and to receive feedback from the group.

The concepts were:

- Route 1, which features a swallow; a symbol of freedom and hope. The colour is a tribute to Emily Drouet.
- Route 2 which is an extension of the design developed by NUS Scotland in their #EmilyTest support cards pilot from late 2017, in recognition of the project's origins.
- Route 3 was inspired by the colours in the ESHE logo, to reflect the complementarity between this project and the ESHE Toolkit. The purple, white and green are from the Suffragette movement.
- Route 4 is a bespoke design created by Mortonward, and is the only one not influenced by an existing concept. Mortonward advised that they have created a unique font for this project so that it cannot be copied. The approach pared back the amount of information on the cards and instead relied heavily on an online resource, steering users towards that.

The group were also shown the designs for a leaflet, to accompany the card, and to provide more information about gender-based violence. The design for a microsite was also presented to the group. Mr Morton advised that the font size had to be reduced to 8pt in order to accompany all of the support line numbers the steering group wanted to see. There would need to be a compromise between accessibility in font size and volume of copy.

Members of the group commented on the simplicity of route 4 and the advantage that a website provides in terms of ease of maintaining contact details for support services. Members agreed that accessibility should be an important consideration in the design of the cards.

Some members expressed concern over omitting the helpline numbers on the cards in favour of a website. The view was that in moments of great distress, people may find it difficult to log on to a website. Alternatively, a member commented that young people tend to engage with information digitally, so it was very important that the chosen design would meet young people's preferences.

The group then discussed the importance of the customisable element to include institutions' own support services on the card. There was unanimous agreement that this should happen.

The group reached broad agreement that a 'hybrid' design that combined the amount of information contained in route 1 with the added asset of a website. Members were keen to see the assets made available in digital form so they could be used and shared across institution's internal communication channels.

Two prototypes were then circulated to the group: a flat credit card-sized card and a folding, tent-shaped card. Members agreed that the tent-shaped card was the best design, as it allowed for more information to be contained on the card but could still fit inside a lanyard or purse.

2. Matters arising

Susannah Lane informed the group that consent had been sought from the different support helplines to include their information on the card. She added that she had also made them aware that they might experience a slight increase in traffic after the support card is launched.

Ms Lane added that she had been corresponding with Young Scot, who offered to host online focus groups to test the design of the cards. These focus groups will take place after the three focus groups in Abertay University, UCU Scotland and NUS Scotland.

3. Funding

Ms Lane then provided a brief update on the funding of the design, printing and distribution of the support cards. She informed the group that she was due to meet colleagues from APUC (Advanced Procurement for Universities and Colleges) to discuss printing and distribution costs.

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