

Bronzefield Action Group

Campaign Handbook

A Project of VIEW CIC – by and for women in the criminal justice system

1. Steering Group

Purpose: Provide direction, decision-making, and coordination.

Members:

- Women with lived experience of HMP Bronzefield and other women ' s prisons.
- Representatives from VIEW CIC.
- Community advocates and campaign strategists.

Responsibilities:

- Set campaign priorities.
- Coordinate actions (letters, media, events).
- Oversee finances and donations.
- Approve public statements.

2. Advisory Board

Purpose: Offer expertise, credibility, and advocacy support.

Potential Members:

- Academics in criminology, law, and gender studies.
- Former probation or prison staff who are critical of privatisation.
- Human rights lawyers.
- Representatives of health advocacy groups.
- MPs and councillors sympathetic to prison reform.
- Survivors and family members of women harmed in Bronzefield.

Responsibilities:

- Provide advice and evidence.
- Connect group with media, Parliament, NGOs.
- Endorse public campaigns.

3. Problem Statement

HMP Bronzefield, operated by Sodexo Ltd. under a Ministry of Justice contract, is failing women and taxpayers:

- Unsafe: two deaths in one week; self-harm crisis.
- Lack of accountability: IMB not independent, no oversight from Controller.
- No care plans for seriously or terminally ill women.
- Two probation staff for 600+ women sentencing delays.
- Complaints ignored; discrimination reports unanswered.
- Healthcare appalling (CNWL NHS Foundation Trust).
- Culture of fear and vindictiveness.
- Waste of public money – private profit over public safety.

Demand:

Return HMP Bronzefield to the public sector, shut it down, and replace with community-based alternatives aligned with the Justice Secretary ' s stated policy that “ women don ' t belong in prison. ”

4. Campaign Goals (First 3 Months)

Month 1 – Awareness & Mobilisation

- Launch website/blog & social media channels.
- Publish first-hand testimonies (anonymised).
- Collect 1,000 signatures on petition calling for closure.
- Send first wave of letters to MPs, Justice Secretary, PM.

Month 2 – Pressure & Visibility

- Release press statement to local and national media.
- Publish blog series on failures of Bronzefield.
- Hold an online event/webinar with survivors, families, experts.
- Secure MP questions in Parliament.

Month 3 – Direct Action & Growth

- Organise protest/vigil outside HMP Bronzefield or MoJ HQ.
- Secure coverage in major outlets (Guardian, BBC, Channel 4).
- Build alliances with women 's orgs, probation unions, NHS campaigners.
- Launch donation drive for sustained campaigning.

5. Media & Marketing Plan

Press List: Local (Surrey Comet, Staines News), national (Guardian, Independent, BBC, Channel 4, Sky News), specialist (Inside Time, Prison Reform Trust, Howard League).

Press Releases: On deaths, failures in healthcare, lack of oversight, protests.

Spokespeople: Survivors, family members, campaign leaders, expert advisors.

Content Calendar: 3 posts/week on social media + 1 blog/month.

Visuals: Infographics on probation staff ratios, deaths, costs of private prisons.

6. Donations & Appeals

Donation Appeal Letter:

We need your help to fight for justice for women at HMP Bronzefield. This private prison is unsafe, unaccountable, and a waste of public money. Women are dying, self-harm is rising, and healthcare is failing.

The Bronzefield Action Group is the only campaign led by and for women in the criminal justice system. With your support, we will:

- Hold Sodexo and the Ministry of Justice to account.
- Demand independent investigations.
- Campaign for Bronzefield to be closed and replaced with community alternatives.

Appeals for Services & Products:

- Printing support (leaflets, posters, banners).
- Pro bono legal advice.
- Media/PR support.
- IT/website hosting.
- Mental health support for campaigners.
- Travel funds for families to attend events.

7. Testimonies

[This section is reserved for anonymised testimonies from women inside HMP Bronzefield and their families. Add these in future editions to centre lived experience.]