

Rewarding Industries 2025



Case study: Hollie Gazzard Trust

HOWDEN

Tackling stalking, domestic abuse and knife crime through education, advocacy and technology

About Hollie Gazzard Trust

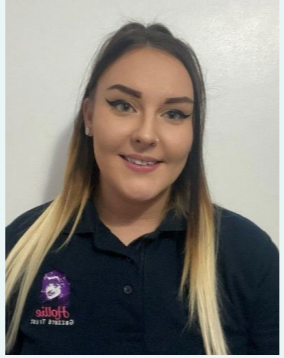
Founded in memory of 20-year-old Hollie Gazzard, who was tragically murdered by an abusive ex-partner in 2014, the Hollie Gazzard Trust aims to prevent violence against women and girls through early education, workplace training, and the innovative use of technology.

The Trust has grown from a grassroots organisation into a nationally respected charity with a cutting-edge safety app at its core - Hollie Guard.

The women behind the mission



Newly appointed CEO Jane Harvey brings a wealth of frontline experience to her role. With a background in journalism and victim advocacy, she spent nearly a decade supporting high-risk victims of stalking in the criminal justice system. Recognising how badly the system can fail victims, Jane believes that technology like Hollie Guard can offer a lifeline by giving people real tools to gather evidence and stay safe.



Poppy Fletcher has grown with the Trust since joining as an apprentice seven years ago. Now the Hollie Guard App Manager, she oversees development, user support, awareness-raising campaigns, and training delivery. Despite wearing many hats, Poppy's focus has always been making sure the app works as a practical, powerful tool in people's daily lives. Under her stewardship, Hollie Guard has grown to serve over half a million users.

About the Hollie Guard app

Developed as a response to the circumstances surrounding Hollie's murder, Hollie Guard allows users to:

- Trigger an emergency alert by shaking their phone, pressing an icon, or using a key command
- Record real-time audio and video, with footage stored securely in the cloud
- Share live location and recordings with emergency contacts or a 24/7 monitoring service via Hollie Guard Extra
- Log incidents with notes, images, and severity indicators across six crime categories including domestic abuse and stalking

This evidence can be used in criminal cases. Notably, the app supported a 2023 prosecution where a perpetrator was sentenced to 22 months in prison after evidence was captured and escalated through Hollie Guard.

Safety in the palm of your hand

Since most people carry their phones at all times, integrating safety features into a mobile app eliminates the need for a separate device. This approach significantly enhances safety, convenience and response time.

The app's paid tier, Hollie Guard Extra, gives users access to a 24/7 emergency call centre run by Southern Monitoring Services. This external team offers immediate support, ranging from helping users navigate to a safe space to contacting emergency responders when necessary.



Tech with a mission

The app has supported over 60 police cases to date and is gaining recognition among forward-thinking police forces and prosecutors.

Jane and Poppy share a clear vision for the future, one where technology plays a central role in victim support, education, and policy development.

With stalking conviction rates remaining alarmingly low, they are committed to driving change through smarter tools and proactive intervention.

Looking ahead

Over the next five years, the Trust aims to expand the app's adoption among schools, universities, and employers, enhance features for evidence management and victim empowerment, and push for systemic change in how technology is used in the criminal justice system.





Get in touch

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