

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 10

meeting date: THURSDAY, 20 OCTOBER 2016  
 title: WHITE RIBBON CAMPAIGN  
 submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE  
 principal author: JOSEPH HILDRED – PARTNERSHIPS OFFICER

### 1 PURPOSE

1.1 To inform Members about the White Ribbon Campaign, which is aimed at raising awareness of domestic abuse and particularly encouraging men to sign a pledge saying they will never condone domestic abuse or stand by when they know it is happening.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives } Ribble Valley Borough Council has a duty to protect
- Corporate Priorities } its residents and the area in general from domestic
- Other Considerations } abuse and support any campaigns which support that aim.

### 2 INFORMATION

2.1 The White Ribbon Campaign provides an opportunity to take a preventative approach to domestic abuse by encouraging men to promote a change of attitude to violence against women.

2.2 It also encourages men to use their influence to raise awareness and to take a stand against this form of abuse.

2.3 The campaign enhances the Lancashire 12 domestic abuse commissioning strategy by enabling males to take a stand against gender based violence and encouraging men and boys to challenge beliefs and attitudes.

2.4 The aims of the White Ribbon Campaign are to:

- promote respectful relationships and non-violence in all aspects of life;
- mobilise men to support anti-violence against women which increases the message in effectiveness and reaches all Lancashire communities;
- address and alter social norms that lead to violent behaviour against women and increasing awareness on the issue.

2.5 Lancashire County Council and many Lancashire district councils mark White Ribbon Day on 25 November each year and 16 days of action immediately after this date through a variety of events and social media action.

### 3 ISSUES

- 3.1 Lancashire County Council are signed up as the key agency which is supporting and driving the campaign in Lancashire and have encouraged district councils to get involved.
- 3.2 In March 2015, Lancashire CC made an application on behalf of a number of districts across Lancashire to become accredited and paid the relevant fee. Therefore Ribble Valley is an officially accredited White Ribbon Council until the end of March 2017.
- 3.3 Other key organisations supporting the campaign are:
- Lancashire Constabulary;
  - Office of the Police and Crime Commissioner;
  - Lancashire Fire and Rescue Service;
  - Blackburn with Darwen and Blackpool Unitary Councils.
- 3.4 Lancashire County Council are keen to enlist the support of **all** Lancashire districts in relation to supporting and broadening the appeal of this campaign.
- 3.5 The White Ribbon Campaign also aims to raise awareness in organisations such as schools, music venues and sports clubs.
- 3.6 An action plan (attached as Appendix 1) has been developed in response to this to raise awareness throughout Ribble Valley. Member support is important and all Lancashire Districts are being encouraged to promote the scheme. The matter will be considered by the Community Safety Partnership as a key project area to assist the Council in delivering on the objectives of the campaign.
- 3.7 Lancashire Police and Crime Commissioner are seeking to extend the countywide White Ribbon accreditation from March 2017 for a further two years. In order to achieve this each district council must commit to a more detailed action plan and pay a fee for two years of accreditation. This fee, normally £500, has been reduced to £350 by White Ribbon and the PCC will potentially part fund 50%, meaning the Council's contribution is likely to be £175 for two years. If the Council decides to proceed, this can be funded from existing revenue budgets.
- 3.8 Council officers are looking into this opportunity which will be discussed with the Community Safety Partnership. Lancashire PCC will supply an action plan which will form part of these discussions. This will be brought back to Health and Housing Committee for further consideration in due course if appropriate.

JOSEPH HILDRED  
PARTNERSHIPS OFFICER

MARSHAL SCOTT  
CHIEF EXECUTIVE

#### BACKGROUND PAPERS

Health and Housing Committee Report and Minutes 22 January 2015 (Minute 534)

For further information please ask for Joseph Hildred, extension 4551 (part time Monday – Wednesday am)

REF: JH/H&H/20 OCT 16

# Appendix 1 - Ribble Valley White Ribbon Action Plan

| Actions  | Activities completed  | Activities Planned   | Evidence  | Date Completed | Lead Officer                                 | Planned Outcomes  | Outcomes Achieved Yes / No |
|--|---|--|---|----------------|--|---|----------------------------|
| <b>1. Management/ Leadership</b>   |   |  |   |                |  |   |                            |
| Set up system for monitoring progress.   |   | Report back to Health and Housing Committee on progress after six months.                                      | Committee report/ minutes   |                | Joseph Hildred (JH)                          | Ensures an effective response to the White Ribbon campaign.   |                            |
| <b>2. Domestic Abuse Strategy</b>  |   |  |   |                |  |   |                            |
| Continue Council commitment to supporting any employees affected by domestic abuse as appropriate. |   | N/A  | N/A   |                | Michelle Smith (MS)                          | The Council is able to respond effectively to any employees who are affected by domestic abuse.   |                            |
| Ensure Council staff have access to appropriate awareness raising material/training sessions       | HARV already offer a range of training which was made available to Ribble Valley employees throughout September and October 2016. | Look into possible light touch awareness raising – e-learning or via email either with HARV or other partners. | Monitor number of staff completing training and those reached by awareness raising. |                | Partnerships Officers (PO)<br>Michelle Smith | All staff are aware of the signs and impacts of domestic abuse and are able to respond effectively if they suspect domestic abuse is occurring. |                            |

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| <b>3. Ambassadors and Advocates</b>  |                      |  |   |                |                          |  |                            |
| Encourage all MALE staff to take the White Ribbon pledge.  |                      | Encourage male staff to sign pledge on White Ribbon Day  | Signed pledges  |                | PO                       | Domestic abuse is no longer viewed by some men as acceptable and action is taken where needed.   |                            |
| <b>4. Communication Strategy</b>   |                      |  |   |                |                          |  |                            |
| Ensure the local authority website and contact centre provides effective information for victims of domestic abuse and those who suspect domestic abuse. |                      | Review website and information available to contact centre staff alongside HARV/other relevant partners. | Updated content/information. If no updated needed then this is noted as part of monitoring in the committee report/minutes. |                | PO Teresa Sanderson (TS) | Victims of domestic abuse, or those who suspect domestic abuse is happening are able to respond affectively and victims are referred to the support they need. |                            |
| <b>5. Community Engagement</b>   |                      |  |   |                |                          |  |                            |
| Engage with local sports clubs and music venues, providing information   |                      | Arrange to meet with local sports and music venues to see what they                                      | Noted in committee report/minutes as part of  |                | PO                       | More men and women are made aware of domestic abuse  |                            |

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| about the White Ribbon campaign and how they can contribute to it.   |                      | are willing to do.   | monitoring.   |                |              | and what to do if they suspect it is happening or are a victim.<br><br>More men take the White Ribbon pledge and do not tolerate, ignore or accept domestic abuse.                             |                            |
| Commemorate UN International Day for the Elimination of Violence Against Women and White Ribbon Day – 25 <sup>th</sup> November. |                      | Mark the day with Twitter post(s).                                       | Twitter post  |                | PO<br>TS     | Public awareness is increased meaning the aims of the White Ribbon campaign communicated and the public are aware of what to do if they are victim to, or suspect domestic abuse is happening. |                            |
| Commemorate 16 Days of Action between the 25 <sup>th</sup>   |                      | <ul style="list-style-type: none"> <li>Daily Twitter messages</li> </ul> | Twitter posts |                | PO<br>TS     | Public awareness is increased  |                            |

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| November & 10 <sup>th</sup> December.  |                      | <ul style="list-style-type: none"> <li>Information available in reception</li> </ul> Use above methods to raise awareness of domestic abuse and encourage men to take the White Ribbon pledge. |          |                |              | meaning the aims of the White Ribbon campaign communicated and the public are aware of what to do if they are victim to, or suspect domestic abuse is happening. |                            |
| <b>6. Additional Actions</b>   |                      |  |          |                |              |  |                            |
| Ensure effective links to the LDAPP - Lancashire Domestic Abuse Perpetrator Programme –which is currently working towards RESPECT accreditation. |                      | Meet with LDAPP and ensure information is available to relevant staff.   |          |                | JH           | More effective referrals and joined working with LDAPP.  |                            |