

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 8

meeting date: THURSDAY, 23 MARCH 2017
 title: WHITE RIBBON CAMPAIGN
 submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE
 principal author: JOSEPH HILDRED – PARTNERSHIPS OFFICER

1 PURPOSE

- 1.1 To update Members with progress from the Council's involvement in the White Ribbon Campaign, agreed at Health and Housing Committee meeting on 20 October 2016 (Minute 328).
- 1.2 To inform Members of the proposal to extend Ribble Valley's White Ribbon accredited status from April 2017 for a further two years, in partnership with the Office of the Police and Crime Commissioner (PCC), Lancashire County Council and all 12 Lancashire Districts.
- 1.3 To recommend to Members updated actions the Council will need to agree as part of extending Ribble Valley's White Ribbon accredited status.
- 1.4 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

2 BACKGROUND

- 2.1 The White Ribbon Campaign 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. It provides an opportunity to take a preventative approach to domestic abuse by encouraging men to promote a change of attitude to violence against women. It also encourages men to use their influence to raise awareness and to take a stand against this form of abuse.
- 2.2 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.
- 2.3 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.

2.4 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 In March 2015, Lancashire County Council 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.

3.2 It is proposed that Lancashire authorities work together to gain accredited status for a further two years, led by the Office of the Police and Crime Commissioner (OPCC).

3.3 Key organisations supporting the campaign are:

- Lancashire County Council
- Lancashire Constabulary
- Lancashire Fire and Rescue Service
- All 12 District Councils

3.4 An action plan was recently developed to fulfil the Council's commitment to the White Ribbon Campaign, agreed at Health and Housing Committee meeting on 20 October 2016 (Minute 328). In order to meet the White Ribbon Campaign's requirements and gain accredited status for a further two years from April 2017, this plan has been updated and is attached at Appendix 1 – this is currently in draft form until approved by White Ribbon. Many of the actions within this plan are to be led at County level by either the PCC or Lancashire County Council. All District Councils' action plans will be submitted to White Ribbon by the Office of the Police and Crime Commissioner (OPCC).

3.5 The action plan agreed at the Health and Housing Committee meeting on 20 October 2016 was taken to the Community Safety Partnership to gain their support and the Partnership will be updated on this new action plan if agreed.

3.6 The White Ribbon Campaign requires a fee from Local Authorities to be accredited. This fee, normally £500, has been reduced to £350 by White Ribbon and the PCC will fund the first £200, meaning the Council's contribution will be £150 for two years.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications:

- Resources – Officer time to act as coordinator for the campaign and also to implement actions.
- Technical, Environmental and Legal – None identified
- Political – It is important for the Council to be seen as supporting initiatives which raise awareness of domestic abuse and to impact on individuals – this is a key opportunity to do this with partners across Lancashire.
- Reputation – It will enhance the reputation of this Council to support the White Ribbon Campaign along with other Lancashire districts.
- Equality & Diversity – None identified.

5 RECOMMENDED THAT COMMITTEE

- 5.1 Agree to support the pan-Lancashire White Ribbon Campaign by agreeing the actions contained in the attached plan. This will lead to Ribble Valley becoming a White Ribbon accredited Council.

JOSEPH HILDRED
PARTNERSHIPS OFFICER

MARSHAL SCOTT
CHIEF EXECUTIVE

BACKGROUND PAPERS

Health and Housing Committee meeting on 20 October 2016 (Minute 328).
https://www.ribbonvalley.gov.uk/download/meetings/id/5776/health_and_housing_-_20_october_2016

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



White Ribbon Towns Award Action Plan

Please note that this action plan is a template, designed to guide you in constructing an anti-Violence Against Women & Girls (VAWG) campaign targeted at men and boys. We have included some additional activities at the end of the document which are not essential but signify good practice. We will assess the award on the evidence of work completed and/or the inclusion of clear targets to show that the essential criteria (actions 1-5) can be achieved. Guide notes are provided below to assist you in completing the plan.

OPCC NOTE: Where Lancashire Victim Services is mentioned, activity takes place which is commissioned by the Office of the Police and Crime Commissioner (OPCC) on behalf of Lancashire County Council, the 12 district councils and Lancashire Constabulary.

Black text – action led by OPCC

*Red Text – action led by RVBC

Actions	Activities already completed	Activities Planned for next 2 years (including completion dates)	Evidence (what will show the future activities have been completed?)	Date Completed	Lead Officer	Planned Outcomes	Outcomes Achieved Yes / No	Organisation Comments	WRC Comments
1. Management/ Leadership									
Appoint Senior officer responsible for leading activities and liaising with WRC UK.	OPCC victim's commissioning team <i>*RBVC – Joseph</i>	Action plan to be updated as new activity identified.	Action plan will grow and actions will move to completed, where possible.	Ongoing	Liz Canavan / Steff Hull <i>*Joseph</i>				





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	Hildred				Hildred (RBVC)				
Set up system for monitoring progress. Report back to WRC UK end Year 1 – resubmit actions for Year 2		All organisations involved in Lancashire's White Ribbon application to report to OPCC at end of year one (March 2018) and OPCC to submit collective evidence to White Ribbon.	OPCC senior officer to collate evidence and provide report to White Ribbon.	Ongoing	Liz Canavan / Steff Hull				
		*Progress will be reported to RVBC Health and Housing Committee annually	*Committee reports/minutes	*Ongoing	*Joseph Hildred (RVBC)			*Ensures an effective response to the White Ribbon Campaign	
2. Domestic									





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Abuse Strategy									
Ensure there is a commissioning strategy in place that provides adequate housing and community support services for women & children experiencing/fleeing domestic violence.	OPCC will commission support services for DA victims (male and female) pan-Lancashire 12 from March 2017. Lancashire County Council continue to commission refuge service. <i>Standard risk victims from Blackpool will be supported where no other commissioned service exists.</i>	Commission will be monitored by the OPCC to ensure satisfactory performance against KPI's – this will include monitoring waiting lists for support.		April 1 2017 – ongoing.	Robert Ruston/ Brett Biscomb (OPCC)				
Ensure the local authority commission education programmes about domestic abuse (including sexual violence, coercive control and consent) and healthy	Lancashire County Council is responsible for commissioning schools support to all schools on behalf of the Lancashire-12.		Monitored by DA Joint Commissioning Reference Group (or multi-agency group which	Ongoing	LCC				





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<p>relationships that are directed towards boys within PHSE curriculum.</p>	<p>NEST Lancashire (the OPCC's young person's victim service) deliver ad-hoc awareness raising sessions to school pupils pan-Lancashire on a range of subjects, including DA.</p>		<p>succeeds it in April 2017)</p>						
<p>Implement a domestic abuse policy for all staff employed by the Local Authority (LA)</p>	<p>The pan-Lancashire Domestic Abuse Strategic Group has a domestic abuse policy which all members are signed up to – this sets out the Lancashire-wide commitment to raising awareness of, and tackling, domestic abuse.</p>	<p>*Ribble Valley will seek to develop a</p>	<p>*Completed Policy</p>	<p>*March 2018</p>					





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		domestic abuse policy during 2017/18							
Ensure the LA training strategy includes domestic abuse awareness for all relevant frontline staff. Training to include information on the WRC -highlighting men's role in challenging Domestic Abuse.	DA training being run by commissioned services for front frontline professionals on behalf of all partners. *HARV run training has already been made available to RBVC staff throughout September and October 2016	New Lancashire Victim Services commission will continue awareness training from April 2017. *Ribble Valley Borough Council are currently looking at light-touch awareness raising training (such as e-learning) which will	Captured through key performance indicators at LVS quarterly performance reviews. *Completions monitored by HR department.	Ongoing *Ongoing	Robert Ruston/ Steff Hill/ Liz Canavan *Partnerships Officers (RVBC) *Michelle Smith (RVBC)	Awareness of DA raised among workforces. *All staff are aware of the signs and impacts of domestic abuse and are able to respond effectively if they suspect domestic			





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		include information on White Ribbon.				abuse is occurring			
3. Ambassadors and Advocates									
Nominate at least 4 male ambassadors to take the actions of the campaign forward.		*The Council will appoint four ambassador to support promotion of the White Ribbon Campaign	*Records kept of those signing up to be an ambassador	*TBC	*Joseph Hildred (RVBC)	*Increase capacity to deliver the White Ribbon message locally			
Encourage all MALE staff to take the pledge.	*During the 16 days of action – 25/11/16 to 10/12/16 male staff were encouraged to take the White Ribbon pledge, via an all staff email and visible display in the Council’s reception area.	*Annually, during the 16 days of action (25/11/16 to 10/12/16) male staff will be encouraged to take the White Ribbon	*Numbers of staff signing the pledge will be monitored where possible	*Ongoing 2016 – completed on 10/12/16	*Joseph Hildred (RVBC)	*Increased awareness and signup to the White Ribbon Pledge	*2016 - yes		





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		pledge via all staff communications and resources available in the Council's reception area.							
All Ambassadors and Advocates to undertake WRC training.		*All ambassador will complete WRC training when appointed	*Records of training completion to be kept	*TBC	*Joseph Hildred (RVBC)	*Increased knowledge of WR Ambassadors			
4. Communication Strategy									
Ensure the local authority's domestic abuse communication plan includes provision of information on VAWG & the services that are available in the community.	OPCC will promote domestic abuse services available across the Lancashire-12 through its Lancashire Victim Services campaign and online at	Continued DA campaigns will run through lifetime of service (option – up to 2022) at			Liz Canavan / Robert Ruston	Residents are aware of the DA services available to them within Lancashire and how to			





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<p>i. Include guidance on reporting incidents of abuse.</p> <p>ii. Ensure publicity materials highlight WRC and displays clear messages directed towards MEN.</p>	<p>www.lancashirevictimservices.org when the service launches, on behalf of all partners.</p>	<p>key events – i.e Valentine's Day, Christmas, White Ribbon and major sporting events (Football World Cup/ Euros)</p> <p>*RVBC will review website and information available to contact centre staff to ensure it is effective</p>	<p>*Updated content/information if applicable.</p>		<p>*Partnerships Officers (RVBC)</p> <p>*Theres a Sanders on (RVBC)</p>	<p>access them.</p>	<p>*Victims of domestic abuse, or those who suspect domestic abuse is happening, are able to respond effectively and victims are referred to</p>		
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							the support they need.		
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.		*RVBC will explore the possibility of White Ribbon logos being displayed on staff email signatures during the 16 days of action (25 Nov to 10 Dec) annually.	*Records of White Ribbon logo on signatures	*Ongoing	*Joseph Hildred (RVBC)	*Increased awareness of RVBC as a White Ribbon Council			
Make public your commitment to carrying out your WRC Action Plan, and encourage feedback from staff and local communities about its effectiveness and possible future activities.	OPCC and all organisations to join forces for a "launch event", stressing Lancashire's commitment to tackling domestic abuse and carrying out White Ribbon action plan.			November 25 2016/ March 2017	Liz Canavan / Steff Hull				
5. Community									





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Engagement									
Involvement & encourage the local community in holding WRC awareness raising events – recommend a target of three per year.	Awareness will be raised through activity on White Ribbon Day 2016.	White Ribbon/Domestic abuse will be incorporated into awareness raising activity carried out by Lancashire Victim Services.	Events will be logged on action plan as they are completed.	Ongoing	Liz Canavan / Steff Hull	Community awareness of domestic abuse raised.			
Engage with local sports clubs, both amateur and professional, about how they can inform men about VAWG and encourage them to challenge it, and encourage at least two clubs to apply for WRC Sports Award.		*The Council will engage with local sports clubs to deliver the White Ribbon Campaign message	*Records of work completed to engage with local sports clubs	*Nov 17	*Partnerships Officers (RVBC)	*Increased awareness and capability to spread the message of the White Ribbon Campaign throughout Ribble Valley.			





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						<p>*More men and women are made aware of domestic abuse and what to do if they suspect it is happening or are a victim.</p> <p>*More men take the White Ribbon Pledge</p>			
Engage with local music venues about how they can inform men about VAWG and encourage them to challenge it, and encourage at least two venues to apply for		*The Council will engage with local music venues to deliver the White Ribbon	*Records of work completed to engage with local music venues	*Nov 17	*Partnerships Officers (RVBC)	*Increased awareness and capability to spread the message of the White			





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WRC Music Venue Award.		Campaign message			<p>*Ribbon Campaign throughout Ribble Valley.</p> <p>*More men and women are made aware of domestic abuse and what to do if they suspect it is happening or are a victim.</p> <p>*More men take the White Ribbon Pledge</p>			
Commemorate UN International Day for the Elimination of	Multi-agency event to take place to announce intention			November 2016	Liz Canavan			





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Violence Against Women – 25 th November.	to become White Ribbon county through either renewal of accreditation or by gaining it. *RVBC marked occasion via social media	*RVBC will mark annually via social media	*Record of social media posts		*Theres a Sanders on (RVBC)	*Increased awareness of White Ribbon Campaign	*Yes - 2016		
Commemorate White Ribbon Day on 25 th November	As above. *RVBC marked occasion via social media	*RVBC will mark annually via social media	*Record of social media posts	November 2016	Liz Canavan *Theres a Sanders on (RVBC)	*Increased awareness of White Ribbon Campaign	*Yes - 2016		
Commemorate 16 Days of Action between the 25 th November & 10 th December.		*RVBC will explore potential ways of promoting the White	*Record of any events/initiatives maintained	*Annually each November	*Joseph Hildred (RVBC) *Theres a	*Increased awareness of White Ribbon Campaign			





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		Ribbon message throughout the 16 days of action with local and regional partners.			Sanders on (RVBC)				
6. Additional Actions									
Set a zero limit on sex establishment venues								<p>*Ribble Valley currently has no lap dancing clubs in the borough.</p> <p>*The Council recognises the potential issues with sex establishment venues and will seek to establish appropriate limits and</p>	





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								controls on such venues if applications were ever received.	
Commission a perpetrator programme – RESPECT accredited or working towards accreditation scheme.	Perpetrator programme commissioned through Lancashire County Council on behalf of all district councils. OPCC will commission support for victims associated with perpetrators on the programme during lifetime of new contract – due to commence April 1, 2017.	Ongoing		Ongoing	LCC/ Liz Canavan / Robert Ruston				
		*RVBC will ensure effective links with the		*Ongoing	*Partnerships Officers (RVBC)	*More effective referrals and joint working			





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		perpetrator programme, meeting with them and ensuring information is available to all relevant staff.				with the perpetrator programme			
Commemorate additional dates - International Women's Day 8 th March; National Stalking Awareness Day 18 th April; International Day Against Homophobia & Transphobia 17 th May; Memory for Victims of Honour Based Violence 14 th July.	All OPCC commissioned services – commissioned on behalf of all local authorities – will be promoted at event to mark International Women's Day 2017 in Blackburn.	Other dates will be marked through promotion on the Lancashire Victim Services website/ engagement events by Lancashire Victim Services. This will be monitored by the OPCC			Liz Canavan / Robert Ruston				





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		on behalf of all partners							
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Guide Notes

1. Management & Leadership

- i. Appointing a lead officer responsible for overseeing the actions will help the campaign gain momentum and achieve the activities planned.
- ii. Using the action plan to monitor progress will enable WRC UK to ensure the award scheme is being adhered to and will also enable the authority to evidence work undertaken.
- iii. Application for a further award will be assessed against the activities completed, and outcomes achieved, in the previous 2 years. This should be reported on in column 1 – use a separate sheet if more space required.

2. Domestic Abuse Strategy

- i. As outlined above – it is recognized that in order for the White Ribbon Campaign (WRC) to be effective services to support those escaping abuse need to be in place. If we are to raise awareness of the problem, then support must be available to those who seek help.
- ii. Education is at the heart of the campaign. WRC believes that education that seeks to engage young men and boys in transformative learning is key to changing attitudes and behavior in future. We recommend that programs are commissioned that are directed towards boys and men and that this is reflected in the PHSE curriculum in schools.
- iii. Domestic Abuse Policy – as an employer the local authority needs to support its staff. Given the statistic that one in four women will experience abuse in her lifetime there will be a significant number of employees in need of support in the workplace.
- iv. Training – WRC recognize that local authorities will already have domestic abuse training programmes in place. We recommend that the programmes are fully supported and resourced, and that information about the WRC and the role





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men can play in challenging abuse be included in all training materials. WRC can assist with this and provide resources, materials about the campaign for handouts/e-learning etc.

3. Ambassadors & Advocates

- i. We recommend 4 ambassadors lead on campaign activities. This will help reinforce the campaign message and enable men to identify with the message.
- ii. Pledge – taking the pledge is a first step in taking part in the campaign and is a good way of raising the profile and engaging men.
- iii. Ambassador Training – WRC provide training for Ambassadors. As soon as the applications are received and have been processed we will arrange training and provide resource information.

4. Communication Strategy

- i. WRC's aim is to support and work alongside existing work taking place to support victims of abuse – in particular to provide accessible information for members of the community to report abuse and promote a coordinated community response.
- ii. In addition to promoting information on what support and help is available, we would like to see local authorities utilise publicity materials directed towards men so that they can be encouraged to take part in condemning violence against women. The aim of the campaign is to recruit male members of society to get involved in our work and feel that they can be part of the solution.
- iii. LOGO – once you receive the award we suggest you demonstrate your commitment by displaying the logo on letterheads, signage, websites etc.
- iv. Set up a monitoring system to enable staff and local communities to feedback on their experience of the campaign so that you we can monitor its effectiveness.

5. Community Engagement





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- i. Community events are an effective way of raising the profile of the campaign and reaching out to communities who may not engage with services or are hard to reach. We suggest aiming for three per year – one of which could coincide with 25th November. See resource sheets and information pack for Ambassadors for ideas on organizing events.
- ii. **Sports** – Sports venues and sporting events are a great way to raise the profile of the campaign and the issue of violence against women with men who are either taking part or as a spectator. WRC currently employs an Ambassador – Ikram Butt – he has a wealth of experience in the sporting world and can lead on recruiting and supporting sports clubs and venues to achieve our WRC Sports Award. If you would like to develop the sport activities as part of your actions please contact the office so that we can put you in contact with Ikram.
- iii. **Music Venues** – festivals, concerts, night clubs all provide a great opportunity to engage men in the campaign and raise the profile of all forms of abuse. WRC employs an Ambassador – Dave Boardman – to work with venues and support them in becoming WRC accredited.
- iv. **White Ribbon Day 25th November** and UN International End Violence Against Women Day – this day is an extremely important day for the WRC as it shows the international reach of the campaign as thousands of people commemorate the day and organize events across the world to raise the profile of the campaign to end violence against women and girls. It provides a focal point for activities and is a great way to promote your work.
- v. **16 Days of Action** – 25th November until 10th December – the campaign runs from the 25th November which is UN International Day of Elimination of Violence against Women to 10th December – Human Rights Day. The campaign spans these days in order to highlight the link between violence against women and human rights. The 16 Days includes other significant dates such as Human Rights Defenders Day (29th November) and World Aids Day (1st December) and the anniversary of the Montreal Massacre (6th December – which was the event which precipitated the start of the White Ribbon Campaign in Canada where a student shot 6 female students).

6. Additional Actions

Zero limit on sex establishments – Lap dancing clubs are currently licensed under the Licensing Act 2003. Critics have argued that this regime is too lax for controlling such venues and have called for them to be reclassified as “sex encounter establishments” under earlier (but still current) legislation. Following a consultation with local authorities and in response to widespread public concern at the proliferation of such





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clubs, the Government introduced the Policing and Crime Act 2009. As a result, from 6 April 2010, local authorities will be able to require all lap dancing clubs in their area, including existing venues, to apply for a sex establishment license if they want to continue to operate lawfully. Where the new provisions are adopted, local people will then be able to oppose an application for a lap dancing club on the basis that it would be inappropriate given the character of their local neighbourhood.

For further information see the links below.

<https://www.facebook.com/ObjectUpdate>

www.fawcettsociety.org.uk

RESPECT Accreditation – for information and guidance on work with perpetrators and accreditation www.respect.org.uk

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