

WHITE RIBBON CAMPAIGN (WRC)

To: **Communities and Partnerships Committee**

Meeting Date: **15th February 2018**

From: **Sarah Ferguson, Assistant Director, Housing, Youth & Communities**

Electoral division(s): **All**

Forward Plan ref: **Not applicable** *Key decision:* **No**

Purpose: **To update members of the Committee on progress in seeking White Ribbon Accreditation for Cambridgeshire County Council**

Recommendation: **To provide Member support to the White Ribbon Campaign**

<i>Officer contact:</i>		<i>Member contacts:</i>	
Name:	Sarah Ferguson	Names:	Cllr Kevin Cuffley
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1.0	BACKGROUND
1.1	<p>What is White Ribbon?</p> <p>As Members will be aware from the paper in December 2017, the mission of White Ribbon is to end male violence against women and girls, men and boys. To wear a White Ribbon is to pledge never to commit, excuse or remain silent about male violence. Their message to men is to practice tolerance, respect and kindness, and to stand up against male violence, bullying and sexism in all forms.</p> <p>The ethos of the campaign is that men need to join women and women's organisations in taking action to end the problem of men's violence against women and girls (and other men and boys). The following information is intended to inform on progress made to date.</p>
2.0	MAIN ISSUES
2.1	<u>What is Cambridgeshire County Council committing to?</u>
2.1.1	Cambridgeshire County Council commits to implement the White Ribbon action plan which will be overseen by the White Ribbon Implementation Group. Full details on public sector sign up can be accessed on White Ribbon website. To date, the Implementation group has met twice and will continue to meet monthly, focused on tasks to be completed. The action plan which is attached as Appendix One will continue to evolve as the work develops. The group aims to apply for accreditation in the Summer of 2018, and there will be key events to celebrate accreditation, when gained, in November 218, during the 16 Days of Action to Eliminate Violence Against Women.
2.1.2	The Implementation Group is Chaired by Cllr Kevin Cuffley, with key local authority officers in attendance, to oversee the accreditation process, and to embed the current countywide strategy across Cambridgeshire County Council.(CCC)
2.1.3	Through work within the Domestic Abuse and Sexual Violence Partnership, and an internal CCC focus on Domestic Abuse, Cambridgeshire County Council is in a good position to gain accreditation and a number of actions underway. The communications plan developed by CCC Corporate Communications Team forms a key part of the plan.
2.2	<p><u>Achievements so far</u></p> <p>To date, the White Ribbon Implementation Group has:</p> <ul style="list-style-type: none"> Appointed a senior officer responsible for leading activities and liaising with

	<p>WRC UK</p> <ul style="list-style-type: none"> • Agreed the role the Member Ambassadors for Domestic Abuse and Sexual Violence (DASV) will play on behalf of the Local Authority • Set up system to monitor progress of action plan and report back to WRC • Implemented a revised domestic abuse policy for staff <p>Focus for the next six months will be:</p> <ul style="list-style-type: none"> • Recruiting and training four Ambassadors • Community engagement & Community Champions –developing the role of Community Champions to ensure they are able to increase awareness and understand what is available for those suffering from domestic abuse and sexual violence. • Embedding the Domestic Abuse Policy within the Human Resource Team and ensuring managers are aware of the policy.
2.3	A further update on progress on the plan will be brought to Committee prior to submission for accreditation.
2.4	<p><u>Other Authorities and Organisations</u></p> <p>Cambridge City Council are already accredited and taking forward awareness and communications activities within the City. The Community Safety Partnerships and district council officers have been briefed on White Ribbon and are looking to develop this further within their own organisations, which the DASV team are supporting them with. The DASV Partnership Team will also be working closely with Peterborough City Council to support them in also gaining accreditation, and will be taking forward work jointly where this may be appropriate.</p>
3.0	ALIGNMENT WITH CORPORATE PRIORITIES
3.1	<p>Developing the local economy for the benefit of all</p> <p>In a report into the costs of domestic abuse produced for the Local Government Association by Walby (2009), the estimated lost economic output attributed to domestic abuse was £21.6m per year. Therefore, any actions to tackle, reduce or challenge the issue are likely to reduce this lost output.</p>
3.2	Helping people live healthy and independent lives
	<p>The White Ribbon Campaign is part of a suite of actions to enable people to live free of domestic abuse and sexual violence, both of which have significant impacts on health and independence. The report cited above, estimates the physical and mental health care costs of domestic abuse in Cambridgeshire at £19.5m.</p>

3.3	Supporting and Protecting Vulnerable People
	The Walby Report estimated annual Social Care costs for those affected by domestic abuse to be £3.2m.
4.0	SIGNIFICANT IMPLICATIONS
4.1	Resource Implications.
	The costs in terms of marketing materials and small events will be minimal, and would be anticipated to be less than £2,000 over the next 12 months.
4.2	Procurement/Contractual/Council Contract Procedure Rules Implications
	<i>There are no significant implications within this category.</i>
4.3	Statutory, Legal and Risk Implications
	<i>There are no significant implications within this category.</i>
4.4	Equality and Diversity Implications
	Domestic Abuse and Sexual Violence are highly gendered crimes, therefore there will be greater impact on female residents in Cambridgeshire.
	We will need to ensure that any public awareness makes it clear that the issue includes violence against men and boys, as well as women and girls.
	Sexual violence is very topical at the moment in the national media so it is beneficial to show that we are responding locally to the issues.
4.5	Engagement and Communications Implications
	Accreditation and future activity will require support from the community engagement and communications teams, both of which are represented on the Implementation Group, Chaired by Cllr Cuffley
4.6	Localism and Local Member Involvement
	Implementation will involve local Community Champions. Area Champions?

4.7	Public Health Implications
	<i>There are no significant implications within this category.</i>

Implications	Officer Clearance
Have the resource implications been cleared by Finance?	Yes Name of Financial Officer: Martin Wade
Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by Finance?	Yes Name of Financial Officer: Paul White
Has the impact on statutory, legal and risk implications been cleared by LGSS Law?	Yes Name of Legal Officer: Satinder Sahota
Have the equality and diversity implications been cleared by your Service Contact?	Yes Name of Officer: Sarah Ferguson
Have any engagement and communication implications been cleared by Communications?	Yes Name of Officer: Matthew Hall
Have any localism and Local Member involvement issues been cleared by your Service Contact?	Yes Name of Officer: Sarah Ferguson
Have any Public Health implications been cleared by Public Health	Yes Name of Officer: Tess Campbell

Source Documents	Location
The costs of Domestic Violence (Update), Walby	http://www.research.lancs.ac.uk/portal/en/publications/-(ad6c842c-d2c0-43aa-812a-749ead1ae615).html
White Ribbon Campaign	https://www.whiteribbon.org.uk/award

Appendix A – Cambridgeshire County Council White Ribbon 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.

Actions	Activities planned for next 2 years (including intended completion dates)	Evidence (what will show activities have been completed?)	Lead officer	Date completed	Planned outcomes	Achieved? (Y/N)	WRC comments
1. Management/ Leadership							
Appoint senior officer responsible for leading activities and liaising with WRC UK.	As set out in the action plan	Completion of the actions plan	Sarah Ferguson	December 2017	Oversight at senior level	Y	
Appoint Member to act as an Ambassador for DASV on behalf of the Local Authority	As set out in the action plan	Completion of the actions plan	Cllr Kevin Cuffley as Community Safety Champion	December 2017	Lead Member Ambassador	Y	
Set up system for monitoring progress. Report back to WRC UK end Year 1 – resubmit actions for Year 2	Monthly WRC implementation group meeting with key CCC officers, Terms of Reference (TOR) in place	Plan in place and updated to reflect activity	Amanda Warburton & Julia Cullum	Ongoing	Ensure county is on track to achieve accreditation and development		
2. Domestic 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.	A new VAWG Strategy has been developed based on a comprehensive Needs Assessment and following the principles and guidelines of the Home Office VAWG Action plan. Development of Commissioning	An action plan to deliver the VAWG Strategy has been developed with key partners	DASV Partnership Manager	November 2017	Ensures a clear direction of travel	Y	

	Priorities for the partnership, specifically to address any gaps in funding related to the ending of the DCLG funding						
Ensure the local authority commission's education programmes about domestic abuse that are directed towards boys within PHSE curriculum.	The Cambridgeshire Personal Social Health and Economic Education (PSHE) Service has a comprehensive new Relationship and Sex Education Framework that includes healthy relationships topics aimed at both boys and girls.	New (PHSE) Framework for secondary schools across Cambridgeshire	Cathy Murphy, PSHE Service	November 2017	Schools able to access and use consistent framework across Cambridgeshire	Y	
Implement a domestic abuse policy for all staff employed by the Local Authority (LA)	<p>The County Council's Human Resources (HR) policy around domestic abuse has been updated and agreed with relevant trade unions.</p> <p>Dissemination of policy and awareness raising to be developed</p> <p>Development of the role and activities for female Champions and advocacy in relation to DASV</p> <p>HR staff to be briefed on how to support staff where there is domestic abuse, either</p>	<p>Signed off and agreed by Unions and HR.</p> <p>HR staff to receive specialist briefing.</p> <p>Ensure included in management training across LGSS</p>	Janet Atkins	November 2017	Managers are aware of how they can support staff experiencing domestic abuse	Y	

	as victims or perpetrators Domestic Abuse Policy to be included in new manager training.						
Ensure the LA training strategy includes domestic abuse awareness for all relevant frontline staff. Training also to include information on WRC - highlighting men's role in challenging VAWG.	A comprehensive domestic abuse training offer is in place and free training can be accessed by all County Council staff. The training offer also extends to partner organisations. Training and awareness session for Members to increase Member engagement and role to support victims of DASV	Face to face training will include information on WRC	Paul Evans Head of Workforce Development	March 2018	Those attending training will have greater awareness of domestic abuse and the WRC		
3. Ambassadors and Advocates							
Nominate at least 4 male ambassadors to take the actions of the campaign forward.	Develop options and proposals for potential ambassadors and their role in the context of the White Ribbon Campaign. Develop a programme of work for the Ambassadors	WRC Ambassadors will have access to enhanced information and expertise within the multi-agency Domestic Abuse (DA) Champions Network	Kevin Cuffley DASV Partnership Manager	April 2018			
Encourage all staff to take the pledge, with a focus on male staff.	Staff will be encouraged to sign the pledge.		Janet Atkins	Sept 2018			

All Ambassadors and Advocates, including Area Champions, to become well informed about their role, and confident about what men and boys can do to challenge VAWG, through: - undertaking WRC online training	Ambassadors will receive additional support and information via the DASV Partnership Manager and will ensure liaison on a regular basis.		DASV Partnership Manager	Sept 2018			
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.	A joint DASV Communications plan is in place with all organisations and a County Council VAWG Communications plan has been created as part of the WR application.		Christine Birchall	April 2018			
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.	Once accreditation achieved		Christine Birchall	Oct 2018			
5. Community Engagement							
Involve & encourage the local community in holding WRC awareness raising events – recommend a target of three per year.	To be developed		Area Champions Community Engagement Team	Ongoing			
Engage with local sports	To be developed		Cllr Cuffley	Ongoing			

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. Develop links through Living Sport to expand and develop work through local sports club networks			Area Champions DASV Partnership Manager				
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 WRC Music Venue Award.	To be developed		Clr Cuffley Area Champions DASV Partnership Manager	Ongoing			
Commemorate United Nations (UN) International Day for the Elimination of Violence Against Women – 25 th November & 16 Days of Action between the 25 th November & 10 th December.	Communications around VAWG take place on 25 th November every year.		Christine Birchall Corporate Diversity Group DASV Partnership Manager	Nov 2018			
6. Additional Actions							
Work towards setting a zero limit on sex encounter venues (Lap Dancing)	Link with district councils		Area Champions DASV Partnership Manager	Ongoing in association with Cambridge City			

				Council			
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.	These awareness days are included in DASV Partnership Communications plan. <i>Consider links to the Equality and Diversity Action Plan</i>		Corporate Diversity Group Multi-agency Public Protection Communication s Group	Ongoing			

Guidance 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 columns 1 and 2 – 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 men can play in challenging abuse be included in all training materials. WRC can deliver training to your staff, and provide materials about the campaign for handouts/e-learning etc.

3. Ambassadors

- i. We recommend at least 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 and Guide. All Ambassadors should become well informed about their role, and confident about what men and boys can do to challenge VAWG. Where practical, WRC can offer an initial awareness-raising session for Ambassadors as part of the WRC Award launch event. We would expect all Ambassadors to attend this session. If this is not possible, they should make arrangements to be briefed by attending Ambassadors. All ambassadors should also undertake the 4 brief WRC online training modules and face-to-face training about WRC and men's role in challenging VAWG. WRC can deliver this training, or

provide materials about the campaign for handouts/e-learning etc. When Ambassador applications have been received, we send all Ambassadors our Ambassador Starter Pack.

- iv. Although our main focus is on supporting men and boys to take a stand about male violence against women and girls, we also welcome women as Champions for the Campaign. Women can be very influential in encouraging men and boys to take a stand about male violence against women and girls. It is important that their role is well-supported too. Champions are welcome at all our Ambassador training, and on request will be sent our Ambassador Guide.

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

- 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 great opportunities to engage men in the campaign and raise the profile of all forms of abuse. WRC works 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 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](http://www.respect.org.uk) – for information and guidance on work with perpetrators and accreditation www.respect.org.uk