

**WHITE RIBBON CAMPAIGN – REVIEW OF DELIVERY**

**To:** Communities and Partnership Committee

**Meeting Date:** 25 April 2019

**From:** Rob Hill, Assistant Director – Public Protection

**Electoral division(s):** All

**Forward Plan ref:** N/A *Key decision:* No

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

**Recommendation:** To continue member support to the White Ribbon Campaign

<b><i>Officer contact:</i></b>		<b><i>Member contacts:</i></b>	
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## 1. BACKGROUND

### 1.1 What is White Ribbon?

White Ribbon are a UK based charity whose mission is to end male violence against women. 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. 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). Any public facing organisation can apply for White Ribbon accreditation to show their commitment to the cause. Following agreement from the Communities and Partnership Committee Cambridgeshire County Council was successful in gaining accreditation in May 2018. Organisations must apply for reaccreditation every two years and therefore this will be due in May 2020.

### 1.2 Locally the four year Violence Against Women and Girls (VAWG) Strategy (2017-2021) highlights work to tackle domestic abuse and sexual violence across Cambridgeshire and Peterborough. The strategy focuses on four areas:

- We will **prevent** people from becoming perpetrators or victims of VAWG
- We will **protect** victims and their families, whether or not they choose to report crimes to the police
- We will **pursue** perpetrators through the criminal justice system and ensure that they face the consequences of their actions
- We will **prepare** and support victims to recover from the impacts of violence and abuse

The White Ribbon campaign predominately sits within the first of these, focusing on how to raise awareness and improve knowledge of VAWG in the community. Through White Ribbon ambassadors challenging perceptions of domestic abuse and raising awareness, victims will feel more confident to seek support. White Ribbon helps to develop a culture where victims can seek the support they need and domestic abuse can be more easily identified and challenged. Domestic abuse is often a hidden issue, where victims become increasingly isolated. Through talking about the issues and improving knowledge it will be possible to create an environment where victims recognise that they are experiencing abuse and that support is available.

Through raising awareness of domestic abuse White Ribbon will also help to improve responsiveness of both communities and a wide range of agencies.

### 1.3 Nationally the government published a draft Domestic Abuse Bill in January 2019. This identifies nine measures that require primary legislation to implement, including a statutory definition of domestic abuse and establishing the office of the Domestic Abuse Commissioner. The draft Bill will now be subject to pre-legislative scrutiny by a joint committee of both Houses of Parliament. Although still in draft stage the bill has a large focus on increasing awareness of domestic abuse, through campaigns such as White Ribbon and the role of statutory agencies to identify and support victims.

Alongside this the government have published a refreshed Violence Against Women and Girls Strategy, which sets out achievements made to date as well as setting out new action to tackle these crimes. Work is underway to update the Cambridgeshire Strategy to reflect this refresh, including the importance of preventative work such as White Ribbon.

## **2. MAIN ISSUES**

### **2.1 Accreditation process**

White Ribbon accreditation is achieved by submittal of an action plan highlighting the work that the County Council is committing to undertake in several areas:

- Management/Leadership
- Domestic Abuse Strategy
- Ambassadors and Advocates
- Communication Strategy
- Community Engagement

A key part of White Ribbon accreditation was the recruitment of male ambassadors to support the cause. For Cambridgeshire County Council these ambassadors were Cllr Kevin Cuffley (Vice – Chair Communities and Partnership Committee), Detective Superintendent Martin Brunning, Gil Karpas (Musician) and Gary Peile (Chief Executive of the Active Learning Trust).

To achieve reaccreditation in May 2020 the County Council will need to show progress against this action plan during 2019/20. The full action plan can be found in **Appendix 1**.

### **2.2 Progress to date**

After receiving accreditation in May 2018, a plan was put in place to recruit ambassadors and to commemorate the United Nations Day for Elimination of Violence Against Women and Girls Day (White Ribbon Day) on 25 November. This started with a press release introducing the ambassadors timed to coincide with International Men's Day on the 19 November and was followed by a social media campaign on the 25 November and the following 16 days of action.

A focus of the campaign was across the library service in Cambridgeshire, who all received copies of the Operation Lighthouse book, written by White Ribbon ambassadors Luke and Ryan Hart about their experience of growing up in an abusive home. This was complemented by presence at the Town and Parish Councils conference and Cambridge City Council White Ribbon conference.

### **2.3 Priorities for 2019**

An annual work programme is being developed to promote White Ribbon across the county. This will include presence at local music events and conferences such as Cambridge Folk Festival, Cambridge Pride and South Cambridgeshire Community Resilience conference. Recruitment is also underway to sign up new ambassadors, following the sad death of Gary Peile, Chief Executive of the Active Learning Trust.

Work is also taking place with music venues such as the Junction and Cambridge Live, to consider how they can support the campaign and to encourage them to apply for White Ribbon accreditation in their own right.

A priority for future work is with sports clubs and associations. Links have been made with Living Sport to move this forward and promotion of domestic abuse support

services is now included on the Cambridge United website and in their Community Trust information pack.

## **2.4 Developing and delivering a Commissioning Strategy**

A key part of the White Ribbon action plan is ensuring there is a commissioning strategy to provide community support services for women and children affected by domestic abuse. The following summarises where Cambridgeshire County Council has led the work:

### **2.4.1 Community Support Services**

Members will be aware from previous papers of successful bids that the DASV (Domestic Abuse and Sexual Violence) Partnership have made to the MHCLG (Ministry for Housing Communities and Local Government) and Home Office to provide a whole housing approach to domestic abuse and support the children affected by domestic abuse. This includes:

- Outreach support for victims of domestic abuse through Cambridge Women's Aid and Refuge
- Continuation of DAHA (Domestic Abuse Housing Alliance) accreditation work
- Work with local housing providers and the private rented sector and developing managed reciprocals
- Children's worker posts within refuges
- Embrace counselling for children aged seven plus affected by domestic abuse
- Funding for the Bobby Scheme to provide target hardening
- Two young people's IDVAs (Independent Domestic Violence Advisers) to support young people experiencing abuse in their own intimate relationships.
- Children's workers to support children whose parents are going through the criminal justice system

### **2.4.2 Developing a Joint Commissioning Strategy**

Members will be aware from previous papers of the review of DASV services currently underway, to consider the impact of specialist services on supporting children and vulnerable adults. Phase two of the review will run from April – October 2019, and will consider the implications of any changes in current resourcing of Council funded dedicated domestic abuse services across the wider partnership. This will need to include a consideration of whether resources need to be reconfigured across the partnership in order to meet demand, and/ or whether mainstream services could be effectively refocussed to better meet need. It is proposed that Phase 2 of the review will develop models and options around a future model of joint commissioning for DASV across the partners, including future optimum model of delivery for specialist domestic abuse services and how these will be funded.

### **2.4.3 Community Champions**

Cambridge Women's Aid have also been successful in a bid to pilot the 'Ask Me' Change That Lasts Community Ambassador scheme. This is a simple initiative to train and equip people from all walks of life with an understanding of domestic abuse and ways in which to respond, and inspires them to play an active role in ending it. This scheme complements White Ribbon and will allow links to develop to raise awareness

of VAWG in different settings. For example Ask me champions can be trained in music venues, sports clubs and other community groups.

## **2.6 How to support White Ribbon**

Sometimes it is difficult to identify what individuals can do to support White Ribbon. A leaflet with 5 things that people can do has been developed (see **Appendix 2**) and will be rolled out across the county.

Some key things that members and staff can do include:

- Completing the DASV eLearning at [www.cambsdasv.org.uk](http://www.cambsdasv.org.uk)
- Signing up to become White Ribbon ambassadors or champions and take the White Ribbon pledge
- Putting up posters or handing out leaflets in the work place or community spaces
- Starting conversations with colleagues about domestic abuse
- Identifying projects and events where White Ribbon could be promoted
- Familiarising themselves with the CCC domestic abuse policy for staff

## **3. ALIGNMENT WITH CORPORATE PRIORITIES**

### **3.1 A good quality of life for everyone**

In a report for the Home Office into the economic and social costs of domestic abuse (2017), the estimated lost economic output attributed to domestic abuse was £14098m per year (an average of £7245 per victim). Therefore, any actions to tackle, reduce or challenge the issue is likely to reduce this lost output.

### **3.2 Thriving places for people to live**

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 referred to above, estimates the physical and mental health care costs of domestic abuse is £2333m annually, averaging £1200 per victim.

### **3.3 The best start for Cambridgeshire's Children**

The report above estimates that between a quarter and a third of children have been exposed to domestic abuse at some point during their lives but it is not possible to estimate the cost of the impact on children due to incomplete and inconsistent data.

## **4. SIGNIFICANT IMPLICATIONS**

### **4.1 Resource Implications**

The cost of White Ribbon reaccreditation is £500. There are also minimal costs for marketing materials (including white ribbon merchandise) and small events, which are anticipated to be around £2,000 annually.

### **4.2 Procurement/Contractual/Council Contract Procedure Rules Implications**

There are no significant implications within this category.

#### **4.3 Statutory, Legal and Risk Implications**

There are no significant implications within this category.

#### **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. Any public awareness activity should make it clear that the issue includes violence against men and boys, as well as women and girls.

#### **4.5 Engagement and Communications Implications**

Reaccreditation and future activity will require support from the community engagement and communications teams, both of which are represented on the White Ribbon Working Group, chaired by Cllr Cuffley

#### **4.6 Localism and Local Member Involvement**

Reaccreditation will involve the continued engagement of area champions and members. Examples of this are described in **Appendix 2**.

#### **4.7 Public Health Implications**

Violence is a public health issue at individual and population levels. This initiative will help increase awareness and understanding of this particular violence issue and is an important element for the delivery of the wider Cambridgeshire and Peterborough Violence Against Women and Girls Strategy.

Implications	Officer Clearance
<b>Have the resource implications been cleared by Finance?</b>	<b>Yes</b> Name of Financial Officer: Martin Wade
<b>Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by the LGSS Head of Procurement?</b>	<b>Yes</b> Name of Officer: Paul White
<b>Has the impact on statutory, legal and risk implications been cleared by LGSS Law?</b>	<b>Yes</b> Name of Legal Officer: Amy Brown
<b>Have the equality and diversity implications been cleared by your Service Contact?</b>	<b>Yes</b> Name of Officer: Adrian Chapman
<b>Have any engagement and communication implications been cleared by Communications?</b>	<b>Yes</b> Name of Officer: Matthew Hall
<b>Have any localism and Local Member involvement issues been cleared by your Service Contact?</b>	<b>Yes</b> Name of Officer: Adrian Chapman
<b>Have any Public Health implications been cleared by Public Health</b>	<b>No</b> Name of Officer: Tess Campbell <b>**Pending sign off**</b>

Source Documents	Location
<i>The Economic and Social Costs of Domestic Abuse</i>  Rhys Oliver, Barnaby Alexander, Stephen Roe and Miriam Wlasny, January 2019	<a href="https://www.gov.uk/government/publications/the-economic-and-social-costs-of-domestic-abuse">https://www.gov.uk/government/publications/the-economic-and-social-costs-of-domestic-abuse</a>

# Cambridgeshire County Council White Ribbon Action Plan

**RAG rating** – Blue – completed, Green – on track, Amber – work at early stages, Red – work not yet started

<b>Actions</b>	<b>Activities planned for next 2 years</b> (including intended completion dates)	<b>Evidence</b> (what will show activities have been completed?)	<b>Lead officer</b>	<b>Date completed</b>	<b>Planned outcomes</b>	<b>RAG Rating</b>	<b>Progress to date</b>
<b>1. Management/ Leadership</b>							
Appoint senior officer responsible for leading activities and liaising with WRC UK.	Appoint Lead officer to liaise with WRC UK  Appoint Member to act as an Ambassador for DASV on behalf of the Local Authority	Lead officer appointed – Julia Cullum, DASV Partnership Manager  Cllr Cuffley appointed	Sarah Ferguson/ Rob Hill  Cllr Kevin Cuffley as Community Safety Champion	December 2017	Oversight at senior level  Lead Member Ambassador	Blue	Completed. Assistant Director responsible for DASV and White Ribbon will move to Rob Hill from 01/04/19
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, TOR in place	Meeting dates set until November 2018 and TOR agreed.  Plan in place and updated monthly to reflect activity	Amanda Warburton & Julia Cullum	March 2018  Ongoing	Ensure county is on track for reaccreditation in 2020.	Green	Action plan submitted to White Ribbon in May 2018. Working group is now meeting on a quarterly basis.
<b>2. Domestic Abuse Strategy</b>							
Ensure there is a commissioning strategy in place that provides adequate housing and community support services for women & children experiencing/fleeing domestic violence (including refuge).	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 Priorities for the	An action plan to deliver the VAWG Strategy has been developed with key partners  Actions from the DASV Action plan specific to CCC collated for	DASV Partnership Manager	November 2017  March 2018	Ensures a clear direction of travel	Green	DASV action plan in place – and updated bi-monthly.  A successful bid has been made to the MHCLG for 'A Whole



	partnership, specifically to address any gaps in funding related to the ending of the DCLG funding	monitoring by WR Working Group					Housing Approach' which will enable outreach provision to be funded until March 2020. Another successful bid to the Home Office has increased support to Children Affected by Domestic Abuse
Ensure the local authority commission's education programmes about domestic abuse that are directed towards <b>boys</b> within PHSE curriculum.	<p>The Cambridgeshire PSHE Service has a comprehensive new RSE Framework that includes healthy relationships topics aimed at both boys and girls – promote to schools.</p> <p>Review Healthy Relationships provision for schools and within the LA</p>	<p>New PSHE Framework used in secondary schools across Cambridgeshire</p> <p>Healthy Relationships group meeting six monthly</p>	Cathy Murphy, PSHE Service	<p>November 2017</p> <p>January 2019</p>	<p>Schools able to access and use consistent framework across Cambridgeshire and are prepared for statutory RSE.</p> <p>Schools and Partners are aware of healthy relationships provision</p>	Green	Meeting planned with PSHE to consider how to support role out of mandatory RSE
Implement a domestic abuse policy for all staff employed by the Local Authority (LA)	<p>The County Council's 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>Signed off and agreed by Unions and HR.</p> <p>HR staff to receive specialist briefing.</p> <p>Briefing for managers to share at team meetings developed</p> <p>Ensure included in</p>	Janet Atkin	<p>November 2017</p> <p>March 2018</p> <p>May 2018</p> <p>July 2018</p>	Managers are aware of how they can support staff experiencing domestic abuse	Amber	<p>HR Briefing delivered.</p> <p>A briefing on the policy to be agreed by Gillian that can be disseminated at all team meetings. Also include link to White Ribbon and how staff can take the pledge</p> <p>JC has discussed with</p>

		management training across LGSS					Karen Tolond including brief info on DA in management training workshops starting soon.
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  Training providers group set up to ensure relevant and up to date messages, including WR are included in all DA training	Paul Evans Head of LGSS Learning and Development  Julia Cullum  Julia Cullum/Vickie Crompton	March 2018  July 2018  April 2018	Those attending training will have greater awareness of domestic abuse and the WRC	Green	LGSS Domestic Abuse Training offer has been updated from September 2018.  DASV Training group meets quarterly  Session delivered on 17 April 2018 and further workshop delivered on 17 January 2019
<b>3. Ambassadors and Advocates</b>							
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.  Appoint at least 4 male ambassadors  Develop a programme of work for the Ambassadors and communications plan	WRC Ambassadors will have access to enhanced information and expertise within the multi-agency DA Champions Network  Work programme and Comms plan in place	Kevin Cuffley  DASV Partnership Manager/Jo Dickson	April 2018	Ambassadors in place and work programme developed	Green	See Ambassador approach log. Confirmed ambassadors: Kevin Cuffley Martin Brunning / Gil Karpas / Gary Peile – sadly Gary has passed away and we are now looking for another ambassador.  Ambassadors launched on 19/11/19 and press release undertaken. Draft programme of

							work for 19/20 agreed and will be finalised at next working group.
Encourage all staff to take the pledge, with a focus on male staff.	DA policy briefing for managers developed with link to WR website for staff to take pledge.  DA champions within the LA identified through Equality and Diversity network	Manager briefings take place  DA champions identified	Janet Atkins  Julia Cullum	Sept 2018  July 2018	DA champions linked into work programme and encouraged to take pledge	Amber	Suggest this is covered by briefing on DA policy disseminated to all staff (as per section 2).  JC has sent info to E+D network and attended E+D action group on 18/06/18.  Two lunchtime sessions held for CCC staff have been held and identified some champions.
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.  Area champions are briefed on WR and what they can do to support the campaign	Support package for ambassadors/area champions in place  Ambassadors/area champions complete WR training	Julia Cullum	Sept 2018	Ambassadors and area champions identify opportunities to raise awareness/support WR	Amber	Workshop for members held on 17/01/19  Leaflet developed with 5 key actions for ambassadors and advocates
<b>4. Communication Strategy</b>							
Ensure the local authority's domestic abuse communication plan includes provision of information on VAWG & the services that are available in the	A joint DASV Communications plan is in place with all organisations and a County Council VAWG Communications plan	DASV Comms plan in place  CCC VAWG Comms plan developed	Christine Birchall/Jo Dickson	April 2018  June 2019	Communications plan in place across DASV partnership and CCC	Green	DASV Comms plan in place through the Multi-Agency Public Protection Communications Group. County Council DASV Comms plan has been

community.	has been created as part of the WR application.						updated for 2019/20.  CCC WR comms plan developed around 25 November. Future comms plan to be agreed.
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.	Once accreditation achieved		Christine Birchall	Oct 2018	Plaque displayed. To be agreed	Amber	Plaque displayed in Shire Hall reception Use of logo to be agreed.
<b>5. Community Engagement</b>							
Involve & encourage the local community in holding WRC awareness raising events – recommend a target of three per year.	Raise profile of WRC through NCS Programme  Identify key community events to promote WRC	NCS sessions held and young people take WR campaign forward  Community events held	Julia Cullum  Area Champions  Community Engagement Team	Ongoing	At least 3 community events supported by area champions and ambassadors.  Work programme of activity developed annually	Green	In 2018 we held awareness raising stalls and events at: Cambridge Folk Festival NCS Scheme Parish Council Conference Cambridge City DA Conference  Work programme 2019 will include Cambridge Folk Festival, Strawberry Fair, Walk a mile in their shoes (Wisbech), Cambridge Pride, We out Here festival (Huntingdon), South Cambs District Council Community Resilience Event
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	Develop links through Living Sport to expand and develop work through local sports club networks	Plan of action compiled with Living Sport	Cllr Cuffley Area Champions	Ongoing	To be agreed	Amber	More links with sports clubs to be developed through Living Sport.  DASV Poster to be included in Cambridge

at least two clubs to apply for WRC Sports Award.	Identify local sports clubs to approach.  Identify potential campaigns to link into to support WR	Links made with local sports club  WR promoted through local sports campaigns	DASV Partnership Manager				Utd FC Community trust information pack 2019 and banner on their website.
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.	Develop links with Cambridge Live Trust  Identify other music venues to approach	Links with music venues made  WR highlighted through local music venues	Cllr Cuffley Area Champions  DASV Partnership Manager	Ongoing	Two venues to apply for WR Music Venue Award  Programme of activity agreed with Cambridge Live and Junction	Green	Links made with Cambridge Live and Junction through Gil Karpas. Junction are considering WR accreditation and joint work underway to promote WR at relevant events through the Junction and Cambridge Live
Commemorate UN International Day for the Elimination of Violence Against Women – 25 <sup>th</sup> November & 16 Days of Action between the 25 <sup>th</sup> November & 10 <sup>th</sup> December.	Communications around VAWG take place on 25 <sup>th</sup> November every year.	Work programme in place for 25 <sup>th</sup> November and 16 days	Christine Birchall  Corporate Diversity Group  DASV Partnership Manager	Nov 2018	Work plan in place for 25 Nov and 16 Days	Green	Successful programme took place in 2018, including launch of ambassadors, promotion of Operation Lighthouse book.  Plans for 2019 to be developed.
<b>6. Additional Actions</b>							
Work towards setting a zero limit on sex encounter venues (Lap Dancing)	N/A					N/A	CCC are not responsible for licensing, and we do not believe there are any such venues in Cambs.
Commemorate additional dates - International Women's Day 8 <sup>th</sup> March; National Stalking Awareness Day 18 <sup>th</sup> April; International Day Against Homophobia & Transphobia 17 <sup>th</sup> May; Memory for Victims of	These awareness days are included in DASV Partnership Communications plan.  <i>Consider links to the Equality and Diversity Action Plan</i>	CCC Communications plan in place linked to key dates	Corporate Diversity Group  Multi-agency Public Protection Communications Group	Ongoing	Work programme in place to commemorate additional dates	Green	These are part on the ongoing DASV Comms plan and are included in the 2019 Comms plan

Honour Based Violence 14<sup>th</sup>  
July.

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**Domestic Abuse and Sexual Violence – how can councillors support victims?**

Complete our free Domestic Abuse Basic Awareness eLearning at

[https://www.cambsdasv.org.uk/website/elearning\\_modules/92616](https://www.cambsdasv.org.uk/website/elearning_modules/92616)

Sign up to become at White Ribbon Ambassador or champion at <https://www.whiteribbon.org.uk/> and complete the White Ribbon eLearning

Display posters on noticeboards and in key village or town locations. Posters can be downloaded from [https://www.cambsdasv.org.uk/website/posters\\_1/397372](https://www.cambsdasv.org.uk/website/posters_1/397372)

Make the White Ribbon pledge <https://www.whiteribbon.org.uk/pledge>

If someone discloses that they are experiencing domestic abuse;

- Believe them
- Don't be judgmental about causes
- Don't push them to make choices
- Signpost them to local support services

Cambridge City, East Cambs and South Cambs – Cambridge Women's Aid 01223 361214  
[www.cambridgewa.org.uk](http://www.cambridgewa.org.uk)

Fenland, Huntingdonshire and Peterborough – Refuge 07787 255821  
National Domestic Violence Helpline – 0808 2000 247