

B 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	Outcomes achieved Yes / No	Council comments	WRC comments
1. Management/ Leadership								
Appoint Senior officer responsible for leading activities and liaising with WRC UK.	Safer PPB to designate a lead officer. There are established links between Adult Social Care, Children's Services and	An identified officer.	Chris Patino	13 th June 2017	To have a designate d point of contact to ensure that the action plan is delivered.	YES	Mike Andrews – Community Safety Manager has been identified as the lead officer relating to HBC achieving the White Ribbon Council Awards Action Plan.	



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	respective Adult and Children's Safeguardi ng Boards							
Set up system for monitoring progress. Report back to WRC UK end Year 1 – resubmit actions for Year 2	Update reports to be monitored and critically reviewed at Safer PPB.	Activities and actions will be monitored and recorded at PPB	Mike Andrews	13 th June 2017	On-going progress of the implemen tation of White Ribbon Award status.	On-going	HBC have been supporting White Ribbon for a number of years now and has supported numerous events to raise the profile of the Campaign.	
	Halton Domestic Abuse Forum is the oversight	Quarterly reports relating to action plans reflecting			Rolling review of action plans linked to local			



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	groups for matters relating to domestic abuse and sexual violence in Halton.	local activity linked to the local strategy.			activity.			
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.	The Halton Multi- Agency Domestic Abuse Strategy. Proposal to refresh the strategy later this	Local needs assessment s to be completed	Tracy Coffey - Chair of HDAF and Sarah Ashcroft Tracy Coffey - Chair of HDAF and Sarah	2014-2017	New Halton Multi- Agency	YES	HBC have recently recruited a specific complex dependency worker in addition to the core offer to support victims that due to a variety of reasons find it harder to engage in mainstream services this includes supported housing options beyond	



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	year will reflect the revised Violence Against Women and Girls strategy. HDAF will take the lead in these developme nts.	accessing all available information , data and evidence, service standards and intelligence from local providers with input from HBC; Health; CCG's; Police; Housing and the third sector.	Ashcroft		Domestic Abuse Strategy.		the traditional refuge model.	



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	Specialist domestic abuse community support is locally commissio ned	Further consultation with victim/survivor groups; local residents; perpetrators. Reflecting the community of Halton. Performance meeting regularly held with the local provider, SP	Kath Howarth/Sar ah Ashcroft	On-going	Provider/ commissi oner ongoing review of the service support requirem	YES		



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	Refuge provision is	developme nt manager and DA Coordinato r	Kath Howarth/Sar	On-going	ents and ability to challenge and respond to emerging needs Regular review	YES		
	currently commissio ned and is currently provided by Changing Lives.	The continuatio n of this local lifeline available to victims of domestic abuse and	ah Ashcroft		meeting with the provider to identify emerging risks and issues and review			



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		their kin.			joint working arrangem ents.			
	The Childrens domestic abuse service is currently provided by Catch 22	This service supports children and young people who have been significantly impacted by domestic abuse, are subject to	Clare Hunt/Sarah Ashcroft	On-going	Regular review meeting with the provider to identify emerging risks and issues and review joint working arrangem ents.	YES		



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		care plans						
Ensure the local authority commission's education programmes about domestic abuse (including sexual violence, coercive control and consent) and healthy relationships that are directed towards boys within PHSE curriculum.	Respondin g to domestic abuse is a priority of the local safeguardi ng board	Healthy relationship focus in PHSE	Nicola Noon	Sept 2018	To have a focus in local schools, develop an recognitio n of what DA is and impact	No		
Implement a domestic abuse policy for all staff employed by the Local Authority (LA)	HBC have a staff DA Policy, it was last updated in 2013.	Ensure that the objectives and ethos of White Ribbon is reflected in the refresh	Sarah Ashcroft	Refresh date of DA policy to be agreed – Sept 2018	Updated version of the HBC DA Staff Policy	YES	HBC have had a DA policy for a number of years now to support staff members who have been exposed to abuse. HBC update all policy's on a rolling programme.	



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		of the HBC DA Policy						
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.	HBC offers multi-agency domestic abuse training available to all front line staff. This includes domestic abuse awareness raising and DASH RIC/MARAC	Training programme to be reviewed and updated with HDAF / Children's Safeguardin g and Adult Safeguardin g Boards to identify and address gaps in training provision	Sarah Ashcroft	November 2017	Refreshed training prospectu s relating to domestic abuse and sexual violence	YES	Training is frequently reviewed, developed and updated regularly in to reflect any new legislation and local changes. Within the current offer there is specific reference to the White Ribbon Campaign and delegates are asked to support the campaign.	



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	training. As well as bespoke training to specialist teams responding to specific locally identified needs. Courses within the pathway explore gender within the context of domestic abuse. Central to	with a view to addressing these gaps in the new training prospectus i.e Harmful Practises						



Actions	Activities planned for next 2 years (including intended completion dates) the ethos	Evidence (what will show activities have been completed ?)	Lead officer	Date completed	Planned outcomes	Outcomes achieved Yes / No	Council comments	WRC comments
3. Ambassadors	of local training delivery is domestic abuse is everyone's business.							
and Advocates Nominate at least 4 male ambassadors to take the actions of the campaign forward.	Suggestion s: Cllr Cargill Cllr Thompson CE David Parr Leader Polhill	That they have completed and submitted the application forms	Mike Andrews	February 2018	A local focus on domestic abuse and commitm ent to the White Ribbon Campaign	No		
Encourage all MALE	Develop an	Develop a	Mike	November	By signing	No	Links directly to the 16	



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staff to take the pledge.	internal communic ation campaign that will highlight the aims of White Ribbon and encourage male staff members to make the pledge.	register that can be used to monitor who has signed up to the pledge. Use the 16 days of action as a vehicle sot promote White Ribbon to staff, through the HBC intranet/ team	Andrews/ Sarah Ashcroft	2018	up the pledge, staff will be required to understan d the key messages of the anti-Violence against Women & Girls campaign		days of action	



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	Senior officers will be invited to	meeting/ briefings and via in- house promotions						
	nominate themselves as a White Ribbon Ambassado r. Local members will be informed of any local events in	members and senior staff invited to nominate themselves as 'White Ribbon ambassado rs'. Ensure that local						



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	Halton	members receive notification s of relevant events and activity within the locality.						
All Ambassadors and Advocates to become well informed about their role, and confident about what men and boys can do to challenge VAWG, through: - undertaking WRC online training - attending face-to- face training about	Links to action above	Record of attendance at identified training opportuniti es; self-reporting of activities undertaken	Mike Andrews	September 2018	To have ambassad ors who are committe d to undertaking the key actions as identified	No	Identified local Ambassadors will be expected to undertake this action as part of their remit	



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WRC and men's role in challenging VAWG - reading WRC Ambassadors Guide								
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. i. Include guidance on reporting incidents of abuse.	A Domestic Abuse Communic ation Strategy has been adopted by HBC as part of the Complex Dependenc y Pan- Cheshire	The DA Communica tions Strategy. A live website A range of physical publicity materials.	Tracey Coffey		Victims, children, perpetrat ors friends and family members know where to go to for help and support.	No	HBC are committed to the Pan-Cheshire communications strategy that is due to launch in March 2018.	



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ii. Ensure publicity materials highlight WRC and displays clear messages directed towards MEN.	work. There will be a dedicated website as well as physical publicity in a range of locations aimed at supporting victims; helping the public identify domestic abuse and highlight support services for							



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	victims, children and perpetrato rs							
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.	White Ribbon logo is displayed on a range of material we currently use in Halton to raise awareness of domestic abuse.	Achieve accreditatio n for the White Ribbon Campaign The White Ribbon is displayed on the bottom corner of all domestic abuse	Sarah Ashcroft	13 th June 2017	To continue to use the White Ribbon as a symbol to raise awarenes s around the issue of domestic abuse. Display in high	YES		



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		posters in Halton – see posters.			volume traffic areas			
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.	HBC has historically issued a number of press releases to confirm their ongoing commitme nt to White Ribbon. HDAF to consider future activities	Press release on 16 days and White Ribbon campaign to be issues describing the strategic aims of the initiative and planned activity.	Sarah Ashcroft / HDAF / Communicati ons team	For the 16 days of action in November 2018	Press release complete d. Publicity using	NO	HBC supports a range of activities each year in support of the White Ribbon Campaign, including training events, workshops coffee mornings, lessons in local colleges and publicity stations within key buildings.	
5. Community								



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	Outcomes achieved Yes / No	Council comments	WRC comments
Engagement								
Involve & encourage the local community in holding WRC awareness raising events — recommend a target of three per year.	HBC to work with local community groups to identify opportuniti es to hold event raising events	Each year different local groups have held events and made contribution to raising the White Ribbon Campaign profile	Mike Andrews / Sarah Ashcroft	2018	White Ribbon Campaign profile highlighte d to local communit ies	Yes	Ongoing commitment	
Engage with local sports clubs, both amateur and professional, about how they can inform men about VAWG and encourage them to challenge it, and	HBC have been actively engaging with local sports clubs both	Various local clubs have been approached and specific sessions relating to	Mike Andrews / Sarah Ashcroft	2017	Boys and men affiliated to local rugby clubs both			



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encourage at least two	profession	the			professio			
clubs to apply for WRC	ally and	principles			nal			
Sports Award.	amateur	of White			amateur			
	clubs	Ribbon			as well as			
	across	have been			associates			
	Halton	highlighted			and			
					supporter			
					s of the			
					clubs			
					have			
					received			
					specific and			
					targeted			
					informati			
					on			
					relating			
					to the			
					harms			
					caused by			
					domestic			



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					abuse			
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.							HBC to explore, there are no dedicated music venues in Halton.	
Commemorate UN International Day for the Elimination of Violence Against Women – 25 th November.	Additional days are currently marked in various ways across the Borough including events, briefings,	Develop a calendar of relevant dates linked to planned activities and social media awareness raising	Sarah Ashcroft	July 2018	A calendar of planned events /social media plan	No		



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	articles and HBC communic ations	strands to assist in raising awareness						
Commemorate White Ribbon Day on 25 th November	There has been historical programm e of engageme nts activities to highlight White Ribbon including coffee mornings, conference , sporting related	HBC will continue to support White Ribbon with commemor ative events.	Sarah Ashcroft / HDAF	October 2018	White Ribbon Action Plan; supports by a social media campaign and DA Strategy	YES – Annually		



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	Outcomes achieved Yes / No	Council comments	WRC comments
Commemorate 16 Days of Action between the 25 th November & 10 th December.	events HBC supports the 16 days of action with a number of engageme nt events and activities to raise domestic abuse awareness	HBC will continue to support the 16 days of action with a wide range of local events and activities which will aim to engage with the diverse communiti es of Halton	Sarah Ashcroft /HDAF	December 2017	White Ribbon Action Plan	YES – Annually		
6. Additional Actions								



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	Outcomes achieved Yes / No	Council comments	WRC comments
Work towards setting a zero limit on sex establishment venues	HBC considers each application on its own merit.	HBC accept that sex establishm ent venues form a legitimate part of the leisure and entertainm ent industry however, at present HBC does not have any sex establishm ent venues that have successfully fulfilled the	Mike Andrews	Not applicable	People who frequent Halton feel safe - where they live, work and spend their leisure time. HBC is committe d to Communi ty safety, helping communit ies to be	YES	Through the establishment of separate complimentary licensing regime and policy, HBC recognise that there are special considerations to be had in the licensing of adult entertainments. These include the potential linkages between poorly run adult entertainments and organised crime (such as people trafficking, prostitution and touting); the negative impact overall on the community's	



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		criteria in order to operate within this locality.			and feel safe. It is important that any sex establish ment venues do not impact on people's ability to feel safe and be safe.		sense of safety (particularly that of women) through fear of heightened criminal and disorderly behaviour, conduct amounting to nuisance and increases in lewd behaviour and sexual offences; and also the impact on local regeneration and development projects by way of the deterrent effect on visitors.	
Commission a perpetrator programme – RESPECT accredited or working towards accreditation scheme.						No	HBC would like to commission a specific perpetrator programme however, due to financial constraints this	



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	Outcomes achieved Yes / No	Council comments	WRC comments
							has been difficult. We are reviewing how we commission services in the next cycle.	
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.	Develop a schedule of activity that can be used as a project plan to deliver a response on these key identified dates.		Sarah Ashcroft					

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 revious 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 & Advocates

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 udertake the 4 brief WRC online training modules (see www.whiteribboncampaign.co.uk/node/275), 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 Advocates 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. Advocates 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 – for information and guidance on work with perpetrators and accreditation <u>www.respect.org.uk</u>