



White Ribbon Councils Award Action Plan

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.	<p>Safer PPB to designate a lead officer.</p> <p>There are established links between Adult Social Care, Children's Services and</p>	An identified officer.	Chris Patino	13 th June 2017	To have a designated 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 Safeguarding 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. Halton Domestic Abuse Forum is the oversight groups for matters relating to domestic abuse and sexual violence in Halton.	Activities and actions will be monitored and recorded at PPB Quarterly reports relating to action plans reflecting local activity linked to the local strategy.	Mike Andrews	13 th June 2017	On-going progress of the implementation of White Ribbon Award status. Rolling review of action plans linked to local activity.	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.	



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2. Domestic Abuse Strategy								
<p>Ensure there is a commissioning strategy in place that provides adequate housing and community support services for women & children experiencing/fleeing domestic violence.</p>	<p>The Halton Multi-Agency Domestic Abuse Strategy.</p> <p>Proposal to refresh the strategy later this year will reflect the revised Violence Against Women and Girls strategy. HDAF will take the lead in these developments.</p>	<p>Local needs assessments to be completed accessing all available information, data and evidence, service standards and intelligence from local providers with input from HBC; Health; CCG's; Police;</p>	<p>Tracy Coffey – Chair of HDAF and Sarah Ashcroft</p> <p>Tracy Coffey – Chair of HDAF and Sarah Ashcroft</p>	<p>2014-2017</p> <p>2018</p>	<p>Complete</p> <p>New Halton Multi-Agency Domestic Abuse Strategy.</p>	<p>YES</p>	<p>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 the traditional refuge model.</p>	



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	<p>Housing and the third sector.</p> <p>Further consultation with victim/survivor groups; local residents; perpetrators.</p> <p>Reflecting the community of Halton.</p> <p>Performance meeting regularly held with the local provider, SP development manager and DA</p>	<p>Specialist domestic abuse community support is locally commissioned</p>	<p>Kath Howarth/Sarah Ashcroft</p>	<p>On-going</p>	<p>Provider/commissioner ongoing review of the service support requirements and ability to challenge</p>	<p>YES</p>		
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	<p>Refuge provision is currently commissioned and is currently provided by Changing Lives.</p>	<p>Coordinator</p> <p>The continuation of this local lifeline available to victims of domestic abuse and their kin.</p>	<p>Kath Howarth/Sarah Ashcroft</p>	<p>On-going</p>	<p>and respond to emerging needs</p> <p>Regular review meeting with the provider to identify emerging risks and issues and review joint working arrangements.</p>	<p>YES</p>		
	<p>The Childrens domestic abuse service is currently</p>	<p>This service supports</p>	<p>Clare Hunt/Sarah Ashcroft</p>	<p>On-going</p>	<p>Regular review meeting with the provider to</p>	<p>YES</p>		




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	provided by Catch 22	children and young people who have been significantly impacted by domestic abuse, are subject to care plans			identify emerging risks and issues and review joint working arrangements.			
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.	Responding to domestic abuse is a priority of the local safeguarding board	Healthy relationship focus in PHSE	Nicola Noon	Sept 2018	To have a focus in local schools, develop an recognition 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	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	



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		<p>reflected in the refresh of the HBC DA Policy</p>  <p>Domestic Abuse (Employee Related) P</p>					<p>policy's on a rolling programme.</p>	
<p>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.</p>	<p>HBC offers multi-agency domestic abuse training available to all front line staff. This includes domestic abuse awareness raising and DASH RIC/ MARAC training. As well as bespoke training to</p>	<p>Training programme to be reviewed and updated with HDAF / Children's Safeguarding and Adult Safeguarding Boards to identify and address gaps in training provision with a view to addressing these gaps</p>	<p>Sarah Ashcroft</p>	<p>November 2017</p>	<p>Refreshed training prospectus relating to domestic abuse and sexual violence</p>	<p>YES</p>	<p>Training is frequently reviewed, developed and updated regularly in to reflect any new legislation and local changes.</p> <p>Within the current offer there is specific reference to the White Ribbon Campaign and delegates are asked to support the campaign.</p>	



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	specialist teams responding to specific locally identified needs. Courses within the pathway explore gender within the context of domestic abuse. Central to the ethos of local training delivery is domestic abuse is everyone's business.	in the new training prospectus i.e Harmful Practises						
3. Ambassadors and Advocates								
Nominate at least 4 male ambassadors to	Suggestion s:	That they have	Mike Andrews	February 2018	A local focus on	No		



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take the actions of the campaign forward.	<p>Clr Cargill Clr Thompson CE David Parr Leader Polhill</p>	<p>completed and submitted the application forms</p>			<p>domestic abuse and commitment to the White Ribbon Campaign</p>			
Encourage all MALE staff to take the pledge.	<p>Develop an internal communication campaign that will highlight the aims of White Ribbon and encourage male staff members to make the pledge.</p>	<p>Develop a register that can be used to monitor who has signed up to the pledge.</p> <p>Use the 16 days of action as a vehicle to promote White Ribbon to staff, through the HBC intranet/</p>	<p>Mike Andrews/ Sarah Ashcroft</p>	<p>November 2018</p>	<p>By signing up the pledge, staff will be required to understand the key messages of the anti-Violence against Women & Girls campaign</p>	<p>No</p>	<p>Links directly to the 16 days of action</p>	



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	<p>Senior officers will be invited to nominate themselves as a White Ribbon Ambassador.</p> <p>Local members will be informed of any local events in Halton</p>	<p>team meeting/ briefings and via in-house promotions .</p> <p>Elected members and senior staff invited to nominate themselves as 'White Ribbon ambassadors'.</p> <p>Ensure that local members receive notifications of relevant events and activity</p>						
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		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: <ul style="list-style-type: none"> - undertaking WRC online training - attending face-to-face training about WRC and men's role in challenging VAWG - reading WRC Ambassadors Guide 	Links to action above	Record of attendance at identified training opportunities; self-reporting of activities undertaken	Mike Andrews	September 2018	To have ambassadors who are committed to undertaking the key actions as identified	No	Identified local Ambassadors will be expected to undertake this action as part of their remit	
4. Communication Strategy								
Ensure the local authority's domestic abuse communication plan includes provision of information on VAWG & the services	A Domestic Abuse Communication Strategy has been adopted by	The DA Communications Strategy. A live website	Tracey Coffey		Victims, children, perpetrators friends and family	No	HBC are committed to the Pan-Cheshire communications strategy that is due to launch in March 2018.	



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<p>that are available in the community.</p> <ul style="list-style-type: none"> i. Include guidance on reporting incidents of abuse. ii. Ensure publicity materials highlight WRC and displays clear messages directed towards MEN. 	<p>HBC as part of the Complex Dependency Pan-Cheshire work.</p> <p>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 victims, children</p>	<p>A range of physical publicity materials.</p>			<p>members know where to go to for help and support.</p>			
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	and perpetrators							
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 accreditation for the White Ribbon Campaign The White Ribbon is displayed on the bottom corner of all domestic abuse posters in Halton – see posters.	Sarah Ashcroft	13 th June 2017	To continue to use the White Ribbon as a symbol to raise awareness around the issue of domestic abuse. Display in high volume traffic areas	YES		
Make public your commitment to carrying out your WRC Action Plan, and encourage feedback from staff and local communities	HBC has historically issued a number of press releases to	Press release on 16 days and White Ribbon campaign	Sarah Ashcroft / HDAF / Communications team	For the 16 days of action in November 2018	Press release completed. Publicity using	NO	HBC supports a range of activities each year in support of the White Ribbon Campaign, including training events, workshops	



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about its effectiveness and possible future activities.	confirm their ongoing commitment to White Ribbon. HDAF to consider future activities	to be issues describing the strategic aims of the initiative and planned activity.					coffee mornings, lessons in local colleges and publicity stations within key buildings.	
5. Community 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 opportunities 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 highlighted to local communities	Yes	Ongoing commitment	
Engage with local sports clubs, both amateur and professional, about how they can inform	HBC have been actively engaging	Various local clubs have been approached	Mike Andrews / Sarah Ashcroft	2017	Boys and men affiliated to local			



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<p>men about VAWG and encourage them to challenge it, and encourage at least two clubs to apply for WRC Sports Award.</p>	<p>with local sports clubs both professional and amateur clubs across Halton</p>	<p>and specific sessions relating to the principles of White Ribbon have been highlighted</p>			<p>rugby clubs both professional amateur as well as associates and supporters of the clubs have received specific and targeted information relating to the harms caused by domestic abuse</p>			
<p>Engage with local music venues about how they can inform men about VAWG and encourage</p>							<p>HBC to explore, there are no dedicated music venues in Halton.</p>	



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them to challenge it, and encourage at least two venues to apply for WRC Music Venue Award.								
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, articles and HBC communications	Develop a calendar of relevant dates linked to planned activities and social media awareness raising strands to assist in raising awareness	Sarah Ashcroft	July 2018	A calendar of planned events /social media plan	No		
Commemorate White Ribbon Day on 25 th November	There has been historical programme of engagements activities to highlight	HBC will continue to support White Ribbon with commemorative events.	Sarah Ashcroft / HDAF	October 2018	White Ribbon Action Plan; supports by a social media campaign	YES – Annually		



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	White Ribbon including coffee mornings, conference , sporting related events				and DA Strategy			
Commemorate 16 Days of Action between the 25 th November & 10 th December.	HBC supports the 16 days of action with a number of engagement 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 communities of Halton	Sarah Ashcroft /HDAF	December 2017	White Ribbon Action Plan	YES – Annually		
6. Additional Actions								



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<p>Work towards setting a zero limit on sex establishment venues</p>	<p>HBC considers each application on its own merit.</p>	<p>HBC accept that sex establishment venues form a legitimate part of the leisure and entertainment industry however, at present HBC does not have any sex establishment venues that have successfully fulfilled the criteria in order to operate within this locality.</p>	<p>Mike Andrews</p>	<p>Not applicable</p>	<p>People who frequent Halton feel safe - where they live, work and spend their leisure time.</p> <p>HBC is committed to Community safety, helping communities to be and feel safe. It is important that any sex establishment venues do</p>	<p>YES</p>	<p>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 sense of safety (particularly that of women) through fear of heightened criminal and disorderly behaviour, conduct amounting to nuisance and increases in lewd</p>	
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					not impact on people's ability to feel safe and be safe.		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 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		Sarah Ashcroft					



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	identified dates.							
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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 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.



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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 undertake 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.



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- 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



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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 www.respect.org.uk