



**END MEN'S VIOLENCE AGAINST WOMEN**

## WHITE RIBBON ACCREDITATION ACTION PLAN

Halton Borough Council

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<b>Section 1:</b>	Strategic Leadership
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Lead Contact Warren Betts..... Date.....  
E-mail: warren.betts@halton.gov.uk..... Tel: 07584 183 163.....

The Lead Contact will be the Local Authority's nominated individual who will coordinate and oversee the three-year White Ribbon Action Plan and be the point of contact with White Ribbon UK.

They will monitor the Action Plan's progress and report back to White Ribbon annually.

### INTRODUCTION:

Men's violence against women and girls in our society is shockingly prevalent, and we can only change those cultures that give rise to it by promoting a message of respect and tolerance and leading by example. Organisations can achieve a considerable amount through their staff, their policies, and their day-to-day work; as well as their role within the communities in which they are based.

Organisations applying for White Ribbon Accreditation commit to developing a three-year Action Plan. This will demonstrate how core criteria are to be met as well as criteria that are sector specific. The Action Plans are focused around four core criteria and offer achievable goals for organisations to bring about genuine change.

During the application process to become White Ribbon Accredited, you will have completed the criteria that is highlighted in bold in Strategic Leadership 1. You now have 6 months to develop and start to deliver on the remaining criteria of your Action Plan.

White Ribbon template Action Plans are designed as a guide. If you have questions about how it will work in practice in your context, we will be very happy to discuss that with you. White Ribbon Accreditation is not an end goal, it is a long-term commitment. This is useful to keep in mind as you complete and deliver on your Action Plan. Think of it as a live document which will evolve as you grow in knowledge and application throughout this journey. Often the most successful Action Plans are where an organisation has applied creativity and their own experience so, please do not feel restricted by the template.

# Halton Borough Council Action Plan

Criteria for delivering on White Ribbon Accreditation:	Planned actions/activities: (How and what will you do to meet the criteria?) <i>Please delete text in italics when completing</i>	Target Date (Y1/2/3):	Evidence: (How will you demonstrate that you have delivered on the action/activity?)	Planned outcomes: (What will be achieved, who will benefit and by when? Your outcomes are the effects or changes resulting from your actions/activities)	Lead person/s: (Name, job title, Inc. tel. & email):	Achieved Date (Complete once achieved)
<b>1a. Strategic Leadership</b>	The criteria for Strategic Leadership 1a have already been completed in your application form. Please insert the information from your application form into the appropriate place under 1a. While you have already completed these actions, it is important that they remain part of your Action Plan should any of their details change, or you decide the actions or outcome is beyond what you've previously written into the application form.					
A strategic decision made formally at senior level by the Local Authority to seek Accreditation. This includes a commitment to develop a three-year Action Plan.		Completed			Cllr Laura Bevan & Full Council	October 2024
At least one senior leader in the Local Authority becomes a White Ribbon Ambassador or Champion and will act as Strategic Lead for the White Ribbon Accreditation.	Wesley Rourke, Executive Director, Environment & Regeneration has registered as a White Ribbon Ambassador, and has been identified as strategic lead.	Completed		<b>Benefits:</b> Consistency across the Council in terms of approach.  <b>Aims:</b> The level of position held by the Head of Service will enable the aims of the White Ribbon campaign to be disseminated and	Wesley Rourke. Executive Director, Environment & Regeneration  Wesley.rourke@halton.gov.uk	October 2024

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				<p>progressed across the organisation.</p> <p><b>Development:</b> This leadership will help to increase the level of support for the campaign and sign up of more staff to become Ambassadors and Champions.</p> <p><b>Challenges:</b> Promoting communications across a large organisation.</p> <p><b>Successes:</b> To be monitored.</p>		
<p><b>Nomination of a Lead Contact to be the Local Authority's main contact who will coordinate and oversee the three-year White Ribbon Action Plan.</b></p> <p><b>This person will monitor the Action Plan's progress and report back to White Ribbon.</b></p> <p><b>This person must be a registered White</b></p>		Completed.		<p><b>Benefits</b> Single point of contact for campaign to provide support and cascade information</p> <p><b>Aims</b> Ownership and responsibility to drive forward White Ribbon agenda.</p> <p><b>Development</b> None as led on previous accreditation.</p> <p><b>Challenges</b> As above.</p>	<p>Warren Betts, Domestic Abuse Perpetrator Case Officer</p> <p>&amp;</p> <p>White Ribbon Ambassador</p> <p>Warren.betts@halton.gov.uk</p> <p>07584 183 163</p>	<p>January 2025</p> <p>October 2024</p>

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Ribbon Ambassador or Champion.				<b>Successes</b> Continued co-ordination of efforts to progress campaign work and deliver action plan		
<p><b>Establish a White Ribbon Steering Group to oversee the development and implementation of the White Ribbon Action Plan.</b></p> <p><b>All members of the steering group must be registered White Ribbon Ambassadors or Champions.</b></p> <p><b>The Steering Group should draw members from across the organisation.</b></p> <p><u><b>Please keep an up-to-date record of your Ambassadors and Champions to utilise them throughout Accreditation. White Ribbon can share your registered Ambassadors and Champions upon request.</b></u></p>	Set up steering group	Completed.	Notes of meetings	<p><b>Benefits</b> Help deliver action plan and spread White Ribbon message throughout Halton Borough Council.</p> <p><b>Aims</b> Share workload in delivering the agenda.</p> <p><b>Development</b> Build on work undertaken when previously accredited.</p> <p><b>Challenges</b> Competing priorities Need to progress work and promote campaign throughout the year, not just focus around White Ribbon Day.</p> <p><b>Successes</b> To be monitored</p>	<p>Cllr Bevan: Elected member <a href="mailto:Laura.Bevan@halton.gov.uk">Laura.Bevan@halton.gov.uk</a></p> <p>Wesley Rourke. Executive Director, Environment &amp; Regeneration <a href="mailto:Wesley.rourke@halton.gov.uk">Wesley.rourke@halton.gov.uk</a></p> <p>Nicola Goodwin: Director of Community &amp; Greenspaces <a href="mailto:Nicola.Goodwin@halton.gov.uk">Nicola.Goodwin@halton.gov.uk</a></p> <p>Katy Goodall: Social Worker <a href="mailto:Katy.Goodall@halton.gov.uk">Katy.Goodall@halton.gov.uk</a></p> <p>Michelle Osborne; Resources <a href="mailto:Michelle.OsborneneeeBaker@halton.gov.uk">Michelle.OsborneneeeBaker@halton.gov.uk</a></p> <p>Sarah Ashcroft: Domestic Abuse Manager <a href="mailto:Sarah.Ashcroft@halton.gov.uk">Sarah.Ashcroft@halton.gov.uk</a></p> <p>Hayley Hamlett: Hear of HR Operations <a href="mailto:Hayley.Hamlett@halton.gov.uk">Hayley.Hamlett@halton.gov.uk</a></p> <p>Warren Betts, Domestic Abuse Perpetrator Case Officer <a href="mailto:Warren.betts@halton.gov.uk">Warren.betts@halton.gov.uk</a></p>	October 2025

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1b. Strategic Leadership	The following to be planned over the three years of Accreditation					
<p>HR policy/policies adequately cover men's violence against women and domestic abuse, and these are shared and understood.</p>	<p>All policies to be reviewed with Hayley Hamlett</p> <p><a href="#">Policy for Managing Employee Related Domestic Abuse.docx</a></p> <p>To review and update</p>	<p>Yr 1</p>	<p>Policies in place</p> <p>Updated policies shared with all staff</p>	<p><b>Benefits</b> Policy provides guidance and support to staff. Staff understand the policy changes and know they will be supported and appropriate action will be taken seriously if a member of the public or indeed a Member is violent towards them.</p> <p><b>Aims</b> Outlines Council's commitment to take all reasonable steps to deal with domestic abuse and sexual violence through the support offered to staff.</p> <p><b>Development</b> Regular reviews to be undertaken to ensure in line with current legislation and support available.</p> <p><b>Challenges</b> Policy to be reviewed which must be completed on top of existing workloads</p>	<p>Hayley Hamlett, Head of Human Resources Operations</p> <p><a href="mailto:Hayley.hamlett@halton.gov.uk">Hayley.hamlett@halton.gov.uk</a></p>	

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				<b>Successes</b> To be measured once complete		
Staff training includes aspects of men's violence against women (sexual violence, coercive control, consent, and domestic abuse).	<p>The DA team have a programme of delivering:-</p> <p>Level 1 Domestic Abuse Awareness,</p> <p>Level 2 DASH Training,</p> <p>Domestic Abuse Managers Training</p> <p>Elected Members Training</p> <p>Coercive &amp; Controlling Behaviours</p> <p>Bespoke Non Fatal Strangulation</p> <p>Lunch &amp; Learn Sessions</p>	Yr 1	<p>Ending Gender Based Violence</p> <p>Sexual Harassment at Work</p> <p>Hate &amp; Hate Crime</p> <p>Bullying &amp; Harassment in the Workplace</p> <p>Allyship in Practice</p>	Add course to induction	Domestic Abuse Manager & Team	
All policies and programmes are aligned with the Home Office <a href="#"><i>Violence Against Women and Girls National Statement of Expectations.</i></a>	<p>1. Put the victim/survivor at the centre of service design and delivery;</p> <p>2. Have a clear focus on perpetrators in order to keep victims and survivors safe;</p>	Yr2	<p>1. Authentic Voices Forum, IDVA service.</p> <p>2. CHOICES, Engage,</p>		Domestic Abuse Manager in collaboration with partner DA, Procurement & Commissioning Leads	

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	<p>3. Take a strategic, system-wide approach to commissioning, acknowledging the gendered nature of VAWG;</p> <p>4. Are locally-led and safeguard individuals at every point;</p> <p>5. Raise local awareness of the issues and involve, engage and empower communities to seek, design and deliver solutions to prevent VAWG.</p>		<p>CARA, MAPPA</p> <p>3. HDAPB updating MA DAP strategy 24 -26 Include strategy</p> <p>4. Family Hubs, Early Help</p> <p>5. Annual White Ribbon campaign, 16 days of activism, resources on Halton website and Open the Door Cheshire, ad hoc campaigns around sporting events</p>			
White Ribbon Accreditation is built	Consider commissioning and	Yr 1	Open conversation with John	<b>Benefits</b> Support the White Ribbon Campaign and	John Gallagher – Council Social Value Lead, Chief Executives Directorate	

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into the commissioning process as a social value indicator.	<p>procurement processes with a view to strengthening the social value element of our evaluation.</p> <p>Encourage our commissioned service providers to support the White Ribbon Campaign.</p>		<p>Gallagher – Social Value</p> <p>Lee Ellis – Head of Communications</p>	<p>message, increased knowledge of the issue.</p> <p><b>Aims</b> Ensure wider awareness of White Ribbon</p> <p><b>Development</b> To be monitored.</p> <p><b>Challenges</b> To be determined.</p> <p><b>Successes</b> To be monitored</p>	<p>Lee Ellis – Head of Commissioning, Children’s Services, Halton Council</p> <p>Ashley McDonald – Procurement, Halton Council</p> <p>Align to White Ribbon, articulate the Council’s ambitions and integrate into procurement framework and seek social value benefits that accord with the White Ribbon theme</p>	
In collaboration with key local partners there is a joint strategic approach to ending men’s violence against women.	<p>In addition to council departments representing social services, safeguarding and education, partners include the Police, Office of the Police and Crime Commissioner, Health Board, Probation and local service providers.</p>	Yr 1	<p>Delivery plan</p> <p>Domestic Abuse Partnership Strategy</p> <ul style="list-style-type: none"> <li>• Annual event</li> <li>• Annual report</li> </ul> <p>Domestic Abuse Operational Group</p> <p>VAWG is a strategic priority of the SHP</p> <p>Annual report</p>	<p><b>Benefits</b> Shared best practice, consistent and effective delivery of services in partnership.</p> <p><b>Aims</b> Co-ordinated joint approach across Halton.</p> <p><b>Development</b> Ongoing engagement.</p> <p><b>Challenges</b> Ensure consistent, appropriate representation from all partners.</p> <p><b>Successes</b> Achieve delivery of Strategy by working</p>	<p>VAWG is a strategic priority of Halton’s community safety partnership, Safer Halton.</p> <p>Halton’s Domestic Abuse Partnership Board has responsibility for the multi agency strategy and delivery.</p> <p>3<sup>rd</sup> Sector</p> <p>Serious Violence focussed work on serial domestic abuse perpetrators led by Cheshire Police</p>	



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				together, thereby improving response for citizens		
There is support and housing services for women and children experiencing/fleeing domestic abuse.	<p>Supported Emergency Accommodation</p> <p>The Council offers Sanctuary, additional security features to enable people to stay in their own homes</p> <p>Registered landlords pay for their own properties</p> <p>Managed moves through the MARAC process</p> <p>Support people to move out of area if they wish to</p>	Yrs 1 -3	<p>Domestic abuse accommodation duty, compliance with statutory duties in the DA Act.</p> <p>Ongoing work to improve and enhance the emergency accommodation offer, supported accommodation and dispersed housing.</p> <p>Identified in the Borough's housing needs assessment and included in the emerging housing strategy.</p>	<p><b>Benefits</b> Women and children in need receive quality, effective services.</p> <p><b>Aims</b> Ensure all necessary support is provided to those that need it.</p> <p><b>Development</b> Commissioning exercise to be undertaken once service specification complete.</p>	<p>Halton Domestic Abuse Partnership Board has strategic responsibility for this.</p> <p><b>Successes</b> Appropriate co-designed service offer in place.</p>	

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				changes resulting from your actions/activities)		
<b>2. Engaging Men &amp; Boys</b>						
<p>There are at least 4 White Ribbon Ambassadors from within all staffing levels and departments of your organisation.</p> <p>All White Ribbon Ambassadors are required to agree to the White Ribbon Code of Conduct and Make the Promise.</p>	<p>In progress</p> <p>4 in place, ambition to grow the pool but relative to the size of the organisation and community</p> <p>Adults, Childrens,</p> <p>We will continue to promote the opportunity to become an Ambassador and Champion to our staff and the public.</p> <p>White Ribbon talk at Regeneration &amp; ENvironment Directorate Event - 26th February 2025</p> <p>List of Ambassadors &amp; Champions to be added to SharePoint</p>	Yr 1	<p><b>Aims</b> We will continue to promote the opportunity to become an Ambassador and Champion to our staff and the public.</p> <p><b>Development</b> Identify further opportunities to encourage men to become Ambassadors.</p> <p><b>Challenges</b> Ensuring effective and ongoing promotion of the White Ribbon message spread across the organisation</p>	<p><b>Benefits</b> Ambassadors work to embed awareness of the issue and the campaign, pivotal role in challenging any inappropriate behaviour.</p> <p><b>Successes</b> Four Ambassadors in place and will be aiming to increase ambassadors across Halton's agencies and services</p>	<p>Stephen Young</p> <p>Wesley Rourke</p> <p>Warren Betts</p> <p>Anthony Hamer</p>	

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<p>Promote across your male workforce:</p> <ul style="list-style-type: none"> <li>• Making the White Ribbon Promise</li> <li>• The importance of wearing the White Ribbon amongst your staff.</li> <li>• Knowing and able to have a conversation about what it means to wear a White Ribbon.</li> </ul>	<p>Raise awareness of staff and public about the White Ribbon campaign and Promise and encourage engagement.</p> <p>To be considered further by Steering Group</p> <p>White Ribbon talk at Environment &amp; Regeneration Directorate Event - 26th February 2025</p> <p>Interview with Stephen Young on the website</p> <p>VIVUP</p> <p>SMS Comms</p>	Yr 1	<p>Record of promotional activity will be kept by the lead.</p>	<p><b>Benefits</b> Support the White Ribbon Campaign and message, increased knowledge of the issue.</p> <p><b>Aims</b> Ensure all members of staff are aware of White Ribbon Promote a culture that is safe for all.</p> <p><b>Development</b> Promotion of the White Ribbon message throughout the year rather than just during November and December.</p> <p><b>Challenges</b> Promoting a consistent message and ensuring all staff adhere and support the aims.</p> <p><b>Successes</b> Increased promotional activity should result in more promises being made. To be monitored</p>	<p>Warren Betts</p> <p>Council Leadership support</p>	
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<p>White Ribbon Ambassadors and Champions have opportunity to become well informed about their role and confident about what men and boys can do to challenge violence against women and girls.</p>	<p>The Steering Group and lead will support the Ambassadors and Champions in their role and help to raise awareness of the White Ribbon Campaign's communications, best practice and information relating to any relevant local initiatives.</p> <p>Targetted communications to Ambassadors &amp; Champions</p> <p>How many conversations have you had this month, did you feel confident, what was the impact?</p> <p>Microsoft Forms</p> <p>Sharepoint for White Ribbon</p> <p>Champions page</p> <p>Monthly alert</p>	Ongoing Yrs 1 -3	Record of activity kept by lead	<p><b>Benefits</b> The provision on information and increased knowledge will enable our Ambassadors and Champions to disseminate this awareness to colleagues and other contacts.</p> <p><b>Aims</b> Have Ambassadors and Champions in place across the council's services.</p> <p><b>Development</b> Ensure Ambassadors and Champions are well equipped to carry out their role in promoting the White Ribbon Campaign. Integrating this activity into core roles</p> <p><b>Challenges</b> Capacity to deliver this role in addition to core role.</p> <p><b>Successes</b> To be monitored</p>	Warren Betts	White Ribbon Ambassadors
<p>Ambassadors are promoted and supported to deliver White Ribbon activity and engage with areas of</p>	<p>Ambassadors will deliver activities with identified groups and organisations</p>	Yrs 1-3		<p><b>Benefits</b> Wider opportunities considered to raise awareness.</p>	White Ribbon Ambassadors	

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the workforce that are male dominated.	<p>We want a generic organisation wide offer</p> <p>Discussion right for place</p> <p>In our comms we need to have some presence of males being victims of DA</p>		<p><b>Aims</b> Ensure all men and boys are aware of this issue.</p> <p><b>Development</b> To be identified by the steering group.</p> <p><b>Challenges</b> Using range of methods to engage across a diverse population.</p> <p><b>Successes</b> To be monitored.</p>		
Educational programmes about domestic abuse and healthy relationships have specific content directed towards boys, such as within the PSHE and RSHE curriculum in schools.	<p>Delivering sessions in Riverside College - ongoing</p> <p>Invited education representatives to member of steering group</p>	Yr 1- 3	<p><b>Benefits</b> Wider opportunities considered to raise awareness.</p> <p><b>Aims</b> Ensure all men and boys are aware of this issue.</p> <p><b>Development</b> To be identified by the steering group.</p> <p><b>Challenges</b> Using range of methods to engage across a diverse population.</p> <p><b>Successes</b> To be monitored.</p>	<p>Domestic Abuse team.</p> <p>Public Health</p>	

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Ambassadors have opportunity to engage with men and boys in the community.	<p>Wincanton/Screwfix</p> <p>Consider Chamber of Commerce Local sports groups Halton Voluntary Action Scouts Upskill community champions</p>	Yr 1 -3		<p><b>Benefits</b> Wider opportunities considered to raise awareness.</p> <p><b>Aims</b> Ensure all men and boys are aware of this issue.</p> <p><b>Development</b> To be identified by the steering group.</p> <p><b>Challenges</b> Using range of methods to engage across a diverse population.</p> <p><b>Successes</b> To be monitored.</p>	White Ribbon Ambassadors	
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### 3. Changing Culture

Male staff know how to uphold White Ribbon values and model positive masculine traits and allyship to other men and boys.	<p>Provide communications circulated to staff</p> <p>Review records of complaints of sexist, harassing or abusive behaviour.</p> <p>Raise awareness of the accreditation once achieved, the campaign, reiterate staff policy and refer to such behaviour</p> <p>Promote the 'Behavioural Standards in the Workplace' policy and encourage reporting of such behaviour</p> <p>Training</p>	Yr1	Promote Our Values Framework	<p><b>Benefits</b> All staff to be aware of expected standards of behaviour and council commitment to providing a zero-tolerant approach to such behaviour.</p> <p><b>Aims</b> End any such abuse.</p> <p><b>Development</b> Build on existing processes. Review current training Have Ambassadors and Champions in all services to challenge such behaviour.</p> <p><b>Challenges</b> Potential change in</p>	Warren Betts	
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				<p>culture. Encouraging staff to report issues and not fear recrimination. Clear message to all staff across the council.</p> <p><b>Successes</b> To be recorded</p>		
<p>All staff do not behave in sexist, harassing and abusive behaviours, and understand that they are unacceptable in all contexts.</p>	<p>Publicise any behavioural issues in an anonymised manner to reiterate council approach to dealing with such behaviour</p> <p>Ambassadors and Champions to challenge any sexist, harassing or abusive behaviour</p>		<p>Promote Our Values Framework</p> <p>Our Values Framework  <a href="https://haultongovuk.sharepoint.com/sites/intranet/SitePages/Our-Values.aspx">https://haultongovuk.sharepoint.com/sites/intranet/SitePages/Our-Values.aspx</a></p> <p>HBC Policy behaviour - insert</p>		HBC Staff	



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There is a zero-tolerance approach to sexist, harassing and abusive behaviours.	<p>Raising awareness with staff of White Ribbon accreditation</p> <p>Zero tolerance approach referred to in Council policy and promoted in staff comms.</p>		<p>Promote Our Values Framework</p> <p><a href="#">Policy for Managing Employee Related Domestic Abuse.docx</a></p> <p>Highlighting access and support</p>		<p>HBC Leadership</p> <p>HR Approaches</p>	
There is a clear report-handling mechanism for making, assessing, dealing with and informing on incidents of violence against women and girls (sexism, harassment, abuse, sexual assault, domestic) for the Local Authority.	Policies and procedures				HR	
There is a support function for those involved in a report (victim, reported and whistle-blower).	Policies and procedures				DA Services	

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There is a process in place to ensure no organisational promotional materials use abusive or sexist imagery.	Policies and procedures		Michelle Osborne		Comms Team	
<p>Undertake a review of the authority's Sexual Entertainment Venue licensing policy during the period of Accreditation and work towards a presumption against SEV's.</p> <p>There is support for women and others within and exiting the sex industry.</p>	<i>This may have already been established. If so, how do you intend to deliver on any recommendations?</i>		<p>Have a conversation with Licensing to clarify this action</p> <p>Night time economy – ensuring no themed night as part of licensing conditions</p> <p>Kim Hesketh</p> <p>Police licensing officer Lesley/ Pubwatch</p> <p>Safe Streets</p> <p>Beat Management</p> <p>Link in with CSP partners</p> <p>Ask Angela</p>		Community Safety & Licensing	
The organisation manages the safety of its evening and night-time economy.	<i>Consider employing a scheme that promotes a safer culture in the night-time economy.</i>		<p>Have a conversation with Licensing to clarify this action</p> <p>Night time economy – ensuring no themed night as part of licensing conditions</p> <p>Private sector, multi agency partners</p>		Community Safety	

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<p>Work towards commissioning perpetrator programmes.</p> <p>Consider the RESPECT-accredited perpetrator programme.</p>	<p><a href="#">Offer for Those Who Harm</a></p> <p>Engage +</p>	Ongoing	<p>Quartely updates from Domestic Abuse Perpetrator Officer</p> <p>Engage</p>		<p>DA Manager &amp; Case Officer</p>	
<p>Confidence that staff at entertainment venues are adequately trained to recognise, handle and report incidences of abuse.</p>	<p><i>This should include training on drink spiking and the use of substances to perpetrate abuse.</i></p> <p><b>Licensing Policy????</b></p>		<p>Have a conversation with Licensing to clarify this action</p> <p>Piece of work with Pub Watch</p>		<p>Community Safety</p>	
<p>Communicate to local communities and through your networks/partnerships your commitment to ending men's violence against women and to promote the White Ribbon promise.</p>			<p>Community Champions</p> <p>Voluntary Community Action</p>		<p>Partnership boards and comms team</p>	

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<b>4. Raising Awareness</b>						
There is a comprehensive communications plan for the Local Authority that identifies engaging with men and boys against violence against women and girls.	<p>Develop a comms plan to promote the initiative</p> <p>Utilise intranet to promote amongst staff</p> <p>Invite staff and cllrs to subscribe to White Ribbon's Newsletter by providing link</p> <p>Michelle comms plan</p>	Yr 1	White Ribbon banner added to HR careers page	<p><b>Benefits</b> Increase knowledge and understanding.</p> <p><b>Aims</b> Ensure all aware of the campaign and issue. Give confidence to victims to report and for inappropriate behaviour to be challenged</p> <p><b>Development</b> Identify opportunities to promote the message as widely as possible.</p> <p><b>Challenges</b> Identifying the most appropriate ways to raise everyone's awareness.</p>	Michelle Osborne, Comms Lead	

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				<b>Successes</b> To be monitored including increase in communications and Ambassadors.		
Information about where people can get help and advice is clearly displayed and accessible to all.	Externally  Posters promoting the campaign and support available to be displayed across the organisation in workplaces Lifts – use of QR code Intranet White Ribbon Accreditation Plaque –  Open the Door Cheshire	Year 1		<b>Benefits</b> Raising awareness of the campaign and support available from specialist services. <b>Aims</b> Provide victims with information they need and safeguard them and their families. <b>Development</b> Review current promotion to ensure appropriate approach. <b>Challenges</b> Ensure all material kept updated. <b>Successes</b> To be monitored	Michelle Osborne, Comms Lead	
White Ribbon UK messaging and the White Ribbon is displayed visibly in a wide range of settings such as on a website, signage and promotional materials.	Information to be made available on the council website  Posters promoting the campaign and support available to be displayed  White Ribbon backdrop on Teams  When awarded, the White Ribbon Award and wall	Year 1	VCA network	<b>Benefits</b> Raising awareness of the campaign. <b>Aims</b> Ensure all are aware of the White Ribbon campaign and the issue. Help eradicate domestic abuse. <b>Development</b> To be further considered. <b>Challenges</b> Ensuring promotion throughout the council. <b>Successes</b> To be monitored.	Michelle Osborne, Comms Lead	

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	<p>plaque will be displayed prominently</p> <p>Encourage Ambassadors and Champions to consider display logo on emails</p>					
<p>All staff, and others (e.g. partners, service users, contractors and community members), are encouraged to wear the White Ribbon and make the White Ribbon Promise.</p>	<p>Continue to raise awareness as part of promoting the campaign and White Ribbon Day</p> <p>Leading by example - our Ambassadors and Champions will wear their White Ribbons during the campaign.</p> <p>To be considered by Steering Group</p>	Year 1		<p><b>Benefits</b> Shows clear support of the campaign and encourages people to ask what the ribbon is for if they do not know.</p> <p><b>Aims</b> All staff show their support by wearing a white ribbon.</p> <p><b>Development</b> To be further considered.</p> <p><b>Challenges</b> Ongoing support every year.</p> <p><b>Successes</b> To be monitored.</p>	Comms	
<p>White Ribbon awareness raising materials are displayed and utilised.</p>	<p>As above, and also use of social media and press when promoting campaign</p> <p>To be considered further by Steering Group</p>			<p><b>Benefits</b> Shows clear support of the campaign and encourages people to ask what the ribbon is for if they do not know.</p> <p><b>Aims</b> All staff show their support by wearing a white ribbon.</p> <p><b>Development</b> To be further considered.</p>	Comms Lead & White Ribbon Champions	

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				<b>Challenges</b> Ongoing support every year. <b>Successes</b> To be monitored.		
Mark the following dates: November 25 <sup>th</sup> : White Ribbon Day- The International Day to End Male Violence Against Women. November 25 <sup>th</sup> – 10 <sup>th</sup> December: The following 16 days of action.		Yr 1- 3			White Ribbon Champions & Comms Lead	
Maximise opportunities to raise awareness in the local community.	Liaise with partner organisations to consider further opportunities for engagement  Wincanton/Screwfix Colleges Schools  To be considered further by Steering Group	Yr 1 -3			White Ribbon Champions & Comms Lead	
Identify and forge links with local sports clubs to raise awareness, gain support and encourage accreditation.	Engage and communicate with local sports clubs through a webinar, email send outs, social media and website  DCBL Stadium	Yr 1 -3			White Ribbon Lead Officer – Warren Betts liaiaing with Sports Development Team	

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	Promote White Ribbon Day at leisure centres  Promote at new Leisure Centre opening					
Links are identified and maintained with local music venues to raise awareness of violence against women at music venues to gain visibility, support and encourage accreditation.	Identify venues and target engagement	Yr 1 -3			White Ribbon Lead liaison with Licensing & Pubwatch	
Encourage any other key partner organisations, service providers and suppliers to consider White Ribbon Accreditation.	Active engagement with place partnerships to engage across all stakeholders				White Ribbon Lead  Safer Halton Partnership  Domestic Abuse Partnership Board	