

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

DECISION

Agenda Item No.

meeting date: THURSDAY, 22 JANUARY 2015  
title: WHITE RIBBON CAMPAIGN  
submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE  
principal author: BILL ALKER – POLICY COMMUNITY DEVELOPMENT OFFICER

## 1 PURPOSE

- 1.1 To inform Members about the White Ribbon Campaign which is an awareness raising campaign aimed at domestic abuse.
- 1.2 To agree how this Council can take an active part in the campaign including the choice of male champions who can become advocates for the campaign.
- 1.3 Relevance to the Council's ambitions and priorities
  - Community Objectives - } Ribble Valley Borough Council has a duty to protect
  - Corporate Priorities - } its residents and the area in general from domestic
  - Other Considerations - } abuse and to support any campaigns which support that aim.

## 2 BACKGROUND

- 2.1 The White Ribbon Campaign provides an opportunity to take a preventative approach to domestic abuse by encouraging men to promote a change of attitude towards violence against women.
- 2.2 It also encourages men to use their influence to raise awareness and to make a stand against this form of abuse.
- 2.3 The campaign enhances the Lancashire 12 domestic abuse commissions by enabling males to take a stand against gender based violence and encouraging men and boys to challenge beliefs and attitudes.
- 2.4 The aims of the White Ribbon Campaign are to:
  - Promote respectful relationships and non-violence in all aspects of life
  - Mobilise men to support anti-violence against women which increases the message in effectiveness and reaches all Lancashire communities
  - Address and alters social norms that lead to violent behaviour against women and increasing awareness on the issue.
- 2.5 Lancashire County Council co-ordinated 16 days of action from 25 November to the 10 December with many organisations taking part in awareness raising events across the County.

## 3 ISSUES

- 3.1 The White Ribbon Campaign is being led and co-ordinated by Lancashire County Council who are already signed up as the key agency which is supporting and driving this campaign.

- 3.2 Other key organisations supporting the campaign are:
- Lancashire Constabulary;
  - Office of the Police and Crime Commissioner;
  - Lancashire Fire & Rescue Service;
  - Blackburn with Darwen and Blackpool Unitary Councils.
- 3.3 Lancashire County Council are keen to enlist the support of **all** Lancashire districts in relation to supporting and broadening the appeal of this campaign.
- 3.4 There are also plans to take the campaign into schools and into male dominated organisations such as rugby union, football and the prison service.
- 3.5 An action plan will be developed by officers to raise awareness throughout the Ribble Valley. Councillor support for the campaign is seen as vital as all Lancashire Districts are encouraged to come on-board.
- 3.6 Pledge sheets are available for people to sign up to and a White Ribbon is available for everyone who signs up as a supporter of the campaign.
- 3.7 Ideally we also need to give some thought to the choice of a strong advocate who would act as a spokesman for the campaign. I would suggest that whoever is chosen, needs to be high profile and someone with a 'positive personality'.
- 3.8 Suggested areas for such a choice might be a:
- Council Leader or high profile politician;
  - local sports person (footballer, cricketer, rugby etc);
  - TV or media personality;
  - local businessmen;
  - 'Pillar of the local community'.
- 3.9 Whoever is chosen would need to not only fully support the campaign but also be willing to attend meetings and act as a spokesperson for the campaign.
- 3.10 For Ribble Valley to achieve what is termed 'White Ribbon town status' we are required to follow an action plan, a copy of which is enclosed at Appendix A to this report.
- 3.11 There will be a report to the Community Safety Partnership to gain their support and the matter will also be raised with the Health and Wellbeing Partnership.

## 4 RISK ASSESSMENT

- 4.1 The approval of this report may have the following implications
- Resources – Officer time to act as co-ordinator for the campaign.
  - Technical, Environmental and Legal – No implications identified.
  - Political – It is important for the Council to be seen to be supporting this campaign thus showing its support for initiatives which raise awareness of domestic abuse and to impact on individuals.

- Reputation – It will enhance the reputation of this Council to become a White Ribbon Council along with other Lancashire districts.
- Equality & Diversity – It is very important for this Council to be seen to be supporting victims of domestic abuse.

**5 RECOMMENDED THAT COMMITTEE**

- 5.1 Agree to become a White Ribbon Council and to take an acting part in the campaign.
- 5.2 Develop an action plan along the lines now identified in this report.
- 5.3 Suggest male role models who can act as champions for the Ribble Valley White Ribbon Campaign.

BILL ALKER  
COMMUNITY DEVELOPMENT OFFICER

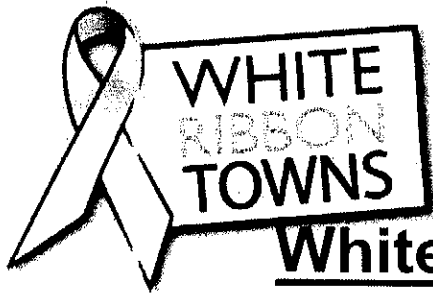
MARSHAL SCOTT  
CHIEF EXECUTIVE

**BACKGROUND PAPERS**

None.

For further information please ask for Bill Alker, extension 4412.

REF: BA/ELH&H/22 Jan 2015



## White Ribbon Campaign Town Award Action Plan

Please note that this action plan is a template, designed to guide you in constructing an anti-VAWG campaign targeted at men and boys. You may use this template in its entirety, or as a guide to aid in the creation of your own action plan.

Actions to Undertake	Current Position	Milestones	Responsible Officer	Evidence	Completion date (if appropriate)	WRC Comments
<b>General</b>						
Produce preliminary action plan on how the council will achieve its commitment to involving men in ending violence against women						
Appoint Senior Officer responsible for leading the development and implementation of WRC activities and liaising with WRC-UK						
Conduct survey of attitudes against violence against women in the local community.						

<b>Community Engagement</b>	<b>Current Position</b>	<b>Milestones</b>	<b>Responsible Officer</b>	<b>Evidence</b>	<b>Completion date</b>	<b>WRC Comments</b>
<b>Involve local community in decision making through holding local awareness events</b>						
<b>Network with other departments and local charities to raise awareness</b>						
<b>Engage with local sport clubs, music venues, and educational facilities and encourage these groups to participate in White Ribbon Campaigns</b>						

<b>Access to Information</b>	<b>Current Position</b>	<b>Milestones</b>	<b>Responsible Officer</b>	<b>Evidence</b>	<b>Completion date</b>	<b>WRC Comments</b>
Implement a domestic violence policy for all council staff experiencing domestic violence.						
Ensure all relevant council staff receive domestic violence and other relevant training						
Provide all council staff with access to information and advice on violence against women and girls, such as forced marriage or stalking						

<b>Raising Awareness</b>	<b>Current Position</b>	<b>Milestones</b>	<b>Responsible Officer</b>	<b>Evidence</b>	<b>Completion date</b>	<b>WRC Comments</b>
<b>Display anti-VAWG information targeting men in public areas, library, town hall and local service contact points etc.</b>						
<b>Where possible/relevant provide information in other languages and formats</b>						
<b>Include information of relevance to survivors, children and perpetrators on the council website or make available through all relevant means</b>						
<b>Commemorate and celebrate the United Nations International Day for the Elimination of Violence against Women (25<sup>th</sup> of November) which is also White Ribbon Day</b>						