



Pendle White Ribbon Towns Award Action Plan

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.

OPCC NOTE: Where Lancashire Victim Services is mentioned, activity takes place which is commissioned by the Office of the Police and Crime Commissioner (OPCC) on behalf of Lancashire County Council, the 12 district councils and Lancashire Constabulary.

Actions	Activities already completed	Activities Planned for next 2 years (including completion dates)	Evidence (what will show the future activities have been completed?)	Date Completed	Lead Officer	Planned Outcomes	Outcomes Achieved Yes / No	Organisation Comments	WRC Comments
1. Management/Leadership									
Appoint Senior officer responsible for leading activities and liaising with WRC UK.	OPCC victim's commissioning team	Action plan to be updated as new activity identified.	Action plan will grow and actions will move to completed, where possible.	Ongoing	Liz Canavan/ Steff Hull				
Set up system for monitoring progress. Report back to WRC UK end Year 1 – resubmit actions for Year 2		All organisations involved in Lancashire's White Ribbon application to report to OPCC at end of year one (March 2018) and OPCC to submit collective evidence to White Ribbon.	OPCC senior officer to collate evidence and provide report to White Ribbon.	Ongoing	Liz Canavan/ Steff Hull				



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Elected Members to lead by example by becoming ambassadors & signing the pledge		Presentation to Elected Members	Increased number of ambassadors and pledges signed			Greater awareness of WRC			
Promote the WRC on the staff intranet via the Director's blog					Audrey Drinkwater / Comms Team				
Management Team to sign the pledge & promote via their Service Heads					Philip Mousdale				
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.	OPCC will commission support services for DA victims (male and female) pan-Lancashire 12 from March 2017. Lancashire County Council continue to commission refuge	Commission will be monitored by the OPCC to ensure satisfactory performance against KPI's – this will include monitoring waiting lists for support.		April 1 2017 – ongoing.	Robert Ruston/ Brett Biscomb (OPCC)				



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	service. <i>Standard risk victims from Blackpool will be supported where no other commissioned service exists.</i>								
Ensure the local authority commission education programmes about domestic abuse (including sexual violence, coercive control and consent) and healthy relationships that are directed towards boys within PHSE curriculum.	Lancashire County Council is responsible for commissioning schools support to all schools on behalf of the Lancashire-12. NEST Lancashire (the OPCC's young person's victim service) deliver ad-hoc awareness raising sessions to school pupils pan-Lancashire on a range of subjects, including DA.		Monitored by DA Joint Commissioning Reference Group (or multi-agency group which succeeds it in April 2017)	Ongoing	LCC				



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Implement a domestic abuse policy for all staff employed by the Local Authority (LA)	The pan-Lancashire Domestic Abuse Strategic Group has a domestic abuse policy which all members are signed up to – this sets out the Lancashire-wide commitment to raising awareness of, and tackling, domestic abuse. Domestic Abuse reporting included as part of Council's Safeguarding Policy & delivered to staff	Domestic Abuse policy to be developed and rolled out to all LA staff & available on intranet			Sarah Astin				
		Encourage partners delivering services on our behalf or has a SLA in place with the Council to have a Domestic Abuse policy in place (e.g. Liberata			Sarah Astin				



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		& Pendle Leisure Trust)							
Ensure the LA training strategy includes domestic abuse awareness for all relevant frontline staff. Training to include information on the WRC -highlighting men's role in challenging Domestic Abuse.	DA training being run by commissioned services for front frontline professionals on behalf of all partners.	New Lancashire Victim Services commission will continue awareness training from April 2017.	Captured through key performance indicators at LVS quarterly performance reviews.	Ongoing	Robert Ruston/Ste ff Hill/ Liz Canavan	Awareness of DA raised among work-forces.			
		DA awareness training to be delivered to Pendle Council , Liberata & Pendle Leisure Trust frontline staff	Captured through Pendle Domestic Abuse Action Plan and key performance indicators		Sarah Astin / PDVI	Awareness of DA raised among workforce			
3. Ambassadors and Advocates									
Nominate at least 4 male ambassadors to take the actions of the campaign forward.	4 male ambassadors nominated & forms submitted to OPCC (Dec '16)	Increase number of ambassadors within the Council and with organisations who deliver services on our behalf	Ambassadors recruited with Pendle Leisure Trust, Together Housing						
		Campaign to recruit	No. ambassadors		Ambassad				



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		ambassadors from the wider voluntary, community & faith sectors	recruited		ors				
Encourage all staff, & in particular male staff to take the pledge.	Four members of staff already recruited	Pledges to be signed as part of staff training		Ongoing	Ambassadors / Sarah Astin				
All Ambassadors and Advocates to undertake WRC training.									
4. Communication Strategy									
<p>Ensure the local authority's domestic abuse communication plan includes provision of information on VAWG & the services 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 	OPCC will promote domestic abuse services available across the Lancashire-12 through its Lancashire Victim Services campaign and online at www.lancashirevictimservices.org when the service launches, on behalf of all partners.	Continued DA campaigns will run through lifetime of service (option – up to 2022) at key events – i.e Valentine's Day, Christmas, White Ribbon and major sporting events (Football World Cup/ Euros)			Liz Canavan/ Robert Ruston	Residents are aware of the DA services available to them within Lancashire and how to access them.			



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and displays clear messages directed towards MEN.									
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.		Add logo to corporate email signature once WRC logo is awarded			Audrey Drinkwater / Ambassadors	Raised awareness			
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.	OPCC and all organisations to join forces for a "launch event", stressing Lancashire's commitment to tackling domestic abuse and carrying out White Ribbon action plan.			November 25 2016/ March 2017	Liz Canavan/ Steff Hull				
		WRC to be a standard agenda item at Pendle DV Forum meetings			PDVI				
5. Community Engagement									
Involve & encourage the local community in	Awareness will be raised through activity	White Ribbon/Domestic	Events will be logged on action plan as they	Ongoing	Liz Canavan/	Community			



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holding WRC awareness raising events – recommend a target of three per year.	on White Ribbon Day 2016.	abuse will be incorporated into awareness raising activity carried out by Lancashire Victim Services.	are completed.		Steff Hull	awareness of domestic abuse raised.			
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 at least two clubs to apply for WRC Sports Award.		Campaign of awareness raising & engagement through Pendle Leisure Trust and Pendle Council Green Spaces	No. clubs who have applied for WRC Sports Award		Audrey Drinkwater				
Engage with licensed venues about how they can inform men about VAWG and encourage them to challenge it		Promotion through the night time economy and Pub Watch			Mick Armfield / Audrey Drinkwater				
Engage with the local business sector about how they can raise awareness about VAWG		Activities through Pendle Vision Board & business forums			PDVI Paul Collins				
Commemorate UN International Day for the Elimination of Violence	Multi-agency event to take place to announce intention to become			November 2016	Liz Canavan				



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Against Women – 25 th November.	White Ribbon county through either renewal of accreditation or by gaining it.								
Commemorate White Ribbon Day on 25 th November	As above.			November 2016	Liz Canavan				
Commemorate 16 Days of Action between the 25 th November & 10 th December.		Include WRC in Pendle DV Forum event & awareness raising activity each year	Logged in Action Plan	Dec 2017 Dec 2018	PDVI	Increased awareness			
6. Additional Actions									
Set a zero limit on sex establishment venues		To discuss as part of the planning process	Minutes from Council meetings where applications have been received and discussed	Ongoing					
Commission a perpetrator programme – RESPECT accredited or working towards accreditation scheme.	Perpetrator programme commissioned through Lancashire County Council on behalf of all district councils. OPCC will commission support for victims associated with perpetrators on the	Ongoing		Ongoing	LCC/ Liz Canavan/ Robert Ruston				



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	programme during lifetime of new contract – due to commence April 1, 2017.								
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.	All OPCC commissioned services – commissioned on behalf of all local authorities – will be promoted at event to mark International Women's Day 2017 in Blackburn.	Other dates will be marked through promotion on the Lancashire Victim Services website/ engagement events by Lancashire Victim Services. This will be monitored by the OPCC on behalf of all partners			Liz Canavan/ Robert Ruston				

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.





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- 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 column 1 – 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 assist with this and provide resources, materials about the campaign for handouts/e-learning etc.

3. Ambassadors & Advocates

- i. We recommend 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 – WRC provide training for Ambassadors. As soon as the applications are received and have been processed we will arrange training and provide resource information.

4. Communication Strategy





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- 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 a great opportunity to engage men in the campaign and raise the profile of all forms of abuse. WRC employs an Ambassador – Dave Boardman – to work 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





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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 www.respect.org.uk

