

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET MEMBER

1.	Meeting:	Cabinet Member for Adult Social Care and Health
2.	Date:	17 November 2014
3.	Title:	White Ribbon Campaign
4.	Directorate:	Neighbourhoods and Adults Services

5. Summary

The White Ribbon Campaign Award is for Towns to demonstrate their commitment to the aims of the White Ribbon Campaign (WRC). To achieve White Ribbon status requires a commitment by partners across Rotherham Borough to involving men in sending a clear message that Domestic Abuse against women will not be tolerated. In particular involving men in preventative activities, addressing and altering social norms that lead to violent behaviour against women, increasing awareness on the issue and providing services aimed at reducing domestic abuse. The WRC claims that by mobilising men the anti-violence against women and girls (VAWG) message increases in effectiveness and reach and mobilises the entire local community under the goal of ending violence against women and girls.

An action plan, demonstrating the towns commitment to reducing domestic abuse, has been developed with the Partnership Violent Crime Forum and Domestic Abuse Priority Group (DAPG).

On the 30th October 2014 the plan was approved as 'Excellent' by the White Ribbon campaign Director and Rotherham has been provided 'White Ribbon Status'.

6. Recommendations

- **Cabinet Member endorses and supports partnership commitment to achieving the aims of the White Ribbon Campaign.**
- **The work is driven by Chief Inspector Ian Womersley inconjunction with the DAPG and Partnership Violent Crime Forum.**
- **A joint media strategy is developed between RMBC, Police and RUFC.**
- **RMBC celebrate the White Ribbon Status with the flying of a White Ribbon flag during the International WRC period 25th November to 10th December 2014.**

7. Proposals and Details

Rotherham joins over 40 towns and local authorities who have gained the nationally recognised WRC Town Award. The Award demonstrates our commitment to reducing violence against women and girls.

Every year three million women and girls experience rape, domestic abuse, sexual exploitation, forced marriage, stalking and honour crimes in the UK. The vast majority of this violence against women is perpetrated by men. Violence Against Women continues to increase across Rotherham and the perception of such violence is even greater following recent high profile events.

The campaign raises awareness that most men are not violent towards women, but many of them ignore the problem, or see it as something which doesn't have anything to do with them, it advocates that men need to join women and women's organisations in taking action to end the problem. This campaign is about men saying it to other men.

The action plan developed by the Borough has been created in conjunction with many private and public partners. The partners involved include: South Yorkshire Police, RMBC, RUFC, Integrated Youth Support Services (IYSS), YMCA, Licence Watch, Interchange, Door Security, NHS Hospital and Doctors Surgery, Wilmott and Dixon, Street Pastors, Apna Haq and the Community Rehabilitation Company. Seven managers from these partners have put themselves forward as White Ribbon Ambassadors for Rotherham.

A number of events and campaigns have been planned from November 2014 onwards including: IYSS 'Rock against DA', RUFC v Blackpool 'Dedicated White Ribbon match', NHS 'White Ribbon Community Corner', All Licensees and Door Security conducting promotional events, Wilmott and Dixon displaying WRC van stickers and a wide media campaign across partners and communities.

The plans also build on the innovative work being driven through Rotherham Police and DAPG to reduce the reoffending of DA perpetrators, through an offender management programme. With reductions in reoffending of over 75% this work is being rolled out across SYP and has been shared with the College of Policing.

8. Finance

The cost of application to become a White Ribbon Town and purchase of WRC merchandise has been approved through JAG.

9. Risks and Uncertainties

Domestic abuse is a key priority across the partnership and one of the four identified priorities of SRP. By not ensuring increased awareness of Domestic Abuse and healthy relationships we will find it difficult to:

- Evidence that Domestic Abuse features in strategic frameworks
- Increase confidence of the Public in reporting Domestic Abuse and accessing support
- Evidence its compliance with the Home Office's national agenda to Eliminate Violence Against Women and Girls
- Evidence or commitment to the "Prevent" agenda – "We will make it more difficult for domestic abuse to happen"

10. Policy and Performance Agenda Implications

Community Strategy -Support the most vulnerable in our communities

The Performance Management Framework and Action Plan for Domestic Abuse

Prevent - We will make it more difficult for domestic abuse to happen

"We will work with partners and communities including local businesses to ensure that they have an increased awareness of Domestic Abuse and healthy relationships so that they can respond appropriately regardless of the level of risk, domestic or non-domestic setting and any form of abuse e.g. "honour" based abuse, forced marriage, harassment, stalking, sexual violence etc."

11. Background Papers and Consultation

- Domestic Abuse Strategy: Violence Against Women and Girls
- Performance Management Framework and Action Plan for Domestic Abuse

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