

## Report of the Chief Executive

**DOMESTIC ABUSE**1. Purpose of report

To update the committee of the Council's domestic abuse activities and achieving White Ribbon Accreditation.

2. Detail

The Council's domestic abuse services transitioned into Housing in 2019 and a new Co-ordinator was appointed in March 2020. The Committee was updated with a report regarding this and the activities being undertaken by the Co-ordinator and Housing Options Team in November 2020.

A main area of work over the last year has been to achieve again and renew the Council's White Ribbon Accreditation and produce and Action Plan, as well as responding to the new Domestic Abuse Act.

The White Ribbon is a charity that is committed to ending male violence against women by engaging with specifically men and boys to make a stand against violence. The White Ribbon work across England and Wales to engage and endeavour to change cultures that lead to violence against women and girls.

To achieve accreditation organisations must, amongst many other things detailed in the appendix, have a number of champions and ambassadors within the organisation. A key part of supporting the White Ribbon is to take the pledge to "Never commit, excuse or remain silent about male violence against women". Appendix 1 provides an update on the work done by the team and the Co-ordinator over the last year and appendix 2 details with White Ribbon Action Plan.

3. Financial implications

There are no financial implications to this report.

**Recommendation**

**The Committee is asked to NOTE the report.**

Background papers

Nil

**APPENDIX 1****White Ribbon Campaign**

The White Ribbon Campaign and days of action occurred in November and December 2020.

As this was in the midst of lockdown periods because of the COVID 19 pandemic, awareness raising events could not be held in the usual way, which has been face to face events predominantly. In response to this, the Council used two main approaches in raising awareness. These were using social media and by holding a coffee morning online using a video call.

On the video call were representatives of a number of different organisations involved in domestic abuse provision in Broxtowe as well as key partner agencies, such as the Police and Fire Service. The coffee morning had around 50 people from different agencies and this included the Chief Executive of the White Ribbon Campaign, who gave a presentation to the group.

To reaffirm the message and the promise, the Council's social media campaign centred around the use of a video that included a number of different people from Broxtowe and from partner agencies reading out the pledge. The video was then shared on the Council's social media platforms.

**Achieving White Ribbon Accreditation**

To retain White Ribbon status and its Accreditation, the Council must maintain an action plan and update every three years.

The Council produced a new action plan during 2020 and received accreditation in April 2021. A copy of the current action plan that is being implemented over the coming years is appendix 2 of this report.

**Sanctuary Scheme**

The Council has continued to provide a Sanctuary Scheme service throughout the period of lockdowns, providing safety and peace of mind to survivors of domestic abuse.

The Council has been able to provide a responsive service and provide improvements quickly, due to the Domestic Abuse Co-ordinator being trained to carry out the inspections required and by working closely with the in-house Housing Repairs Team, to either undertake works ourselves or use approved contractors where appropriate.

The scheme has also widened its service offer, responding to new technologies that are available. Particularly interactive doorbells, lights and cameras provided by well-known manufacturers.

## **Legislative Change and New Partnerships**

The new Domestic Abuse Act became law in April 2021.

Key sections of the Act include;

- creating a statutory definition of domestic abuse, emphasising that domestic abuse is not just physical violence, but can also be emotional, coercive or controlling, and economic abuse. As part of this definition, children will be explicitly recognised as victims if they see, hear or otherwise experience the effects of abuse
- placing a duty on local authorities in England to provide support to victims of domestic abuse and their children in refuges and other safe accommodation
- all eligible homeless victims of domestic abuse automatically have 'priority need' for homelessness assistance
- place the guidance supporting the Domestic Violence Disclosure Scheme ("Clare's law") on a statutory footing
- ensure that when local authorities rehouse victims of domestic abuse, they do not lose a secure lifetime or assured tenancy
- provide that all eligible homeless victims of domestic abuse automatically have 'priority need' for homelessness assistance

The Council has responded to this by updating its policies and procedures to reflect or reaffirm the new guidance surrounding the administration of tenancy and homelessness applications.

The Council has also received approximately £33,000 in 'New Burdens' funding from Central Government to be able to put into place any revenue burdens or challenges that may be faced by the new Act.

As part of the Act, additional responsibilities have been placed on Tier 1 Authorities to coordinate domestic abuse services and response within their areas. Broxtowe Borough Council is working with Nottinghamshire County Council and all the other Districts and Boroughs in a new Local Partnership Board, led by the County Council, to put in place a new Commissioning Plan for Nottinghamshire. Nottinghamshire County Council have received in excess of £1million from Central Government to put this into place.



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<b>Section 1:</b>	Strategic Leadership
<b>Section 2:</b>	Engaging Men and Boys
<b>Section 3:</b>	Changing Culture
<b>Section 4:</b>	Raising Awareness

**INTRODUCTION:**

Male violence against women 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 seeking accreditation are required to develop 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. Once an action plan has been approved by the White Ribbon UK Accreditation Panel, an organisation will be granted White Ribbon Status.

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Date: 19.04.2021  
Tel: 0115 917 3255



# Local Authority Action Plan

Criteria	Actions planned for next 3 years	Date (Y1/2/3):	Evidence: (How will you demonstrate this?)	Who is the Lead person? (Initials only, Inc. tel. & email):	Date comp'd:	Planned outcomes: (benefits, aims, areas of development challenges, successes)	Achieved (Y/N):
<b>1. Strategic Leadership</b>							
Identify a member/s of senior leadership/executive to be the strategic lead for White Ribbon Accreditation, this person should be a White Ribbon Champion or Ambassador.	On-going.	Y1	RH is our Chief Executive. RH is a White Ribbon Champion.	RH Ruth.Hyde@broxtowe.gov.uk 0115 9173255 Chief Executive at BBC	Completed Y1	Ensuring that agenda awareness and leadership is present at the head of the organisation- leading by example.	Y
Governance	To grow the	Y1/Y2/Y3	Broxtowe	Mayor	Completed	Leading	y

body/Executive agree a WRUK commitment.	participation in relation to white ribbon from the elected members		Mayor to continue to participate in events and encourage the elected members to take an active role in promoting white ribbon.	0115 9173255	25.11.2020 Y1	the priority of white ribbon among peers/fellow councillors. Ensures White Ribbon is active on members agenda.	
Nominate a lead person to oversee the development and implementation of a WRUK strategy. This person will monitor its progress and report back to WRUK. This person should be a White Ribbon Ambassador or Champion.	Quarterly communications via telephone or email.	Y1/Y2/Y3	Update White Ribbon on the planned actions for promotion of the campaign with quarterly updates on progress	Housing Options Manager White Ribbon Champion	Completed 22.09.2020 Y1	To ensure that the development and continuous focus is kept on White Ribbon all year round.	
Establish a WRUK Steering Group to	Quarterly Meetings via Microsoft	Y1/Y2/Y3	Champion-Housing Options	Housing Options Manager		Keeping partnerships strong	

<p>oversee the agreed Action Plan. Lead members of the steering group should be White Ribbon Ambassadors or Champions. Please list their details on the attached sheet.</p>	<p>Teams/In Person</p>		<p>Manager Kerry Scott- Champion- Domestic Abuse Co- ordinator Rachel Shaw- Champion- Head of Housing Richard Smith- Ambassador- Housing Operations Manager Champion Communities Officer Luke Musto- Ambassador- Compliance Chris Harris- Champion- Partnership Officer- Broxtowe Women's Project</p> <p>Meetings to be recorded and available to view if requested.</p>			<p>and ensuring a common agenda is active and built upon across the borough and all year round. Raising awareness with agencies.</p>	
<p>Ensure HR policy/policies</p>	<p>Review of the latest policy is in</p>	<p>Y1</p>	<p>Updated BBC Domestic</p>	<p>0115 9173445 Kerry.Scott@broxtowe.gov.uk</p>		<p>Ensuring that HR</p>	

are in place that cover male violence against women and domestic abuse.	the process of approval. Due May 2021		Abuse policies were sent to the approval board in November 2020. Awaiting approval for roll out and implementation.	AG <a href="mailto:Aaron.Gidney@broxtowe.gov.uk">Aaron.Gidney@broxtowe.gov.uk</a> Human Resources Manager 01159173552		have policies aligned with the overall borough agenda and that services are promoted within the organisation internally and available for the team.	
Develop a staff training strategy that includes aspects of male violence against women (sexual violence, coercive control, consent and domestic abuse).	Feedback forms provided following staff inductions-ongoing. Regular reviews of material to include latest legislative direction and inclusion of policies.	Y1/Y2/Y3	Updated corporate induction. Updated e-learning. Explore participation in corporate inductions from Domestic Abuse Coordinator to cover all aspects of DA. External training certification. Work with Sally Holowka	KS-0115 9173445 Kerry.Scott@broxtowe.gov.uk SH 01159173387 Sally.Holowka@broxtowe.gov.uk		Regular reviews ensure that training is current and compliant with the latest legislation and guidelines. Also ensures that teams continue to understand how they can help survivors	

			from Learning & Development at Broxtowe Borough Council.			and their children, to sign post correctly and take appropriate action.	
Ensure all policies and programmes are aligned with the Home Office <i>Violence Against Women and Girls National Statement of Expectations</i> .	Review of partnership Domestic abuse conference August/September 2021 and community partnership annual reviews in Y1/Y2/Y3.	Y1/Y2/Y3	As part of the local authorities' implementation of the Domestic Abuse Bill, considerations and integration of local services and strategies in line with the 5 expectations are included. This is included in local community collaborations and domestic abuse partnership group between LA, Charity and commissioned provision. Minuted meetings	KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk		Aims to ensure that guidelines are followed and displays consistency with national expectations and reflects a fair service when compared to other areas. Benefits as agencies then know that consistency will follow when accessing services between areas and know that	

			quarterly will provide evidence inclusion.			the LA are implementing the latest government guidance.	
Demonstrate how you will build White Ribbon Accreditation into the commissioning process as a social value indicator.	MHCLG		Ministry of Housing, Communities & Local Government Commissioning of local services and incorporating into inclusion criteria for delivery of local provisions.	RS 01159173045 Richard.Smith@broxtowe.gov.uk KB 0115 9173424		This ensures that across MHCLG areas the agenda and expectations are clear, providing across the board consistency and high level of national compliance.	
How will you work with key local partners to develop a joint strategic approach to ending male violence against women? Detail who your key partners are,	Year 1- On-going Seek to add the following organisations in the next year Nottinghamshire County Council Fire service Youth groups CAB	Y1/Y2/Y3	Regular meetings with Broxtowe Women's Project, Juno Women's Aid, Equation, Nottinghamshire Police Invite partner agencies to	KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk		Regular meetings allows for real time action where needs are identified and improves understand	

<p>they could include Schools, Emergency Services and Health.</p>	<p>Year 2- Seek to expand to school and holistic support community teams</p>		<p>events. As part of the Communities action plan sub groups quarterly meetings have been organised which cover all areas of domestic abuse and include all delivering services in the borough</p>			<p>ing of the common agenda and values adopted as part of the approach, giving a communicated agenda flow through to the client and promoting multi agency person centred care.</p>	
<p>Ensure there are adequate support and housing services for women and children experiencing/fleeing domestic abuse.</p>	<p>Review bi-annually On-going Y1,Y2,Y3</p>	<p>Y1/Y2/Y3</p>	<p>Look into new opportunities for the future when funding allows for this. Incorporation of the Domestic Abuse Bill 2020 into refreshing existing staff on expectations and agree an organisational</p>	<p>RS 01159173045 Richard.Smith@broxtowe.gov.uk</p>		<p>Gives the opportunity to ensure that all options regarding housing are discussed with the client and they are aware of the choices available to them.</p>	

			<p>response into action.                  Single point of contact established for domestic abuse in housing with providers in order to signpost and assist.                  Strong relationships and arrangements with Broxtowe Women's Project who support women and children fleeing DA.</p>			<p>Allowing agencies to assess the persons needs and the client to understand which options is safest for them and the more suitable solution.</p>	
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<b>2. Engaging Men &amp; Boys</b>							
<p>Appoint at least 4 White Ribbon Ambassadors from within all levels of your organisation. All White Ribbon Ambassadors are required to agree to the Code of Conduct and complete WRUK online</p>	<p>Increase participation for Ambassador by 10 percent year on year.</p>	<p>Y1,Y2,Y3</p>	<p>Richard Smith-Housing Operations manager                  Luke Musto-Compliance                  Alex Mcleish-Communities Officer</p>			<p>Keeping the male message live among the team and ensuring that the actions are working with men and boys to understand how they can be part</p>	

<p>training. Please provide their details on the attached sheet.</p>					<p>of the agenda of raising awareness in the campaign.</p>	
<p>Promote making the WRUK Promise (formerly signing the Pledge) and wearing the White Ribbon amongst staff and more widely (customers, community partners, businesses)</p>	<p>Aim for bigger events year on year, combining electronic resources and 'in person' events when allowed.</p>	<p>Y1/Y2/Y3</p>	<p>KS to work with ST in Communications and AH in Engagement at Broxtowe Borough Council. /KS to promote in the lead up to WRC day and the subsequent 16 days of action. Include messages in staff news bulletin and promote on intranet site. Include in community focused newsletters and social media campaigns running up to White Ribbon day and beyond.</p>	<p>Kerry.Scott@broxtowe.gov.uk ST Sarah.Tidy@broxtowe.gov.uk AH April.Hatcher@broxtowe.gov.uk</p>	<p>Keeping the message live and ensuring that awareness is all year round and not just for expected events. Allowing the message to remain fresh with staff, members and partners and underlining the importance of a continuous agenda.</p>	
<p>What opportunities will you provide for WR Ambassadors and WR Champions to become</p>	<p>Internal &amp; External Training Develop a</p>	<p>Y1/Y2/Y3</p>	<p>Arrange training from White Ribbon. KS to work</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk SH</p>	<p>Gives confidence to the white ribbon Ambassadors and Champions. This</p>	

<p>well informed about their role and confident about what men and boys can do to challenge violence against women and girls?</p>	<p>WRC e-learning training course.</p>		<p>closely with SH in Learning &amp; Development to look into putting together E-learning.</p>	<p>01159173387 Sally.Holowka@broxtowe.gov</p>	<p>will give them the motivation to keep pushing the agenda and keeps the pledge fresh in their minds and allowing them the empowerment of their pledge to challenge and continue to challenge violence against women and girls.</p>	
<p>Demonstrate that educational programmes about domestic abuse and healthy relationships are specifically directed towards boys, within the PSHE curriculum in schools.</p>	<p>Ask for feedback from sessions completed and continue to promote the accessibility for this across the borough when funding is available</p>	<p>Y1/Y2/Y3</p>	<p>Equation and Juno Women's Aid successfully provide intervention and commissioned educational programmes across the borough in both secondary and primary schools. White ribbon is incorporated into this training as included as a specific requirement of the community funding allocated.</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk</p>	<p>Funding allows the programme of domestic abuse and healthy relationships to continue to be delivered throughout the borough and extend the reach of the commissioned organisation with a consistent message to educational institutions and allowing further educations to staff.</p>	
<p>Identify and detail here,</p>	<p>On-going</p>	<p>Y1/Y2/Y3</p>	<p>KS to explore</p>	<p>KS</p>	<p>To connect with</p>	

<p>opportunities to engage with men and boys in the community.</p>	<p>plans to continue with Eastwood Town Football Club BBC Leisure Centre meetings to advertise and promote the campaign and engagement</p>		<p>opportunities and events including Eastwood Town Football Club and Men's Barber Shops in Broxtowe when COVID-19 restrictions are relaxed.</p>	<p>0115 9173445 Kerry.Scott@broxtowe.gov.uk</p>	<p>men and boys to assist with developing positive view on relationships and gain peer support on the message of white ribbon and the male support of the campaign. Allow men and boys to develop a protective position on the message of the campaign.</p>	
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3. Changing Culture					
How will you ensure that all staff do not behave in sexist, harassing or abusive behaviours? Consider the staff induction programme, ongoing training and internal communications.	<p>Review/Refresh the corporate induction periodically and gain feedback following training for improvements</p> <p>Continue to promote staff services in newsletters and ensure materials are easy to navigate on the staff intranet.</p>	Y1/Y2/Y3	KS to work closely with SH in Learning & Development and ST in Communications at Broxtowe Borough Council and review the Corporate Induction and arrange for internal communications going forward. Compliance with the anti-bullying and harassment policy and e-learning completed as part of corporate induction.	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk SH 01159173387 <a href="mailto:Sally.Holowka@broxtowe.gov.uk">Sally.Holowka@broxtowe.gov.uk</a> ST <a href="mailto:Sarah.Tidy@broxtowe.gov.uk">Sarah.Tidy@broxtowe.gov.uk</a></p>	Ensuring the importance of the message of equality, anti-bullying and harassment policies ensures that the team are aware of what level of conduct is expected and ensures positive working environment for all team members. This also gives the autonomy to speak out if this is not complied with and challenge any areas of misconduct.
How can you demonstrate that your organisation has developed a zero-tolerance approach to sexist, harassing or abusive behaviours from staff and service users.	Annual review of policy and review the read stats on intranet material.	Y1/Y2/Y3	Robust anti bullying and harassment policy in place Domestic abuse policy being reviewed for sign off and roll out.	<p>0115 9173445 <a href="mailto:Kerry.Scott@broxtowe.gov.uk">Kerry.Scott@broxtowe.gov.uk</a> AG Aaron.Gidney@broxtowe.gov.uk</p>	Viewing the stats on complaints in this area year on year and action suggested improvements means that the LA can seek to continually improve its practice in this area. A decrease displays team

					understanding and compliance with expectations which means an inclusive and fair working environment which is safe for all team members.
Develop clear systems for reporting, assessing, dealing with and reporting incidents of sexism, harassment, abuse, sexual assault or violence from staff and service users from a victim led perspective.	Staff induction on incorporate reporting procedures of such nature.	Y1/Y2/Y3	Reporting procedure to line manager escalates immediately to a supervising and trained individual in HR. This is then treated in a highly confidential and delicate way. Part of the Domestic abuse policy is person centred and victim lead to maximise effectiveness and validation of complaint	KS 0115 9173445 <a href="mailto:Kerry.Scott@broxtowe.gov.uk">Kerry.Scott@broxtowe.gov.uk</a> AG Human Resources Manager Aaron.Gidney@broxtowe.gov.uk 01159173552	Keeping the service person centred ensures that the individual would be at the heart of communication and be aware of the process of reporting and what happens with the information and that the resolution is centred around how this will improve the situation for the victim and prevent re-occurrence.
How will you ensure that no organisational promotional materials use abusive or sexist imagery.	Standards to be reviewed annually to ensure ongoing compliance.	Y1/Y2/Y3	Corporate format is regularly reviewed and proof read before sign off	KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk SH 01159173387 <a href="mailto:Sally.Holowka@broxtowe.gov.uk">Sally.Holowka@broxtowe.gov.uk</a>	The image of the LA and the messages it delivers dictate the approachability of the organisation

			and publication to ensure that corporate standards are met in line with Equality and Diversity standards.	ST <a href="mailto:Sarah.Tidy@broxtowe.gov.uk">Sarah.Tidy@broxtowe.gov.uk</a>	and represent what the public view as its values. Positive imagery and a no-tolerance message ensures that victims/survivors feel that the system is one of protection and not exclusion of their circumstances. Encourages those individuals to approach the LA if they need assistance.
We ask all LA's to work towards a zero-tolerance policy on Sexual Entertainment Venues. What is the organisation's policy on SEV's? Are there any SEV's in the area and if so how many?  Please provide details	BBC has a zero tolerance policy which the elected members are committed to. No further actions needed as no plans will change regarding this.  0 in area confirmed with Private Sector Housing.		We have no Sexual Entertainment Venues in the Broxtowe borough and have a zero tolerance policy to not grant planning to such venues.	KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk JM-Licensing 0115 9173752 SN-Private Sector Housing 0115 9173092	Continuing a non-tolerance approach means that the activity is deterred from the area and that the LA does not allow or promote this kind of activity and takes appropriate action against any illegal venues.
Work towards commissioning perpetrator programmes	Ensure regular meeting and dates for	Y1/Y2/Y3	On-going-Equation deliver in our area	KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk	Allowing rehabilitation of perpetrators means

<p>Consider the RESPECT-accredited perpetrator programme.</p>	<p>Equation courses are obtained for 2021-2022 year – make available to relevant teams within BBC</p> <p>Corporate membership to be explored for access to RESPECT</p>		<p>programmes to engage men in dialogue to own their behaviour and work with support groups to assist perpetrators</p> <p>RESPECT programmes to be explored for local referral and completion</p> <p>Corporate membership to be explored.</p>		<p>that the message of inclusion through education and compliance. This means that allowing perpetrators to engage with a pathway to improve their outlook and change their future actions and behaviours prevents future re-occurrence.</p>	
<p>Demonstrate how your organisation manages the safety of its evening and night-time economy. Consider working towards achieving Purple Flag Status.</p>	<p>Continue to communicate with licencing on management of schemes.</p>	<p>Y1/Y2/Y3</p>	<p>KS to work closely with JM in Licencing. Nottinghamshire Authorities Licencing Group Best Bar None Accreditation. KS to request invites to future Purple Flag Meetings. Best Bar none Accreditation maintained in area</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk JM-Licencing 0115 9173752</p>	<p>To continue to raise the standards in managing the evening/night time economy leading to increased safety in the LA's town/s.</p>	
<p>Are staff at entertainment venues trained to</p>	<p>Review with John Miley-</p>	<p>Y1/Y2/Y3</p>		<p>KS 0115 9173445</p>	<p>Ensuring that incidences of abuse</p>	

<p>recognise, handle and report incidences of abuse? Provide details here. This should include training on drink spiking and the use of substances to perpetrate abuse.</p>	<p>Licensing Offer support to Licensing</p>			<p>Kerry.Scott@broxtowe.gov.uk JM-Licensing 0115 9173752</p>	<p>are recognised, allowing for access to help for the survivor/victim and communicating that there is a path of safety and escape from the situation. Ensuring that a reporting procedure is in place and prioritisation given to survivors/victims who cannot defend themselves in that moment.</p>	
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4. Raising Awareness						
<p>Develop a comprehensive communications plan (for staff and service users) that identifies engaging with men and boys against violence against women and girls.</p>	<p>Agree a communications plan annually.</p>	<p>Y1/Y2/Y3</p>	<p>KS to agree a communications plan with ST communications manager at Broxtowe Borough Council. AH to support with this from an engagement perspective.</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk ST <a href="mailto:Sarah.Tidy@broxtowe.gov.uk">Sarah.Tidy@broxtowe.gov.uk</a> AH April.Hatcher@broxtowe.gov.uk</p>	<p>Ensuring that messages coming from the LA are consistent across all communication channels and that communications have reach to men and boys.</p>	
<p>Demonstrate how you will ensure people can get help, support and advice within your organisation.  Information for staff and</p>	<p>On-going Review Display in reception/information on the intranet.</p>	<p>Y1/Y2/Y3</p>	<p>KS to reviews information on the intranet. KS to review visuals in the office such as posters/literature.</p>		<p><b>Ensuring that new victims/survivors are captured if they have not had to access services before</b></p>	

<p>service users should be displayed in key public places. Please provide details.</p>			<p>KS to regularly send information to ST/AH for communications.</p>		<p><b>and highlighting that there is a process in place and a pathway to help and assistance in house to help with their situation.</b></p>
<p>Where and how will you display the White Ribbon and WRUK logo? Consider a range of settings such as your website, signage and promotional materials.</p>	<p>As above and on the BBC's website (Domestic Abuse pages).</p>	<p>Y1/Y2/Y3</p>	<p>KS to make arrangements for the WR flag to be displayed at council offices on WR Day and the 16 subsequent days of action. WRC UK logo to be displayed on the domestic abuse pages on Broxtowe Borough Council's Website. KB/KS to liaise with ST in Communications and AH in Engagement to ensure the WR UK logo goes out in staff newsletters leading up to WR day and during the subsequent</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk</p>	<p>Ensuring a visible location highlights the importance of the campaign to the LA and displays the LA commitment to supporting the cause of the campaign, pledging ongoing support and advocacy of the visions and values of the campaign.</p>

<p>How will you encourage all staff to wear a White Ribbon.</p>	<p>16 days. Staff newsletter. Handing WR's out to BBC staff members.</p>	<p>Y1/Y2/Y3</p>	<p>16 days of action. KS to ensure that WR awareness raising materials are displayed in council reception, leisure centres and libraries when COVID-19 permits.</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk SY-Communications. AH-Engagement</p>	<p>Ensures that individual members can recognise widespread support across the LA, representing widespread support of the campaign and the solidarity with the pledge of the campaign. Allows teams to empower one another.</p>
<p>Consider where you will display White Ribbon awareness raising materials?</p>	<p>BBC Council Offices, BBC Leisure Centres. Libraries</p>	<p>Y1/Y2/Y3</p>	<p>In Y1 Broxtowe Borough Council funded 2 custom made WR Christmas decorations to be displayed in the North and South of the borough. Photo opportunities and corporate communications were facilitated around this. In Y1 Broxtowe Borough Council also arranged a virtual coffee morning via</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk SY-Communications. AH-Engagement</p>	<p>Messages across the borough underline the support across the various areas- from the north to south and promote curiosity among the communities to find out more and learn about how they can be involved with the campaign. Shop displays encourage communities to ask questions and actively see the support for</p>

			<p>Microsoft Teams on WR day 2020 attended by over 50 staff and partners.</p> <p>In Y1 Broxtowe Borough Council facilitated the making of a WR promise video with staff members and partners contributing.</p> <p>In Y1 Broxtowe Borough Council raised the WR flag at the council offices to mark WR day and the 16 subsequent days of action.</p>		<p>survivors/ victims displayed in a very visual and creative way.</p>
<p>How will you 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.</p> <p>Please link in with us on social media so we can publicise your events.</p>	<p>On-going</p> <p>WR Christmas decoration at the BBC light switch on in the South &amp; North of BBC. Photo opportunity with Police, Fire and councillor representation and attendance of WR champions all wearing WRC merchandise.</p>	<p>Y1/Y2/Y3</p>	<p>KS to work closely with partner agencies such as Broxtowe Women’s Project, Juno Women’s Aid and Equation.</p> <p>KS to liaise with the Communities Team at Broxtowe Borough Council.</p>	<p>KS                  0115 9173445                  Kerry.Scott@broxtowe.gov.uk                  JF-Communities                  AH-Engagement</p>	<p>An annual opportunity to connect all of the agencies in a very positive and collective way to display a united approach and pledge to the community on our lack of tolerance for male violence against women and that each partner</p>

	<p>A virtual event if COVID doesn't allow for the above.</p> <p>Campaign at council offices, leisure centre or library during the 16 days that follow.</p> <p>Raising of the WR flag at the council offices.</p>				<p>understands how their role can support another.</p>
<p>How will you maximise opportunities to raise awareness for WR in your local community all year round? Please provide details</p>	<p>On-going Link in with local partners and integrate into any planned events. Work with BWP, Juno Women's Aid and Equation.</p>	<p>Y1/Y2/Y3</p>	<p>KS to work closely with partner agencies such as Broxtowe Women's Project, Juno Women's Aid and Equation. KS to liaise with the Communities Team.</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk JF-Communities Broxtowe Women's Project Equation Juno Women's Aid</p>	<p>Integrating the white ribbon action into the community plans ensures that white ribbon continues to be high on the awareness agenda throughout the agencies who are represented on those groups. Which means if an agency is approached, they have a contact who can assist in current team.</p>
<p>Identify and forge links with local sports clubs to raise awareness, gain</p>	<p>On-going. Link in with BWP for contacts/forging new</p>	<p>Y1/Y2/Y3</p>	<p>KS to work closely with CH at BWP to make</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk</p>	<p>Using social culture and local sports</p>

<p>support and encourage Accreditation.</p>	<p>contacts. Provide WRC materials and create displays on notice boards at sports clubs. Explore a 2021 event such as a WRC football match COVID permitting.</p>		<p>contacts with Eastwood Town Football Club with a view to displaying literature and arranging an event in 2021/22 if COVID-19 permits.</p>	<p>AH-Engagement Broxtowe Women’s Project</p>	<p>ambassadors to promote white ribbon, encourages them to become directly involved with the campaign and lead by example for followers of their sport, aspiring members and players and also the community in which they sit.</p>
<p>Identify and forge links with local music venues to raise awareness of violence against women at music venues to gain visibility, support and encourage Accreditation.</p>	<p>On-going. Link in with BWP for contacts/forge new contacts. Explore a future event such as a WRC music event COVID permitting.</p>	<p>Y1/Y2/Y3</p>	<p>KS to work with JM in licensing to forge new contacts with local music venues. KB/KS to explore an event in the future if COVID-19 permits.</p>	<p>KS 0115 9173445 Kerry.Scott@broxtowe.gov.uk JFT-Communities BWP AH-Engagement</p>	<p>Local venues and artists supporting the message of white ribbon would encourage their supporters to be aligned with this and raise further awareness and support of the white ribbon agenda.</p>