

Subject:	The White Ribbon Campaign	Status:	For Publication
Report to:	Full Council	Date:	16 th July 2014
Report of:	Chief Executive	Portfolio Holder:	Finance and Resources
Key Decision:	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception	<input type="checkbox"/> Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
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1.	RECOMMENDATION(S)
1.1	That full Council formally support promotion of the White Ribbon Campaign in Rossendale.
1.2	That all Councillors, especially our male Councillors, commit to signing up to take the pledge and wear a white ribbon - acting as local ambassadors to promote the campaign and raise awareness.
1.3	That full Council acknowledges and supports the efforts and work needed to achieve White Ribbon Campaign Town status.

2. PURPOSE OF REPORT

2.1 To seek formal support from full Council for the White Ribbon Campaign in Rossendale and the associated work required to enable the Council to become a White Ribbon status authority and become known as a White Ribbon 'town'.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it means supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.
 - **Responsive Value for Money Services:** This priority is about the Council working collaboratively, being a provider, procurer and a commissioner of services that are efficient and that meet the needs of local people.
 - **Clean Green Rossendale:** This priority focuses on clean streets and town centres and well managed open spaces, whilst recognising that the Council has to work with communities and as a partner to deliver this ambition.

4. RISK ASSESSMENT IMPLICATIONS

- 4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- Reputational risk and legal duties associated with equality and specifically domestic abuse.

5. BACKGROUND AND OPTIONS

5.1 Every year three million women and girls experience rape, domestic abuse, forced marriage, stalking, sexual exploitation and trafficking, female genital mutilation and honour crimes in the UK. On average, two women a week in England and Wales are killed by a violent partner or ex-partner. This constitutes nearly 40% of all female homicide victims (Source: WRC).

- 5.2 The White Ribbon Campaign (WRC) is the largest effort in the world of men working to end men's violence against women. It is about engaging men and boys in condemning violence against women and girls.
- 5.3 Wearing a white ribbon is a personal pledge never to commit, condone or remain silent about violence against women. Each year, the campaign urges men and boys (although anyone can wear one if they wish) to wear a white ribbon for one or two weeks, starting on 25th November, the International Day for the Eradication of Violence Against Women.
- 5.4 As part of his Mayoral role this year, Cllr Tom Aldred will act as key ambassador of the White Ribbon Campaign.
- 5.5 The White Ribbon Campaign Town Award is for Councils demonstrating their commitment to the aims of the White Ribbon Campaign (WRC):
- In particular involving men and boys in prevention activities. By mobilising men the anti-violence against women & girls (VAWG) message increases in effectiveness and reach.
 - Addressing and altering social norms that lead to violent behaviour against women
 - Increasing awareness on the issue and providing services aimed at reducing the incidence of domestic violence.
 - Mobilise the entire local community under the goal of ending violence against women and girls.
- 5.6 Lancashire County Council (LCC) is currently pursuing White Ribbon status and is encouraging all district Council's to sign up too. The intention is that Lancashire will become the first County to achieve White Ribbon status.
- 5.7 What is required?
To achieve the WRC Town Award, the Council must go through an application process which involves completing of a self-assessment and develop an action plan. Partner involvement and commitment to this is vital, the key delivery partnership will be Rossendale Against Domestic Abuse (RDAP). Health Housing and Regeneration and the People and Policy Team will lead on this.
- 5.8 The initial costs of the Award application are being covered by Lancashire County Council for all districts who wish to pledge their support and commitment to tackling this issue. The Award is reviewed for renewal on a biannual basis – once every two years (£400), this is through a similar process to the initial application. This will be supported via existing Council budgets.
- 5.9 LCC also intend to roll out White Ribbon Campaign Ambassador training locally in due course.
- 5.10 Next Steps
- Council officers work with Rossendale Domestic Abuse Partnership (RDAP) members to undertake a self-assessment, and develop and action plan to submit for the Award.
 - Local communications plan / activity to be developed to raise awareness of the campaign throughout the year – and specifically to mark the 25th November locally. Donations received through sale of the white ribbons will be used to supporting local events/activity.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

6.1 Financial implications are noted in the report.

7. MONITORING OFFICER

7.1 No additional comments.

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

8.1 Consultation has been undertaken with Management Team; Cabinet; Portfolio Holder for Finance and Resources; the Mayor; Member Champion for Equality and Diversity; and Rossendale Domestic Abuse Partnership (RDAP).

9. CONCLUSION

9.1 By formally supporting the White Ribbon Campaign the Council will be positively contributing to the recognition of, and support for, those experiencing or at risk of experiencing domestic abuse in Rossendale.

Background Papers	
Document	Place of Inspection
White Ribbon Campaign website	http://www.whiteribboncampaign.co.uk/