

TELFORD & WREKIN COUNCIL

CABINET – 8th NOVEMBER 2012

WHITE RIBBON TOWN AWARD

REPORT OF ASSISTANT DIRECTOR OF FAMILY & COHESION SERVICES AND CABINET MEMBER FOR TRANSPORT & COMMUNITY PROTECTION

LEAD CABINET MEMBERS – CLLRS PAUL WATLING & HILDA RHODES

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 The White Ribbon Town's Award is for Councils wishing to demonstrate their commitment to the aims of the White Ribbon Campaign. This campaign aims to raise awareness and understanding of domestic abuse and the services that are provided in order to reduce the incidence of domestic abuse and to provide the local community with increased support and understanding of this issue.
- 1.2 The campaign centres around men wearing a white ribbon, to positively promote that domestic abuse should not be tolerated and positively challenged.

2. THE PROPOSAL

- 2.1 To become a White Ribbon Town we have to meet a certain number of objectives as set by the White Ribbon Campaign. These are:
 - Produce an action plan on how we will achieve its commitment to involving men in ending abuse against women
 - Appoint a senior officer responsible for leading the campaign
 - Conduct a survey of attitudes against abuse against women in the local community
 - Hold local awareness events
 - Involve our partners such as WHT, PCT, Schools, colleges etc
 - Engage with local sports groups, music venues etc to participate in the campaign
 - Implement a domestic violence policy for all Council staff experiencing domestic abuse
 - Ensure all relevant Council staff receive domestic abuse training

- Provide information and advice to all Council staff on domestic abuse
- Use publication materials such as leaflets, flyers and posters and plasma screens in public areas
- Provide additional information in at least three community languages or alternative formats
- Make information available to the general public by all relevant means i.e. websites etc
- Celebrate White Ribbon Day on 25 November

2.2 Raising awareness is said to play a huge part in changing the cultural and social norms which is recognised as being highly influential in shaping individual behaviour. Local Authorities working directly in the community are ideally placed to raise awareness and therefore save lives, increase the safety of women and children and enable friends and families to support their loved ones.

3. RECOMMENDATIONS

- 3.1 That Cabinet supports the recommendation for the Council to become a White Ribbon Town.**
- 3.2 That Cabinet supports the White Ribbon Campaign (a one day event) to be held on November 25th 2012.**

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<ul style="list-style-type: none"> • <i>Community Protection and Cohesion/Put our children and young people first/ensure neighbourhoods are safe, clean and well maintained/ Improve the health and wellbeing of our communities and address health inequalities / Protect and support our vulnerable children and adults</i> • Raising awareness and understanding of domestic abuse. • Reducing the number of domestic abuse incidents • Providing additional support to victims

		<ul style="list-style-type: none"> Working directly with local communities to increase the safety of domestic abuse victims.
	Will the proposals impact on specific groups of people?	
	Yes	Men, Women, children and young people.
TARGET COMPLETION/DELIVERY DATE	Ongoing	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	The proposal is to be met out of existing resources and supports the strategy of prevention of Domestic Abuse in the community by raising wider awareness. It is also anticipated that the proposal, may support the longer term plan of positively impacting on the number of child Protection plans being generated. GS 091012
LEGAL ISSUES	No	
OTHER IMPACTS, RISKS & OPPORTUNITIES		This proposal will further support the work of the work of the Council in increasing public awareness of domestic abuse and providing support services to address the issue. This campaign will deliver a clear message that domestic abuse should not be tolerated and positively challenged. It has been recognised within Telford and Wrekin that a significant proportion of children who are subject to a Child Protection Plan are affected by living in families where Domestic Abuse is an issue. . The White ribbon campaign through ongoing awareness can only look to positively impact and reduce the numbers of children who are witnessing such abuse.
IMPACT ON SPECIFIC WARDS		Borough wide

PART B) – ADDITIONAL INFORMATION

5. INFORMATION

5.1 White Ribbon Campaign

5.2 The Council, working with partners to raise awareness of Domestic Abuse, is already achieving many of the requirements for a White Ribbon Town. The partnership has recently reviewed its approach to domestic abuse resulting in the changes set out below:

- A partnership led by the Police with an improved Multi Agency Risk Assessment conference (MARAC) ensuring that the most vulnerable receive enhanced support.
- The Council previously commissioned *Independent Domestic Violence Advisors (IDVAs)* to provide support to victims who subject to the MARAC process. Following an evaluation of the service it was recognised that this service could be carried out in house. The Council now has a Domestic Abuse Officer providing a wrap around service to victims, representing them at MARAC, keeping them informed of any developments, providing advice and guidance around civil powers and support through the court process.
- Develop and providing basic awareness training to front line practitioners.
- Developing and enhancing the rolling support programme for female victims in providing advice and guidance around domestic abuse and being in an abusive relationship (Freedom Programme)
- Developing and enhancing the support in place for victims where the abusive partner has left the property. A Crime Risk Advisor visits and will assess the property and a range of measures such as PIR lights, intruder alarms, window and door locks may be installed to reduce the risk and improve the security of the property (Sanctuary Programme).

5.3 The Council will review it's overall strategy for dealing with domestic abuse to ensure that all of our the work is coordinated to achieve maximum benefit for women and children and that we meet fully the requirements of the becoming a White Ribbon Town.

6. CONCLUSION

6.1 By becoming a White Ribbon Town and supporting the associated campaign we will make a contribution to the Council's vision and priorities (see above). By raising awareness and understanding of domestic abuse and the support available the Council and its partners will be making a contribution towards:

- reducing the number of incidents of domestic abuse and provide the local community with increased support and understanding of this issue
- raising awareness across the Borough that domestic abuse should not be accepted in any form and that we must look to change the cultural and social norms associated with this abuse.
- increasing the safety of women, men and, children enabling their own family networks to support loved ones and therefore potentially save lives

6.2 The white ribbons will be worn and promoted by males who will give a clear message that domestic abuse should not be tolerated in any form and residents of Telford and Wrekin should be able to fulfil their own individual potential and encourage healthy and positive lifestyles

7.0 PREVIOUS MINUTES

None

8.0 BACKGROUND PAPERS

None

REPORT PREPARED BY

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