



Basingstoke and Deane Borough Council

White Ribbon Action Plan 2022 – 2025

Basingstoke and Deane Borough Council has committed to help end men's violence against women by achieving White Ribbon accreditation. This involves the development of a comprehensive three-year action plan to change the cultures that lead to abuse and violence and to promote gender equality.

The action plan is a working document that can respond to local issues as they arise, and is based upon the four core principles of White Ribbon accreditation:

1. Strategic Leadership
2. Engaging Men and Boys
3. Changing Culture
4. Raising Awareness

A summary of the actions within each area is presented below.

1. Strategic Leadership

Following a strategic decision made formally at senior level to seek White Ribbon accreditation, a Steering Group was established to oversee the development and implementation of the action plan. The Steering Group has members from across the organisation. At least one member of the Steering Group has lived experiences of domestic abuse and all members are White Ribbon Ambassadors or Champions.

Further actions to implement over the next three years focus on:

- **Workplace Policy:** Building upon current workplace policies to ensure that all domestic abuse, violence against women and girls (VAWG) and safeguarding policies are up to date, available and survivor-informed.
- **Training:** Continuing to offer regular virtual and/or face to face training for all relevant staff in a range of topics around VAWG and domestic abuse, ensuring that front line staff receive specialist training where appropriate.
- **Partnership Working:** Building on the excellent practice and partnership in the Basingstoke Domestic Abuse Forum (BDAF) to share knowledge, ideas, best practice and expertise. Continuing to work with and disseminate information with the Social Inclusion Partnership (SIP) to ensure that all learning around VAWG reaches the many partner organisations we partner with.
- **Housing:** Implementing and embedding a whole housing approach (WHA) across our housing services. Becoming accredited with the Domestic Abuse Housing Alliance (DAHA) to ensure an appropriate response to anyone with housing needs who is affected by DA.



2. Engaging Men and Boys

Having appointed a number of male White Ribbon Ambassadors across the organisation, we will continue to promote the opportunity to take the White Ribbon promise “never to excuse or remain silent about violence against women and girls” to all BDBC staff, Council members and the wider community.

Further actions to implement over the next three years focus on:

- **White Ribbon Awareness:** Building on the awareness raised around White Ribbon day, including further internal and external promotion of BDBC's White Ribbon accreditation, and offering all male colleagues the opportunity to become White Ribbon Ambassadors.
- **Partnership:** Continuing to liaise with partners from Hampshire Domestic Abuse Partnership (HDAP), BDAF, SIP and Community Safety to raise awareness of the White Ribbon Campaign's communications, best practice and information relating to any relevant local initiatives.
- **Community Outreach:** understanding what VAWG awareness activity is being delivered in local educational and leisure settings, and working with local service providers to explore what other relevant training takes place in schools, colleges and sports clubs in the borough.

3. Changing Culture

BDBC is committed to ensuring an environment in which all people feel visible, heard, valued and accepted, regardless of their background and/or experiences. We adopt a zero-tolerance approach to sexist, harassing or abusive behaviours from staff and customers, and will continue creating spaces in which people feel physically and emotionally safe. We will build on our current work through:

- **Clarity:** Ensuring that there are clear systems in place for reporting, assessing, and responding to incidents of sexism, harassment, abuse, sexual assault or violence from staff and customers.
- **Partnership with local commissioned services:** Working with local service providers to gain a better understanding of the motivations and cognitions and pathways into abuse, so that we may be able to intervene earlier and better.
- **Accessibility:** Consider how to make local services more accessible to people and work with our service providers to consider how to address any barriers to access.
- **Understanding:** Incorporate the victim/survivor voice in strategy and service development, in a meaningful and trauma-informed way.



4. Raising Awareness

BDBC will continue to raise awareness around violence against women and girls, and the support that is available to victims/survivors and perpetrators, both within the organisation and amongst the local community. We will do this through:

- **Promotion:** Our White Ribbon accreditation certificate, plaque and information around where and how to access support is displayed in the council offices. More detailed information is available on the council website and this will be updated regularly.
- **Partnership:** Our successful partnerships with local services allow us to engage with our local community. We will liaise with partner organisations in HDAP, BDAF and the SIP to consider further opportunities for raising awareness, early intervention and relevant training.
- **Engagement:** We will identify and forge links with local sports clubs and music venues to raise awareness, gain support and encourage accreditation with White Ribbon.

For further information around BDBC's White Ribbon accreditation, please contact the White Ribbon co-ordinator on whiteribbon@basingstoke.gov.uk.

For further information around White Ribbon, please visit their website: [White Ribbon UK](https://www.whiteribbon.org.uk).