



WHITE RIBBON ACCREDITATION ACTION PLAN

[University of Cumbria]

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Date: 02 May 2023
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The lead person will be the higher education main contact who will coordinate and oversee the three-year White Ribbon action plan.

They will monitor the action plan's progress and report back to White Ribbon.

UoC approved 02/05/23. WRUK approved tbc. Due for review 02/05/26.

INTRODUCTION:

Men's violence against women and girls 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 applying for White Ribbon Accreditation commit to developing 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.

The application process to become White Ribbon accredited requires the completion of the criteria that is highlighted in bold on this template action plan. Once White Ribbon Accreditation is approved you have 6 months to develop and start to deliver your action plan.

White Ribbon template action plans are designed as a guide. If you have questions about how it will work in practice in your context, we will be very happy to discuss that with you. White Ribbon Accreditation is not an end goal, it is a long-term commitment. This is useful to keep in mind as you complete and deliver on your action plan. Think of it as a live document which will evolve as you grow in knowledge and application throughout this journey. Often the most successful action plans are where an organisation has applied creativity and their own experience so, please do not feel restricted by the template.

Higher Education Action Plan

Criteria for delivering on White Ribbon Accreditation:	Planned actions/activities: (How and what will you do to meet the criteria?) <i>Please delete text in italics when completing</i>	Target Date (Y1/2/3):	Evidence: (How will you demonstrate that you have delivered on the action/activity?)	Planned outcomes: (benefits, aims, areas of development, challenges, successes)	Lead person/s: (Name, job title, Inc. tel. & email):	Achieved Date (Complete once achieved)
1a. Strategic Leadership	The criteria for strategic leadership 1a have already been completed in your application form. Please insert the information from your application form into the appropriate place under 1a. While you have already completed these actions, it is important that they remain part of your action plan should any of their details change, or you decide the actions or outcome is beyond what you've previously written into the application form.					
A strategic decision made formally at senior level by the local authority to seek accreditation. This includes a commitment to develop a three-year action plan.	Tom Davidson, Director, Centre of Excellence in Paramedic Practice, Institute of Health tom.davidson@cumbria.ac.uk	To be completed before applying for accreditation.	Email confirmation sent to WRUK 19 th Jan 22. Statement from Tom in our staff global outlining a strategic decision to pursue WRUK accreditation.	Raise the campaign profile via internal/external comms and displaying leadership of our Steering Group	Tom Davidson, Director, Centre of Excellence in Paramedic Practice, Institute of Health tom.davidson@cumbria.ac.uk	Jan 22
At least one senior leader in the local authority becomes a White Ribbon Ambassador or Champion.	Tom Davidson, Director, Centre of Excellence in Paramedic Practice, Institute of Health tom.davidson@cumbria.ac.uk Tom will promote to all VCE and corporate leader colleagues, inviting them to sign up.	To be completed before applying for accreditation.	Tom signed up and makes this explicit in the comms	Tom endorses UoC commitment to White Ribbon	Tom Davidson, Director, Centre of Excellence in Paramedic Practice, Institute of Health tom.davidson@cumbria.ac.uk	Jan 22

<p>Nomination of a lead person to be the local authority main contact who will coordinate and oversee the three-year White Ribbon action plan.</p> <p>This person will monitor the action plan's progress and report back to White Ribbon.</p> <p>This person should be a White Ribbon Ambassador or Champion.</p>	<p>Lee McDermott, EDI Officer</p>	<p>To be completed before applying for accreditation.</p>	<p>Regular contact with WRUK</p> <p>Steering Group member</p> <p>Feedback internally via EDIW Monitoring Group and EDIW Committee</p>	<p>Lee is an ambassador</p>	<p>Lee McDermott Lee.mcdermott@cumbria.ac.uk 01228 242609</p>	<p>Jan 22 and ongoing</p>
<p>Establish a White Ribbon steering group to oversee the development and implementation of the White Ribbon action plan.</p> <p>All members of the steering group must be White Ribbon Ambassadors or Champions.</p> <p>The steering group should draw members from across the organisation.</p> <p><u>Please use annex 1 to give details of all the members of the steering group.</u></p>	<p>Steering group is live and externalised for transparency at White Ribbon University of Cumbria The group has a cross section of UoC representation including UCSU.</p> <p>We also showcase our Steering Group on an internal sharepoint page that replicates the external webpage.</p>	<p>To be completed before applying for accreditation.</p>	<p>Achieved via communication with WRUK by June 22</p>	<p>All members signed up as ambassadors/champions and maintained with staff turnover.</p> <p>Steering Group members were included in the accreditation application process.</p>	<p>Lee McDermott Lee.mcdermott@cumbria.ac.uk 01228 242609</p> <p>Tom Davidson, Director, Centre of Excellence in Paramedic Practice, Institute of Health tom.davidson@cumbria.ac.uk</p>	<p>June 22</p>

1b. Strategic Leadership	The following to be planned over the three years of accreditation					
There is a policy in place supporting students that covers men’s violence against women.	Prevention of Harassment and Sexual Misconduct Policy is in development. The launch will include comms directing people to a hosting page	Y1	Policy is live and accessible.	Confidence in a lived policy from the UoC community, with upskilling available for key personnel. Increased awareness of the policy.	Emma Bales, Director of Student Services. Lee McDermott	Sept 23
The staff training strategy includes aspects of men’s violence against women (sexual violence, coercive control, consent, and domestic abuse).	Prevention of Harassment and Sexual Misconduct Policy roll out will include training aligned with policy development. Signposting and awareness raising via internal comms.	Y1	Monitor training attendance.	Increased awareness of key themes. Campaign resources available and displayed/shared Increased visual material and signposting to internal/external support	Emma Bales, Director of Student Services. Lee McDermott	Nov 22 and ongoing
Liaise closely with the Students Union in promoting White Ribbon UK and campaign in partnership with the student body.	<p>UCSU is represented on the Steering Group.</p> <p>Internal/external comms will be utilised to engage with UCSU and the student body.</p> <p>Explore student training in welcome weeks, connecting UCSU with WRUK.</p> <p>WRUK cards included in Welcome Week packs.</p>	<p>Y1</p> <p>Y1</p> <p>Y2</p> <p>Y1</p>	<p>White Ribbon University of Cumbria</p> <p>Comms and social media coverage</p>	Increased WRUK materials and representation on campus and online.	Danny Prescott. Cal Pannone. Lee McDermott.	<p>Nov 22</p> <p>Nov 22</p>

	<p>Increased WRUK materials and representation on campus and online.</p> <p>Further information available via UCSU Expect Respect campaign.</p>	<p>Y1</p> <p>Y1</p>	<p>Useful Links and Contacts University of Cumbria</p>			<p>Nov 22</p> <p>Nov 22</p>
<p>Support all staff including security staff and provide training on how to identify and handle situations where there are, or may be, situations of abuse.</p>	<p>Targeted training aligning with policy development. Signposting via internal comms</p> <p>* in line with the roll out of the prevention of harassment and sexual misconduct policy</p>	<p>Y1</p>	<p>Monitor attendance at training</p>	<p>Increased confidence and improved points of contact upskilling the service and onward reporting</p>	<p>Lee McDermott</p>	
<p>Information is made accessible on how you ensure student landlords have policies in place to manage situations where there is abuse in a student property.</p>	<p>Create guidance doc with relevant signposting and explore embedding details in the Landlord Advisory Panel City Accommodation Lancaster University Homes Standard Lancaster University</p>	<p>Y2</p>	<p>Email audit trail.</p> <p>Consider developing a guidance document.</p>	<p>Increased awareness locally to support the wider community</p>	<p>Lee McDermott</p>	

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2. Engaging Men & Boys						
There are at least 4 White Ribbon ambassadors from within all staffing levels of your organisation. All White Ribbon ambassadors are required to agree to the White Ribbon Code of Conduct and Make the Promise.	<i>(How will each ambassador carry out their role and engage with men within your organisation)</i> All Steering Group members sign up as ambassadors/champions	Y1	Accreditation accepted	All university ambassadors and champions have signed up	Tom Davidson	Nov 22
Promote across your staff and students: <ul style="list-style-type: none"> • Making the White Ribbon UK Promise • The importance of wearing the White Ribbon amongst your staff. 	Initial internal comms via Staff and Students Globals with the links to sign up, signposting to sharepoint page and external webpage (also has the links embedded). External comms via socials (link with marketing to explore when to release).	Y1 then ongoing	White Ribbon University of Cumbria replicated on internal sharepoint page Seek engagement figures from socials. Promotional materials used to promote the events.	Institutional message released. Increased awareness. Positive engagement. All ambassadors and champions have “made their	Lee McDermott Cal Pannone	Nov 22 and ongoing Nov 22 and ongoing

<ul style="list-style-type: none"> Knowing and able to have a conversation about what it means to wear a White Ribbon. 	<p>Coordinate key promotional opportunities linked to the EDIW Schedule of Events that take form in a blend of physical and virtual spaces that could include:</p> <p>Safer Streets Seminar 30/3/22</p> <p>Welcome week (Sept)</p> <p>North West Sexual Violence Week 8th Nov</p> <p>Int Men’s Day 19th Nov</p> <p>Trans Day of Remembrance (TDoR) 20th Nov</p> <p>White Ribbon Day 25th Nov and 16 days of action</p> <p>LGBTQ+ History Month - Feb</p> <p>Int Women’s Day 8th March</p> <p>IDAHOBiT Day 17th May</p> <p>Link with UCSU initiatives such as Expect Respect for stands and physical displays.</p>		<p>Photographic evidence from physical events.</p> <p>Screenshots of comms.</p>	<p>promise” and actively wear their wear white ribbon.</p> <p>Improved feeling of safety on campus reflected in improved NSS results and related surveys.</p> <p>Increased numbers of ambassadors and champions from the university community.</p>		<p>Nov 22 and ongoing</p>
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<p>White Ribbon Ambassadors and Champions have adequate opportunity to become well informed about their role and confident about what men and boys can do to challenge violence against women and girls.</p>	<p>Explore available training resources and/or the development of an ambassador led training scheme. 2 x training areas of focus related to policy development</p> <ul style="list-style-type: none"> • Staff training for dealing with disclosures • Wider harassment and consent training <p>* in line with the roll out of the prevention of harassment and sexual misconduct policy</p> <p>Consider building into personal CPD for managers.</p> <p>Explore research opportunities linked to this agenda.</p>	<p>Y2 then ongoing</p>	<p>Available training to attend.</p> <p>Improved signposting and reporting mechanisms linked to policy.</p>	<p>Identified staff who can deliver training.</p> <p>Staff/students receiving support and signposting.</p>	<p>Lee McDermott</p>	
<p>Traditionally male dominated programmes, faculties, and student societies are identified and engaged with.</p>	<p><i>How will you encourage staff and students to Make the White Ribbon Promise?</i></p> <p>Encourage staff in these areas to sign up as ambassadors and champions via leads.</p> <p>Direct comms with the men's student network via UCSU and explore activity to promote White Ribbon.</p>	<p>Y2 then ongoing</p>	<p>Identify leads to sign up and promote White Ribbon.</p> <p>Explore further activity to promote e.g. OPCC Swan Volunteer Scheme in Cumbria.</p>	<p>Increased awareness and prevention.</p> <p>Men's network (student) activity</p>	<p>Lee McDermott</p> <p>Danny Prescott</p>	

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3. Changing Culture						
Male staff understand how to always uphold White Ribbon values and model positive masculine traits to other men and boys.	Comms campaign in place for staff and students. Explore external comms to impact wider community. Awareness training delivered, factoring in future sessions and refresher training. * in line with the roll out of the prevention of harassment and sexual misconduct policy	Y2	Ongoing internal comms screenshots, evidence of logo in electronic signatures, posters/leaflets in key locations. Embed White Ribbon within the induction process via the EDI Officer.	Increased visibility and awareness. More effective signposting and reporting.	Lee McDermott Cal Pannone	
All staff understand how to behave appropriately and that sexism, harassment or abusive behaviours are understood to be unacceptable in the work place.	<i>(Consider communicating this through staff induction, training and ongoing communications).</i> Embed this within the current policy development * in line with the roll out of the prevention of harassment and sexual misconduct policy Covered by existing Equality, Diversity and Inclusion	Y1	Final policy.	Awareness of the policies across the university and related training to truly embed and ensure confidence.	Emma Bales Lee McDermott	Nov 22 and ongoing

	cumbria.ac.uk) and EDI Policy (cumbria.ac.uk)					
There is a zero-tolerance approach to sexist, harassing or abusive behaviours from staff members and partners.	<p>Covered by existing Equality, Diversity and Inclusion (cumbria.ac.uk) and EDI Policy (cumbria.ac.uk)</p> <p>Embed this within the current policy development * in line with the roll out of the prevention of harassment and sexual misconduct policy</p>	Y1	Final policy.	Awareness of the policies across the university and related training to truly embed and ensure confidence.	Emma Bales Lee McDermott	Nov 22 and ongoing
There are gender-sensitive and survivor-centred reporting mechanisms in place that are handled correctly for concerns, allegations, incidents and complaints of any form of violence against women and girls (e.g. sexism, harassment, abuse, sexual assault, domestic violence) by staff and partners	<p>Covered by existing Equality, Diversity and Inclusion (cumbria.ac.uk) and EDI Policy (cumbria.ac.uk)</p> <p>Embed this within the current policy development * in line with the roll out of the prevention of harassment and sexual misconduct policy</p> <p>External signposting and support noted Useful Links and Contacts University of Cumbria</p>	Y1	Final policy.	Awareness of the policies across the university and related training to truly embed and ensure confidence.	Emma Bales Lee McDermott	Nov 22 and ongoing

There is a support structure for those who do report, both victims and whistle-blowers. There is a support structure for the individual reported to have committed harm.	Embed this within the current policy development * in line with the roll out of the prevention of harassment and sexual misconduct policy Existing Public Interest Disclosure Policy (Whistleblowing) Policy supports	Y1	Final policy.	Awareness of the policies across the university and related training to truly embed and ensure confidence.	Emma Bales Lee McDermott	Nov 22 and ongoing
There are appropriate and timebound disciplinary processes and/or external reporting to relevant authorities in place and that they prioritise the safety and dignity of the victims and survivors.	Embed this within the current policy development * in line with the roll out of the prevention of harassment and sexual misconduct policy	Y1	Final policy.	Awareness of the policies across the university and related training to truly embed and ensure confidence.	Emma Bales Lee McDermott	Nov 22 and ongoing
There is a process in place to ensure no organisational promotional materials use abusive or sexist imagery.	Already in place via the Board approved inclusivity statement, EDI Policy and Equality Impact Assessment process (renewed 2022)	Y1	Equality, Diversity & Inclusion - University of Cumbria Equality, Diversity & Inclusion Policy - University of Cumbria	Awareness and embedding of these policies across the university and to ensure “due regard” is paid for any change.	Lee McDermott	Nov 22 and ongoing
Promote White Ribbon across your suppliers, partners and contractors	<i>Will you ask them to also make a commitment to White Ribbon?</i> Review procurement process in line with other commitment such as Disability Confident and Stonewall. Update our guidance and encourage consideration for partnering organisations in	Y3	Updated guidance and documentation. Explore including an offer to meet with university White Ribbon steering group members. Procurement team encouraged to become ambassadors and champions,	Updated guidance and documentation.	Lee McDermott Tom Davidson	

	relation to White Ribbon and wider EDI focus.		adding WRUK logo to their e-signatures			
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4. Raising Awareness						
There is a comprehensive communications plan for staff, partners and service user) that engages with men and communicates clearly and effectively your organisation's commitment to ending violence against women.	Comms plan developed. Ongoing Steerign Group meetings throughout the 3 year window to maintain momentum and delivery.	Y1 then ongoing	Comms plan linked to EDIW Schedule of Events.	Agreed and finalised comms plan. Scheduled activity, reviewed and updated annually to support WRUK.	Lee McDermott Cal Pannone	Nov 22 and ongoing
Information about where people can get help and advice is clearly displayed and appropriately accessible.	<i>Information for staff and service users should be displayed in key public places.</i> Link with Wellbeing and OD Manager to update intranet. External webpage with signposting White Ribbon 	Y1 then ongoing	Clear display of WRUK logo and information. Steering Group are referenced as points of contact.	Increased awareness of White Ribbon. Explicit display of the university's commitment to WRUK.	Lee McDermott	Nov 22 and ongoing

	University of Cumbria and Useful Links and Contacts University of Cumbria Ensure ongoing comms as referenced previously.		Signposting to third party organisations.	University seen as an inclusive employer and educator.		
White Ribbon UK messaging and the White Ribbon is display visibly in a wide range of settings such as website, signage and promotional materials.	White Ribbon University of Cumbria replicated on internal sharepoint page Ambassadors and champions encouraged to wear their white ribbon and use the signature.	Y1 then ongoing	Logo/promise explicitly referenced and promoted. Ambassadors and champions have added logo to signature.	Increased awareness of White Ribbon. Explicit display of the university's commitment to WRUK. University seen as an inclusive employer and educator.	Tom Davidson. Lee McDermott	Nov 22 and ongoing
All staff are encouraged to wear the White Ribbon and make the White Ribbon Promise.	Ambassadors and champions to lead by example. Embed within comms.	Y1 then ongoing	University community clearly wearing white ribbon. Message from Tom as senior lead. Evidence within comms screenshots.	Increased awareness of White Ribbon. Explicit display of the university's commitment to WRUK.	Tom Davidson Lee McDermott Cal Pannone	Nov 22 and ongoing
White Ribbon awareness raising materials are displayed and utilised wherever possible.	White Ribbon University of Cumbria replicated on internal sharepoint page Embed within socials, comms and physical events where appropriate	Y1 then ongoing	Logo/promise explicitly referenced and promoted. Ambassadors and champions have added logo to signature and wear physically	Increased awareness of White Ribbon. Explicit display of the university's commitment to WRUK. University seen as an inclusive employer and educator.	Tom Davidson	Nov 22 and ongoing

	Ambassadors and champions wear their white ribbon at external events.					
Mark the following dates: November 25 th : White Ribbon Day- The International Day to End Male Violence Against Women. November 25 th – 10 th December: The following 16 days of action.	<i>Please link in with us on social media so we can publicise your events.</i> Internal and external comms campaign. Explore hosting a collaborative event and WRUK stall	Y1 then ongoing	Social media campaign and internal comms. Evidence of collaborative event/stall e.g. recording/photo.	Increased awareness of White Ribbon. Social media engagement.	Lee McDermott Cal Pannone	Nov 22 and ongoing
Student awareness raising sessions include information about healthy relationships, consent and the various types of male violence.	UCSU to collaborate on action identified above row	Y1 then ongoing	As above	Increased awareness of White Ribbon. Social media engagement. Further student activity	Danny Prescott	
Encourage key external partners including the Local Authority and the Emergency Services to consider White Ribbon Accreditation.	Awareness raising activity. Refer to procurement section.	Y2	Attendance at events. Linked via social media campaign	Sharing of reporting and support methods. Collaborative events.	Lee McDermott	
Staff at venues and events are trained to identify and handle incidents and reports of abuse.	Factor in to policy review and consultation * in line with the roll out of the prevention of harassment and sexual misconduct policy	Y2	Consultation sessions that include specific reference to WRUK.	Increased awareness of WRUK and factored into review process	Emma Bales	

Where alcohol is served, training on drink spiking is conducted.						
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