



END MEN'S VIOLENCE AGAINST WOMEN

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Date 15/09/25

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The Lead Contact will be the higher education institutions nominated individual who will coordinate and oversee the three-year White Ribbon Action Plan and be the point of contact with White Ribbon UK. They will monitor the Action Plan's progress and report back to White Ribbon annually.

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.

During the application process to become White Ribbon Accredited, you will have completed the criteria that is highlighted in bold in Strategic Leadership 1. You now have 6 months to develop and start to deliver on the remaining criteria of 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.

University of Cumbria Action Plan

Criteria for delivering on White Ribbon Accreditation:	Planned actions/activities: (How and what will you do to meet the criteria?)	Target Date (Y1/2/3):	Evidence: (How will you demonstrate that you have delivered on the action/activity?)	Planned outcomes: (What will be achieved, who will benefit and by when? Your outcomes are the effects or changes resulting from your actions/activities)	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 to seek Accreditation. This includes a commitment to develop a three-year Action Plan.	Agreed in the 5 th June 2025 Equality Diversity Inclusion and Wellbeing (EDIW) Committee	To be completed before applying for Accreditation.	University comms with a message from our new Strategic Lead confirming that we re-accredited in July 2025, with signposting to our webpage and Sharepoint pages.	A clear statement of intent will be communicated university-wide in November 2025 to raise awareness of WRUK and our activity, ahead of WR Day. The message will also be a "call-to-arms" for new Steering Group members	Jonathan Eaton, PVC Learning and Teaching jonathan.eaton@cumbria.ac.uk	Decision made in the 05/06/25 EDIW Committee, with comms released as part of WR Day 2025
At least one senior leader becomes a White Ribbon	PVC Learning and Teaching, Jonathan Eaton will act as our	To be completed before	Jonathan signed up in 2024 and	Visible senior leadership from Jonathan will be present in our	Jonathan Eaton, PVC Learning and Teaching jonathan.eaton@cumbria.ac.uk	25/06/25

<p>Ambassador or Champion and will act as Strategic Lead for the White Ribbon Accreditation.</p>	<p>Strategic Lead from July 2025</p>	<p>applying for Accreditation.</p>	<p>will reiterate this in our comms</p>	<p>campaigns, materials and as part of wider strategic oversight</p>		
<p>Nomination of a Lead Contact to be the education institution's 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 must be a registered White Ribbon Ambassador or Champion.</p>	<p>EDI Officer, Lee McDermott</p>	<p>To be completed before applying for Accreditation.</p>	<p>Regular contact with WRUK, continued place on the university's White Ribbon Steering Group, visible presence in campaigns and championing WR drivers across university activity where appropriate</p>	<p>Lee is an ambassador and led the development of annual campaigns, speaking at external events and monitoring the progress of our previous 3-year action plan</p>	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk</p>	<p>Ongoing since January 22</p>
<p>Establish a White Ribbon Steering Group to oversee the development and implementation of the White Ribbon Action Plan.</p>	<p>Our Steering Group will be rejuvenated in the summer of 2025. Member details will be updated externally at White Ribbon UK Accreditation -</p>	<p>To be completed before applying for Accreditation.</p>	<p>Achieved with information hosted at White Ribbon UK Accreditation - University of Cumbria</p>	<p>All members will sign up as an ambassador/champion, with a rejuvenation of members from August 2025 reflected on the webpage.</p>	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk And Jonathan Eaton, PVC Learning and Teaching jonathan.eaton@cumbria.ac.uk</p>	<p>Original June 22</p>

<p>All members of the steering group must be registered White Ribbon Ambassadors or Champions.</p> <p>The Steering Group should draw members from across the education institution.</p> <p><u>Please keep an up-to-date record of your Ambassadors and Champions to utilise them throughout Accreditation. White Ribbon can share your registered Ambassadors and Champions upon request.</u></p>	<p>University of Cumbria and on our internal Sharepoint site.</p>			<p>Members will meet regularly and contribute to the development and progress of this action plan</p>		
<p>1b. Strategic Leadership</p>	<p>The following to be planned over the three years of Accreditation</p>					
<p>HR policy/policies adequately cover men’s violence against women and domestic abuse, and these are shared and understood.</p>	<p>Signposting to existing policies when/where appropriate linked to our EDIW Schedule of Events. Policy for Preventing and</p>	<p>Already in place</p>	<p>Hosted internally at Policies, Forms and Guidance, with our University Inclusivity Statement and EDI Policy hosted</p>	<p>Reports will be received/monitored by our People and Culture Team and Student Services as a result of raising awareness of policy and reporting mechanisms</p>	<p>People and Culture Team Student Services</p>	<p>September 23 and ongoing</p>

	<p>Addressing Bullying Harassment and Sexual Misconduct is hosted at Student Policies and Procedures MyCumbria</p>		<p>at Equality, Diversity & Inclusion University of Cumbria</p> <p>Policy for Preventing and Addressing Bullying Harassment and Sexual Misconduct is hosted at Student Policies and Procedures MyCumbria and Preventing Sexual Harassment & Misconduct</p>			
<p>There is a policy in place supporting students that covers men’s violence against women and is accessible to all of the student body.</p>	<p>Policy for Preventing and Addressing Bullying Harassment and Sexual Misconduct is hosted at Student Policies and Procedures MyCumbria</p> <p>Single source of information (as part of our OfS E6</p>	<p>Already in place</p>	<p>Policy for Preventing and Addressing Bullying Harassment and Sexual Misconduct is hosted at Student Policies and Procedures MyCumbria</p>	<p>Reports will be received/monitored by our Student Services as a result of raising awareness of policy and reporting mechanisms</p>	<p>Student Services</p>	<p>September 2023 and ongoing</p>

	obligations) is You Report, We Support! MyCumbria					
Training for all staff includes aspects of men's violence against women (sexual violence, coercive control, consent, and domestic abuse).	<p>Training released on "Prevention of" And linked to E6 working group will be mandatory (launching Sept 25).</p> <p>Non-mandated options come in the form of signposting to Suzy Lamplugh Trust's "Stand up against harassment" bystander training and "Stand By Her" training that feature as part of our EDIW Schedule of Events.</p>	Year 1	Internal monitoring to identify completion rates	High levels of completion resulting in increased knowledge and awareness, resulting in a safer and more inclusive environment	People and Culture Team	Sept 2025
Liaise closely with the Students Union in promoting White Ribbon UK and work in partnership with the student body.	UCSU to support campaigns	Year 1	Confirmed action/agreement to be logged within the Steering Group with tangible	Increased awareness within the student body of White Ribbon and students registering as ambassadors/champions	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk and Aidan Dawson aidan.dawson@cumbria.ac.uk	

			action implemented			
Staff at all levels receive training on what to do if they suspect abuse/perpetrator behaviour, or if a member of staff discloses abuse or perpetrator behaviour.	Training released on "Prevention of" And linked to E6 working group will be mandatory (launching Sept 25) and provides signposting to reporting channels, as hosted at Preventing Sexual Harassment & Misconduct	Year 1	Internal monitoring to identify completion rates	High levels of completion resulting in increased knowledge and awareness, resulting in a safer and more inclusive environment	People and Culture Team	
The higher education institute ensures student landlords have policies and processes in place to manage violence against women and girls in their properties.	Review the White Ribbon section of Student accommodation in Carlisle, Penrith, Ambleside and Lancaster- h which went live in January 2025	Already in place, review in Year 2	Details at Student accommodation in Carlisle, Penrith, Ambleside and Lancaster- h stay current and relevant	Local landlords have access to supporting information if/when a need arises	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk	13/01/25

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2. Engaging Men & Boys						
<p>There are at least 4 White Ribbon Ambassadors from within all staffing levels and departments of the higher education institute.</p> <p>All White Ribbon Ambassadors are required to agree to the White Ribbon Code of Conduct and Make the Promise.</p>	<p>Review our Steering Group membership and then develop a targeted internal comms plan to address any gaps, with consideration to internal presentations</p> <p>November 2025 campaign will include comms to increase male representation on our steering group.</p>	Y2	Internal tracking by institute/service with confirmation of names from WRUK	<p>At least 6 White Ribbon Ambassador or Champion from across the following:</p> <ul style="list-style-type: none"> • Institute of Business, Industry & Leadership • Institute of Education, Arts & Society • Institute of Health • Institute of Science & Environment • Academic Registry • Estates 	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk</p> <p>And Cal Pannone, Senior Internal Communication Officer cal.pannone@cumbria.ac.uk</p>	

				<ul style="list-style-type: none"> • Finance & Planning • Information Services • Learning & Teaching • Marketing & Recruitment • Student Services • Vice Chancellor's Office • Research & Knowledge Exchange Directorate and Graduate School 		
<p>Promote across your staff and student body:</p> <ul style="list-style-type: none"> • Making the White Ribbon Promise • The importance of wearing the White Ribbon 	<p>Identified awareness dates are hosted internally at Inclusive Practice on our EDIW Schedule of Events to ensure direct/related dates receive coverage and awareness-raising activity in terms of promoting White Ribbon</p>	<p>Y1 and annual</p>	<p>Internal campaigns related to identified awareness dates are published with reference/signposting</p>	<p>Increased awareness within our community, registering 50+ views on our staff focussed content</p>	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk</p>	

<p>amongst your staff.</p> <ul style="list-style-type: none"> Knowing and able to have a conversation about what it means to wear a White Ribbon. 						
<p>White Ribbon Ambassadors and Champions have 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>Regular Steering Group meetings are scheduled and information (such as training opportunities) is shared throughout the year in relation to our EDIW Schedule of Events. The Steering Group has access to a Teams site to share information/updates to maintain contact and momentum.</p>	<p>Y1 and annual</p>	<p>Focussed conversation with scheduled Steering Group meetings and the above row will support those outwith.</p> <p>Internal campaigns related to identified awareness dates are published with reference/signposting</p>	<p>Increased awareness within our community, registering 50+ views on our staff focussed content.</p> <p>Opportunity to attend non-mandated training such as "Stand By Her"</p>	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk</p>	
<p>Ambassadors are promoted and supported to deliver White Ribbon activity within settings</p>	<p>Ambassador/champion content will be a feature in our ongoing comms plan</p>	<p>Year 2</p>	<p>From Y2, at least 1 new ambassador/champion will be supported to provide content (e.g. blog/short video) as</p>	<p>Increased awareness within our community featuring new voices and perspectives</p>	<p>White Ribbon Steering Group</p>	

where a greater number of men are present.			part of our WR Day comms. Targeted comms/activity for areas of greater staff and student male representation will be a focus.			
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3. Changing Culture

Male staff know how to uphold White Ribbon values and model positive masculine traits and allyship to other men and boys.	Comms campaigns will be utilised for our whole community. The incoming related OfS E6 training, non-mandated training (launching Sept 25) and sharepoint/website	Y1 then ongoing	Completion rates of training will be monitored. Evidence of internal comms and posters/handouts provided in social spaces	A high percentage of staff/students receiving training. Increased visibility and awareness-raising	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk	
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	content will form the main part of our action here, remaining in-keeping with our University Inclusivity Statement, EDI Policy and Codes of Conduct Equality, Diversity & Inclusion University of Cumbria					
All staff and students do not behave in sexist, harassing and abusive behaviours, and understand that they are unacceptable in all contexts.	Expectations are clear within our University Inclusivity Statement, EDI Policy and Codes of Conduct Equality, Diversity & Inclusion University of Cumbria . Reporting mechanisms are in place and the related Sexual Harassment and Misconduct Risk Assessment and Action Plan is positioned for wider university action	Y1 and ongoing	Existing policy	Awareness of policy and monitoring of reporting	People and Culture Team Student Services (monitored by the Safeguarding Steering Group)	

<p>There is a zero-tolerance approach to sexist, harassing and abusive behaviours.</p>	<p>Expectations are clear within our University Inclusivity Statement, EDI Policy and Codes of Conduct Equality, Diversity & Inclusion University of Cumbria</p>	<p>Already in place and ongoing</p>	<p>Existing policy</p>	<p>Awareness of policy and monitoring of reporting</p>	<p>People and Culture Team Student Services (monitored by the Safeguarding Steering Group)</p>	
<p>There are clear report-handling mechanisms (staff and students) for making, assessing, dealing with and informing on incidents of violence against women and girls (sexism, harassment, abuse, sexual assault, domestic) for the education institution.</p>	<p>You Report, We Support! MyCumbria – student focussed Preventing Sexual Harassment & Misconduct (internal link) – staff focussed. New confidential reporting tool launched August 2025</p>	<p>Already in place and ongoing</p>	<p>Existing policy and new reporting tool launch</p>	<p>Awareness of policy and monitoring of reporting Monitoring of reporting (confirmed via our Safeguarding Steering Group)</p>	<p>People and Culture Team Student Services (monitored by the Safeguarding Steering Group)</p>	
<p>There are support functions (staff and students) for those involved in a report (victim, reported and whistle-blower).</p>	<p>Our Public Interest Disclosure (Whistleblowing) Policy applies to all employees, students and members of the</p>	<p>Already in place</p>	<p>Existing policy</p>	<p>Support enacted as detailed in the policy as and when the need arises (acknowledging potential confidentiality requirements)</p>	<p>University Secretary</p>	

	<p>University Board, with section 4.2 Protection outlines support for anyone making a disclosure. The policy is next due a review in June 2026.</p> <p>Staff support is already in place, with information hosted on our intranet that includes: line manager support; HR Business Partner team; Employee Assistance Programme; confidential counselling operated by our occupational health provider; chaplaincy (not dependent on religious belief); union representatives; EDI Officer; Wellbeing HUB</p> <p>Student support is already in place via You Report, We</p>					
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	Support, with access available to specialist advisors. Further support is detailed at Available Support MyCumbria					
There is a process in place to ensure no organisational promotional materials use abusive or sexist imagery.	Already in place via the Board approved University Inclusivity Statement, EDI Policy and Equality Impact Assessment (EIA) process. Promotion imagery follows brand guidelines.	Already in place	Existing policy as located at Equality, Diversity & Inclusion University of Cumbria	Awareness and embedding of these policies and use of EIA process to ensure "due regard" is considered during change management.	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk and specific change management leads e.g. a policy lead is responsible for conducting an EIA	

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4. Raising Awareness						
There is a comprehensive communications plan that identifies engaging with men and boys against violence against women and girls.	Annual campaign with WR Day and 16 Days of Action being the focal piece, with reference/signposting throughout the year as part of our EDIW Schedule of Events action.	Y1 and ongoing	Comms plan linked to EDIW Schedule of Events	Agreed and finalised comms plan. Scheduled activity is reviewed and updated annually to support WRUK	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk And Cal Pannone, Senior Internal Communication Officer cal.pannone@cumbria.ac.uk	
Information about where people can get help and advice is clearly displayed and accessible to all.	New comms plan to support historic activity as evidenced at: <ul style="list-style-type: none"> White Ribbon UK Accreditation - University of Cumbria White Ribbon You Report, We Support! MyCumbria 	Y1 and ongoing	Clear digital display of WRUK logo and university action/information, with relevant signposting. Steering Group and action plan are included for transparency.	Ongoing awareness raising and updating of White Ribbon presence, including an explicit display of the university's commitment, reinforcing our EDI activity	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk	

	<ul style="list-style-type: none"> • Preventing Sexual Harassment & Misconduct • EDI Useful Links, Guidance & Signposting University of Cumbria • Healthy Relationships Hub MyCumbria • During campaigns we use TV screens and there are White Ribbon posters/"find help" cards in public spaces too across our sites 					
White Ribbon UK messaging and the White Ribbon is display visibly in a wide range of settings such as website, signage and promotional materials.	<p>Already in place at:</p> <ul style="list-style-type: none"> • White Ribbon UK Accreditation - University of Cumbria • White Ribbon • Healthy Relationships 	Already in place	<p>Clear digital display of WRUK logo and university action/information, with relevant signposting.</p> <p>During campaigns we use TV screens</p>	Ongoing awareness raising and updating of White Ribbon presence, including an explicit display of the university's commitment	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk	

	Hub MyCumbria		and there are White Ribbon posters/"find help" cards in public spaces too across our sites			
Staff and students are encouraged to wear the White Ribbon and make the White Ribbon Promise.	In place and ongoing as part of our EDIW Schedule of Events activity, with a main feature of our WR Day activity being a "call to arms" to sign up	Y1 then ongoing	Incorporated into comms plan	Increase in ambassadors/champions	Cal Pannone, Senior Internal Communication Officer cal.pannone@cumbria.ac.uk	
White Ribbon awareness raising materials are displayed and utilised.	In place and ongoing as part of our EDIW Schedule of Events activity	Y1 then ongoing	Clear digital display of WRUK logo and university action/information, with relevant signposting. During campaigns we use TV screens and there are White Ribbon posters/"find help" cards in public spaces too across our sites	Ongoing awareness raising and updating of White Ribbon presence, including an explicit display of the university's commitment	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk And UCSU	

<p>Mark the following dates:</p> <p>November 25th: White Ribbon Day- The International Day to End Male Violence Against Women.</p> <p>November 25th – 10th December: The following 16 days of action.</p>	<p>Feature within our EDIW Schedule of Events. Previous year's campaign information is hosted publicly at White Ribbon UK Accreditation - University of Cumbria</p>	<p>Y1 then ongoing</p>	<p>Embedded within our EDIW Schedule of Events</p>	<p>Internal/external engagement. Carlisle United FC collaborative activity developed</p>	<p>Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk</p>	
<p>Student awareness raising sessions include information about:</p> <ul style="list-style-type: none"> • What is gender-based violence • Healthy Relationships • Consent • Allyship • What is inappropriate and unacceptable behaviour 	<p>Mandatory training linked to OfS E6 launched September 2025 supported by our single source of comprehensive information (Healthy Relationships Hub MyCumbria aka HRH) at You Report, We Support! MyCumbria</p>	<p>Y1 then ongoing</p>	<p>As row above</p>	<p>As row above</p>	<p>Student Services</p>	

and how to call it out.						
Maximise opportunities to raise awareness in the local community.	As covered within our EDIW Schedule of Events with related social media campaigns as our main focus. Our existing partnership plan with Carlisle United FC will see further collaboration on an annual basis, with specific details tbc	Y1 then ongoing	Embedded within our EDIW Schedule of Events	Internal/external engagement. Carlisle United FC collaborative activity developed	Lee McDermott, EDI Officer. Lee.mcdermott@cumbria.ac.uk	
Work with key external and community partners to promote White Ribbon.	As noted above with Carlisle United FC and the landlord information. Further collaboration to be explored, as part of an alcohol awareness campaign, specific to Ambleside with UCSU and local organisations.	Y1 then ongoing	Embedded within our EDIW Schedule of Events Campaign materials	Internal/external engagement. Carlisle United FC collaborative activity developed. Impact monitored by campaign leads	Jonathan Eaton, PVC Learning and Teaching jonathan.eaton@cumbria.ac.uk Campaign leads	
Staff at venues and events are trained to identify and	Mandatory staff and student training launches September	Y1 then ongoing	As noted within our Sexual Harassment and	Monitored/tracked by assigned senior leads, with monitoring and	As noted within our Sexual Harassment and Misconduct Risk Assessment Action Plan	

<p>handle incidents and reports of abuse. Where alcohol is served, training on drink spiking is conducted.</p>	<p>2025, in line with the university's Sexual Harassment and Misconduct Risk Assessment Action Plan positioned for wider university action, including events</p>		<p>Misconduct Risk Assessment Action Plan</p>	<p>reporting to our EDIW Committee</p>		
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