

Scrutiny

Violence Against Women and Girls

White Ribbon Overview

To make a change

It takes all of us !

23 February 2026

White Ribbon Accreditation

- What is White Ribbon Accreditation
- Ethos/Approach
- What it means to be accredited as an organisation
- Pre-application steps
- Roles/responsibilities
- Steering group
- Ambassadors & Champions
- Local Authority led Action plan
- Fees

What is White Ribbon

- International prevention campaign encouraging men never to commit, excuse or remain silent about male violence
- White Ribbon UK is leading charitable organisation in England and Wales engaging men and boys and working with organisations to become white ribbon accredited by implementing a three-year action plan to change workplace culture, coordinate prevention work across the town and raising awareness
- How they work – grassroots campaigning, advocating for a preventative approach, engaging with diverse partners, knowledge sharing (webinars, training and resources), reports, engagement in education and youth spaces, workplace programmes and consulting.

The White Ribbon Ethos/Approach:

Preventative - Encourages a preventative approach to VAWG by aiming to address the root causes – attitudes, behaviours and systems around rigid/restrictive gender norms & harmful expressions of masculinity that uphold gender inequality and gender-based violence

Intersectional – Recognising how different disadvantages and forms of discrimination intersect with VAWG and that someone's experience of abuse or violence is often based on their identity

Collaboration and positive culture change – Recognising that not all men are violent, but all have a role to play in eliminating VAWG. Encourage men to: learn about how restrictive gender norms are harmful to everyone and to challenge these in wider society, reflect on the impact of these on their behaviours, relationships and overall violence, explore how to positively express masculinity, build open connections and communities between men and emphasise the difference that ambassadors can make.

Allyship at the centre – men and boys taking responsibility for challenging the things that contribute to VAWG and being ambassadors everyday to stop VAWG before it occurs leading to a cultural shift

What it Means to be Accredited:

- As a local authority White Ribbon accreditation will showcase that we have made a commitment to work towards transformational culture change in our workplace, systems, staff culture and our communities.
- Demonstrating that we prioritise preventing VAWG
- Upskill staff across partnership and develop a shared action plan to understand and challenge the root causes of VAWG.
- Gives confidence as a local authority we are inclusive and have safe practices, including equipping staff with knowledge and skills to address troubling behaviour or attitudes e.g. sexism or harassment
- We will be ahead of the curve in terms of the Government's VAWG strategy – e.g. “harness the power of sport to ensure fewer boys and young men are left vulnerable to loneliness and isolation”, “work with employers to maximise employment opportunities and provide support for those experiencing domestic abuse in the workplace”, “launch a long-term national programme of behaviour change campaigns to deliver a generational shift in the awareness, attitudes, and behaviours underpinning abuse”

Steps Needed Prior to Applying:

- 1.) Appoint a **Lead Contact**
- 2.) Make the strategic/executive decision to become White Ribbon Accredited
- 3.) Appoint a senior leader to act as the **Strategic Lead**.
- 4.) Organisation's agreement to develop and implement a three-year **Action Plan**
- 5.) Establish a **White Ribbon Steering Group**
- 6.) Ensure that your Lead Contact, Strategic Lead, and all members of the **White Ribbon Steering Group register as White Ribbon Ambassadors and Champions**.

Roles/Responsibilities:

- Lead contact – acts as project manager – keeps overview of the accreditation and progress of action plan, brings together steering group and liaises with White Ribbon.
- Strategic lead - person(s) who are senior within the Council and have significant responsibility for decision making. Encouraged but not essential that this is a man (or someone who identifies as such)
- Steering group - responsible for guiding the development, implementation, and management of three-year action plan and ensure that the programme meets its objectives, adheres to best practices, and achieves desired outcomes.
- Male Ambassadors – wear the White Ribbon, actively engage with other men and members of the Council and community to raise awareness, organise events and positively influence the culture around VAWG.
- Champions are women – encourage men and members of the Council and community to participate and support the mission through presentations, conversations, and social media. They inspire others to join the movement and help create a supportive environment for positive change



Operational Steering Group:

- Strategic Oversight and Governance White Ribbon DASP or CSP
- Duties of Steering Group – planning, stakeholder engagement, monitoring and evaluation, resource management and communication
- Composition – Chairperson, Coordinator, Lead Ambassadors/ stakeholder representatives identified in organisations across partnership, lead contact, subject matter experts (DA, education, quality assurance, comms etc
- All steering group members register as ambassadors or champions – at least 4 ambassadors within Council (not necessarily part of steering group) that range in staffing level and department. Recruited via Domestic Abuse Workplace Policy.

What can Ambassadors/Champions Do:

- Promote White Ribbon among their friends, colleagues and communities.
- Share White Ribbon online content and resources.
- Know how to signpost people towards help.
- Get involved with White Ribbon Day 25th November.
- Educate themselves about what male violence is, its root causes and the effects it has on equality.
- Look to positively influence other men and boys and promote the message.
- Where safe to do so, challenge and encourage positive behavioural change.

I PROMISE TO...

NEVER
USE, EXCUSE OR
REMAIN SILENT ABOUT
MEN'S VIOLENCE
AGAINST WOMEN

Action plan:

- Template for LAs provided by White Ribbon
- 6 months from application to prepare and begin implementing action plan
- Live document that will grow and evolve – White Ribbon accreditation is a long-term commitment rather than an end goal
- Template not restrictive can be adapted and creatively applied
- 4 sections – strategic leadership, engaging men and boys, changing culture and raising awareness
- First section of strategic leadership completed prior to application (the 6 steps)

Fees:

Bracket	Organisation's Annual Turnover / Budget Revenue	Fee
1	Up to £50 million	£345 p/a
2	£50 million to £125 million	£495 p/a
3	£125 million to £250 million	£995 p/a
4	£250 million to £500 million	£1,595 p/a
5	£500 million to £1 billion	£2,495 p/a
6	£1 billion to £10 billion	£4,900 p/a
7	Over £10 billion	£9,500 p/a

*The full amount of all three-years in one lump sum means a 5% discount will apply, will also be protected from any future annual fee increase.

Fee for MBC £995