



08 January 2012

Agenda Item: 10

**REPORT OF SERVICE DIRECTOR,
POLICY, PLANNING AND CORPORATE SERVICES**

MAN ENOUGH CAMPAIGN

Purpose of the Report

1. To inform the Committee about progress in the Man Enough Campaign to raise awareness about domestic violence.
2. To seek approval from the Committee to fully endorse this campaign on behalf of the County Council.
3. To continue to work with partners in the Safer Nottinghamshire Board to maintain and develop services that seek to reduce domestic violence in Nottinghamshire and provide support to domestic violence victims.

Information and Advice

4. The Man Enough Campaign was launched on Valentines Day, February 2012 as a partnership campaign between the Nottingham Post, the Safer Nottinghamshire Board, the Nottingham Crime and Drugs Partnership, Womens Aid Integrated Services and the Nottinghamshire Domestic Violence Forum to raise awareness of domestic violence as a growing problem, and publicise domestic violence services available for Nottingham and Nottinghamshire residents. The campaign aims to reach 10,000 pledges from men across Nottinghamshire in a calendar year. The pledge states:

**“I will never commit, condone or remain silent about men’s
violence against women”**

People can pledge directly to the website:

<http://www.whiteribboncampaign.co.uk/manenoughwrc>

5. The campaign seeks to influence men to take positive action in their lives by talking openly about this issue and encouraging others to do so. Man Enough recognises that men may be the victims of domestic violence and need support, however the campaign concentrates on the denial and secrecy surrounding this issue focussing primarily on male attitudes.
6. The Campaign quickly gained the support of Nottingham Forest and Notts County football teams, Nottingham Rugby club, MPs and councillors across

the region, both of Nottingham's universities, and many of Nottingham's public and private sector organisations. Paul Smith has designed a mug for the campaign which will be launched soon, and Carl Froch has endorsed the campaign with an advertisement on the City buses.

7. There is currently a 'Man Enough Workplace Challenge' where local businesses are invited to encourage as many employees as possible to make pledges, in a friendly competition among local industries. There have been Man Enough stalls at summer events and local festivals, and the District Councils have organised events for their staff. Pledges are free to make, a simple online form to state your opposition to domestic violence, with the option to leave further comments, which many already have. There is also the option to pledge anonymously.
8. 5,000 pledges have been achieved to date, so further support is being sought during the last months of the campaign to enable Man Enough to reach the 10,000 pledge target.

Reason/s for Recommendation/s

9. Nottinghamshire Council is fully committed to reducing domestic violence and the harm it causes to individuals and communities. This campaign is unique in seeking to make domestic violence a topic of conversation for everyone and giving men the opportunity to stand firmly against any sort of violence against women.

Statutory and Policy Implications

10. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described above.

RECOMMENDATION/S

11. It is recommended that:
 - i) the Committee fully endorses the Man Enough Campaign on behalf of the County Council and encourages staff and residents of the County to make individual pledges.
 - ii) the Committee continues to work with partners in the Safer Nottinghamshire Board to maintain and develop services that seek to reduce domestic violence in Nottinghamshire and provide support to domestic violence victims.

Martin Done, Service Director Communications and Marketing

For any enquiries about this report please contact:

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Constitutional Comments

12. The Community Safety Committee is the appropriate body to consider the content of this report; it is responsible for the Council's statutory duties in relation to community safety

Financial Comments

13. There are no financial implications for the Community Safety budget contained within this report (DD 20/12/12)

Electoral Division(s) and Member(s) Affected

14. All Wards