



**Cooperative Councils'**  
Innovation Network

June 2025

# Tackling Male Violence Against Women and Girls:

Innovation, Cooperation and Learning

Draft Copy



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## Introduction

The partner councils: Trafford Council, Newcastle City Council, Stevenage Council and Swindon Council, have come together throughout the Policy Lab (October 2023 – March 2025) to promote learning, build collaborative relationships and demonstrate how cooperative councils can use cooperative values to drive innovation in the male violence against women and girls (VAWG) sector and improve services for victims/survivors.

This Policy Lab focused on demonstrating innovative and cooperative models from places leading the way on tackling VAWG to share this learning with others.

Women's safety from male violence impacts all women's lives, with 97 percent of women aged 18 to 24 having experienced sexual harassment in public spaces and more than 70% of women of all ages having endured such behaviour.

Around one in four women (27%) have experienced domestic abuse since the age of 16. For men, the figure is around one in seven (13.9%), with 93% of perpetrators in domestic abuse cases being male.

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With a national government promise to halve VAWG in a decade, this policy lab springboarded off this commitment to share creative interventions, challenge traditional approaches and seek to improve outcomes through shared expertise.

This report sets out the CCIN Values and Principles that were explored during this Policy Lab; the approach of the Policy Lab explains the activities and events that took place during the Policy Lab; the insights that came from the facilitated discussions between sector experts (which took place at the events) and then several case studies that give best practise examples that can be learnt from and replicated by others. It is our hope that this report will serve as a learning document for other local authorities and their partners in the VAWG space.



## CCIN Values and Principles



**Learning** – sharing learning across different areas through the community of practice, learning exchange and by sharing what works



**New models** – testing creative approaches that work beyond traditional public sector models and action to make spaces safer and more welcoming



**Innovation** – exploring how an innovative approach to tackling VAWG is impacting residents and driving a positive change, such as challenging the behaviour of men and boys, while empowering women to live active lives,



**Democracy and solidarity** – by enabling the partners to better serve their residents.

**Honesty, openness, social responsibility and caring for others** – by sharing best practice and not gatekeeping expertise.

**Equality and equity** – by enabling women to live safety and freely from male violence against them, a vital way to ensure equality and equality between all genders.

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## The Approach

The Policy Lab aimed to create safe spaces where innovation and best practise could be shared, and learning could be challenged by practitioners across the country and across the VAWG sector. Below are the events and activities that took place during the Policy Lab.

## VAWG Northwest Learning Exchange: Innovation and Best Practice

We held a **VAWG Northwest Learning Exchange: Innovation and Best Practice** on 25th July 2024 at Stretford Town Hall. There were 103 attendees from different local authorities across the country and Greater Manchester, across the VCFSE sector, MPs' offices and councillors.

The event brought together these partners to demonstrate and learn from innovative and cooperative models from places leading the way on tackling VAWG. The focus of the event was building relationships across the sector to facilitate cooperative learning. This was enabled through "getting to know you" bingo cards, networking and workshops. Opening remarks were delivered by Cllr Jo Harding, Trafford Council, Executive Member for

Finance, Change & Governance and Emma Moseley, Senior Policy Manager, Trafford Council. The keynote speaker was Leatheha Donaldson, Safer Kirklees, sharing learning from their Nighttime economy project 'Night Safety Bus'. We also had three facilitated workshops:

- **Policies** – a session regarding the policies connected to gender-based violence.
- **Campaigns** – a session on campaigns relating to gender-based violence.
- **Training** – a session on training related to gender-based violence.





Feedback

*“There are so few opportunities to share innovative practice in this sector, thank you for giving us one”*

*“I met so many wonderful people today and have some ideas I will be taking back”*

*“I made some great connections today”*



## Violence Against Women & Girls: Community of Practice

Following the success of the first event, we held a Violence Against Women & Girls: Community of Practice event on 3rd March 2025.

There were 93 attendees from different local authorities across the country and Greater Manchester, across the VCFSE sector MPs' offices and councillors. This included Connor Rand – MP for Altrincham and Sale West, Cllr Mili Patel – Deputy Leader, Brent Council and a range of Trafford councillors. The focus of the event was sharing best practice and political direction. The welcome was given by Cllr Joanne Harding, Trafford Executive Member for Finance, Change & Governance. We were delighted to have the keynote address delivered by Minister Jess Phillips MP, Parliamentary

Under-Secretary of State for Safeguarding and Violence Against Women and Girls. She talked about the government's commitment to halve violence against women and girls in a decade and the actions they are taking to achieve that. This was followed by a challenging and insightful Q&A with the audience. We then heard the lived experience perspective from Gemma Aitchison, a multi-award-winning expert in VAWG prevention and PSHE fields. Public speaker, consultant and successful campaigner. This was followed by three workshops delivered by experts in various types of VAWG:

[youtu.be/Er92F9\\_RT0c](https://youtu.be/Er92F9_RT0c) 





- The Domestic Abuse Crisis pilot review from GMCA:** To date, like elsewhere across the Country, Greater Manchester has developed IDVA & ISVA provision in a relatively ad hoc manner in response to very welcome but sporadic and, at times, unexpected funding streams from the MOJ. GMCA have chosen to take the opportunity of this static year, prior to the Spending Review, to completely review their IDVA & ISVA provision in an effort to create services that better reflect need and the diversity of that need. They don't feel that the one-size-fits-all approach to IDVA and ISVA provision is the best way to meet need or achieve Value for money.
- Independent Choices who run the Greater Manchester Domestic Abuse Helpline:** introducing the journey of victims/survivors when taking their first steps to taking action in an abusive situation, and how that journey could be better supported.
- Modern Slavery by Causeway:** Domestic servitude is one of the most hidden forms of modern slavery, disproportionately affecting women from migrant communities. It can often be overlooked within domestic abuse situations due to its overlap. Built with lived experience experts, this workshop raised awareness of these subtle indicators, equipping attendees with the knowledge and tools to identify and respond to cases of modern slavery within abusive relationships.



### Feedback

*“It was so important to hear from the Minister and have a chance to ask her our questions.”*

*“Gemma was excellent, what a story!”*

*“What an emotional day, I feel inspired by all the great work I learnt about today.”*

## Safety in the Nighttime economy

Using funding from the CCIN, Newcastle City Council held a hybrid event on 14th June 2024 to showcase some of the work being done in Newcastle to improve the safety of women in the nighttime economy.

This event showcased how Newcastle City Council works in partnership with a range of community, voluntary and statutory sector organisations to deliver work to tackle gender-based violence. Newcastle City Council are constantly striving to improve the offer in the city, both during the day and at night, to make sure members of the public are confident in going out in Newcastle, and that the venues and services that support them are equipped to keep members of the public safe. This could only be done when working in partnership across all sectors because it is recognised that the Council cannot deliver this work alone.

The event heard presentations from:

- Newcastle City Council's Licensing team on their Licensing Policy
- Community Safety's Street Marshal Team
- Rape Crisis Tyneside Northumberland Shout-Up! Team on the training delivered to bars and clubs to address sexual harassment
- Office of the Police and Crime Commissioner on the Active Bystander training they deliver
- Anthea Sully, Chief Executive, about the White Ribbon Promise and how men and organisations can be allies and drivers of positive culture change

This event was very well received and generated great discussion as well as follow-up contact from other authorities who attended to make connections

and find out more details about the programmes which were presented at the event.

### Training practitioners

Stevenage Borough Council used funding from the Policy Lab to procure Active Bystander VAWG training from sector experts. The training provided vital support to staff across multiple teams, equipping them with the knowledge and skills needed to respond effectively and sensitively to those affected. This cross-team training fostered a shared understanding of best practices, improved internal collaboration, and ensured a consistent, trauma-informed approach to service delivery. As a result, staff felt more confident and empowered in their roles, ultimately enhancing the quality of support offered to women and girls.

### How to be an Active Bystander workshops

The Policy Lab also funded "How to be an Active Bystander" training delivered by Julie Tweedale from Freedom Personal Safety on 17 April and 20 May 2024. This training was chosen as practitioners had highlighted it as an innovative and best practice training. These were open to and promoted to the whole CCIN network and attended by participants from across the country. Participants' feedback that the session was impactful and taught them a lot about sensitive topics that they previously knew little about. Throughout the interactive training, the group learned about the impact of sexual harassment, the definitions of hate crimes and how to be an Active Bystander.

During the session, members of the training were able to recount their experiences of being Active Bystanders during various situations. Julie was then able to deliver training on what the correct procedures are if such a situation is to occur in the future. It was understood by the group that every

situation will be different and the most important thing to do is to remain calm in all situations.

### Swindon

A final Regional Learning event is planned in Swindon to ensure that all areas of the UK have a chance to take part in the Policy Lab; this will be happening in July 2025.

### Insights

The following insights came from by the Policy Lab following discussions between experts from across the sector at the range of events that took place. The Policy Lab brought expertise together from across the sector and the county to ask how we could tackle VAWG in innovative and cooperative ways, as well as how we could learn from each other, especially at a time when budgets are tight. It is hoped that other local authorities and members of the VAWG can learn from these insights to improve the services in their area.

### Lived experience

The best training to tackle VAWG is delivered face-to-face as this encourages engagement and collaboration. Victims/survivors sharing their lived experience with others in a safe way that is trauma-informed can be very powerful. Projects co-created by people with lived experience is best practice. Training that has interaction and interactive activities alongside facilitated discussions is the most engaging, alongside a trauma-informed approach.

### Everyone's problem

VAWG must be addressed by everyone, at every level, in every sector. Addressing male violence isn't a "woman problem" or a "man problem". It isn't

## The best training to tackle VAWG is delivered face-to-face as this encourages engagement and collaboration

a "government problem" or a "VCFSE problem". It isn't a "Police problem" or a "Health problem". Everyone has a role in creating a culture of safety, accountability and action, therefore, it should be considered in the policy and practice at every level. Solutions will only be found through this collaboration and holistic approach.

### Justice

The majority of perpetrators do not face justice within the framework of our current criminal justice system. Policy needs to understand this and be accessible, particularly so that victims/survivors know their rights and how to get support; it also needs to work to change attitudes around violence and abuse. Political change is needed to shift the balance of responsibility from victim to perpetrator and make it clear whose behaviour needs to change as well as who needs to be held accountable.

### Changing the behaviour

Innovation is needed in how we, as a sector, promote behaviour change amongst men and young people, in particular. We need to move away from the expectation/normalisation that women and girls change their behaviour in response to the violence they experience from male perpetrators. There

Continued

needs to be more training for boys and young men on social skills and acceptable behaviours to tackle the root causes and undo learnt behaviours that are destructive and violent. We need to encourage and empower men to act as active bystanders and to understand their responsibilities and power to challenge male behaviours and the patriarchy to create new male norms.

### Consistency

We must learn from each other to develop best practice and ensure that policy is developed to enable more consistency in the way problematic behaviour is dealt with in schools and other public spaces. The best policy helps to put lived experience from victims/survivors at the heart of any solutions. Currently, there is only one option, which is to report an incident as a crime. This is not always in the best interests of the victim or fits with what the victim wants. There is a lot of learning from, for example, domestic homicide reviews and DASH Training, that needs to be embedded in the system.

### Practitioners

Many Practitioners, such as Police and social workers, lack understanding around VAWG. Practitioners' ability to identify risk needs to be improved. They need to be able to hold uncomfortable conversations and address defensiveness. They need to understand terms, e.g. intersectionality. There needs to be more shared learning and targeted training at the start of professional practice around coercive control and cycles of abuse. Perpetrators' use of threats, manipulation, control and fear is complex, and some practitioners lack that understanding.

### Funding

The VAWG sector is historically underfunded and has achieved a great deal with very little. This underfunding means innovation is often stifled as great ideas do not receive the funding needed to be developed or replicated. Funding needs to be distributed nationally, but there is also a need for local context consideration. Funding needs to be long term focussed and consistent to give projects a chance to bed in and expertise develop.

### CCIN Values and Principles

- **Learning** – sharing learning across different areas through the community of practice, learning exchange and by sharing what works
- **New models** – testing creative approaches that work beyond traditional public sector models and action to make spaces safer and more welcoming
- **Innovation** – exploring how an innovative approach to tackling VAWG is impacting residents and driving a positive change, such as challenging the behaviour of men and boys, while empowering women to live active lives,
- **Democracy and solidarity** – by enabling the partners to better serve their residents.
- **Honesty, openness, social responsibility and caring for others** – by sharing best practice and not gatekeeping expertise.
- **Equality and equity** - by enabling women to live safety and freely from male violence against them, a vital way to ensure equality and equality between all genders.

## Best practice case studies

These case studies best practise examples from across the VAWG sector that can be learnt from and replicated.

### #IsThisOk?

The #IsThisOk? campaign by the Greater Manchester Combined Authority is a public engagement initiative aimed at tackling gender-based violence, particularly sexual harassment against women and girls in public spaces.

The initial launch of the #IsThisOk? campaign in 2021 featured a powerful video depicting a young woman experiencing harassment in everyday situations, aiming to highlight how normalised behaviours can make women feel unsafe.

The second phase, running from December 2022 to March 2024, expanded the campaign with follow-up films and a podcast series. This phase focused on calling out common behaviours such as unwanted comments and jokes, encouraging men to reflect on their actions and become active allies.

An impact evaluation conducted in March 2024 surveyed 400 men and boys in Greater Manchester. Key findings revealed that the second phase garnered 4.1 million views, with 53% of respondents stating the campaign made them think or want to act differently, 17% reflecting on their behaviour, and 12% learning how to help reduce gender-based violence.

#### Campaign Overview

- **Launched:** December 2021 by Mayor Andy Burnham.
- **Target Audience:** Primarily men and boys, especially those aged 18–35.
- **Goal:** To challenge everyday behaviours that contribute to gender-based violence and encourage men to be part of the solution.

#### For further information:

Carol Judge Campbell [carol.judge-campbell@greatermanchester-ca.gov.uk](mailto:carol.judge-campbell@greatermanchester-ca.gov.uk) 

### Safety at Night Bus

The “Safety at Night Bus” in Kirklees, launched in September 2022, has just celebrated its first anniversary. This initiative, run by Change Grow Live in partnership with Locala, Safer Kirklees, and West Yorkshire Police, provides a safe space in Huddersfield Town Centre on Wednesday and Saturday nights. It primarily supports women and vulnerable individuals during nights out.

#### Key Features:

- **Support Services:** Offers harm reduction advice around drugs and alcohol, anti-spiking bottle toppers, condoms, phone charging, taxi support, and even plasters.
- **Community Impact:** Helps increase confidence in reporting sexual harassment and violent offences. Staff are trained to support victims.
- **Engagement:** Regularly interacts with over 100 people on Saturday nights.
- **Launch Success:** During its first month, it supported 800 students during Huddersfield University’s “Huddcrawl,” distributing 179 anti-spiking stoppers.

The bus has received overwhelmingly positive feedback, with many praising its role in making nights out safer and calling for similar services in other towns.

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## Campaign Overview

- Launched: September 2022 by Kirklees Council.
- Target Audience: Women who want to access a safe space at night within their community, as well as anyone who feels vulnerable at night.
- Goal: To provide a safe, supportive, and accessible space for people within the wider Kirklees community at night.

### For further information:

Leathea Donaldson

[leathea.donaldson@kirklees.gov.uk](mailto:leathea.donaldson@kirklees.gov.uk) 

## Right to the streets

In 2022, using Home Office funding, GM Moving and Trafford Council worked alongside partners in Trafford to explore how to make our streets and public spaces more welcoming for women and girls.

The movement took a whole-system approach with streams of work intentionally designed into different layers of the system, from individuals to organisations, policy, and cultural norms. Right to the Streets was a project that aimed to make streets and public spaces safe, joyful, and welcoming places where everyone is invited to be active and able to lead the lives they want. The project was designed and delivered in partnership with Trafford Council, Open Data Manchester, GM Moving, and local community organisations in North Trafford.

## Project Overview

- Launched: September 2021
- Target Audience: Trafford residents, particularly in the north
- Goal: to explore community actions to make streets and public spaces safer and more welcoming for women and girls so they feel a sense of belonging in their community and are able to live active lives.

### For further information:

[gmmoving.co.uk/commitments/in-place/right-to-the-streets](https://gmmoving.co.uk/commitments/in-place/right-to-the-streets) 

Emma Moseley

[emma.moseley@trafford.gov.uk](mailto:emma.moseley@trafford.gov.uk) 

## Disrupting Sexual Exploitation through Closure Orders

Between 2023 and 2024, Trafford Council's Community Safety Team, in close partnership with Greater Manchester Police, led a series of targeted enforcement operations to dismantle premises being used for the sexual exploitation of women under coercive and often criminal conditions. The team used Closure Notices and Orders under the Anti-social Behaviour, Crime and Policing Act 2014, supported by safeguarding procedures and modern slavery referrals, to act swiftly without requiring a criminal conviction or victim testimony.

## Project Overview

Three key premises were closed as part of a focused strategy targeting brothels and massage parlours operating across Trafford:

The Railway Inn (Altrincham) – A licensed pub operating as a brothel, where officers discovered a woman trafficked and coerced into sex work in exchange for crack cocaine. The premises were found in filthy, degrading condition, including used condoms, drug paraphernalia, and dog faeces throughout the upper accommodation. A Closure Notice was issued on-site by the Council, and a three-month Closure Order was granted. The Council's Licensing Sub-Committee later revoked the premises licence in full.

Stamford New Road massage parlour (Altrincham) – Closed following public reports and operational intelligence under Operation Avro. A 51-year-old woman was arrested on suspicion of modern slavery offences. After the initial three-month closure expired and the premises reopened, the Council acted again, obtaining a further Closure Order, with preparations in place for a third if needed. Two women, one of whom believed that she was actually in London were safeguarded having been found on the premises. These women disclosed that they had been trafficked from China, with asylum applications and tourist visas used to facilitate entry to the UK.

Barton Road massage parlour (Stretford) – A second massage parlour, operated by the same group as Stamford New Road, was shut down using a full Closure Order. Police intelligence linked those involved to Chinese organised crime groups operating brothels and trafficking networks across the UK. This site followed the same pattern: vulnerable women, suspected trafficking, high footfall, burner phones,

and commercial sex work occurring under the guise of legitimate services.

These closures not only protected vulnerable women from further harm but also disrupted organised criminal networks profiting from hidden exploitation within the community.

## Impact and Key Learning

- Three known brothels shut down, all connected to serious and organised exploitation.
- Victims safeguarded, with modern slavery protocols triggered.
- Organised crime networks disrupted, including links to national Chinese trafficking operations.
- Premises licenses revoked, repeat closures pursued, and perpetrators arrested or placed under strict bail.

The work has been nationally recognised, and Trafford's approach has been highlighted nationally as a leading example of how local authorities can use civil enforcement powers with precision, speed, and compassion. Councils from the South West, Midlands, and North East, along with two other Greater Manchester authorities, have sought Trafford's support in replicating the model. The Council has actively shared learning and resources to help develop similar operations elsewhere.

### ① For further information:

Helen Grant [helen.grant@trafford.gov.uk](mailto:helen.grant@trafford.gov.uk) 

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## Protecting Victims through Ex Parte Civil Injunctions

Trafford Council has used civil injunctions to safeguard individual women at risk from known perpetrators. In 2024, the Council secured an ex parte (without notice) injunction against a high-risk male perpetrator following multiple assaults and breaches of police bail within hours of release.

### Project Overview

The perpetrator had a documented pattern of targeting vulnerable women, particularly those with substance misuse issues, using threats, coercion, and manipulation. Given the urgency and risk of further harm, the Council applied for and secured an injunction under the Anti-social Behaviour, Crime and Policing Act 2014. Conditions prohibited contact with the victim, entering the borough, or approaching any known associates.

The injunction application also includes positive requirements to be sought at an on-notice hearing designed to reduce risk and enable proactive safeguarding. These proposed that the respondent be required to notify Greater Manchester Police of the address at which he resides within 24 hours of moving, to support timely assessment and agency engagement. In addition, he would be obliged to inform any person with whom he intends to form a sexual relationship that he is subject to the injunction, and to report the name, address, and telephone number of that person to GMP immediately upon forming such a relationship. This allows for a preemptive Claire's Law disclosure to be made.

These requirements were specifically tailored to the respondent's pattern of behaviour and intended to support ongoing risk management, appropriate disclosure, and early safeguarding intervention.

The order extended and strengthened police bail conditions and was issued without the victim needing to attend court, removing barriers often faced by traumatised survivors of male violence. It served as a preventative measure, recognising that immediate protection is sometimes needed in advance of any criminal outcome.

### For further information:

Helen Grant [helen.grant@trafford.gov.uk](mailto:helen.grant@trafford.gov.uk) 

## Newcastle Street Marshals

Street Marshals patrol the city centre weekend nights 10pm – 2am. The aim of this service is to provide a visible and reassuring presence with a particular focus on women and girls. They operate in identified hot spot areas and areas of high footfall at night as people socialise across the city.

We aim to have a gender balance of marshal staff with each team having at least one female on each shift, and most shifts operate teams of two women. The marshals are trained in personal safety, active bystander intervention, drug awareness, and compassion fatigue. They are equipped with foil blankets, water, snacks and information cards of support services which they can hand out as appropriate. They liaise with street pastors, taxi marshalling, door security, PubWatch and the 999 services operating in the city.

Support that the marshals typically provide is:

- Arranging transport for intoxicated or vulnerable women
- Reuniting lost women with friends and family

- Supporting vulnerable women to ensure they are safeguarded
- Escort women and other people to hotels, taxi ranks, hospitals and medical services
- Support venue door staff with safeguarding intoxicated patrons
- Report concerning or predatory individual to the police
- Report breaches of taxi licensing and premises licensing conditions

The information and intelligence gathered by the street marshals is fed into the police and City Council to aid staff deployment and local strategy development.

**i For further information:**

[joan.flood@newcastle.gov.uk](mailto:joan.flood@newcastle.gov.uk) 

## Cross-agency working in Stevenage

Agencies worked together in a collaborative way to support a female victim/survivor with one male child aged 15. The case was referred to multi-agency risk assessment conferences (MARAC) with a DASH (Domestic Abuse, Stalking and Honour Based Violence) score of 16, meaning they are considered at high risk. The victim/survivor was also a MARAC repeat.

The victim/survivor had reported the alleged perpetrator to the Police following an incident that was categorised as “wounding with intent to cause grievous bodily harm”. The alleged perpetrator was remanded in custody, and the Police completed a

referral to the Stevenage Survivors Against Domestic Abuse (SADA) domestic abuse service for the victim/survivor.

The alleged perpetrator continued to harass the victim/survivor from Prison through continuous phone calls, making threats to kill her if she attended court to give her evidence. The alleged perpetrator also encouraged his new partner to call and message the victim/survivor from an unknown number to make threats.

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The victim/survivor did not feel safe in her property despite having a video doorbell and a SIG Police marker placed on the property. A SADA case worker completed an assessment with the victim/survivor to explore what options were available to them. The victim/survivor decided she did not want to flee the area and wished to remain in the town to be close to her support network. SADA liaised with Stevenage Children's Services, and it was determined that the victim/survivor had put in place protective measures for the child.

With support from SADA, the victim/survivor continued with Police action and attended court to provide evidence. The alleged perpetrator was sentenced to 33 months in Prison, and the victim/survivor was granted a 10-year Restraining Order against the alleged perpetrator.

SADA worked in partnership with the Police and the local authority to ensure that all services believed that the victim/survivor would be safe to remain in the area.

SADA worked with the local authority tenancy officer and the victim/survivor to take the housing case to the housing panel so that the victim/survivor could move house but keep their social housing tenancy with the local authority. The move was agreed, and a property was found that was deemed suitable. The victim/survivor moved with her son.

SADA facilitated the attendance of a local sanctuary scheme to the new property for additional security to be provided. The video doorbell was transferred to the new property and Police moved the SIG to the new address.

Safety planning was reviewed, and the victim/survivor changed her and her son's phone number.

This best practice shows the importance of practitioners working together across agencies to holistically support victims/survivors.

**i For further information:**

[chloe.goodchild@stevenage.gov.uk](mailto:chloe.goodchild@stevenage.gov.uk) 





## White Ribbon

In the UK, White Ribbon works to end male violence against women and girls by engaging men and boys in prevention-focused initiatives.

The organisation leads national awareness campaigns, provides education and training, and partners with local authorities, schools, workplaces, and sports clubs to promote cultures of respect and equality.

Through its accreditation programme, White Ribbon UK supports organisations in demonstrating their commitment to tackling gender-based violence, including through staff training and public pledges.

The charity also advocates for policy changes that embed primary prevention strategies across sectors such as education, healthcare, and criminal justice, aiming to address the root causes of violence before it occurs.

### Campaign Overview

- **Launched:** November 1991 in Toronto, Canada.
- **Target Audience:** Men and Boys of all ages. A particular focus on young men in positions of influence.
- **Goal:** The goals of the White Ribbon Campaign are to end male violence against women and girls by promoting gender equity and fostering respectful, healthy relationships.
- The campaign encourages men to take an active role in challenging misogyny and violence, both through personal reflection and public advocacy.

### For further information:

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### Conclusion

When CCIN Values and Principles are adopted within VAWG practice and services, they enable better learning, innovation and listening to those with lived experience. Each of the case studies in this report demonstrate what Councils and their partners can achieve, from exploring community actions to make streets and public spaces safer and more welcoming for women and girls so they feel a sense of belonging in their community and are able to live active lives, to challenging everyday behaviours that contribute to gender-based violence and encouraging men to be part of the solution, to helping increase confidence in reporting sexual harassment and violent offences. We hope that other local authorities will learn from this Policy Lab's insights and work collaboratively with partners to tackle VAWG in their communities.

### Recommendations

As the national government aims to achieve its goal to half VAWG in the next decade, councils and their partners can support this goal by:

- sharing learning and best practice to enable allow practitioners to learn from each other, share innovations and allow good work to be replicated.
- improving training for practitioners to ensure they understand VAWG, how to deal with perpetrators and victims/survivors, as well as professional practice around coercive control and cycles of abuse.

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- focusing on preventative behavioural change, particularly amongst men and young people. This means moving away from expectation/normalisation that women and girls change their behaviour in response to the violence they experience from male perpetrators, towards more training for boys and young men on social skills and acceptable behaviours, to tackle the root causes and undo learnt behaviours that are destructive and violent. There also needs to be more empowerment of active bystanders through active bystander training.
- making tackling VAWG everyone's problem by acknowledging that VAWG must be tackled by us all, at all levels, by a range of different professionals in many areas of life with a range of different services. It needs a whole sector approach.
- addressing the funding gaps in the sector working towards long term focussed funding that is consistent to give projects a chance to bed in and expertise develop.
- Ensuring Councils have a voice in any new planned national legislation in this area.

When CCIN Values and Principles are adopted within VAWG practice and services, they enable better learning, innovation and listening to those with lived experience



Find out more about the UK Councils that are using cooperative values and principles to build resilient places through community wealth-building and co-produced services.

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