



violence **against** women

EAST AYRSHIRE PARTNERSHIP

Strategic Plan 2021-2024



Implementing Equally Safe: Working together to improve safety,
wellbeing and equality for all women and girls in East Ayrshire



*'Without this support
I don't think I would be
here today. This is a
much needed service with
empathic, knowledgeable
and friendly staff.'*

BREAK THE SILENCE



Introduction

As Chair of the East Ayrshire Violence against Women Partnership (EAVAWP), it gives me great pleasure in presenting our new Strategic Plan for 2021-24. This plan is primarily about identifying key issues and themes surrounding violence against women and outlines the actions we have collectively agreed to tackle them, over the next three years. This Plan sets out key national and local context and confirms our partnership's vision of:

'Working together to improve safety, wellbeing and equality for all women and girls in East Ayrshire.'

The work necessary to tackle the on-going issues surrounding violence against women and girls in East Ayrshire, will by necessity, have to be both dynamic and responsive to ever-changing societal needs and demands. We have worked tirelessly to identify key themes of focus and through this action plan partners anticipate we will be able to make a positive and lasting impact on reducing all forms of violence and abuse of both women and girls, in East Ayrshire.

The journey ahead is far from clear and recent unprecedented events around the COVID-19 pandemic have brought into sharp focus the fragility and potential vulnerability of many women and girls. Everyone in our East Ayrshire communities has a moral obligation to help keep all vulnerable people safe and we, as a multi-agency partnership, will continue to do everything in our power to support and keep safe those who are most vulnerable, particularly women and girls.

Marion MacAulay

Head of Children's Health, Care and Justice Services / Chief Social Work Officer



'As a woman who has perceived herself as strong and independent, I would never have believed the emotional impact that domestic abuse can have on a person.'

WOMEN'S AID

National Context

Equally Safe: Scotland's Strategy for Preventing and Eradicating Violence Against Women and Girls was launched in 2014 setting out the vision for a strong and flourishing Scotland where all individuals are equally safe and respected, and where women and girls live free from all forms of violence and abuse – and the attitudes that help perpetuate it.

The Equality Safe approach identifies four key priorities:

- Scottish society embraces equality and mutual respect, and rejects all forms of violence against women and girls
- Women and girls thrive as equal citizens – socially, culturally, economically and politically
- Interventions are early and effective, preventing violence and maximising the safety and wellbeing of women, children and young people
- Men desist from all forms of violence against women and girls, and perpetrators of such violence receive a robust and effective response

In line with the Equally Safe Strategy, the EAVAWP Strategic Plan will continue to demand that its citizens embrace equality and mutual respect, so that together we can reject all forms of violence against women and girls.



'In the last 2 years I have gone from being a scared and timid person who was frightened to go out, to going out to work, having more confidence and being able to make my own decisions.'

WOMEN'S AID

Violence Against Women Partnerships

The EAVAWP continues to work in line with the **Scottish Government and CoSLA guidance for VAWPs, (Equally Safe Quality Standards and Performance Framework)** including developing a strategic plan to outline the local implementation of equally safe and a **performance management framework** to measure the progress towards achieving the partnership's agreed activities, outputs and outcomes. The new VAWP Strategic Plan for 2021-24 recognises those areas requiring further work and appropriate actions have been incorporated into the plan to allow these indicators to be fully met in the future.

Local Context

At local level, the EAVAWP recognises that it is a multi-agency approach which will lead to success and the partnership will fully embrace the four priorities of Equally Safe, in conducting its work. EAVAWP is a multi-agency partnership established with the aim of addressing violence against women and girls, including domestic abuse and gender based violence, within the strategic framework of the East Ayrshire Community Plan, which is the sovereign and overarching planning document for East Ayrshire. EAVAWP contributes to the Safer Communities and Wellbeing themes of the Community Plan through its work to; reduce inequality and build a fairer and more inclusive East Ayrshire, protect vulnerable people and families, encourage responsible citizenship and support positive health and wellbeing outcomes across the lifespan. EAVAWP is comprised of East Ayrshire Health and Social Care Partnership, Police Scotland, NHS Ayrshire and Arran, Ayrshire College, the Third Sector, HMP Kilmarnock and wider East Ayrshire Council services across Education, Housing, Corporate Equalities, Vibrant Communities, Early Years and Community Safety services.



'Better understanding of domestic abuse, how often it happens and how it isn't easy to walk away from.'

EAVAWP TRAINING

Vision

'Working together to improve safety, wellbeing and equality for all women and girls in East Ayrshire.'

Building on the success of the EAVAWP Strategic Plan 2017-20, this plan, outlines the key themes that EAVAWP has identified to continue to implement Equally Safe in East Ayrshire and work towards preventing and eradicating all forms of VAWG in East Ayrshire. Using a co-ordinated approach, we will achieve this by:

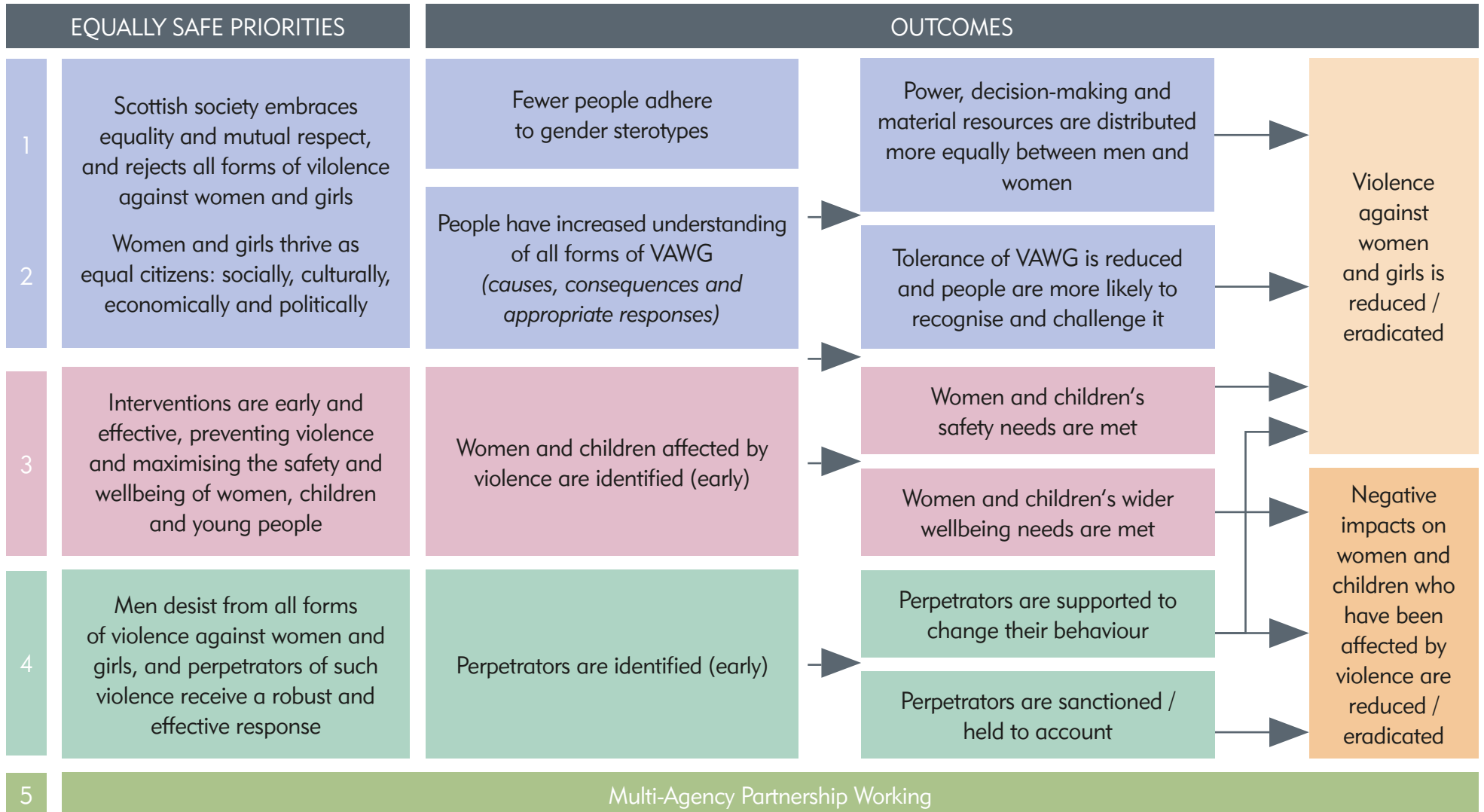
- Leadership and governance
- Promoting equality
- Support needs - Specialist Services
- Preventing violence - Early intervention
- Interventions with perpetrators and building an evidence base of unmet need
- Engaging with women and girls with lived experience
- Learning together by building up local evidence
- Learning and development
- Monitoring and evaluating our progress








R	Relationships	We will support and encourage healthy relationships based upon equality and respect
E	Empowerment	We will empower women and girls to reach their full potential and be in control of their own lives
S	Services	We will provide services that work together to meet the needs of those affected by gender based violence
P	Prevention and Early Intervention	We will work with communities to challenge the attitudes that allow violence against women and girls to flourish
E	Equality	We are committed to building equality where everyone is treated fairly and has the same opportunity to make the most of their life
C	Safer Communities	We will work with others to build safe communities where women and girls can live free from fear and harm
T	Transforming Lives	We will strive to provide the support women and girls need to live their lives free from violence and abuse.

Equally Safe priorities

The East Ayrshire VAWP uses the four Equally Safe priorities as the key strategic focus for our work, in this way ensuring that a strong thread exists linking the activities we carry out to our established priorities and agreed outcomes (see Logic Model below). Our approach to performance management is aligned directly with the **Equally Safe Quality Standards and Performance return**. This allows us to measure the progress we are making towards achieving the partnership's key actions, outputs and outcomes and to help identify any areas where improvements may be required.



 Local Outcomes:	Safer Communities 3: Vulnerable people are safe and protected from harm Wellbeing 1: Starting Well
Linked Local Priorities	 Safer Communities 3.1: Facilitate effective action against offenders of domestic abuse, and improve the response and support provided for victims of domestic abuse and their families Safer Communities 3.2: Support and protect vulnerable individuals and families.  Wellbeing 1.1: Children have the best start in life
 Linked National Outcomes	<ul style="list-style-type: none"> • Children and Young People • Communities • Human Rights
Linked Local Priorities for Children and Young People	Priority No 5: Keeping Safe
 Linked Local Community Justice Priorities	Priority No 2: Gender Specific Approaches

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Leadership and governance				
Provision of strong leadership, effective governance and clear strategic direction	Support the centralised collection and sharing of data across Protection Partnerships to better understand issues impacting on vulnerable women and girls and to put in place robust and coordinated measures to mitigate against such harmful effects.	Year 1	<ul style="list-style-type: none"> • VAWP Chair • All VAWP members • Chief Officers 	1, 5
	Seek support from Chief Officers to champion the reduction of inequalities and improve the outcomes for the most vulnerable in society, by ensuring, the East Ayrshire VAWP is adequately resourced and able to meet the identified minimum standards in line with the Equally Safe Quality Standards and Performance Framework.	Years 1, 2 & 3	<ul style="list-style-type: none"> • VAWP Chair 	3, 5
	Build on and accentuate the positive collaborative operational approach experienced between Third and Public sectors during COVID – 19 in an effort to tackle the on-going disproportionate effects the emergency has had on women in terms of economic and social disadvantage.	Years 1,2 & 3	<ul style="list-style-type: none"> • VAWP 	1, 5

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Promoting equality				
Improved understanding/ awareness of links between gender, inequality and violence.	Continue to use the Improvement Service/ VAW Network Performance Framework to measure performance and identify gaps/areas for improvement or development.	Annual reporting	• All	1, 5
	Develop a communication plan to raise awareness of VAWG using a range of mediums to disseminate key messages, learning and available resources, e.g. campaigns, events, social media etc. The EAVAWP communications plan should complement the wider Protecting People communications plan.	Year 1	• Senior Manager – Protection & Learning • VAWP	1
	Regularly engage with local Equality Groups to ensure they are aware of the VAWG agenda and understand the inequalities that underpin it.	Year 1, 2 & 3	• All	2
	Contribute and respond to any update of the Equally Safe Delivery Plan.	In line with National update requirements		
	Continue to link with HMP Kilmarnock to raise issues related to VAWG, including training for prison staff and a review of the use/ display of pornography in the prison setting.	Year 1, 2 & 3	• Deputy Director, HM Prison Kilmarnock • Victim Support • East Ayrshire Women's Aid • The Star Centre	4
	Provide support for partners of prisoners, particularly during 16 days of action on VAWG and scope potential to extend the VAWG work in prison to include messages on wider equality and mutual respect, whilst re-enforcing rejection of all forms of violence against women and girls.	Year 1, 2 & 3	• Deputy Director, HM Prison Kilmarnock • Victim Support • East Ayrshire Women's Aid • The Star Centre	3, 5

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Support needs – Specialist Services				
Improved access to services for people in need and improved awareness of resources available.	Review and promote up to date online service directory. Consider gaps in service provision and link to wider Public Protection resources.	Year 1 – with regular review and updates.	• All	1
	Identify and meet gaps in high-quality, targeted interventions to engage with women and children affected by VAWG who may experience additional barriers as a result of race, sexuality, age or disability.	Year 1,2 & 3	• Corporate Officer Equality and Diversity • All	3
	Identify and meet the needs or gaps in supports available to women and children experiencing VAWG who have complex needs e.g. substance use, mental health issues and trauma.	Year 1,2 & 3	• NHS GBV Lead • All	3
	Ensure specialist one-to-one and group-work services are available for all children affected by VAWG and to help address their recovery needs.	As required	• Social Work Service Manager • All • Specialist Support Services	3
	Promote awareness of the East Ayrshire Domestic Abuse Policy to everyone affected by domestic abuse.	Year 1, 2 & 3	• All	2
	Provide advice, assistance and support to tenants, residents and housing applicants experiencing domestic abuse who wish to remain in their home or to move home.	Year 1,2 & 3	• Housing Services Lead	3, 5

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Improve the management of risk and safety for women and children affected by abuse.	Scope options for development of a Multi-agency Risk Assessment Conference (MARAC) in East Ayrshire (or across Ayrshire) through engagement with Chief Officers Group and relevant partners	Year 1	<ul style="list-style-type: none"> • Senior Manager – Protection & Learning • NHS GBV Lead 	3
	Receive regular updates from the pan-Ayrshire Community Justice Ayrshire (CJA) Whole Systems Approach for Women Group, to ensure any emerging issues are identified and responded to for women involved in the justice system.	Regular updates to VAWP	<ul style="list-style-type: none"> • Community Justice Ayrshire Manager 	5
	The 'Safe and Together' model to continue to be mainstreamed in East Ayrshire.	Year 1, 2 & 3	<ul style="list-style-type: none"> • All 	3
	Ensure all disclosures of domestic abuse by tenants, residents and housing applicants ensure confidential, non-judgemental and sympathetic handling of situations arising from domestic abuse.	As required	<ul style="list-style-type: none"> • Housing Services Lead • All 	3
	Assist and support anyone requesting help in addressing problems arising from domestic abuse during and out-of-hours by providing accurate and appropriate advice about their safety, their housing options and their legal rights and responsibilities.	As required	<ul style="list-style-type: none"> • Housing Services Lead • All 	3
	Improve the safety of residents affected by domestic abuse, and preventing further incidents by encouraging earlier reporting and responding rapidly through collaboration with Community Safety, Police Scotland, East Ayrshire Women's Aid and all other support providers.	As required	<ul style="list-style-type: none"> • All 	1
	Ensure that the support provided is equally available to everyone, regardless of gender, race, religion, language, age or sexual orientation.	As required	<ul style="list-style-type: none"> • All 	2, 3

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Preventing violence - Early Intervention				
Improved identification of women affected by domestic abuse.	Continued roll out of Routine Enquiry, with ongoing development of training and support programme to ensure NHS staff can effectively and confidently identify and respond to disclosures of abuse. Actively identify meaningful information which can provide the partnership with evidence of any need/ issues for consideration.	Year 1, 2 & 3 - Rolling programme of review	• NHS GBV Group	3
	Disclosure training continues to be developed and disseminated widely to multi-agency staff. In the event of MARAC being established in East Ayrshire this will link with disclosure training.	Year 1	• East Ayrshire Women's Aid • NHS GBV Group	
	Engage with Close the Gap's 'Equally Safe at Work' Pilot	Year 1, 2 & 3	• All	2
	Implementation of revised Domestic Abuse Staff Procedure within Housing Services.	Year 1	• Housing Services Lead	2
Improve community understanding of VAWG issues.	Develop an annual communications plan to include: <ul style="list-style-type: none"> • 16 days of action –plans for engagement • Extend reach of White Ribbon Campaign • Proactive use of EAC/ EAHSCP/ NHSAA social media/ websites during high profile GBV campaigns. 	Year 1, 2 & 3	• All	1
	Continue to develop the MVP Programme across all East Ayrshire Secondary Schools and the Improving Gender Balance Equalities (IGBE) champions in Early learning Centres (ELC), primary and secondary schools. Continue to support all schools in East Ayrshire to deliver the EAC Relationships, Sexual, Health and Parenthood (RSHP) Framework.	Year 3	• NHS Health Improvement Officer • NHS School Nurse • Education Wellbeing Officer • East Ayrshire Women's Aid	1

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
	Carry out detailed mapping exercise exploring current delivery of VAWG information within Educational establishments to include Ayrshire College and University of the West of Scotland (UWS). This mapping exercise will include VAWG protection advice, resources, supports and activities.	Year 1	• All	1
Interventions with perpetrators and building an evidence base of unmet need				
Men desist from all forms of violence against women and girls and perpetrators of such violence receive a robust and effective response.	Work collaboratively with CJA and VAWP Lead Officers Group to agree a joint approach to perpetrators.	Year 1 & 2	• Service Manager – Justice Services • Community Justice Ayrshire Lead	4
	Evaluate the effectiveness of local non-court mandated interventions/ programmes with perpetrators and build high quality evidence base of how best to hold them accountable for their actions and change their behaviours.	Year 1, 2 & 3	• Service Manager – Justice Services • Community Justice Ayrshire Lead	4
	Support and highlight Police Scotland’s campaigns including; Domestic Abuse, self-reporting of grooming/ accessing porn, Human Trafficking / Modern Slavery and Child Sexual Exploitation.	Year 1, 2 & 3	• Detective Sergeant PPU, Police Scotland	1, 5
	Explore impact of the Caledonian Programme and explore synergies between VAWG and Justice.	Year 1	• Community Justice Ayrshire Lead	4
	Raise the awareness of the need for a Domestic Abuse Court in the North Strathclyde Sherrifdom and petition for its introduction, to help protect women and children who experience violence in the home.	Year 1, 2 & 3	• All	4
	Support Housing colleagues in their response to tenancy rights of perpetrators.	Year 1, 2 & 3	• Housing Services Lead	4

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Engaging with women and girls with lived experience				
Improved understanding of the prevalence and impact of Commercial sexual exploitation in East Ayrshire.	Review the findings and recommendations of the Improving Understanding of Prostitution in Ayrshire report and agree with partnership recommendations for action in current year.	Year 1	• All VAWP Members	3, 5
	Engage with 'Click' service in East Ayrshire, help to promote their National Helpline and through close liaison identify any local emerging issues for women in East Ayrshire.	Year 1	• All	1, 5
	Ensure evidence and data collected around VAWG includes the voices of lived experience (case studies, focus group etc.) and actively seek to incorporate 'Lived experience of all forms of violence' into the work of the VAWP' into the work of the VAWP, weaving in/embedding where possible.	Year 1, 2 & 3	• All (Note Break the Silence have relevant focus group)	1
	Continue to support and highlight the existence of the EAVAWP Position Statement on Prostitution.	Year 1, 2 & 3	• All	3
Engage with women and girls to ensure that the actions of the Partnership reflect lived experience.	In partnership and through co-production, link with all VAWG local specialist services to hold either a yearly or bi-annual event/initiative to showcase the work of the partnership in supporting the varied needs and priorities of those vulnerable to violence, using 'lived experience' where appropriate.	Year 1, 2 & 3 or Years 1 & 3	• Conference Planning Subgroup	5

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Learning together by building up local evidence				
Learning together by building up local evidence and reviewing national and international evidence in relation to gender based violence.	Raise profile and continue to mainstream the use of the Routine Enquiry in care settings through ongoing development of training and support programme.	Year 1, 2 & 3	• NHS GBV Group	3
	Annual EAVAWP Learning & Development calendar delivered to practitioners throughout East Ayrshire.	Year 1,2 & 3	• East Ayrshire Women's Aid	3
	Specialist practitioner training programme to support practice development in relation to MARAC and the Safe and Together model.	Dependant on introduction of MARAC.	• EAC • East Ayrshire Women's Aid	3
	Hold Bi-annual, pan-Ayrshire VAWG conference.	Year 1 & 3	• All	5
	Update EAVAWP web pages to provide up to date evidence and guidance for practitioners and communities on all forms of VAWG	Year 1, 2 & 3	• All	1
	Comprehensive review of households presenting as homeless to Housing Options citing violence/abuse within the household.	Year 1	• Housing Service Lead	3
Improve practitioner awareness of, and their responses to, Female Genital Mutilation (FGM).	In partnership with the APC and CPC, as part of the co-ordinated Public Protection Safeguarding Action Plan, develop inter-agency practitioner guidance for women and girls at risk of FGM (similar guidance handbooks for Forced Marriage, CSE and Human Trafficking). To include legislation introduced on 30 May 2019 which included FGM protection order and statutory guidance.	Year 1	• CPC & APC Lead Officers • Maternity Services Lead	5
	Continue to raise awareness of FGM and how to implement guidance. Head of Education to annually raise this issue via communications strategy or through Standard Circular 57 – ensuring awareness raised in respect of the full spectrum of violence – Domestic Abuse/FGM/Trafficking/Forced Marriage/CSE/bullying etc.	Annually	• Head of Education	1

OUTCOMES TO BE ACHIEVED	ACTION(S)	TIMESCALE(S)	LEAD(S)	ES PRIORITY(S)
Learning and development				
Improve Learning and Development opportunities in relation to VAWG for multi-agency partners	Revised Violence against Women and Girls learning set to be developed, to include trauma and new initiatives.	Ongoing through Years 1, 2 & 3	<ul style="list-style-type: none"> • East Ayrshire Women's Aid • NHS GBV Group 	3
	To raise awareness and encourage the reporting of domestic abuse, by promoting the Learnpro online training module 'Gender Based Violence'.	Years 1, 2 & 3	<ul style="list-style-type: none"> • All 	3
Monitoring and evaluating our progress				
Improve measurement of performance against the Equally Safe Quality Standards	Introduce clear governance and reporting arrangements to check on the progress of the VAWP's activities against its stated actions, Equally Safe Quality Indicators and desired outcomes.	Year 1	<ul style="list-style-type: none"> • All 	5
	VAWP to carry out a self-assessment of its partnership over the preceding three years using the VAWP Self-assessment Checklist and develop an improvement plan in response to the strengths and areas for improvement identified by members.	Year 1	<ul style="list-style-type: none"> • All 	5
	VAWP to reference and be guided by the COVID – 19 National Violence against Women Guidance in the medium and long term, in respect of planned actions and activities in the recovery period.	Year 1, 2 & 3	<ul style="list-style-type: none"> • All 	5



'I felt so safe and my kids were more settled. Moving here it has been the best choice I have ever made for me and my kids.'

WOMEN'S AID

Appendix 1 - Useful links

Adult Protection and Child Protection

[Coronavirus \(COVID-19\): adult support and protection guidance](#)

[Supplementary Child Protection guidance](#)

[Children's Hearings Update & Coronavirus practice guide for panel members](#)

[British Association of Social Workers: Domestic abuse and child welfare: A practice guide for social workers \(including COVID-19 preface\)](#)

Domestic Abuse

[Coronavirus \(COVID-19\) Supplementary National Violence Against Women Guidance](#)

[Safe Lives guidance for multi-agency forums, including MARACS](#)

[Safe and Together Model COVID-19 Quick Guide](#)

[National procurator fiscal for domestic abuse](#)

[Scottish Courts guidance on complying with family court orders](#)

[Scottish Government COVID-19 guidance: safe and ethical social work practice](#)

[Scottish Government COVID-19 guidance: domestic abuse](#)



*'Without your support,
patience and understanding,
I wouldn't have been able
to get my life back on track,
understand my feelings for
the person who abused me
or feel that I could face him
and cope with it.'*

THE STAR CENTRE

Housing and Homelessness

[Guidance for social landlords – domestic abuse and COVID-19](#)

[COVID-19 Allocations Advice and Information for the Housing Sector](#)

Poverty and Inequality

[Poverty, Inequality and COVID-19](#)

[COVID-19 Response Planning: Supporting Migrants with no Recourse to Public Funds](#)

[Child Poverty and COVID-19](#)

Community Justice

[Prisons guidance](#)

[Caledonian Guidance Notes 1 and 2 & Caledonian Advice for areas without Caledonian](#)

[Caledonian: Technology, tips and techniques for working safely with women \(please contact Community Justice Scotland to access\)](#)

[Community Justice Scotland: Working with men who abuse their partners in the context of the COVID-19 crisis](#)

[COPFS Coronavirus \(COVID-19\): information for those due to attend court](#)



'I feel the counsellor was very easy to be with and I felt able to discuss my issue within the first session. I have gained insight that has helped me cope with what happened and feel positive for the future.'

BREAK THE SILENCE

Education

[Scottish Government: school and early learning closures – guidance about key workers and vulnerable children](#)

National COVID-19 Framework

[Scottish Government COVID-19 Decision-Making Framework](#)

Data Collection and Analysis

[Engender 'COVID-19: Gathering and using data to ensure that the response integrates women's equality and rights](#)



violence **against** women

EAST AYRSHIRE PARTNERSHIP



East Ayrshire Council
Comhairle Siorrachd Àir an Ear