

## REQUEST FOR DMPC DECISION – PCD 153

**Title: Access to the VAWG Service Transformation Fund and request for match funding**

### **Executive Summary:**

The Home Office VAWG Service Transformation Fund is a £15million, three-year national fund to aid, promote and embed the best local practice and ensure that early intervention and prevention become the norm. The crimes associated with this area of work are disproportionately gendered, but the resulting service will be beneficial to all victims of these crimes.

MOPAC seeks permission to apply to the Fund for 2 areas of activity namely a London wide VAWG campaign and a London sexual violence triage pilot.

### **Recommendation:**

That the DMPC is asked to:

1. Approve MOPAC's formal application to the VAWG Service Transformation Fund to part resource 2 bids;
  - A London wide VAWG Campaign - A city-wide long term prevention strategy using media campaigns and events £621,000 over 3 years
  - A London sexual violence triage pilot, £1,650,000 over 3 years - create access for all to services (based on the Essex Navigator model) and provide advocacy and intensive support to vulnerable survivors with multiple and complex needs through 9 specialist ISVAs.

### **Deputy Mayor for Policing and Crime**

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct. Any such interests are recorded below.

The above request has my approval.

**Signature**

*Paul Hendon*

**Date**

*23/2/17*

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE DMPC**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. In March 2016 the Government published its Violence Against Women and Girls Strategy, which set out its programme of reform, supported by funding of £80m, to make tackling these crimes everybody's business, ensure victims get the support they need, and bring more perpetrators to justice.
- 1.2. From 2017/18, this £80m funding will support the launch of a £15million, three-year national VAWG Service Transformation Fund (VAWG STF) to aid, promote and embed the best local practice and ensure that early intervention and prevention become the norm.
- 1.3. The aim is to support vital community-based services through funding local programmes which complement and add to existing services, encouraging better collaboration and new, joined-up approaches between PCCs, local authorities and health commissioners, and with specialist VAWG service providers. These programmes should be based on needs assessment evidence, and incorporate early intervention; establishing and embedding the best ways to help victims and their families; and taking steps to reduce the prevalence of these crimes.
- 1.4. The VAWG STF is intended to support VAWG programmes and approaches to make a systemic change to local service provision to help deliver against the New National Statement of Expectations<sup>1</sup>.
- 1.5. Grants will be awarded to local commissioners (PCCs, local authorities or health commissioners) across England and Wales. The Home Office strongly encourage consortium bids and expect that most bids will geographically cover at least one commissioning area, and a range of services.
- 1.6. Successful bids' aims must contribute to the achievement of the overall outcomes of the fund, in line with the NSE. They will;
  - display collaborative leadership and partnership working
  - provide a service which would not otherwise have been provided without this funding
  - show how they will incorporate monitoring and evaluation into their project.
- 1.7. Successful projects will be expected to produce and disseminate shared learning materials.

#### **2. Issues for consideration**

- 2.1 MOPAC and NHS England jointly commissioned two needs assessments into sexual violence and child sexual exploitation designed to better understand the scale of these issues, the service response, and the extent to which this response provided the range of support needed by victims and survivors to cope and recover. The needs assessments were also informed by the Dame Elish Angiolini "Report of the Independent Review into the investigation and prosecution of rape in London" (April 2015).

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<sup>1</sup> The national statement of expectations explains the actions local areas should take to ensure victims of violence against women and girls get the help they need.

- 2.2 The applications to the VAWG STF are firmly based on the recent London Sexual Violence Needs Assessment 2016 which provides an evidential framework of the challenges London is facing and the gaps in service provision that must be addressed.
- 2.3 The MOPAC/NHSE London Sexual Violence Needs assessment 2016, surveyed survivors and indicated that more than two thirds of victims of sexual violence had very limited awareness of the range of services at the time that they first sought assistance and more than half reported that they found it difficult to access support. There is limited public awareness of the potential sources of support for those who have experienced sexual violence and no “google-optimised” search directing individuals to a single point of information and access.
- 2.4 To combat this, MOPAC and partners (statutory and VCS) would like to trial what would be a well publicised process whereby navigators within the Triage pilot are used to help support victims through the many services across London. The navigators will be the first point of contact for women and girls (predominantly, though we know these crimes affect men and boys too) to enable them to access specialist services and information. They will hold each ‘case’ until they are able to refer onto the most appropriate service. The Triage model will emphasise the importance of advocacy with the uplift of these specialist ISVAs used to support victims with complex needs and vulnerabilities, ensuring that they get effective support within the criminal justice process and wider service provision. Victim vulnerabilities make it harder to achieve successful prosecutions (should victims/survivors choose to pursue the criminal justice route) and for individuals to cope and recover. The London Triage pilot will be properly evaluated from implementation to the end of the funding period. The specialist ISVAs will become part of that tapestry of provision. This is firmly aligned with our partnership plans based on the Sexual Violence Needs Assessment and will contribute to the development of an integrated model for London.
- 2.5 Despite the substantial investment that the Mayor has made in VAWG provision, VAWG services continue to experience an exponential increase in demand and it has become even more urgent for London to ensure that partners act to prevent VAWG happening in the first place. MOPAC and the Mayor believe that VAWG is not natural or inevitable and that until we commit to pushing forward with societal change, new and repeat victims will continue to experience harm. To that end, the Mayor, Deputy Mayor for Policing and Crime, MOPAC and partners wish to develop a Pan London VAWG Campaign which will span 3 years. This long term approach means that every evaluation feeds into future campaigns allowing partners to target more ambitious outcomes over time. The MOPAC/NHSE London Sexual Violence Needs assessment 2016, found that prevention work is largely unfunded and dependent upon provider services having the capacity and resource to respond to requests. Prevention interventions do not focus on building resilience in most at risk communities or addressing the causes of increased vulnerability to sexual violence. This only adds to the urgency of this piece of work.
- 2.6 The application to the fund and the request for the release of MOPAC funds for these areas of work are completely aligned to the current commitments in the draft police and crime plan (PCP), namely:
- Lead a public campaign against the prevalence of violence, abuse and harassment of women and girls.
  - Work with partner agencies to develop a new sexual violence service model which would better meet the needs of victims and survivors.
  - Review the provision and funding of Independent Domestic Violence Advocates and Independent Sexual Violence Advisors.
- 1.7 The timing of these two requests, before the publication of the PCP, is dictated by the Home Office deadline of 1 March for the completion of all online applications to the VAWG STF. The initial expressions of interest (EoIs) made to the Home Office have been attached for information. It’s important to note that the online applications, although slightly lengthier, have not deviated from

the core elements of the Eol. Further thought has led the partnership to ask for another £210,000 to help with development (website, one number, publicity etc) and training costs for the Navigators and specialist ISVAs. This has taken the London Triage pilot bid from £1,440,000 stated in the Eol to £1,650,000 in the final application.

1.8 Both strands of activity have solid delivery mechanisms through the voluntary sector with support from wider statutory partners. The voluntary sector has been consulted before the submission of the Eol and are fully supportive of both applications.

### 3. Financial Comments

3.1 The funding breaks down approximately as follows:

#### London Campaign

Source of £	2017/18	2018/19	2019/20
MOPAC	<b>£50,000</b>	<b>£60,000</b>	<b>£40,000</b>
VAWG STF	£240,000	£181,000	£206,000
Total per year	£290,000	£241,000	£246,000

#### Triage model

Source of £	2017/18	2018/19	2019/20
MOPAC	<b>£70,000</b>	<b>£120,000</b>	<b>£110,000</b>
VAWG STF	£ 490,000	£610,000	£550,000
Total per year	£560,000	£730,000	£660,000

### 4. Legal Comments

4.1 Under Section 9 of the Police Reform and Social Responsibility Act 2011, MOPAC may make a Crime and Disorder Reduction Grant to any person if they are of the opinion that it will secure, or contribute to securing crime and disorder reduction with the metropolitan police district.

### 5. Equality Comments

5.1. [The MOPAC and NHSE Sexual Violence Needs Assessment 2016](#) repeatedly raised the links between sexual violence and vulnerability. Individuals that experience sexual violence need longer term support, with many needing lifetime support to live with their trauma. There are a range of vulnerabilities that increase the risk of sexual assault. The London Triage model and specialist ISVAs will support victims/survivors of sexual violence through phased interventions and work with individuals who are dealing with layered issues such as mental health, race, gender and disability.

5.2. Prevention of sexual violence and other forms of VAWG is key. There is an absence of focus on building resilience in most at risk communities or addressing the causes of increased vulnerability to sexual violence and other forms of VAWG. Much of the patchy preventative work that exists is unfunded and dependent upon provider services responding to requests from third parties. As such, it is increasingly vulnerable to both increases in case load and increasing complexity of case loads which reduces the capacity of providers to respond to such requests.

5.3. The prevention of VAWG lacks a strategic approach to reduce the overall prevalence of sexual violence or enhance the resilience of those most vulnerable to violence. The London VAWG

campaign will be far reaching in impact and will seek to start those difficult conversations that will lead to societal change.

**6. Background/supporting papers**

2 x Expressions of Interest

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOIA) and will be made available on the MOPAC website following approval.

If immediate publication risks compromising the implementation of the decision it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Part 1 Deferral:**

Is the publication of Part 1 of this approval to be deferred? NO

If yes, for what reason:

Until what date:

**Part 2 Confidentiality:** Only the facts or advice considered as likely to be exempt from disclosure under the FOIA should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a **Part 2** form -NO

**ORIGINATING OFFICER DECLARATION:**

	<i>Tick to confirm statement (✓)</i>
<b>Head of Unit:</b> The Acting Director of IOM has reviewed the request and is satisfied it is correct and consistent with the MOPAC's plans and priorities.	✓
<b>Legal Advice:</b> The MPS/TfL legal team has been consulted on the proposal. OR Legal advice is not required.	✓
<b>Financial Advice:</b> The Strategic Finance and Resource Management Team has been consulted on this proposal.	✓
<b>Equalities Advice:</b> Equality and diversity issues are covered in the body of the report.	✓

**OFFICER APPROVAL****Chief Executive**

I have been consulted about the proposal and confirm that financial, legal and equalities advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Deputy Mayor for Policing and Crime.

Signature *R. Lawrence*

Date *23/2/17*



Home Office

## **Violence Against Women and Girls Service Transformation Fund**

Expression of Interest form

December 2016



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Please ensure that you have read the VAWG Service Transformation Fund Prospectus before filling in your Expression of Interest.

Please send any queries to:

[VAWGFund@homeoffice.gsi.gov.uk](mailto:VAWGFund@homeoffice.gsi.gov.uk)

## 1. Name of project

A London Sexual Violence Triage pilot that will:

- create access for all to services (based on the Essex Navigator model)
- provide advocacy and intensive support to vulnerable survivors with multiple needs

## 2. Name of Senior Responsible Officer and lead organisation

Samantha Cunningham, Acting Director of Commissioning and Programmes, Mayor's Office for Policing and Crime (MOPAC)

## 3. Contact details

[Samantha.Cunningham@mopac.london.gov.uk](mailto:Samantha.Cunningham@mopac.london.gov.uk), please also cc in Jain Lemom, Senior Programme Manager, VAWG team  
[Jain.Lemom@mopac.london.gov.uk](mailto:Jain.Lemom@mopac.london.gov.uk)

## 4. Indicative list of partner organisations (co-commissioners and specialist organisations)

Partners include specialist VAWG VCS agencies such as the 4 London Rape Crisis Centres and Imkaan, Survivors UK (provide support to survivors of male rape), the King's College Foundation Trust (providers of the 3 Rape and Sexual Assault Referral Centres), Met Police and London CPS.

## 5. Approximate level of grant requested total, and per financial year (2017/18, 2018/19, 2019/20)

London regional government through MOPAC has a good story to tell in terms of its continued commitment to tackling sexual violence and other forms of VAWG. MOPAC currently provides £9.315 million in total for VAWG services in 2016/17 has funded local and regional VAWG provision. Of this, £3.85M per year is allocated to local authorities to support local commissioning and strategies to tackle VAWG through the London Crime Prevention Fund; the remaining £5.465M is directly commissioned by MOPAC for regional sexual violence, domestic abuse, prevention and harmful practices services.

As a partnership we are requesting **£480,000 per year for 3 years via the VAWG Transformation Fund**: £130,000 for assessment and coordination (3 navigator posts) and £350,000 for 7 specialist ISVAs; 6 for women and 1 male ISVA all with a focus on individuals facing multiple disadvantage. This request is placed in the context of London's multi sector collaborative redesign of sexual violence provision across the capital and as such MOPAC will contribute £100,000 match funding to assist with the redesign of these services. This funding will also assist with evaluation.

London has more demand than resource can satisfy and our MOPAC/NHSE [London Sexual Violence Needs assessment 2016](#) demonstrated that those with complex needs are vulnerable to repeat victimisation. This is a glaring gap and MOPAC is committed to funding another 2 posts (to augment this expression of interest to the Home Office) at £100,000 per year for 3 years. One of these posts would be a specialist ISVA to support the LGBT community.

## 6. Geographic area and approximate population size covered by proposal

Greater London including all 32 London boroughs and the City of London.

The Crime Survey for England and Wales (CSEW) provides the most authoritative estimates of sexual violence. The CSEW denotes that:

- each year around 19,000 adults in London experience serious sexual assaults and/or rape;
- the vast majority of victims are women (85%) and this is equivalent to an average 10 sexual assaults and rapes of women per borough each week of the year;
- for men, the figures are much lower; however, they are still equivalent to an average of 100 sexual assaults and rapes of men each year in the average borough.

- one in five women (20%) have experienced sexual assault or rape at some time in their lives since the age of 16; and that
- 3.6% of men have experienced sexual assault or rape at some time in their lives since the age of 16

Rates of attrition are higher in London than other parts of the country; in London almost a quarter of cases (23%) are unsuccessful due to “victim issues” (e.g. retraction of statements) and for those cases where there is also domestic violence the likelihood of retraction doubles.

There are a range of other vulnerabilities that increase the risk of sexual assault, these include<sup>1</sup>:

- Around one third of both female and male victims have a pre-existing mental health issue. Severe mental illness increases the risk of assault for women by five times and for men by ten times.
- Both women and men with learning disabilities are at increased risk of abuse and are least likely to proceed through the CJS to see the conviction of the offender.
- Participation in prostitution also increases vulnerability with more than 50% of both women and men involved in the sex industry suffering assaults
- Immigration status has an impact in terms of increased risk of assault; increased barriers to reporting and access to support for both women and men
- Female offenders have a specific range of vulnerabilities with more than half of women in prison reporting sexual or other abuse during childhood.
- For gay men there are particular vulnerabilities in relation to chemsex and this further exacerbates the considerable barriers to both reporting and proceeding through the CJS or accessing other support.

## 7. Type(s) of VAWG covered by proposal (list all that apply)

A London Sexual Violence Triage pilot will focus on supporting victims of sexual violence (SV), including those that have been raped and sexually assaulted, those who have experienced childhood sexual abuse and those who have been exploited through their involvement in prostitution. Though SV is often the presenting need, other forms of VAWG are very likely to be evident. The specialist ISVAs will be working with (predominantly) women who have multiple and complex needs. For example young women, those that have been in the criminal justice system, those with disabilities including mental ill

<sup>1</sup> All following bullet points in this section are taken from the [London Sexual Violence Needs assessment 2016](#)

health and from BAME communities.

## **8. Stage(s) and type(s) of intervention covered by proposal (list all that apply)**

The navigator model will provide a central point of access and provide immediate crisis support as well as ensuring systems navigation into the right service for each survivor. Interventions delivered by the project will include: identification, immediate emotional and practical support, and specialist independent advocacy provision across the Rape Crisis Centres. This will be complimented by the existing forensic and medical interventions provided by the Havens. The innovative and increased provision will lead to smaller caseloads with further ability for long term follow up and earlier identification of specific needs that have to be addressed, continual support through the criminal justice system, access to therapeutic services, wrap around support accessing other types of service provision e.g. housing and health services.

Survivors will have access to long term therapeutic and psychological services provided by the partnership. The partnership will work together to increase this provision; including exploring other joint funding applications.

## **9. Project aims**

MOPAC and NHS England jointly commissioned two needs assessments into sexual violence and child sexual exploitation designed to better understand the scale of these issues, the service response, and the extent to which this response provided the range of support needed by victims and survivors to cope and recover. The needs assessments were also informed by the Dame Elish Angiolini "Report of the Independent Review into the investigation and prosecution of rape in London" (April 2015). The assessments provided an opportunity to hear directly from over 100 victims and survivors about what they required from service providers.

The assessments highlighted that:

- There are a range of vulnerabilities which can increase risk of sexual assault, including: ethnicity; learning disabilities; poor mental health; homelessness; immigration status and histories of offending.

These vulnerabilities in turn lead to complexities for victims/survivors of sexual violence

who may have suffered other forms of abuse. MOPAC and NHS England want to commission pathways around the needs of service users; so trauma informed and victim centric.

The MOPAC/NHSE [London Sexual Violence Needs assessment 2016](#), surveyed survivors and indicated that more than two thirds of victims of sexual violence had very limited awareness of the range of services at the time that they first sought assistance and more than half reported that they found it difficult to access support. There is limited public awareness of the potential sources of support for those who have experienced sexual violence and no "google-optimised" search directing individuals to a single point of information and access.

To combat this, MOPAC and partners would like to trial what would be a well publicised process whereby navigators within the Triage pilot are used to help support victims through the many services across London.

The overall aspiration for this work is to ensure the uplift of these specialist ISVAs is used to support victims with complex needs and vulnerabilities, ensuring that they get effective support within the criminal justice process and wider service provision. We believe that victim vulnerabilities make it harder to achieve successful prosecutions (should victims/survivors choose to pursue the criminal justice route) and for individuals to cope and recover. The London Triage pilot will be properly evaluated from implementation to the end of the funding period.

The navigators will be the first point of contact for women and girls (predominantly, though we know these crimes affect men and boys too) to enable them to access specialist services and information. They will hold each 'case' until they are able to refer onto the most appropriate service. The specialist ISVAs will become part of that tapestry of provision. This is firmly aligned with our partnership plans based on the Sexual Violence Needs Assessment and will contribute to the development of an integrated model for London.

The partnership will make contact with Essex re the evaluation and indicators of success, though it is likely that the London experience will be different and likely to require stricter parameters and prioritisation due to the volume challenge.

## 10. Project outline

The Triage pilot for London with navigators and the ability to better support individuals facing multiple disadvantage, is a piece of innovation that will allow us to test out what we believe to be a transformative approach to the way we deal with sexual violence. It will help us to manage demand and better target our scarce resource. This piece of work satisfies the National Statement of Expectations and the eligibility criteria for access to the VAWG Transformation Fund. This activity will be victim centred, will complement the wider work that MOPAC and partners are doing re perpetrators and sexual violence

redesign for London, acknowledges the gendered nature of this crime (reflected in the proportionate request for male:female specialist ISVAs), will be collaboratively led from a statutory and VCS perspective and will raise awareness of this issue ensuring service development with user feedback for continuous development is at its core.

This potential work is firmly based on the recent London Sexual Violence Needs Assessment 2016 which provide an evidential framework of the challenges London is facing and the gaps in service provision that must be addressed. We believe that this approach will better support victims/survivors and contribute to the development of a strategic approach at a London level to reduce the overall prevalence of sexual violence and enhance the resilience of those most vulnerable to violence.

As a region we will be able better to cope with ever increasing demand on services and contribute to a reduction in attrition from the criminal justice system should victims/survivors wish to pursue that route. Victims/survivors with complex needs require additional support to engage with the CJS as well as attention to safeguarding concerns that often have to be addressed before criminal justice advocacy can take place.

The navigators and specialist ISVAs will be attached to sexual violence services to ensure their clinical supervision is carried out and their health and well being maintained. Rape Crisis Centres and the Survivors UK are established agencies with excellent reputations, not only for service provision, but for staff welfare too.

#### **Year one 2017/18**

- Recruit and train London navigators and specialist ISVAs
- Development of plan for this strand of activity alongside the wider work partners are doing on the new integrated service model for sexual violence in London.
- Start evaluation process incorporating the learning from the Navigator work in Essex
- Development of a communications plan
- 3 month mobilisation including soft launch with professionals

#### **Year two 2018/19**

- Full public launch of London Navigators and specialist ISVAs
- Interim evaluation
- Sustainability plans – linked to the London sexual violence redesign programme to produce an integrated model that is better able to manage demand.

#### **Year three 2019/20**

- Final evaluation
- Implement sustainability plan







Home Office

# **Violence Against Women and Girls Service Transformation Fund**

## **Expression of Interest form**

**December 2016**



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### **1. Name of project**

A London wide VAWG Campaign - A city-wide long term prevention strategy using media campaigns and events

### **2. Name of Senior Responsible Officer and lead organisation**

Samantha Cunningham, Acting Director of Commissioning and Programmes, Mayor's Office for Policing and Crime (MOPAC)

### **3. Contact details**

[Samantha.Cunningham@mopac.london.gov.uk](mailto:Samantha.Cunningham@mopac.london.gov.uk), please also cc in Jain Lemom, Senior Programme Manager, VAWG team  
[Jain.Lemom@mopac.london.gov.uk](mailto:Jain.Lemom@mopac.london.gov.uk)

### **4. Indicative list of partner organisations (co-commissioners and specialist organisations)**

London VAWG campaign partners include Dr Nina Burrowes and the Consent Collective, ERAW Coalition, Imkaan.  
London VAWG Consortium (22 VCS agencies).

**5. Approximate level of grant requested total, and per financial year (2017/18, 2018/19, 2019/20)**

2017/18 - £230,000

2018/19 - £186,000

2019/20 - £205,000

Total - £621,000

This figure will be match funded by £150,000 over 3 years from MOPAC

The methodology behind this campaign is focussed on the longer term and the provider contribution will work on attracting funding through innovative approaches such as crowd funding.

**6. Geographic area and approximate population size covered by proposal**

Greater London including all 32 London boroughs and the City of London.

London VAWG campaign will be aimed at residents, tourists and workers within the capital. This will be up to approximately 9.5million people at peak times.

**7. Type(s) of VAWG covered by proposal (list all that apply)**

London VAWG campaign will cover all forms of VAWG but will focus on domestic abuse and sexual violence, harmful practices, stalking and harassment.

**8. Stage(s) and type(s) of intervention covered by proposal (list all that apply)**

Communication, information and advice, support and sign posting.

## 9. Project aims

The Mayor and the Deputy Mayor remain committed to tackling VAWG and has placed VAWG as one of 3 key priority areas in London's new Police and Crime Plan to be published in March 2017.

London regional government has a good story to tell in terms of its continued commitment to tackling domestic and sexual violence and other forms of VAWG. MOPAC currently provides £9.315 million in total for VAWG services in 2016/17 to fund local and regional VAWG provision. Of this, £3.85M per year is allocated to local authorities to support local commissioning and strategies to tackle VAWG through the London Crime Prevention Fund; the remaining £5.465M is directly commissioned by MOPAC on regional services. The Mayor has maintained this firm commitment for 18/19.

Despite this, VAWG services continue to experience an exponential increase in demand and it has become even more urgent for London to ensure that partners act to prevent VAWG happening in the first place. MOPAC and the Mayor believe that VAWG is not natural or inevitable and that until we commit to pushing forward with societal change, new and repeat victims will continue to experience harm. To that end, the Mayor, MOPAC and partners wish to develop a Pan London VAWG Campaign which will span 3 years. This long term approach means that every evaluation feeds into future campaigns allowing partners to target more ambitious outcomes over time.

VAWG is everybody's problem. We need engaging campaigns that are able to reach people who haven't thought about these issues before to be able to start a different conversation with the public.

The MOPAC/NHSE [London Sexual Violence Needs assessment 2016](#), found that prevention work is largely unfunded and dependent upon provider services having the capacity and resource to respond to requests. Prevention interventions do not focus on building resilience in most at risk communities or addressing the causes of increased vulnerability to sexual violence.

The London VAWG Consortium<sup>1</sup> including the Ascent project<sup>2</sup> are at the frontline of delivery and support victims/survivors every day to cope and recover from VAWG crimes. Between them they have a huge amount of expertise and will be instrumental in ensuring that the campaign is grounded in reality, giving us access to (feedback from) women from specific communities particularly BAME backgrounds ensuring their experiences are reflected.

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<sup>1</sup> The London VAWG Consortium is made up of 22 organisations working in partnership to deliver comprehensive, cost effect, high quality services to all communities across London. This innovative partnership strengthens referral pathways across organisations and identifies trends and emerging need.

<sup>2</sup> Ascent is a project undertaken of the London Violence Against Women and Girls (VAWG) Consortium, delivering a range of services for survivors of domestic and sexual violence, under six themes, funded by London Councils.

The London campaign will:

- Be based on the work of the Consent Collective, a key partner to delivery of this work
- Ensure that we have built on the good work over the last 3½ years of The London VAWG Consortium including the Ascent partnership.
- Make use of the MOPAC Public Attitude Survey (face - face interviews with 12,800 Londoners) - as a useful tool for potentially measuring any prevention campaign
- Focus on prevention and a culture of equal rights. Long term prevention will require tackling the root causes of VAWG
- Have young people at it's heart
- Shift public attitudes to VAWG, challenging myths and encourage people to start asking more questions about the realities of sexual violence
- Show that VAWG is neither natural nor inevitable
- Highlight the availability of support in London – ensuring national, regional and local commitments are emphasised to the eradication of VAWG
- Create a chance to educate potential jurors, help friends and family be more receptive to disclosures of abuse, and help bystanders of continuing abuse to be more aware of the realities.
- Help victims understand their own responses and reassure them that other people will understand their experience.

The following are just **some** of the areas that are being considered as measures of success in the more immediate and longer term:

- Improved perception of police by public on this issue.
- Better public understanding about sexual violence and VAWG.
- Increased volume of press coverage x weeks after campaigning
- Reduced attrition.
- Increase in guilty pleas
- Increase in conviction rates
- Better press coverage of the issue

- Increased ease of placing articles in the press
- Increased stakeholder use social media e.g. tweets and retweets, follows, likes etc.
- Ease of gaining stakeholder engagement in subsequent campaigns
- Improved facilitation of reporting via stakeholders.
- Stakeholders willing to share costs or resources for future campaigns
- Improved attitude to SV amongst police staff (staff training internal communications)

The partnership will ensure that these measures (and others that we devise) are monitored on a regular basis.

## 10. Project outline

This campaign could be transformative in the way that it will myth bust and educate the general public. It has the potential to impact conviction rates, reporting levels and bystander awareness. It will also help local VCS agencies too. Increasing their ability to raise funds as the public gains more understanding of the issues, now able to open the discussion and debate. The partners will ensure that the London VAWG Campaign builds on current and past effective campaigns. Evaluation will be built in from the start and used to improve the next phase within the 3 year process.

The campaign satisfies the VAWG National Statement of Expectations particularly *Raise local awareness of the issues and involve, engage and empower communities to seek, design and deliver solutions to prevent VAWG.*

### **Year one 2017/18 set up and start of campaign**

- Branding and website build
- Building partnerships including survivor experience to influence development of this work
- Communications plan
- Event creation
- Production of 2 animated videos and accompanying poster
- Headliner event
- Interim evaluation feeding into year 2



### **Year two 2018/19**

- Continual design of next phases of campaign including borough events, more online activity, headliner event.
- Continuous improvement through the use for example of focus groups
- Evaluation from each year will refine the design and also be part of the continuous improvement process

### **Year three 2019/20**

- Build a sustainable funding model to continue the programme
- Final evaluation and dissemination of the culmination of the last 3 years.

