

EAST AYRSHIRE COUNCIL

POLICY & RESOURCES COMMITTEE - 10 APRIL 2003

EAST AYRSHIRE ZERO TOLERANCE GROUP

Report by Director of Educational and Social Services

1. PURPOSE OF REPORT

- 1.1** The purpose of the report is to provide Members of Policy and Resources Committee with information in relation to the progress of the Zero Tolerance Group within East Ayrshire and request approval for funding in 2003/04.

2. BACKGROUND

- 2.1** At a meeting of the Policy & Resources Committee on 24 April 1997, it was agreed that East Ayrshire Council would affiliate to the Zero Tolerance Charitable Trust. The Council continued to affiliate to the Trust in subsequent year's until 2002/2003. It was agreed at this stage that funding would be used to support the work of the local Zero Tolerance Group.

3. EAST AYRSHIRE ZERO TOLERANCE GROUP

- 3.1** East Ayrshire Zero Tolerance was formed in May 1997. The group has successfully co-ordinated the Zero Tolerance Justice Campaign and Respect Campaigns.

- 3.2** East Ayrshire Zero Tolerance Group has focused this year on the undernoted issues:

- development and implementation of a strategy to publicise services available to women, children and young people experiencing domestic abuse in East Ayrshire
- development and support of campaigns to raise public awareness of domestic abuse in East Ayrshire
- development of programmes of preventative work with children and young people.

4. CURRENT CAMPAIGN

- 4.1** Open days celebrating the White Ribbon Campaign were held in Kilmarnock Women's Centre and Bellsbank Women's Project in November and December 2002.

- 4.2** The East Ayrshire Domestic Abuse Strategy Launch took place in Crosshouse Hospital. The launch was well attended by key agencies, service providers and partners.

- 4.3** In December a trip was organised to the '104 Pairs of Shoes' exhibition at the Centre of Contemporary Arts (CCA) in Glasgow. The exhibition raised awareness of domestic abuse and was well attended by members of local women's groups.
- 4.4** A 'Respect' postcard was printed to coincide with Valentine's day and distributed around local schools and youth groups in order to highlight the importance of healthy relationships.
- 4.5** A celebration of International Women's Day took place publicising health service responses to violence against women in line with the wider objectives of the Domestic Abuse Strategy.

5. FUTURE DEVELOPMENTS

- 5.1** The group is involved in putting together a leaflet (credit card size fold out) containing useful names, addresses, phone numbers and web addresses for women throughout East Ayrshire.
- 5.2** The group will continue working on a strategy to publicise local services and developing the programme of preventative work with young people through the East Ayrshire Zero Tolerance Education Pack.
- 5.3** The main event proposed for 2003/04 is an exhibition to be held in the Dick Institute for a period of two months in November and December 2003. The exhibition will raise public awareness of domestic abuse in East Ayrshire and will include contributions from local women. The theme will be 'hands' to link in with the Protection and Prevention themes used in the Domestic Abuse Strategy.

6. FINANCIAL IMPLICATIONS

- 6.1** The East Ayrshire Zero Tolerance Group are requesting £4,000 to enable them to continue with the above developments. £2,500 is requested to meet the costs of the exhibition and £1,500 for all other developments.

7. LEGAL IMPLICATIONS

- 7.1** Nil

8. CONCLUSION

- 8.1** It is considered that the East Ayrshire Zero Tolerance Group has continued to build on the success of developing and supporting initiatives to raise public awareness of preventing violence against women in East Ayrshire. In addition work is being carried out to publicise local services and develop a programme of preventative work with young people through the East Ayrshire Zero Tolerance Education Pack.

9. RECOMMENDATIONS

9.1 Members of the Policy and Resources committee are asked to:

- (i) award East Ayrshire Zero Tolerance Group £4,000 for 2003/2004; and
- (ii) otherwise note the contents of the report.

John Mulgrew
Director of Educational and Social Services

KG/JH/SR
18 March 2003

LIST OF BACKGROUND PAPERS

1. East Ayrshire Domestic Abuse Strategy

Members wishing further information should contact Kay Gilmour, Head of Community Support, Tel: (01563) 576104 or Janice Harrison, Team Leader (Support to Communities), Tel (01563) 572757.

IMPLEMENTATION OFFICER: KAY GILMOUR