

EAST AYRSHIRE COUNCIL

POLICY AND RESOURCES COMMITTEE : 29 NOVEMBER 2001

EAST AYRSHIRE ZERO TOLERANCE GROUP REPORT

Report by the Director of Educational & 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 additional funds to allow progress to continue.

2. BACKGROUND

- 2.1 At a meeting of the Council's Policy and Resources Committee on 24 April 1997, it was agreed that East Ayrshire Council would affiliate to the Zero Tolerance Charitable Trust. The Council has continued to affiliate to the Trust in subsequent year's 1998/1999, 1999/2000, 2000/2001.

3. EAST AYRSHIRE ZERO TOLERANCE GROUP

- 3.1 East Ayrshire Zero Tolerance Group was formed in May 1997. The group has successfully co-ordinated the Zero Tolerance Justice Campaign and Respect Campaigns.
- 3.2 The role of East Ayrshire Zero Tolerance Group has been redefined with the formation of the Domestic Abuse Forum, East Ayrshire. The Domestic Abuse Forum aims to develop a localised Domestic Abuse Strategy, in line with the National Strategy to tackle Domestic Abuse in Scotland.
- 3.3 East Ayrshire Zero Tolerance Group is represented on the Domestic Abuse Forum and will contribute to the strategy development. The group will now focus on community based campaigns and public awareness work on all aspects of violence against women.

4. CURRENT CAMPAIGN

- 4.1 The Respect Campaign targets young people between the ages of fourteen and twenty-one. The campaign seeks to raise awareness of young people on issues of consent in relationships, ensure boys are challenged and empower girls and to dispel myths.
- 4.2 A lunch celebrating International Women's Day and reinforcing the work of Zero Tolerance was held on 8 March 2001. The event was well attended by local agencies and organisations working with women and children.

4.3 In August the Group organised two Respect Roadshows, in conjunction with West Sound Radio. The events were targeted at young people between the ages of 14 and 21 and were held in Cumnock and Kilmarnock.

4.4 The Respect Education Pack developed in conjunction with Guidance staff in Loudoun Academy is now in the final stages of production. A comprehensive training package will be offered to teachers and youth workers on how to implement the Pack.

5. FUTURE DEVELOPMENTS

5.1 The group are developing a local action plan designed to take the message of Zero Tolerance to local communities. This will create opportunities for community involvement in the Zero Tolerance Campaigns.

5.2 Discussions are underway to develop a Website to promote the aims of Zero Tolerance.

6. FINANCIAL IMPLICATIONS

6.1 The East Ayrshire Zero Tolerance Group are requesting £2,000 to enable them to continue with the above developments.

6.2 Funding for affiliation to the National Charitable Trust is no longer requested as it is considered that the local East Ayrshire Group can positively meet needs in East Ayrshire.

7. LEGAL IMPLICATIONS

Nil

8. CONCLUSION

8.1 It is considered that East Ayrshire Zero Tolerance Group has continued to build on the success of implementing the Respect Campaign. In addition, the Respect Education Pack and the accompanying training will be a valuable resource to teaching staff and youth workers in East Ayrshire.

9. RECOMMENDATIONS

9.1 Members of the Policy & Resources Committee are asked to:

- (i) award East Ayrshire Zero Tolerance Group £2, 000 for 2002/2003; and
- (ii) otherwise note the contents of the report.

John Mulgrew
Director of Educational and Social Services

MP/JBS
13 November 2001

LIST OF BACKGROUND PAPERS

Nil

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

IMPLEMENTATION OFFICER: KAY GILMOUR

AGENDA