violence against women

EAST AYRSHIRE PARTNERSHIP

Strategic Plan 2024 - 2027







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Introduction



I'm Marion MacAulay and I'm the Chair of the East Ayrshire Violence Against Women Partnership.

I want to encourage you to engage with our Violence Against Women Strategic Plan here in East Ayrshire and I continue to endorse all of the valuable work of the Partnership. Our mission remains -

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

The 2021-24 plan expired in December 2023 and we started working on developing this plan as early as June 2023. The final plan is a result of engagement activity with stakeholders and practitioners across the multi-agency arena; and also with women with lived experience who provided their valuable insights and views.

This plan will frame our work until 2027, when it will be reviewed again following completion of the strategic needs assessment and the establishment of a forum for women and girls with lived experience. The plan extends and develops the vast amount of work already taking place to protect and support women and girls who experience gender based violence, in all its forms. It also strengthens work to prevent violence from occurring, including embracing a public health approach to educational and awareness work with our children and young people, boys and men and our workforce.

We can't do this work without the Partnership which includes police, housing, education, health, social care, women's organisations, youth organisations, dental services, justice and voluntary sector services amongst others. Everyone's support is a vital contribution towards the safety of women and girls here in East Ayrshire.

The plan is East Ayrshire's response to delivering Equally Safe, Scotland's strategy to prevent and end violence against women and girls. There are four main strategic priorities: completing a strategic needs assessment; developing work with women and girls with lived experience; creating cultural change in key community settings and delivering sustainable and trauma informed services within specialist and mainstream services.

I commend this strategy to you and encourage you to get involved in the work, whether it's during the 16 Days of Action or in key areas of delivery. To find out more, and to read the strategy, please visit the violence against women webpages on the East Ayrshire Council Website.

Thank you.



Marion MacAulay, Chair of the East Ayrshire Violence Against Women Partnership

Welcome

Welcome to the East Ayrshire Violence Against Women Partnership (VAWP) Strategic Plan for 2024-27. This Plan covers our ambitions and shared priorities for preventing, ending and eradicating violence against women and girls throughout 2024 - 27.

We want to celebrate the progress we have had over the last three years and continue to deliver our vision of:

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

We will continue to deliver on this vision with all partners as part of taking forward the East Ayrshire Violence Against Women Strategic Plan. This Plan reports to the Safer Communities Delivery Group, and contributes to the Safer Community Delivery Plan, which is one of the delivery and reporting structures of the East Ayrshire Community Plan 2015-30. The Safer Communities Delivery Plan covers key actions for the VAWP, such as the ongoing work around commercial sexual exploitation.

A consistent message is that we need to work together to prevent, eradicate and challenge violence toward women and girls and that no one agency or sector can do this alone. This collaborative approach is strongly represented in the Scottish Government and COSLA co-owned document Equally Safe (2023) which was first published in 2014 and most recently refreshed in 2023. This document underpins the work of the East Ayrshire Violence Against Women Partnership which is the strategic driver for delivery of its aims.

The core priorities for the East Ayrshire VAWP Strategic Plan are:

- **We will** gain a better understanding of the prevalence and impact of VAWG in our communities, what support is available and where there are key gaps/ areas of unmet need.
- **We will** create meaningful and trauma-informed opportunities for victims/ survivors of VAWG to play a key role in shaping and monitoring the work of East Ayrshire VAWP.
- **We will** progress activities to create cultural change around VAWG within key community settings
- **We will** deliver sustainable, informed and safe specialist and universal service responses for victim/survivors that are holistic and meet victim/ survivors' individual needs

We also recognise the importance of an intersectional approach to violence against women and girls which includes a consideration of where gender intersects with other inequalities/oppressions such as sexuality, gender identity, ethnicity, immigration status, disability, to produce unique experiences of violence. It means that women cannot separate out numerous injustices because women experience them intersectionally. Recognising this approach means we are better equipped to inform a development of measures to eradicate violence against women and girls, providing a person-centred approach to providing of support.

The actions contained within this plan are generated from a number of sources, the Violence Against Women Strategic Plan 2021-24, the self-assessment activity completed with the Improvement Service in 2023 and through ongoing consultation and engagement activity with partners across a range of services. We aspire to have the voices of people with lived experience involved in developing Violence Against Women Partnership plans and it is a key goal for this plan to achieve this. In the meantime, the views of survivors/ victims will be sought through engagement with our specialist services and we will consult practitioners in this field too.

We are ambitious about what we want to achieve, and in our commitment to preventing, ending and eradicating all forms of Violence Against Women and Girls in East Ayrshire. This work needs to include and engage both women and men in an understanding that men are an important part of the solution.

East Ayrshire Violence Against Women Partnership

East Ayrshire Violence Against Women Partnership (EAVAWP) is a multi-agency partnership established with the aim of addressing violence against women and girls, including domestic abuse and other forms of 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 is comprised of representatives from Police Scotland, Scottish Fire and Rescue Service, NHS Ayrshire and Arran, East Ayrshire Health and Social Care Partnership (EAHSCP), Council for Voluntary Organisations East Ayrshire, Ayrshire College, Community Justice Ayrshire Partnership, Scottish Children's Reporters Administration, the Crown Office and Procurator Fiscal Service, HMP Kilmarnock, Women's Aid, Barnardo's, Break the Silence, ASSIST, Victim Support, the STAR Centre, Recovery Enterprises and East Ayrshire Council, including services across Education, Housing, Vibrant Communities, Early Years and Community Safety.





Our Vision and Values

Our vision is:

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

The long term aim for women and girls in East Ayrshire is that they are able to live longer, healthier lives without experiencing any form of violence against women and girls (VAWG) or the impact of this.

violence against women

EAST AYRSHIRE PARTNERSHIP

National Context

National and local policies influence how we will deliver the Violence Against Women and Girls Strategic Plan. Equally Safe (2023) is the national document which defines violence against women and girls and sets out the need for a collaborative, multi-agency approach which is founded in public protection and is based on a public health approach.

Equally Safe can be accessed here: Equally Safe 2023 - preventing and eradicating violence against women and girls: strategy - gov.scot (www.gov.scot)

Equality Safe continues to identify 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.

The EAVAWP Strategic Plan is the key mechanism of delivering Equally Safe in East Ayrshire and will continue to demand that its citizens and workforce embrace equality and mutual respect, so that together we can reject all forms of violence against women and girls.

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.

Local Context

The 2022 Scottish Census placed East Ayrshire's population at 120,324, over half (51.4%) are female. Out of the total female population in East Ayrshire, 61.5% are aged between 16-64, however with an increasing population we can expect the population of females over the age of 65 to increase. Since the previous Census, the population of females over the age of 65 has increased by 48%.

97.9% of the females in East Ayrshire identify as having a form of White ethnicity, the second biggest ethnicity is Asian, Asian Scottish or Asian British.

Violence against women and girls continues to increase in East Ayrshire. We see increasing numbers of both domestic abuse and sexual violence being reported to the police, and likewise our specialist VAWG services report increasing referrals and demands upon them. East Ayrshire reports higher crimes of sexual violence and greater numbers of domestic abuse incidents than the Scottish national average. We can also evidence the increasing prevalence of harm caused to children and young people by domestic abuse in their families through increasing child protection registrations where domestic abuse is a factor. The figures do not account for areas of violence against women and girls which may be under reported, such as commercial sexual exploitation or so called honour based violence. The need to address these issues in East Ayrshire and across Scotland remains vital.

The East Ayrshire Community Plan 2015-30 is the sovereign document for East Ayrshire. The Safer Communities Delivery Plan is one of the thematic delivery plans for the East Ayrshire Community Plan 2015-30. This is the plan which the East Ayrshire Violence against Women Partnership reports to.

EAVAWP contributes to the Safer Communities theme 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 will contribute to the Local Outcomes Improvement Plan which supports the delivery of the Safer Communities Plan, by contributing towards the achievement of its performance measures, through its preventative work, a learning and development programme and through the provision of both statutory and specialist services which are trauma informed, have a good understanding of violence against women and girls and the gender inequality which underpins it.

The Violence Against Women and Girls Strategic Plan also has a key role contributing to the delivery of the East Ayrshire Health and Social Care Partnership Strategic Plan 2021-30, along with partners from the following public protection committees, the Adult Support and Protection and Child Protection Committees and the Alcohol and Drug Partnership, and for this reason we have close working relationships and are keen to work on shared priorities.

Continuous Learning and Development –The Violence against Women Partnership will continue to make a commitment to ongoing continuous learning and development. This will be achieved by undertaking the following activities on an annual basis as part of the fabric of the work of the Partnership which will be managed through the relevant strategic groups and/or sub groups which report to the EAVAWP, for this reason they are not included as actions in the EAVAWP Strategic Plan 2024-27.

Learning and Development sub group

- Multi-agency training to enable the identification and support of women, children and young people affected by VAWG will continue to be developed and disseminated through the Protecting People training calendar.
- EAVAWP Learning & Development calendar will be delivered to practitioners throughout East Ayrshire and updated quarterly.
- There will be a focus on implementing public health approaches to preventing violence against women and girls through the use of programmes such as Equally Safe at Work, Equally Safe in Practice and Equally Safe in Schools.

Safe & Together Implementation Group

- Implement the Safe & Together Model (S&T) across the multi- agency partnership, using the suite of tools and interventions designed to support practice to be domestic violence-informed.

16 Days of Action Planning sub-groups

- Each year the East Ayrshire Violence against Women Partnership will hold events, campaigns and activities to mark 16 Days of Action against Gender Based Violence which takes place from 25 November to 10th December. This will be done in partnership and through co-production, linking with all VAWG local specialist services. A yearly or bi-annual learning event/initiative will be held to showcase the work of the partnership in supporting the varied needs and priorities of those vulnerable to violence, involving people with 'lived experience' where appropriate.

Multi-Agency Risk Assessment Conference (MARAC)

- The MARAC will continue to be implemented and developed in East Ayrshire and will report on an annual basis through the Ayrshire MARAC Governance Group.

Commercial Sexual Exploitation

Work in this area, raising awareness, upskilling staff and delivering support, will continue to progress under the Safer Communities Delivery Plan.

Strategic Priorities

The EAVAWP Strategic Plan 2024-27 will focus on the following strategic priorities:

1 **We will** undertake a strategic needs assessment to gain a better understanding of the prevalence and impact of VAWG in our communities, what support is available and where there are key gaps/ areas of unmet need

2 **We will** create meaningful and trauma-informed opportunities for victims/ survivors of VAWG to play a key role in shaping and monitoring the work of EAVAWP

3 **We will** progress activities to create cultural change around VAWG within key community settings

4 **We will** deliver sustainable, informed and safe specialist and universal service responses for victim/survivors that are holistic and meet victim/ survivors' individual needs

1 **We will** undertake a strategic needs assessment to gain a better understanding of the prevalence and impact of VAWG in our communities, what support is available and where there are key gaps/ areas of unmet need

Objective

We will have a completed strategic needs assessment which provides a better understanding of the prevalence and impact of VAWG in our communities which will support us to respond more effectively by understanding any gaps and areas of unmet need.

Strategic priority lead

Lead Officer VAWG, supported by EAC Performance and Planning and Specialist Services

We want to understand what violence against women and girls looks like in East Ayrshire, who is most at risk, and whether they are accessing services. We want to understand the response our services provide when women access them. To do this, we need to map our services across East Ayrshire and identify any gaps, and gaps according to need. We will do this to help us provide better services for women and girls who experience gender based violence.

We will focus on completing the East Ayrshire Violence Against Women Partnership Strategic Needs Assessment and having this approved and signed off.

Once the strategic needs assessment is complete, this will be used to review our Violence against Women Partnership Strategic Plan in order to ensure all key elements are covered.

Throughout 2025 our focus will be on completing the strategic needs assessment and implementing any changes to the plan that have been identified through the strategic needs assessment in order to have the greatest impact on preventing, ending and challenging violence against women and girls in our communities.

Our overarching commitment is that the findings of the strategic needs assessment will provide us with evidence from which we will have an understanding of violence against women and girls across East Ayrshire.

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Map all sources of available data.	Lead officer VAWG • P&P Officer • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS • Housing • Police • Social Work • NHS A&A	Completion of draft proposal/ scoping document October 2024	To provide a better understanding of the prevalence and impact of VAWG in our communities and the harm that it causes.	Our service provision and our responses to violence against women and girls is enhanced.	VAWG Partnership has a clear and detailed understanding of what VAWG looks like in our communities and the services available to help shape our future strategic response.	Diane Langley/ Michael Byers
Map third sector and public sector services/ interventions currently available across East Ayrshire to provide support to women, children and young people affected by VAWG.	Lead officer VAWG • P&P Officer • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS • Housing • Police • Social Work • NHS A&A	25/09/2025	To gain a better understanding of what support is available and where there are key gaps/ areas of unmet need.	We have improved service provision and effective responses to violence against women and girls.	We possess a detailed understanding of VAWG in our communities, which will allow us to shape our strategic response	Diane Langley/ Michael Byers
Benchmark the work of the VAWP and explore opportunities to make better use of national data.	• Lead Officer VAWG • Performance and Planning Officer • Improvement Service, specialist services • Equally Safe Reports	25/09/2025	To develop a detailed understanding of how the approach and arrangements of EA VAWP compares with other Scottish local authority areas.	The approaches and services provided BY Public Sector and Third Sector services/ interventions and in East Ayrshire are positively supporting women and girls. The SNA has been completed.	We understand East Ayrshire in a broader context and are confidently shaping our strategic responses, service provision and more effectively supporting our workforce to respond.	Diane Langley/ Michael Byers

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Engage with other VAWPs in relation to either existing Strategic Needs Assessments or relevant data.	• Lead Officer VAWG • Performance and Planning Officer • Improvement Service • Participating VAWPs	25/09/2025	To gain a detailed understanding of the different approaches to SNA's and data collection by partner VAWPs and to gain knowledge of what is working in other areas.	We will understand East Ayrshire in a broader context and are able to increase our ability to make effective service based changes and improvements and improve the supports provided by our workforce.	We are able to establish and implement accurate strategic responses and developing suitable services to women and girls in East Ayrshire.	Diane Langley/ Michael Byers
Connect with Public Health Scotland re: the health impact and cost of Gender Based Violence, including use of a literature review.	• Lead Officer VAWG • Performance and Planning Officer • Public Health Scotland	25/09/2025	To better understand the impact of Gender Based Violence (GBV) in line with the emphasis within Equally Safe (2023)	We are increasing our ability to make effective service and changes and improvements that will improve the supports provided by our workforce.	We have a detailed understanding of the impact and cost of GBV from a public health approach in East Ayrshire	Diane Langley Clare Black or Sally Amor
Engage and contribute to the health needs assessment being undertaken by Public Health in collaboration with the ADP.	• Inclusive Health, NHS A&A • Alcohol & Drug Partnership • Lead Officer VAWG	25/09/2025	To support our learning from co-occurring pieces of work taking place in East Ayrshire which will influence the SNA	Our contributions to the HNA is providing positive benefits for our Public Health partners.	We possess a more detailed understanding of the health needs of women in East Ayrshire and the services which exist to support them.	Diane Langley/ Sally Amor

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Engage with people with lived experience of VAWG.	• Lead officer VAWG • Performance & Planning • HSCP Engagement Officer • Alcohol & Drug Partnership • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS	September 2025	To gain a detailed understanding of the experiences of women and girls who access our services.	We have increased our ability to make effective changes and improvements that will improve our services and the responses provided by our workforce.	We possess a detailed understanding of what VAWG looks like in our communities and the services available, including the responses women and girls receive.	Diane Langley Lorna McIlreavy Specialist Services group chaired by Karen Gardner
Ensure partners have greater awareness of Equally Safe data.	Lead officer, VAWG	End of 2024 and annually	To support partners to understand the East Ayrshire context and respond accordingly.	We will have a more detailed understanding of what VAWG looks like in our communities and the services available, including the responses women and girls receive.	To more effectively shape our future strategic response and services and influence how we support our workforce to respond.	Diane Langley
Support the centralised collection and sharing of data across Protection Partnerships to better understand issues impacting on vulnerable women and girls.	Lead Officer VAWG Public Protection Committees Chief Officer's Group	2024-25	To better understand what women and girls' experiences of accessing services are, and where there might be changes or improvements to workforce responses and the services we provide.	We understand what VAWG looks like in our communities and the services available, including the responses women and girls receive.	Evidence based facts about VAWG in East Ayrshire are shaping our strategic responses and influencing how we support our workforce to respond and support women and girls.	Dale Meller/ Diane Langley

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Development of further measures across Public Protection Committees to put in place robust and coordinated measures of reporting VAWG.	Lead officer VAWG Public Protection Committees Chief officer's group	2024-25	Through identifying significant gaps we will work with Public protection Committees close the gaps through agreeing further reporting measures.	We have clear knowledge and understanding of what VAWG looks like in our communities and the services available, including the responses women and girls receive.	Evidence based facts regarding VAWG in East Ayrshire are shaping our strategic responses and influencing how we effectively support our workforce to respond and support women and girls.	Dale Meller/ Diane Langley

2 **We will** create meaningful and trauma-informed opportunities for victims/ survivors of VAWG to play a key role in shaping and monitoring the work of EAVAWP

Objective

The voices of people with lived experience will be integral to the development and progress of key strategic priorities through effective, safe, & transparent methods of engagement.

Strategic priority lead

Manager of East Ayrshire Women's Aid,
supported by the Lead Officer VAWG, Performance and Planning Officer and Specialist Services & Specialist Services Sub Group

We want our Plan to be informed, developed and monitored by people with lived experience in a meaningful and trauma informed way. To achieve this will take both time and work, which we propose will take place across the life span of this Plan.

In 2025 we will focus on scoping out existing areas of work across East Ayrshire and other VAWPS to support us to achieve this objective. We will explore appropriate engagement tools and try to understand which tools are best to move forward with.

Until 2027 our focus will be on developing the infrastructure for people with lived experience to engage fully in determining the work of the Partnership and ensuring adequate processes and supports are in place to engage women and girls with lived experience. We hope by the time the plan is due to be reviewed in 2027 that there is an adequate forum for people with lived experience to meaningfully influence the plan going forward.

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Undertake a scoping exercise to better understand the range of Lived Experience work currently taking place across East Ayrshire.	• Lead Officer VAWG • HSPC Engagement Officer • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS	Dec 2025	To ensure that people with lived experience are provided with meaningful opportunities to engage, contribute and influence local VAW&G policy and practice.	The results from the scoping exercise will help us to better support people with lived experience have meaningful opportunities to shape local policy and practice.	Women with lived experience are provided with opportunities to be involved in the work of the Partnership with appropriate governance and support available.	Specialist Services Group chaired by Karen Gardner Diane Langley Lorna McIlreavy
Undertake a benchmarking exercise related to lived experience work and share examples of good practice with all partners	• Public protection Committees • Lead Officer VAWG • HSPC Engagement Officer • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS	Dec 2025	To adopt appropriate elements of good practice elsewhere that will improve our engagement with women and girls with lived experience and provide improved outcomes for these women and girls.	Features of the good practice adopted by VAWP are enhancing the support and outcomes experienced by women and girls with lived experience in East Ayrshire.	The good practices that have been approved and, adopted by the VAWP are providing women with lived experience with opportunities to gain enhanced outcomes from their engagement with partners and in supporting women and girls be involved in the work of the Partnership as partners.	Specialist Services Group chaired by Karen Gardner

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Develop a Terms of Reference for a Lived Experience Forum for victims/ survivors.	• EAVAWP Vice Chair • Lead Officer VAWG • Specialist Services/ Survivors	Dec 2025	To enable victims and survivors to play a key role in shaping and monitoring the work of the EAVAWP.	Women with lived experience have opportunities to be involved in the work of the Partnership as partners with appropriate governance and support available.	Every woman and girl who engages with the VAWP is confident that they will be protected and will be effectively supported and that the intended outcome from their support will be achieved.	Specialist Services Group chaired by Karen Gardner
Female victims and survivors of gender based violence are provided with an initial offer that allows them to engage effectively with Lived Experience work.	• EAVAWP Vice Chair • Lead Officer VAWG • Specialist Services/ Survivors	Dec 2025	The offer is providing opportunities for victims/ survivors to shape the support provided and to ensure it is fit for purpose and responds to their needs/ aspirations.	Female victims of gender based violence are being effectively supported and the intended outcomes from their support are being achieved.	Women with lived experience are involved in the work of the Partnership as partners with appropriate governance and support available, and they have a full understanding of what they can achieve individually from this work.	Specialist Services Group chaired by Karen Gardner

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Identify mechanisms to disseminate the offer through a wide range of channels.	• EAVAWP Specialist services • ADP • Comms • Lead officer VAW	2025 - 2026	VAWP is successfully encouraging victims and survivors who are not currently involved with specialist services to engage with these services.	Through better understanding of the views and interests of women and girls impacted by gender based violence we are making better decisions and providing more effective supports.	VAWP has robust processes in place for engaging with service users allowing us to gain a better understanding of the views and interests of women and girls impacted by gender based violence.	Specialist Services Group chaired by Karen Gardner
Ensure that the Lived Experience Panel is inclusive and representative of communities in East Ayrshire, including women with complex needs.	• EAVAWP Vice Chair • Lead Officer VAWG • Specialist Services/ Survivors	2025 - 2026	The Lived Experience Panel is inclusive and representative of all female communities in East Ayrshire.	An inclusive and representative Lived Experience Panel is enhancing the support provided to women and girls in East Ayrshire.	The Lived Experience Panel and the work resulting from their engagement and influence is reflective of the experiences of women from all backgrounds, cultures and needs.	Specialist Services Group chaired by Karen Gardner

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Identify & develop appropriate engagement tools.	• Specialist Services • Members of Violence Against Women • Partnership (VAWP) • HSCP Performance & Planning • Community members including those with protected characteristics or who are under-represented.	Dec 2025	To enhance engagement with women and girls and to develop a detailed understanding of their experiences and concerns.	Through better understanding of the views and interests of women and girls impacted by gender based violence we are making better decisions and providing more effective supports.	An effective model for engagement with women and girls impacted by gender based violence is established and evidence-based approaches to securing responses and reactions from women and girls feedback is being effectively utilised by VAWP.	Specialist services group chaired by Karen Gardner Lorna McIlreavy
VAWP will undertake a planned schedule of engagement with women with lived experience.	• Lead Officer VAWG • Specialist VAWG services: 1.EAWA 2.STAR 3.BTS 4.ASSIST 5.BARNARDOS	2025 - 2026	An annual process of engagement with women with lived experience is in place.	Through better understanding of the views and interests of women and girls impacted by gender based violence we are making better decisions and providing more effective supports.	Women with lived experience have opportunities to be involved in the work of the Partnership as partners with appropriate governance and support available.	Specialist services group chaired by Karen Gardner

3 **We will** progress activities to create cultural change around VAWG within key community settings

Objective

Changed behaviours and attitudes are embedded in key community settings and support the prevention and eradication of VAWG and also support men engaging in gender based violence to change their behaviours.

Strategic priority lead

Detective Inspector Domestic Abuse Investigation Unit,
and Safeguarding, U Div Public Protection Unit

We want East Ayrshire to be a place where women and girls grow up safely and the impact of violence upon women and girls is eradicated. We want to work in partnership with men and boys, women and girls to deliver healthy messages around relationships and support those men, who are allies, to lead on culture change.

Our focus until 2027 will be to define the key communities who we wish to work with, and who will support us in taking forward this action to implement culture change. We will engage with key communities and work with them to develop meaningful messages about VAWG, including 'entry level' messages that raise awareness about healthy relationships and harm.

This action is seen a 'whole community' approach, however, given the size and scale of the community from pre-birth through to later adulthood, it has been identified, and agreed, that there requires to be a tangible starting point. For this reason it was suggested that work with young people in schools and communities may be one of the best starting points, to effect the greatest and most manageable cultural change.

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Identify and engage with key communities	• HSPC Engagement officer • Lead officer VAWG • Specialist services • Education Services • Police • Vibrant Communities	Dec 2025	To effectively challenge and change social norms and attitudes towards violence against women and girls including supporting bystander challenge of VAWG.	Through influencing significant social change we are making a difference in changing social norms and reducing levels of violence against women and girls across East Ayrshire.	We are making positive progress in supporting attitudinal change in key community settings.	Culture Change Implementation Group Diane Langley Police Scotland Campus Cops Cat O'Neil, Education EAWA STAR
Undertake a review of the approaches and interventions required to support changing societal attitudes towards violence against women and girls.	• Lead officer VAWG • Specialist services • Education Services • Police • Vibrant Communities	Dec 2025	To identify and adopt evidence based interventions, outputs and outcomes that can reduce and ultimately eradicate violence against women and girls	In supporting attitudinal change in key community settings we are witnessing a reduction in VAWG in East Ayrshire and ultimately women and girls are less likely to experience forms of gender-based violence and also the threat of such violence.	Through adoption of approaches to changing social norms (beliefs, attitudes and behaviours) the threat (and fear) of violence against women and girls is being reduced.	Culture Change Implementation Group

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
We will map VAWG inputs and interventions currently being delivered to children and young people across East Ayrshire, both within and outwith school settings.	• Education Services • Police • Vibrant Communities • Specialist services	TBC	Through aligning with partners in education, youth work organisations and key third sector services we will establish a clear picture of available supports, local delivery and the outcomes being achieved for children and families.	By strengthening local links and identifying strengths in delivery and gaps we are developing and implementing further resources to improve this area of delivery in VAWG	We have made significant progress in supporting attitudinal change towards in key community settings by using tried and tested approaches.	Culture Change Implementation Group
We will undertake a programme of engagement, with a focus on boys and men, to capture the views and understanding of VAWG across East Ayrshire.	• Education Service • Youth Cabinet • Star Centre • Campus Cops • Football Clubs/ Sports Clubs • Vibrant Communities • College/SL33 • Performance and Planning • Stigma Lead • VAW Lead Officer	January 2026	To employ the findings and evidence collected from our engagement to promote and share Anti-harm messages and to use this learning as a baseline to measure the impact of future work.	In supporting attitudinal change in key community settings we are witnessing a reduction in VAWG in East Ayrshire and ultimately women and girls are less likely to experience forms of gender-based violence and also the threat of such violence.	We have made solid progress in supporting attitudinal change in key community settings through understanding the views of our residents and by applying established approaches and evidence based interventions.	Culture Change Implementation Group White Ribbon Group

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Establish a Programme of regular engagement with boys and men to identify knowledge levels, views and understanding of VAWG	• Education Service • Youth Cabinet • Star Centre • Campus Cops • Football Clubs/ Sports Clubs • Vibrant Communities • College/SL33 • Performance and Planning • Stigma Lead • VAW Lead Officer	2027	Through engaging with boys and men on this issue we aim to better understand the pressures that men and boys are experiencing and support them to become allies in tackling VAWG.	Through our regular engagement we developed and strengthened our partnership with men and this is supporting us in effectively tackling VAWG.	We have made solid progress in supporting attitudinal change in key community settings through understanding the views of our residents and by applying established approaches and evidence based interventions.	Culture Change Implementation Group White Ribbon Group
Establish a Programme of regular engagement with women and girls to establish views on key messages and learning from baseline surveys.	• Specialist Services • Performance and Planning • VAW Lead Officer • Education Services • Vibrant Communities • Comms	2027	To establish a feedback loop that will provide women and girls with further opportunities to influence and support VAWP in tackling gender based violence.	Through our regular engagement we developed and strengthened our partnership with women and girls and this is supporting us in effectively tackling VAWG.	The VAWP is including the voices of victims and survivors of violence against women and girls at every stage in our decision-making.	Culture Change Implementation Group

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Establish a Programme of regular engagement with local Equality Groups	• Equalities Officer • Lead officer VAW • Policy and Planning • Comms • Specialist Services	2027	Equality Groups across East Ayrshire contribute to the work of the VAWP and have an awareness of the VAWG agenda and understand the inequalities that underpin it.	Through regular consultation with all of our diverse communities we understand in detail the learning and messages that are relevant to all these communities and whether they need to be adapted.	The VAWP is including the voices of all members across our diverse range of communities and groups victims and applying our findings from engagement in supporting us in effectively tackling VAWG.	Alyia Zaheed/ Diane Langley
We will identify up to 6 key messages that to share with the local community around the theme of VAWG.	• Boys & men in communities • Youth cabinet • Carers centre	2027	The messages, being cognisant of language, being anti-violence and also positive, will assist in challenging gender stereotypes and in helping to raise awareness of VAWG and the fact that it is never acceptable.	The messages are helping to promote healthy relationships and are providing information on how members of the community can access support if needed.	We have supported the increase in levels of attitudinal change across East Ayrshire, and in different community settings, resulting in establishing greater levels of support for tackling VAWG.	Culture Change Implementation Group

Action / Activity	Delivery Partners	Completion	Aims	Impact	Outcome	Action Owners
Identify key agencies and partners who will support the dissemination and communication of key messages from the VAWP	Equalities Officer Lead officer VAW Policy and Planning Comms Specialist Services	2027	Through partnership with a broad range of r groups including community groups, universal groups, universal services, schools we are identifying opportunities to link to other campaigns and helping to reduce levels of violence against women and girls. .	The promotion of key Anti-harm messages with the support of partner groups is increasing the reach of our messages promoting our aims and ultimately supporting us to more effectively tackle VAWG.	We have increased the levels of attitudinal change across East Ayrshire resulting in establishing greater understanding of VAWG and in levels of support for tackling VAWG.	Ewan McGill Planning & Performance Communication and Engagement

4 **We will** deliver sustainable, informed and safe specialist and universal service responses for victim/survivors that are holistic and meet victim/ survivors' individual needs

Objective

Women and girls experiencing GBV are supported by sustainable, trauma informed services and are confident in achieving positive outcomes.

Strategic priority lead

Manager of East Ayrshire Women's Aid,
supported by the Lead Officer VAWG, Performance and Planning Officer and Specialist Services & Specialist Services Sub Group

We want to ensure that women and girls experiencing any form of gender based violence get access to services and receive a quality, trauma informed response.

Our focus until 2027 will be to continue to provide services and evaluate them in the context of our ongoing planning, as part of this we will update and maintain the service directory. We want to include the voices of women and girls with lived experience in shaping our services and their responses and ensure services are available to all who need them regardless of age, race, religions etc.

Action / Activity	Delivery Partners	Completion	Aims	Projected Impact	Planned Outcome	Action Owners
Ensure all services provide a trauma informed response to victims and survivors of gender based violence and that responses are of a high standard with a range of supportive options available.	• All Partner Agencies	2027	That all female victims and survivors of gender based violence receive a consistently high service and effective supports that ensure a positive outcome.	Female victims of gender based violence across East Ayrshire are being effectively supported and the intended outcomes based on the support received are being achieved.	VAWP are delivering sustainable, high quality services which provide positive responses to women and girls experiencing violence.	Specialist Services Group chaired by Karen Gardner
Identify gaps in service provision, for those with a protected characteristic and review and update online Service Directory	• All Partner Agencies	2027	To ensure our Service Directory provides appropriate information that will allow all women, including those with a protected characteristic to access the support that responds to their needs and aspirations.	Female victims of gender based violence including those with a protected characteristic are accessing information that ensures they are being effectively supported and that positive outcomes are being achieved.	VAWP are delivering sustainable, high quality services for all women and girls impacted by gender based violence which provide positive outcomes for all experiencing violence.	Specialist Services Group chaired by Karen Gardner
Ensure that the support provided for women and children experiencing VAWG is equally available to everyone including those with a protected characteristic. ,	• All Partner Agencies	2027	All supports and services are available to all female victims of gender based violence including those with a protected characteristic	Female victims of gender based violence including those with a protected characteristic are able to access effective supports and achieve positive outcomes.	VAWP are delivering sustainable, high quality services for all women and girls impacted by gender based violence which provide positive outcomes for all experiencing violence.	Specialist Services Group chaired by Karen Gardner

Action / Activity	Delivery Partners	Completion	Aims	Projected Impact	Planned Outcome	Action Owners
Prepare for collaborative commissioning with regards to supports and services for women and children with complex needs who are experiencing VAWG.	• VAWP	2027	Through effective partnership working with appropriate agencies and services, women and children with complex needs are receiving support that responds to their needs and aspirations.	Wherever possible we work together to provide secure and environments for specialist services to work and develop, providing better experiences for women, children and young people affected by VAWG.	VAWP and partner agencies and services are delivering suitable services for women and children with complex needs which are providing positive outcomes.	Specialist Services Group chaired by Karen Gardner
Ensure specialist one-to-one and group work services are available for all children and young people affected by VAWG.	• Specialist Services • Statutory Services	2027	To ensure that the services provided are appropriate and are helping children and young people recover from the harm caused by gender based violence.	Children and young people experiencing gender based violence are being effectively supported and positive outcomes based on the support received are being achieved.	We are delivering relevant and appropriate services which are informed needs of children experiencing gender based violence and which are providing positive outcomes for these children.	Specialist Services Group chaired by Karen Gardner

violence against women

EAST AYRSHIRE PARTNERSHIP

East Ayrshire Council
Comhairle Siorrachd Àir an Ear

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