

Area Committee Well Being Fund
Commissioning of Service

Project Name: West Leeds Domestic Violence Campaign

**Lead Organisation: Leeds Inter Agency Project (women & violence)
(LIAP)**

Project Summary:

Domestic violence is a serious social issue that affects hundreds of families in West Leeds. During 2005 there were 3915 incidents of domestic violence reported to the Pudsey Weetwood police division, an average of over 300 incidents per month. Almost 50% of domestic violence incidents in West Leeds are repeat victimisation. There are 2 specific aims of this project: firstly to address the issue of domestic violence and raise awareness about the services available for people in West Leeds. Secondly increase awareness amongst children and young people by engaging with local community groups and children's services to deliver initiatives / information that promote healthy relationships and condemn violence. The 16 Days of Action (25 Nov – 10 Dec) is an international campaign to end violence against women. During the 16 Days last year a multi-agency forum was held in West Leeds which looked at DV issues and considered what was needed to improve the situation in the area. Addressing issues for children and young people was a key theme raised at the forum.

West Leeds Domestic Violence Campaign would have 3 strands:

- 1. The Till Receipt Campaign: this would run for 3 months at Morrisons, Bramley/Swinnow. Useful contact details would be printed on the back of receipts from Jan / Feb to March / April.**

Advert size: 69mm x 47.5mm

Average distribution: 26,442 till receipts per week

- 2. 16 Days of Action Children and Young People Campaign: invite bids from local community groups, youth clubs, schools and voluntary organisations to participate in the 16 Days of Action. The bids can be for small amounts (£50) to contribute to work already being delivered or larger amounts (£1000) to develop new materials. All bids would be time limited and have clear outcomes related to the Leeds DV strategic objective: 'Raising Public Awareness'.**

- 3. Yorkshire Womens Threate workshop targeting year 7 pupils at Intake High as part of a multi-agency drop-down day to include LIAP Breaking the Silence packs, West Yorkshire Police Domestic Violence Co-ordinators, Input from Health and Education.**

Outcomes (please summarise the main outcome / output / benefit the project will achieve):

Domestic violence accounts for 25% of all violent crime, but still remains an under reported offence. By raising awareness and promoting support services, West Leeds DCSP will contribute to the reducing violent crime targets for Safer Leeds and the Leeds Domestic Violence Strategy KPIs, which include increasing reporting and decreasing repeat victimisation.

The Till Receipt Campaign is an ideal way of providing information about support services without compromising safety, as women can retain the receipt without raising suspicion. The high output of till receipts ensures a wide distribution in the community.

16 Days of Action Children & Young People Campaign will encourage participation from across the community in an international campaign to end violence, as well as contributing to the Leeds DV Strategy. It will provide an opportunity to educate children and young people across West Leeds about healthy and respectful relationships. It will also enable them to create their own publicity materials which can be used in West Leeds and possibly across the city.

The work in Intake High school will raise awareness to young people targeting year 7 pupils, of issues relating to Domestic Violence in a constructive and supportive environment.

Project Cost (please indicate how much the project will cost, how much Well Being Funding is sought and breakdown between capital and revenue):

1. Till receipts - Revenue costs £750 + vat
2. Initiatives for 16 days of action - £5,000
3. Theatre workshop £1,000

Identify which geographic areas will benefit and which Area Committee (Inner or Outer) you are applying to:

Inner West Area Committee

State who will receive the funding for this project:

LIAP