

The Consultation

The consultation ran for 6 weeks from the 23rd January 2020 until 5th March 2020. Engagement opportunities included:

- E-mail feedback
- Telephone calls
- Face-to-face discussions
- 2 x strategy consultation workshops

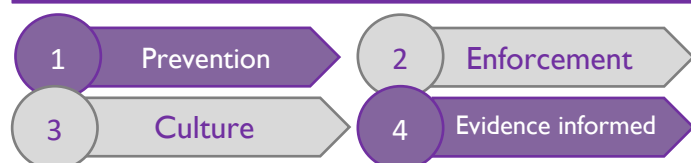
Public, private, voluntary sectors and local communities were contacted.

100+ partners and organisations directly invited to comment.

VRU Strategy Principles



VRU Strategy Priorities



Responses and Events Attended

22 e-mail responses

16 meetings and events attended (333+ attendees in total)



Strategy Consultation Workshop Attendance

76 attendees at 2 strategy consultation workshops



Community and Lived Experience Consultation

664 adults

714 children

1 community conversation

33 people with lived experience




Priority Feedback

- **System-wide sign up** with clarity of *what* organisations are signing up to
- **Change language** to be more positive (e.g. law enforcement seems negative) and use simpler words
- **Clarity between 'principles' and 'priorities'**
- **Consideration of fewer priorities**
- **Earlier acknowledgement that perpetrators can also be victims**
- **Greater emphasis on a 'place-based' approach**

What people liked

- There was **overall support for all of the principles** 
- Recognition that **public health and prevention are key to reducing violence**
- The **wide-reaching** nature of the **strategy** (resonates with lots of different stakeholders)
- The ambition to **co-produce work with people with lived experience** moving forwards
- Alignment with other strategies that take a **strengths based approaches** when working with individuals and communities

What people asked for

- **Communication of a prevention message throughout society** (organisations and communities) to challenge existing narratives so that everyone recognises the benefits of early help, restorative approaches and rehabilitation
- **Acknowledgement of the limitations of the 'ACEs movement'**
- **Political "buy-in"** to the strategy
- To make **greater use of Corporate Social Responsibility**
- To **map out current delivery and align the strategy** to other existing strategies
- **Ongoing consultation and community engagement**, not just when we need something!
- **Evidence of human and economic benefits**
- A **targeted approach to reach the 'right' communities** 

Common Themes

Key themes within the comments received included a need:

For **joint strategies** and **integrated working**.



To share **good practice**.

To keep **positive messages** and **communications** flowing throughout organisations and communities.



To work with **community safety partnerships** as local delivery mechanisms.

For a **cultural shift** throughout organisations and communities to sustain the strategy.



Example Comments

"Comms is vital to making communities resilient. They need to know where to go for support".

"Strategy and needs assessment are sound".

"We need to share best practice and map what is currently available".

"The strategy is too long and repetitive".


"The work proposed by the VRU is very welcomed".

"CSPs are crucial to delivering the strategy".

"There is still work to do to shift culture from reacting to preventative responses. Focus is still on crisis".

"Fewer priorities would allow greater focus, may be more impactful...easier to evidence success".

"Need to get the message out to frontline practitioners".

"Restorative practice needs to be more obvious". 

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