

# SPOTLIGHT

on a safer South Yorkshire

## UPDATE

**Graham Jones**  
Head of the  
South Yorkshire Violence  
Reduction Unit



Hello, and welcome to the latest edition of Spotlight, the South Yorkshire Violence Reduction Unit's newsletter.

As we move towards the end of the financial year, it has been a busy start to 2024, as we complete spending for this year, and plan for next year's funding.

With this year's grant round now closed, we are reflecting on and reviewing the work that has been done. There is lots to be proud of and lots to build on.

Planning for next year's grant round is now underway, and information will be published in due course.

At the end of January, South Yorkshire's Serious Violence Reduction Strategy was submitted to the Home Office. This is available on our [website](#) and sets out how partners across the county will work together to tackle serious violence over the coming years.

Our second Violence Against Women and Girls communications campaign, Every Man Can, was launched at the start of February. This promotes positive male role models and behaviours, and the role men can play in tackling the issue.

You can read more about this and our other work below.

## MEET

the team



**Ian Bailey**

Ian is the VRU's Partnership Manager for Barnsley. He leads work on the Custody Navigators, Evening and Night-Time Economy, the Armed Forces Community Covenant, and the sex industry.

Ian's background is in South Yorkshire Police, where he served for over thirty years before making the move to Barnsley Council.

Ian is the proud father of four children, and he is a keen Owls fan, as are his children. He is a keen military historian and intends to visit European battlefields this year with friends.

## IN THIS ISSUE

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# Every Man Can

Violence Against Women and Girls has a terrible impact directly on victims, and indirectly on other women and girls who too often do not feel safe in our communities. Tackling this issue remains a priority for the Violence Reduction Unit.

Over the last year, the VRU has been working with two Yorkshire-based communications agencies to develop two Violence Against Women and Girls communications campaigns, which focus on positive male role models and behaviours, and the role that men can play in tackling the issue.

The first campaign was called Men Step Up, and launched in November. This ran until the start of January, covering the Christmas and New Year period. You can find more information on the campaign [here](#).

The second campaign, developed in partnership with communications agency Magpie, was launched in February, and will run until the middle of March.

This campaign is called Every Man Can. You can find more information on the campaign [here](#).



## VRU visits Rotherham United Community Trust

The VRU supported Rotherham United Community Trust workshops with young people at New York Stadium.

Funded by the VRU as part of its Violence Reduction Fund, the workshops focused on child exploitation - what it is, how to spot the signs, and how to raise any concerns the young people may have.

Find out more about the VRU's funding to RUCT [here](#).

## Barnsley Purple Flag status

Barnsley town centre has gained Purple Flag status for 2024, marking five successive years of receiving the accreditation.

This recognises Barnsley's management of its Evening and Night-Time Economy, and the work taking place to ensure Barnsley is a vibrant and safe place for a night out.

The VRU played an important role in working with partners to secure this accreditation.





## Violence Reduction Unit visits BSARCS coffee morning

The VRU popped in to Barnsley Sexual Abuse and Rape Crisis Service's coffee morning, held to mark the 16 Days of Activism against Gender-based Violence.

It was a huge privilege to hear from people about their experiences, and the work taking place to support those affected by sexual violence, abuse, and rape.

[Read more.](#)



## VRU attends Aspire Boxing Gym community showcase

The VRU was invited by Aspire Boxing Gym to attend their community showcase prior to the World Boxing Cup, held recently at the Institute of Sport in Attercliffe.

Aspire's young boxers performed a range of moves and short matches in the main ring in front of the World Cup officials and guests, and were interviewed live on TV just before the main evening matches commenced. It was great to be there and to show our support.



## VRU funds lights in Bentley Park

Solar lights funded via the VRU grant to Doncaster Community Safety Partnership have been installed in Bentley Park. Previously, this part of the park had no lighting, and users of the facilities often avoided coming into the park because of this. Local councillors continue to receive positive feedback about how residents feel much safer since the lights have been installed.



## VRU visits Shiloh

The VRU visited Shiloh, a Rotherham charity which supports adults who are homeless or at risk of becoming homeless. Shiloh offers a safe space; hot meal; support with clothing and food; housing advice; education and training; and support with health.

Funding provided by the VRU to Rotherham Community Safety Partnership has been used to support Shiloh in providing a new bike maintenance course.

