



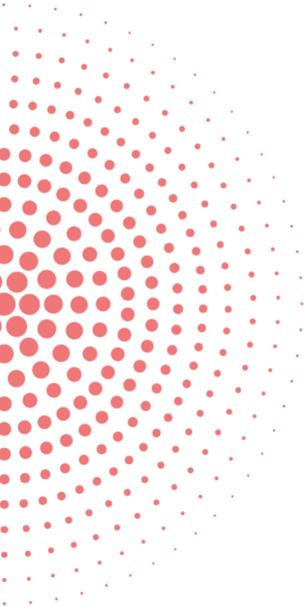
Delegate Pack: Creating a Culture of Change

Thursday 24th March 2022

#domesticabuseculturechange

#eidaMarch22

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Update from Elizabeth Filkin, EIDA Chair

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Welcome to our March Quarterly Network Meeting. We hope you find the session informative.

Today's subject

Putting a policy or guidance in place is one of the key steps we recommend to all our members, but we are increasingly being asked what happens beyond this: how do you create and embed a culture of change within your business? In today's session we will hear how three employers, of varying sizes, have approached this challenge and what steps they took to implement change. Collinson have also kindly mapped this journey for us to share with you (see page 7). We hope the discussions today provide you with practical advice on how to take the next steps within your organisation.

Please use the hashtags **#domesticabuseculturechange** and **#eidaMarch22** when sharing online about our discussion today.

New membership milestone

We are delighted to announce that EIDA now has over 1000 members. This is a huge achievement and we are thankful to everyone who has recommended us to another business or acquaintance. There is plenty more work to do, so do please keep sharing, whether that's forwarding our newsletter, using the website to refer a member or reposting on social media.

Government News

As I'm sure many of you will have already seen, the Government launched their new 'Enough' campaign on the 1 March, with adverts airing on the television from the 9 March. We have provided further information about the campaign in the news section of this pack: do take the time to download, read and share the new campaign tools available.

New CEO

Finally I am delighted to be able to introduce you to our new CEO Lucy Horitz, who joined EIDA in February. Lucy joins us from Glass Door, a homeless charity. Lucy brings with her a wealth of experience in not only the charity sector but also in the public sector, having worked for the National Audit Office. We are delighted to have Lucy on board. She's keen to hear from you all, so please do reach out to her or one of the team with any questions: email addresses are on the last page of this pack.

Agenda



What happens after you implement a domestic abuse policy? Creating a culture of change in your organisation.

Welcome and Update from the Chair

Elizabeth Filkin CBE, Chair, Employers' Initiative on Domestic Abuse

Introduction from our new CEO

Lucy Horitz, CEO, Employers' Initiative on Domestic Abuse

Guest speakers

- **Jane Barr**, Social Impact Manager, Collinson
- **Mairi Brighton**, UK & Ireland Engagement Lead, pladis
- **Gemma Manning**, HR Director, Arthur Rank Hospice Charity
- **Sharon Livermore**, EIDA Ambassador and CEO, Kameo Recruitment

Q&A Session

Summary and close

Lucy Horitz, CEO, Employers' Initiative on Domestic Abuse

Speaker biographies

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Lucy Horitz

CEO, EIDA

Lucy joined EIDA as CEO in February 2022. She is excited to lead EIDA in inspiring and engaging employers to play their part in tackling domestic abuse, at this crucial time.

Prior to EIDA, Lucy led homelessness charity Glass Door. She led from the front during the pandemic, being a champion for the sector and securing early covid vaccines for homeless people. Under her leadership, the charity supported more people experiencing homelessness than ever before.

Lucy's public sector experience was gained during her five years at the National Audit Office. As well as becoming a Chartered Accountant through the Institute of Chartered Accountants in England and Wales (ICAEW), she also led financial and value for money audits.

In her spare time, Lucy loves exploring the countryside with her labradoodle, playing and watching cricket, and going to the theatre. She sits on the Marylebone Cricket Club's Membership and General Purposes Committee.



Jane Barr

Social Impact Manager - Collinson

Jane Barr is a Social Impact Manager with several years of experience working alongside the joint CEO's and leadership team of Collinson. Jane contributes to Collinson's mission to do 'good, beyond profit' using her positive attitude and energy to encourage and support colleagues to make the change they want to see in the world.

Prior to Collinson Jane worked for Virgin Atlantic Airways for 14 years where she was a nominated charity ambassador representing Virgin. Jane has proudly contributed to two significant charity awards won by Collinson in 2021: The Save the Children Elgantyne Jebb Award for Extraordinary Team Contribution in Support of a Partnership, and joint winners of the Everyone's Business Domestic Abuse Award.



Mairi Brighton

UK & Ireland Engagement Lead - pladis

Mairi has gained the majority of her HR knowledge and experience over the last 17 years, working for several FMCG organisations.

Whilst working as an HR Business Partner at one of pladis' eleven UK&I locations, Mairi completed her MSc in HR Management and found she had a particular interest in employee engagement.

Today, Mairi leads the UK&I Engagement Team which sees her take a strategic approach to employee engagement, helping to drive organisation improvement by enhancing colleague experience across the full employee lifecycle.

Speaker biographies

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Gemma Manning

HR Director, Arthur Rank Hospice Charity

Gemma became Arthur Rank Hospice Charity's first HR Manager in July 2017, having initially joined the world of 'hospice HR' in 2015 at a local children's hospice. Gemma and was proud to be promoted to HR Director in March 2019, demonstrating the value that the Charity places on it's 200 employee and 600+ strong volunteer workforce.

Gemma has worked in various HR roles since leaving school in 2000 with language A levels and not really knowing what to do next! She now holds the CIPD level 7 diploma, a post graduate diploma in HRM and upon moving into a leadership role, in 2016 achieved the ILM Leadership Award.

Gemma thoroughly enjoys working in the charity sector and loves supporting and guiding her team to ensure that we have a highly committed, engaged, compassionate and developed workforce that can continue to meet the evolving needs of our community. Outside of work, she enjoys baking, camping holidays with her family and walking her pet lurcher, Rango.



Sharon Livermore

**EIDA Ambassador,
Director - Kameo Recruitment**

Sharon established her business in 2018. Her mission is to raise awareness of domestic abuse. Through Kameo and her team, they actively encourage businesses in Cambridge, (UK) to clue up on domestic abuse, the many forms it takes, the myths and how to identify a victim in the workplace.

Sharon has dedicated her career to creating a positive impact and to end the perception and associated stigma that comes from the belief that 'what happens in another's home isn't our business.' Domestic abuse is everyone's business.

As employers, Collinson has an important role to play in creating a work environment where people can talk about their experience or reach out for help.

If we all start to raise awareness, and create the right environment, it will make it easier for people to take that first difficult step. That can only be a good thing.

2020

2021

2022

In November 2020 Collinson

- announced our membership with EIDA
- announced our dedicated internal employee site for Domestic Abuse support & signposting resources
- introduced our Global Beacons



COMMITMENT

- Strategic buy-in from senior leadership
- Clear and easy access to information, including our Domestic Abuse Policy
- Clear ownership: our CSR and People and Culture teams
- Developing and driving active engagement
- Strong partnerships with EIDA and Hestia for expertise advice and support
- Drive action



EMBEDDING MESSAGING INTO CORPORATE CULTURE

- Continuous online presence of Domestic Abuse support on Workplace groups and SharePoint site
- Domestic abuse awareness and support is raised by our joint CEO's during company updates, and during Monthly Managers updates
- Encouraging our people to share and initiate their own messages



CREATION AND DELIVER ON INTERNAL COMMUNICATION PLAN

- Our internal communication plan is driven by content on Workplace
- Our external communication is driven by social media channels and networking events
- Engagement with internal staff networks: Collinson's Global LGBT+ community (LINK) and Women in Collinson (WIC)



CHAMPIONS NETWORK

- Our Global Beacons (Domestic Abuse Advisors) are essential for supporting within each of our global offices
- Our Global Beacons meet quarterly to check in, discuss progress, concerns, and an opportunity to ask for additional training or resources
- Additional support from our Beacons during increased risk instances ie. the Covid-19 Pandemic, working from home, Christmas & New Year



TRAINING & DEVELOPMENT

- Identifying and training key people: Global Beacons, People and Culture Team and People Managers
- Continuous development of our policy, resources, and signposting
- Understanding global cultural sensitivities



INNOVATIONS

- Knowledge sharing
- Inductions to new Collinson people
- 'Return to work' conversations
- Volunteering hours and 'match giving donations' for Domestic Abuse charities
- Email signatures for Global Beacons
- Internal awareness events incorporating key action dates: Domestic Violence Awareness month and 16 Days of Action

New members



We would like to take this opportunity to welcome all the new members who have joined the Employers' Initiative on Domestic Abuse (4th December – 21st March)

- 7 Crowns Security
- AB Agri
- Activate Learning
- Apple
- ASDA
- ATPi
- Avon and Wiltshire Mental Health Partnerships
- Black Swan Dental
- BNI North Wales (Referral Compass Ltd)
- British Association of Social Workers
- British Toilet Association Ltd
- Cambridgeshire Fire and Rescue
- Carmel Medical Centre
- Carpenters Group
- CGS
- Chrysalis Courses
- Clear Path UK
- Collier Webb Ltd
- Computacenter
- DAVSS
- Elaine Cusick Therapy
- Equality and Diversity UK Ltd
- Essex County Council
- FM Outsource
- Freidman FM Ltd
- Fusion HR Solutions
- Global Safeguarding
- go-centric
- Hearst UK
- Heart of Bucks
- Highland Hospice
- ICE Dental
- Jane Bee Safeguarding Ltd
- Jenkins Centre
- Lodge Service
- Malmaison, Hotel du Vin and Fraser Hospitality UK
- Movianto UK
- My Sister's House
- National Counselling Society

New members cont.



- National Fire Chiefs
- Oasis Community Housing
- Peak Human Resources Limited
- Pro Bono Economics
- Public Health Wales
- QinetiQ
- Ranieri
- Reach2
- Renovite
- River Island
- Sanctuary Housing Group
- Scissett Middle School
- Sea Change Psychotherapy
- SOE
- Stantec UK Limited
- Sussex Community Development Association
- Uppercuts Hair Studio
- WCG
- We are Freida
- Woven Solutions Limited
- Zoological Society London

Other news and resources

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- On 1 March, The Home Office launched '**Enough**', a national communications campaign to tackle violence against women and girls. The aim of the campaign is to challenge perpetrators and raise awareness of what we can all do to safely call out abuse. The campaign includes television adverts, billboards, social media and radio advertising and will highlight different forms of violence against women and girls and the simple acts that anyone can take to challenge perpetrators of abuse. Forms of violence against women and girls represented include street harassment, coercive control, unwanted touching, workplace harassment, revenge-porn and cyber-flashing. Click [here](#) for campaign materials including a workplace poster, and social media materials which you can share on your channels. There is also more information available on the [campaign website](#). We would really appreciate your help and support to amplify the campaign.
- EIDA is launching a **new roundtable meeting** format to its members, offering the chance to explore some of the issues related to domestic abuse in more depth, and specifically to discuss how employers are tackling the challenges. These hour-long sessions will be operated on a first come, first served ticket basis with each accommodating up to 20 members to come together and discuss a pre-determined topic. We hope these sessions will provide a space for members to have a more in-depth opportunity to learn from each others' experience. The first session will be on **Wed 6th April at 2pm**, and will follow on from today's topic of Creating a Culture of Change. Jane Barr from Collinson will be joining us to go into more depth on her presentation. Look out for the link to sign up in the March Network Meeting post event email.
- You may have seen our request to check the **data** we hold on file about you and your organisation, which was sent out last week. Please do take the time to click through and ensure we have the most up to date information on record.
- An **Everyone's Business Award** shows that an employer has demonstrated their commitment to supporting their employees and that they provide a high-quality response to people experiencing, witnessing or perpetrating domestic abuse. Is your organisation interested in applying? Applications are now open for the next round of submissions. Find out more about the awards and how to apply [here](#) or contact Everyones.Business@Hestia.org
- If you haven't already referenced our HR charter and the webinar series that helped build the charter, take a look [here](#). The HR charter proposes 8 key steps to consider implementing in your workplace, which were built by HR professionals in association with Circal, a leading HR provider.

Coming soon

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We will be launching our new Member Roundtable event on 6 April at 2pm. The link to sign up will be in the post event email sent out after this meeting.

For any questions please contact comms-events@eida.org.uk

Future dates

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Quarterly Network Meeting – 9th June, 11am (Virtual)

Our next meeting is scheduled for 11am on 9th June 2022 and will explore the theme “When work isn’t a safe place. ”

Fireside chat with Jess Phillips MP – 9th May, 2pm (Virtual)

Lucy and Elizabeth will be speaking to Jess Phillips about the Domestic Abuse Act. Join the conversation and put your questions forward.

Member resources

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A wide selection of resources are available on the EIDA website including more information on the **Bright Sky App**, **Ask for ANI** and **Safe Spaces** eida.org.uk

You can download our **Member Handbook** and template domestic abuse policy “**Sharon’s Policy**” via the Members’ Area of the website.

Support our reach

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Refer a member

Please either contact us directly, or through our website, to help us expand our network.

Social

Follow us on [Twitter](#) and [LinkedIn](#). These channels are a powerful tool for growing our membership, our influence and therefore helping more people. Please like, share and repost as much as you can to help amplify our message.

Today’s hashtags: #domesticabuseculturechange #eidaMarch22

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