

DECISION NOTICE

Decision author and proposer: Carol Judge-Campbell

Subject/ Title:
Support for the second stage delivery of the Positive Masculinities Programme

Type of decision:			
Deputy Mayor’s decision	x	Chief Officer’s decision	

In all cases this will need to be approved by the Director Police, Crime, Criminal Justice and Fire.

<p>The Decision is that: The Deputy Mayor for Policing and Crime approves funding for the second stage delivery of the Positive Masculinities Programme. This programme recognises that there are efforts across Greater Manchester to change male behaviour, it also believes these are largely based on men and boys being seen only as the problem. Positive Masculinities want to find different, more effective solutions, to significantly lower the amount of violence against women and girls. They aim to do this by drawing on the positive aspects of masculinity so that men and boys are a key part of the solution, at least as much as women and girls. The funding required to deliver the second stage of delivery is £50,000. The funding to support this second stage of delivery is a demonstration of best practice in terms of cross directorate co-operation. The funding package is made up from the following elements:</p> <p>£25,000 - PSR Multiple Disadvantage CC 2540 project code 369 £20,000 - VRU contribution to be transferred from CC 3025 to CC 3044 £5,000 - GBV Budget CC 3044 – The men and boys strand</p>
<p>The reasons for the decision are: To enable the Positive Masculinities Project to move forward to stage 2 delivery utilising the lessons learned in stage 1. Stage 1 of the project was funded by the Integrated Care Board.</p> <p>Stage 1: Of the project considered opportunities and challenges. Reflecting and articulating the understanding of how boys and men in Greater Manchester see masculinities and how they think. This has helped to identify both the risk and protective factors. This funding will move the project from stage 1 where the Positive Masculinities (PM) project built a clearer understanding about the opportunities and challenges around positive masculinities. PM have spent the past year listening to what boys and men think about masculinities. The</p>

long-term goal is to use a greater understanding to generate ideas that will significantly reduce gender-based violence.

The project has taken a community engagement approach in several localities in Greater Manchester:

- Bolton (Great Lever, Queen's Park, Rumworth)
- Salford (Little Hulton, Walkden)

Within these locations, PM have engaged a wide diversity of over 600 boys and 2,300 men in conversation around their perceptions of masculinities to understand their experiences, socialisation and motivators towards the way that they think and behave.

Stage 2: Will involve Generating Ideas.

This will involve creative thinking to develop and explore ideas about effective engagement and dialogue with boys and men. In line with GoodLives GM it might involve ideas around systems change, stage 2 might lead to redefining purpose.

From the learning and consequent theory of change from stage 1, PM have developed several ideas to be tested to see what does – and does not – affect male thinking and behaviour, including with regard to reducing gender-based violence. **The ideas are:**

- Exploring fatherhood and the role of fathers: PMs hypothesis is that fatherhood is a major motivator in shifting male thinking and behaviour, including in relation to women and girls. A focus on fatherhood encourages men to show up better for women and girls, and creates better behaviours and socialisation with boys.
- Identifying a range of spaces to address loneliness and isolation: PMs hypothesis is that, if men have more spaces to positively engage with peers, they would develop better habits and form healthier relationships and behaviours, reducing feelings of loneliness and isolation that can result in negative behaviours towards themselves and those around them, such as women and girls.
- Shifting mindset and language: PMs hypothesis is that reframing traditionally 'masculine' words such as strength, which pressure boys and men to think in certain ways, would greater scope for them to adopt different definitions, and therefore better thinking and behaviour.

Wider Applicability of the Learning:

Beyond the reduction of gender-based violence, the emerging learning about masculinities from the project suggests wider applicability in fields that see a disproportionate impact by or on boys and men, such as:

- educational achievements
- placement in children's homes
- mental illness
- alcohol dependency & substance misuse

- adults 'going missing'
- rough sleeping

- violent crime
- imprisonment
- suicide

Positive Masculinities are seeking future funding from a range of sources to support their work for the further stages of the project.

This decision will contribute to priorities of the the Greater Manchester strategy in the following ways:

This will contribute to the following Police, Crime and Fire actions for the GMS Delivery Plan:

- Tackle gender-based violence and abuse in all its forms.
- Gender-based Violence Strategy.

This also contributes towards delivery of all three priorities within the Standing Together Plan:

- Keeping people safe and support victims, specifically improve services to victims of sexual and domestic violence.
- Reducing Harm and Offending
- Strengthening Communities and Places

Procurement comments:

Unlimited Potential have delivered the first stage of this project and a grant agreement will be drafted to manage the delivery of the project and it's outcomes.

Financial comments:

Budget provision has been made for this funding to come from the following sources:

£25,000 – PSR Multiple Disadvantage CC 2540 project code 369

£20,000 - VRU contribution to be transferred from CC 3025 to CC 3044

£5,000 - GBV Budget CC 3044 – The men and boys strand

Legal comments:

A grant agreement will be drafted to govern these funds and this project outputs.

Risk Assessment:

The Positive Masculinities Project has been delivered by Unlimited Potential for the past year. The project has been well managed and delivered meaningful outcomes. Appropriate risk management arrangements for the

project are in place. The biggest risk is the failure to attract funding to continue the project into stage 3 delivery.

Unlimited Potential hold the following quality marks:

- The first organisation in northern England to gain the national Social Enterprise Mark
- Investors in People standard (since 2010)
- The Fair Tax Mark (since 2015)
- An accredited Living Wage employer (since 2013)
- An accredited Living Hours employer (since 2022)
- An accredited Living Pension employer (since 2024)
- Holds Disability Confident Leader status (since 2019), having been a Disability Confident employer since 2017
- Is a member of the Greater Manchester Good Employment Charter (since 2020)

Is safeguarding of children relevant and has this been considered:

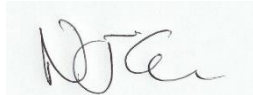
Yes. All relevant policies are in place.

Is safeguarding of vulnerable adults relevant and has this been considered:

Yes. All relevant policies are in place.

Agreed by Director – Police, Crime, Criminal Justice and Fire

Signed



Date 22nd August 2024

Agreed by GMCA Treasurer

Signed



Date 22nd August 2024

Agreed by Deputy Mayor
Only required for a Deputy Mayor Decision on amounts of £50,000+

Signed: 

Date: 28th August 2024

Contact Officer: Carol Judge Campbell