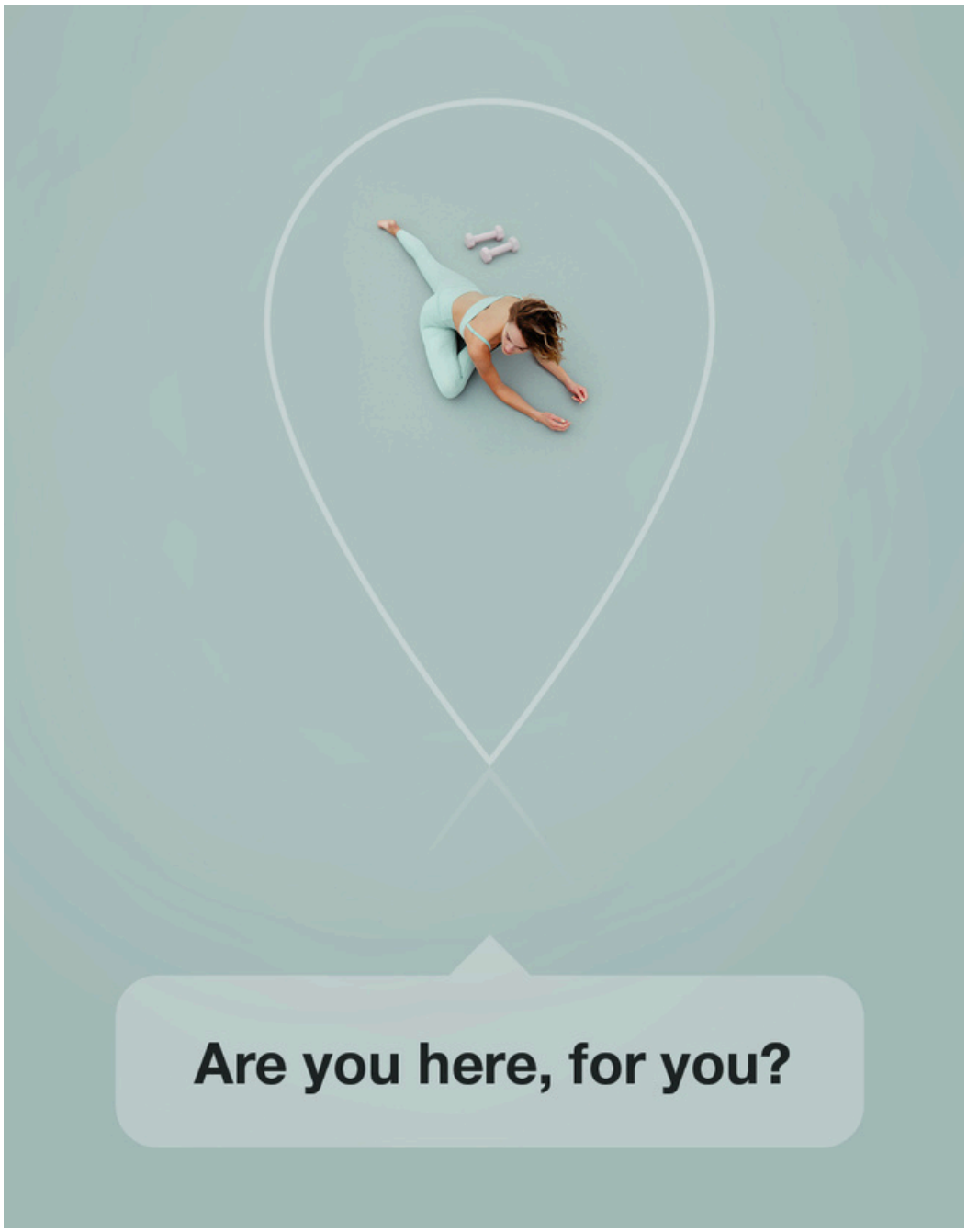
Here, for you?

INFORMATION PACK
FOR PARTICIPATING VENUES

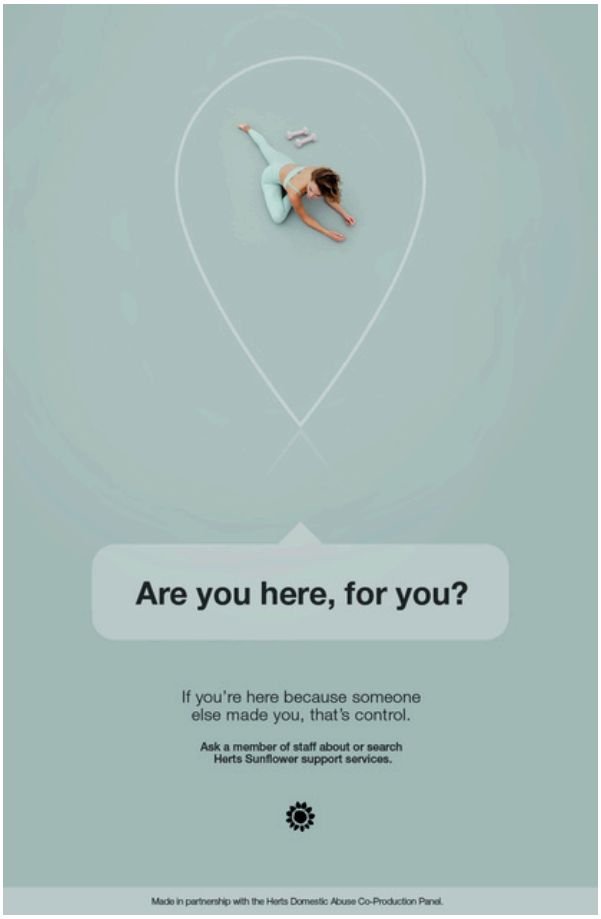


Herts DA Co-Production Panel & Collective

Herts Sunflower

INFORMATION PACK

Thank you for participating in the ‘Here, for you?’ campaign, developed in partnership between Herts Domestic abuse Co-Production Panel and Herts Sunflower Champions Network. Enclosed you will find information about the campaign, links to supporting resources and signposting to local support services.



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“Services can be designed with the best intentions in the world. But if we don't listen to the people who has used them, how do we know they're actually working in the way we think they are? Our panel has powerful examples of creating genuine impact and we make things happen.” *Hertfordshire Domestic Abuse Co-Production Panel*

Herts DA Co-Production Panel & Collective

Herts Sunflower

INTRODUCTION

‘Here, for you?’ is the Herts Domestic Abuse Co-Production Panel’s first survivor-led domestic abuse awareness campaign. The campaign idea came directly from our survivor panel, who have helped shape the campaign every step of the way.

The aim of the campaign is to empower victim-survivors to safely recognise and disrupt abusive relationships by connecting them with support through local gyms and fitness spaces.

The campaign artwork has been developed alongside an exceptional creative team, including a Strategy Director (who is also a personal trainer and survivor of domestic abuse) and a Senior Copywriter-Strategist and Art Director-Designer whose campaign won the Prevention of Violence Against Women & Girls' Campaign of the Year Award in Parliament in June 2026.

You may be wondering, why gyms?

We see gyms and fitness environments as a unique window of intervention. They can be one of the few public spaces where someone experiencing abuse may have a degree of independence or privacy. People may attend a gym because they are:

- Being coerced into exercising or changing their appearance by an abusive partner.
- Having their movements monitored through gym attendance.
- Using exercise as one of the few accepted reasons to leave the home.
- Accessing women-only spaces where they feel safer.

For many, the gym may be one of the rare occasions they are physically separated from the person abusing them, creating a valuable opportunity to access information and support safely.

‘The campaign particularly aims to reach women affected by domestic abuse and coercive control, including women from Global Majority communities and those from minority faith groups, who may already access women-only gyms or fitness classes for cultural or religious reasons.

The campaign has two key objectives:

- Empower victim-survivors to recognise the signs of abuse, understand coercive control, and safely access support.
- Support gym staff to become Domestic Abuse Champions, enabling them to recognise potential signs of abuse and respond safely and appropriately.

To support this, all participating venues will be provided with:

- A copy of this Information Pack, which includes guidance on how to use the campaign materials, access training for staff and signpost people to support.
- Access to 'Here, for you?' printed and downloadable resources, including carefully designed posters and mirror stickers, with discreet QR codes to be displayed in safe spaces, which signpost to local support services.
- Fully funded J9 Domestic Abuse Awareness Training for participating venue staff, through the Hertfordshire Sunflower Champions Network, to ensure staff feel confident to handle disclosures.
- Ongoing long-term support through the Herts Sunflower Champions Network, including further training opportunities and quarterly online network meetings.

If you have any queries about this information booklet or the 'Here, for you?' campaign, contact sunflower.news@hertfordshire.gov.uk

HERTS DOMESTIC ABUSE CO-PRODUCTION PANEL

The Hertfordshire Violence Against Women and Girls (VAWG) Partnership takes a survivor voice-led approach, embedding lived experience throughout the design, delivery and monitoring of its services.

Herts DA Co-Production Panel & Collective

From engaging with 71 women as part of developing the first Women's Homelessness Census to the development of Hertfordshire's Domestic Abuse Panel and Collective. Over 40 survivors of VAWG were consulted directly to help shape the new Hertfordshire VAWG strategy alongside feedback from over 3,000 residents in Hertfordshire through our recent VAWG survey.

In Hertfordshire, embedding lived experience requires a long-term approach to ensure structured, meaningful involvement at every stage of strategy delivery.

We work to the following principles of co-production:

- Early engagement
- Formal representation within governance structures
- Being trauma informed
- To move beyond “consultation” to co-production
- Continuous feedback
- Compensation
- Accessibility.

As part of Hertfordshire’s commitment to survivors of domestic abuse, the Hertfordshire Domestic Abuse Co-production Panel is embedded within the Hertfordshire VAWG Governance Structure.

The panel is a small but influential group of 10 survivors who have been impacted by domestic abuse, used Hertfordshire’s domestic abuse services and are committed to improve the lives of victims and survivors of domestic abuse across Hertfordshire.

You can stay up to date with how the Partnership is Embedding Lived Experience on the Herts Sunflower website.

Hertfordshire Domestic Abuse Coproduction Panel Members have said:

“This is not a club I chose to be part of but now I’m here, I will do what I can to stop it being as bad for other survivors in the future as it was for me and my family.”

“We are here for the survivors after us and for the generations of the future”. SafeLives is commissioned by Hertfordshire County Council to facilitate and support the panel and the collective. The panel was established in 2021 and is keen to connect with survivors of domestic abuse across Hertfordshire "so that we use our collective insight gained through our experience of domestic abuse to benefit other survivors."

Find out more about the SafeLives Authentic voice model and get in contact with the Hertfordshire Domestic Abuse Panel and Collective on the SafeLives Authentic Voice website.

HERTS SUNFLOWER

Herts Sunflower provides information and advice for anyone in Hertfordshire who has been affected by Violence Against Women and Girls (VAWG).

hertsunflower.org is on online directory and the home of the Hertfordshire VAWG Partnership.

The Sunflower is used as a symbol of hope, turning towards the light. They are seen as symbols of strength and resilience, reflecting the courage of VAWG survivors.

The Herts Sunflower website is always kept up to date with the latest referral pathways to help you with signposting victim-survivors to support. It is also a useful online resource of information, local news and opportunities to get involved in the community.

We encourage you to sign up to the monthly e-newsletter 'Herts Sunflower News'. The joining link can be found under the 'News & Training' section.

For any Herts Sunflower queries you can contact sunflower.news@hertfordshire.gov.uk

UNDERSTANDING DOMESTIC ABUSE

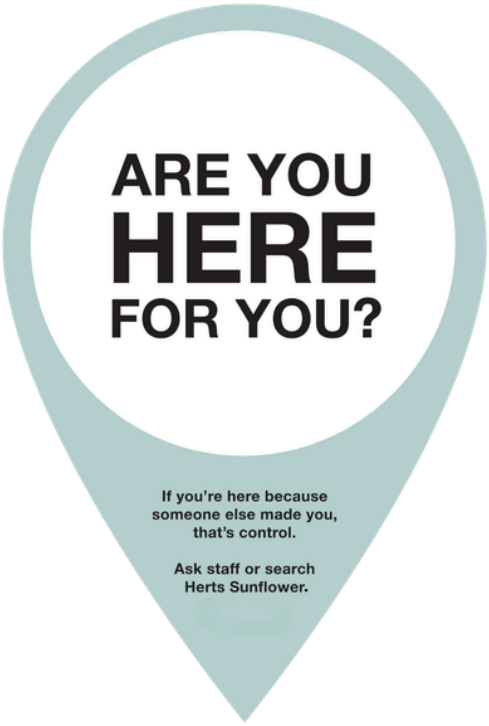
Violence Against Women and Girls (VAWG) is an umbrella term used to describe a range of behaviours and offences that disproportionately affect women and girls and are rooted in gender inequality, power imbalances, and harmful attitudes towards women.

It includes crimes such as domestic abuse, sexual violence, stalking and harassment, so-called honour-based abuse, forced marriage, female genital mutilation (FGM), and other forms of abuse and exploitation.

Domestic abuse is recognised as a key form of VAWG and can include physical, emotional, psychological, sexual, and financial abuse, as well as coercive and controlling behaviour.

Coercive control is a pattern of behaviour designed to make a person dependent, isolated, and subordinate by monitoring their everyday activities, restricting their freedom, limiting access to support networks, and creating fear through intimidation or manipulation. While domestic abuse can affect anyone, women are disproportionately impacted by coercive and controlling behaviours, which is why it sits firmly within the wider VAWG agenda.

The '**Here, for You?'** campaign specifically focuses on raising awareness of coercive and controlling behaviour, helping people to recognise the often-hidden signs of abuse before it escalates.



By increasing understanding among staff, volunteers, and the wider community, the campaign aims to challenge harmful behaviours, encourage safe conversations, and ensure that those experiencing abuse know where they can access support.

Recognising that domestic abuse is a complex issue that requires informed and sensitive responses, we require every venue participating in the Here for You campaign to nominate at least one staff member to become a **Herts Domestic Abuse Sunflower Champion**.

Champions must complete certificated J9 Domestic Abuse Awareness Training, equipping them with the knowledge and confidence to recognise the signs of domestic abuse, respond appropriately to disclosures, and signpost individuals to specialist support services.

This commitment helps ensure that participating venues are not only raising awareness but are also creating safer, more informed environments for those affected by domestic abuse.

SafeLives have online resources that can help you to understand Domestic Abuse and the Herts Sunflower website can signpost you to further **local and national training**.

HERTS SUNFLOWER DOMESTIC ABUSE CHAMPION NETWORK

All participating venues must put forward at least one member of staff to become a workplace Herts Sunflower Domestic Abuse Champion.

Sunflower Champions are everyday people who can keep a look out for others that may be experiencing domestic abuse, from hairdressers to taxi drivers, corporate workplace champions to gym & fitness venue staff

With a network of eyes and ears around Hertfordshire, there's a better chance to ensure that no-one experiencing domestic abuse is left isolated and without the support they want.

The Herts Sunflower Champion Network offers you an opportunity to receive **fully funded Domestic Abuse J9 Awareness training** to improve your confidence in understanding domestic abuse and guidance on how you can **provide a safe space to talk for those who might need it.**

After completing your training, you will be invited to become part of a community of champions across Hertfordshire that meet online quarterly to discuss their role, network and hear from guest speakers on various topics. You will also be invited to receive the monthly Herts Sunflower Partnership e-newsletter, filled with relevant news and information from across local and national services, alongside further training opportunities from across the Domestic Abuse and Violence Against Women & Girls sector.

All you need to do is:

1. Read the information booklet on the Herts Sunflower 'Champions' webpage, and make sure that you understand the service level agreement.
2. Complete this short online application form

Once we have received your completed application form, we will send you the registration links to take part in the training.

If you have any questions about joining the Herts Sunflower Champions Network please contact sunflower.news@hertfordshire.gov.uk

SIGNPOSTING TO SUPPORT SERVICES

All 'Here, for You?' campaign artwork will signpost victim-survivors to a dedicated webpage **hertssunflower.org/community/here-for-you**

The campaign will also suggest that victim / survivors ask a member of staff about **'Herts Sunflower'.** You can find the HertsSunflower.org website by simply typing in **'Herts Sunflower'** into any online search engine. The home page will always display local referral pathways to support.

The Herts Sunflower Champion training will help you to understand how to create a safe space and signpost people to support. However, at a minimum all staff should be made aware of the Herts Sunflower website and familiarise themselves with how to access it.

The 'Here, for you?' webpage includes signposting to **Mimram**, Hertfordshire's commissioned Gender-Based Abuse Support Service. Mimram is a service to support anyone experiencing domestic abuse, sexual abuse, stalking and harassment, harmful practices, 'so called honour' based abuse or modern slavery, and who lives in Hertfordshire. Mimram is a partnership between local specialist services and is open to anyone, of any gender or age, including children and young people.

Mimram
GENDER BASED ABUSE SERVICE

Refer to The Mimram Gender-Based Abuse Support Service, run by Refuge in partnership with Safer Places, St Albans Hertsmere Women's Refuge and Asian Women's Resource Centre.
The service offers practical & emotional support to individuals at all risk levels.
0300 790 6772
(Mon-Wed 9pm-5pm, Tue,Thurs,Fri 9am-8pm)

www.mimramsupport.co.uk

The full referral pathway can be downloaded online for staff on the Herts Sunflower website and is included on the next page of this pack.

What is Violence Against Women and Girls (VAWG?)

VAWG is an umbrella term used to describe forms of abuse and violence that disproportionately affect women and girls, including domestic abuse, stalking, sexual violence and harmful practices.

The Mimram Gender-Based Abuse Support Service accepts referrals for anyone affected by these forms of abuse, regardless of gender, age, risk level or location within Hertfordshire.

If you or someone you know is experiencing abuse or violence...

If there is an immediate need to flee for safety

Safer Places

Contact the Safe Accommodation Service
Run by Safer Places

03301 025811 (24-hour emergency line)
info@saferplaces.co.uk
Online referral form

Safer Places will assess the situation and, if appropriate, arrange safe accommodation for you and any other at-risk individuals (e.g. children).

If there is NOT an immediate need to flee for safety, but you would still like to receive support from a service

Mimram
GENDER BASED ABUSE SERVICE

Refer to The Mimram Gender-Based Abuse Support Service, run by Refuge in partnership with Safer Places, St Albans Hertsmere Women's Refuge and Asian Women's Resource Centre.
The service offers practical & emotional support to individuals at all risk levels.
0300 790 6772
(Mon-Wed 9pm-5pm, Tue,Thurs,Fri 9am-8pm)

www.mimramsupport.co.uk
mimram@refuge.org.uk

If you just want to talk to someone

Herts Domestic Abuse Helpline
08 088 088 088

(Mon-Fri: 09:00-21:00, Sat-Sun: 09:00–16:00)
Kim@mailpurple.org
It's an anonymous and confidential listening, support and signposting service for anyone who is or has been affected by domestic abuse. The helpline cannot directly refer you into support services (for this, call Hertfordshire Beacon).

If you want to do your own research

Herts Sunflower

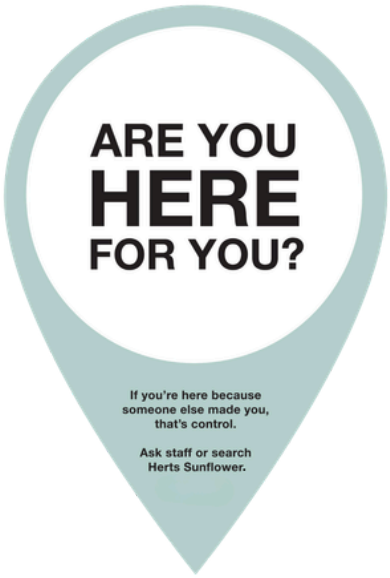
Visit the Herts Sunflower Website
Run bytheHertfordshire DomesticAbuse&ViolenceAgainst Women andGirlsPartnership
www.hertssunflower.org

It's your first stop for information and advice about domestic abuse, and to find out about groups that can help you.

‘HERE, FOR YOU?’ CAMPAIGN RESOURCES

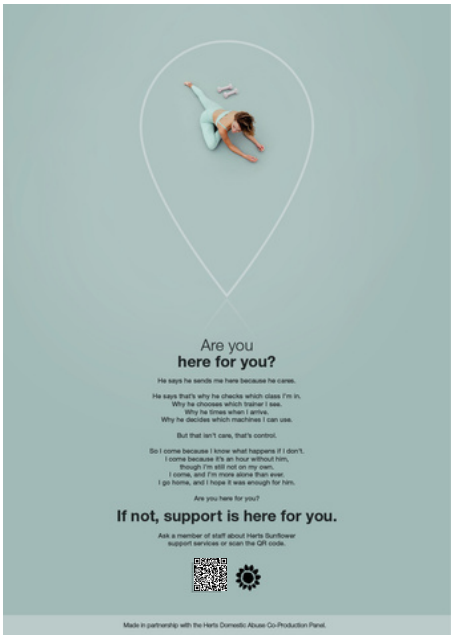
All participating venues will receive a mix of printed resources, including:

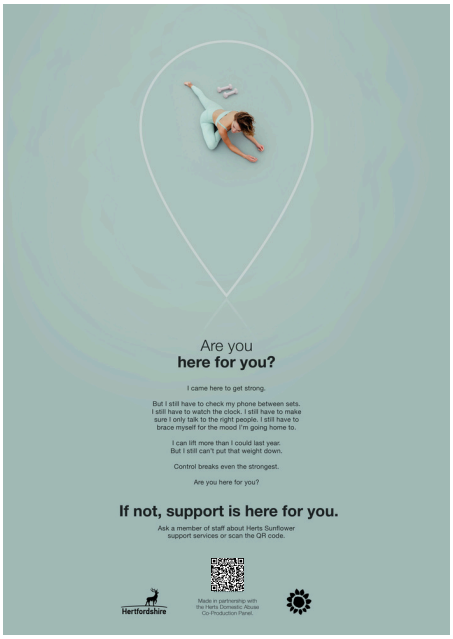
- Information Pack
- Referral Pathway Poster
- A4 Posters (3 of each design)
- A7 sized mirror stickers
- 60mm stickers

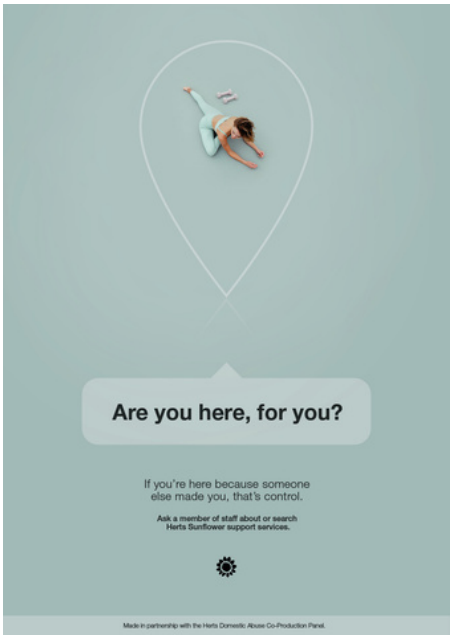


All resources are available to download from the Hert Sunflower ‘**Embedding Lived Experience**’ section (scroll down to the bottom of the page).

Alongside the above we also have posters available in A5 and A2 format.







‘Here, for You?’ campaign artwork will include a QR code that signposts people to a dedicated webpage **hertssunflower.org/community/here-for-you**