



The Magdalene Group

Annual Report 2016



“I am impressed with the services provided by The Magdalene Group. It is clear that not only do the managers and staff of the Charity have clear passion and drive, they are immensely knowledgeable about the subject matter. I am constantly impressed by the drive of this agency to continue to develop services, recognising the gaps and identifying innovative ways to address them.”

Julie Wwendth,
Detective Superintendent
Norfolk Police



Our Trustees

Nicholas Miller, Company Secretary
Barbara Drake
Rowland Cogman, Treasurer
Diana Oake
Georgina Holloway, Chairman
Janice Hulett
Lucy Macleod
Caroline Elliott

The Board of Trustees work together to set the strategic vision for the future and then to ensure goals are in place. They are required to think about the values of The Magdalene Group and how those values will be infused throughout our policies, systems and programmes.

I cannot acknowledge the Trustees enough for their dedication in working for The Magdalene Group helping to move our mission forward. They deserve our appreciation and I would like to thank them on behalf of all the members of The Magdalene Group.

THANKYOU



CEO Report

The Magdalene Group has extended the reach of our **Doorway Women's Service** over the last year to provide support for women through criminal justice and mental health services to ensure that women facing coercion or exploitation in their everyday lives can also access our specialist support.

We are and always have been committed to ensuring women in sex work are fully supported and that those who want to leave sex work or prostitution should be given intensive support to find routes out. We recognise that women involved in prostitution are vulnerable to violent sexual crime, may be victims of sexual exploitation, coercion or modern slavery.

We recognised that a particular gap exists for young people approaching the age of 18 when statutory provision ceases and young women can be at increased risk of sexual exploitation. We have therefore established a transitional service offering ongoing support at this time of change. Next year sees further developments as the Magdalene Group seeks to establish a long-held vision of setting up our new project En route supported housing for young women leaving care to ensure they are supported through to adulthood .

The very recent BBC programme 'Three girls' highlighted some of the difficulties people have in their understanding of Child Sexual Exploitation and the 'relationship' that exists between

perpetrator and victim, asking questions such as 'why did she not escape?' why did she stay? why did she go back'? The danger of this misunderstanding is that assumptions can be drawn and labels given to the victims which masks the signs of exploitation such as 'well she's streetwise, she is making lifestyle choices, she is into drugs, girls like that'. **The Rose Project** understands the grooming process and the psychological effect that it has on victims and this is key if we are to be successful in engaging young people and build a relationship of trust in order for them to recognise they are being exploited in order for us to provide the support and interventions required to help them move on.

Providing continued awareness raising to children and young people is evidence-based in its effectiveness. This is the purpose of the **Jigsaw Programme** which has been delivered for many years to schools throughout Norfolk ensuring young people know the risks both online and in their relationships, also training professionals on how to recognise and respond to signs of sexual exploitation.

The Magdalene Group continues to thrive and in order to maintain this we continue to appreciate your investment of time, donations, money, prayers and good wishes.

Suzi Heybourne



Our women's service is effective through engaging with women to build trust.

Empowering women to address their individual needs, such as isolation, mental health, offending, substance misuse and homelessness.

Providing advocacy and support to access services that can meet their identified needs.

Offering personalised and specialist support to sex working women, victims of sexual exploitation, trafficking and coercion and to find routes out for women wanting to exit.



Overall 107 women accessed the Women's Service benefitting from

- washing their clothes
- hot meals
- sexual health services
- toiletry packs
- access to phone and computers
- filling out forms
- showers
- giving clothes in times of need
- court, drug and alcohol, GP, mental health and housing support
- supported to access other services
- endless hot drinks and chat!

115 outreach sessions*

Every week a team of three go out into the red light district to make important connections with street sex workers providing follow up and support.

199 drop in sessions*

Providing a place of safety and support open three afternoons per week.

- **Befriending support** - meeting for weekly sessions women are encouraged and supported to attend agencies that can support their identified needs.
- **Prison visiting** - monthly visits to women in prison to identify their needs and build relationships that can be continued on their release back in Norfolk.
- **Netreach** - weekly sessions to engage online and indoor workers and to make contact with trafficked, exploited or coerced sex working women.
- **Transition service** - working with young women aged 18-25 vulnerable to sexual exploitation. Providing intensive 1:1 support sessions to address their individual issues and recognise how to keep themselves safe.
- **Wonder Project** - working in partnership to deliver interventions to women on conditional caution aimed at diverting vulnerable women out of custody and connecting them with relevant support services in the community.
- **Contact made with 156 women** through adult sites providing listening, information and signposting.
- **ISVA** an accredited Independent Sexual Violence Advisor who is an advocate trained to provide emotional and practical support to women who experience sexual violence

Helpline/ live chat 0808 800 1030

Offering a listening and information service

"I've never had any family I was in and out of care. I was raped as a teenager and I felt so ashamed like it was my fault. A friend got me into having sex for money and I was around sex workers all the time. I came to Doorway after I met them on the block. I was feeling so miserable they offered me a coffee, I talked and talked about the gear, prison and losing my boy. They just listened, really listened. I feel unjudged and always welcomed, not ashamed.

If it didn't exist a lot of women would have no one to turn to, no one to care."

 Maggie



Our Rose Project stands for Reaching Out on Sexual Exploitation, supporting girls and boys throughout Norfolk who have been affected by, or are at risk of Child sexual exploitation.

Co-located in the Multi Agency Safeguarding Hub to ensure effective partnership working with Norfolk Police and Childrens Services.

Our dedicated team provides a range of specialist services including looked after children, young people who go missing from home or care, young people in schools and those affected by on-line grooming.

Helpline/live chat 0808 800 1037

For any young person who has concerns that they might be being groomed or sexually exploited

Child Sexual Exploitation Services 1st April 2016 – 31st March 2017

Our range of services delivered to young people affected by Child Sexual Exploitation include befriending, targeted support and therapeutic interventions.

- **183 new referrals were received**
- **474 sessions delivered to 89 young people**
- **91% female clients**
- **9% male clients**

70% of all young people made significant progress in their knowledge and understanding of exploitative relationships, internet risks, grooming and how to stay safe.

Missing Project 1st April 2016 – 31st March 2017

Return home interviews are offered to all young people throughout Norfolk who go missing from home or care

- **1101* referrals were received**
- **241 RHIs were delivered to 138 young people**
- **56% female**
- **43% male**
- **1% transgender**

*Many referrals were for repeat episodes

In order to make these as effective as possible partnership working is essential and with this in mind 2359 contacts were made with professionals

62% of young people reduced their number of missing episodes.

“To start with he was all rides in his smart car, gifts and drinks, cigarettes and drugs. I was so naïve, trusting and easy to impress, they like that it makes you easier to control.

I wanted to believe he had feelings for me, he didn't have any at all, except to make money out of me. He isolated me, I felt isolated from everyone around me. He made me feel like a worm, or the dirt on his shoe. That's what I am, I thought, dirty.

I wanted it to stop, of course I did, I was only 13 and being mentally, physically and sexually abused. How was I going to have the courage to walk away? I remember at that time wanting someone to notice what was happening.... but no one did.

I don't want to be known for the rest of my life as the girl who was abused. It's not shame. I know now it wasn't my fault – though for a long time I thought it was”



Our range of accredited education programmes are delivered throughout Norfolk in schools, youth groups and care homes, ensuring we work to prevent child sexual exploitation and ensure young people recognise and understand how to stay safe.



"I feel more comfortable talking about things like this now – I've learnt things I didn't know – I will keep myself safer now."

Young person



Accredited training programmes

Healthy relationships – peer pressure, friendships, building positive relationships, abuse and exploitation, sexual relationships, consent, and self-esteem

Exploitative relationships – grooming (both online and offline), sex and sexual assault, healthy /unhealthy relationships and self-esteem

Internet risks – online grooming, social media, privacy and security settings, pornography, sexting, apps and webcam use

Jigsaw professionals programmes – A range of accredited training ensuring professionals are well informed on how to spot the signs and work towards the prevention of child sexual exploitation of young people.

Child Sexual Exploitation Courses

3 hour or 6 hour courses

- What is child sexual exploitation
- Understanding the different models
- Case studies
- Signs to look out for
- Understanding the challenges
- Recent research and policies
- How to report concerns

CEOP Think U Know

- 3.5 hours course delivered on behalf of the Child Exploitation On line protection Centre
- Technologies young people are using and the risks such as social networking sites, instant messenger, gaming sites webcams and mobiles
- Education package resources such as films, poster, lesson plans to use with children age 4 to 20 and parents.

- Creative course, workshops, interactive schools work and assemblies were delivered to 1387 young people through 66 sessions.
- Young people who undertook the creative course saw their self-esteem increase by 81%
- 77% of young people increased their knowledge of grooming
- 80% of young people made significant progress in their learning and understanding of exploitative relationships, internet risks and how to stay safe
- 84% of young people increased their understanding of consent

Bespoke training sessions were delivered to 281 professionals throughout Norfolk where 89% of delegates rated the sessions as excellent.

"Things change so quickly ...gaining an update of Instagram, snapchat and other apps just helps me feel more in touch with how to communicate with young people."

Training delegate

"The signs and indicators of CSE and model of grooming provided invaluable insight."

Training delegate

Financial Report

September 2015–August 2016

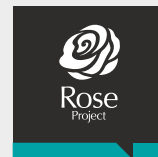
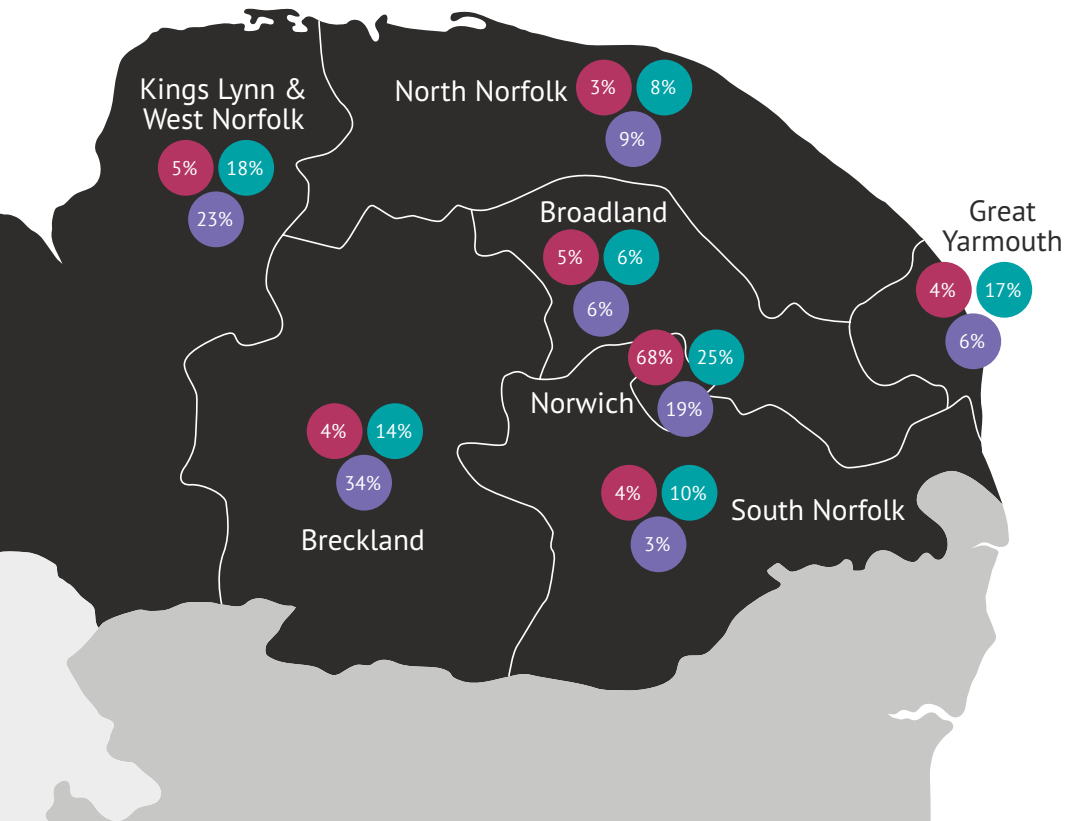
	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	31/8/16 TOTAL FUNDS £	31/8/15 TOTAL FUNDS £
INCOMING RESOURCES				
Generated funds				
Voluntary income	95,722	313,075	408,797	329,337
Investment income	665	-	665	193
Total incoming resources	96,387	313,075	409,462	329,530
RESOURCES EXPENDED				
Charitable activities				
Training and consultancy	-	11,369	11,369	13,128
Travel and similar items	-	14,263	14,263	9,942
Insurance	-	1,276	1,276	1,236
Printing, postage, and stationery	-	3,795	3,795	3,469
Telephone	-	5,112	5,112	4,932
Rent and rates	-	12,165	12,165	12,187
Equipment repairs	-	787	787	7,050
Miscellaneous expenditure	-	-	-	2,729
Accountancy	355	1,423	1,778	1,945
Volunteers expenses	-	1,785	1,785	1,515
Depreciation	3,489	-	3,489	4,274
Salaries	9,371	172,117	181,488	154,371
Client expenses	-	5,182	5,182	3,933
Loss / (Profit) on sale of fixed assets	-	-	-	1,255
Fundraising fees	4,323	4,322	8,645	11,293
Refreshments	-	1,352	1,352	861
Cleaning	-	2,489	2,489	2,065
Advertising	1,334	5,336	6,670	11,623
Bank charges	100	400	500	571
Professional fees and subscriptions	-	3,235	3,235	2,919
Motor expenses	-	2,746	2,746	1,859
Exceptional item	53,645	-	53,645	-
Total resources expended	72,617	249,154	321,771	253,157
NET INCOMING RESOURCES	23,770	63,921	87,691	76,373
RECONCILIATION OF FUNDS				
Total funds brought forward	84,754	136,013	220,767	144,394
Total funds carried forward	108,524	199,934	308,458	220,767

Introducing an
exciting new project
for 2017–2018



The Magdalene Group is
delighted to be establishing
a long-held aspiration to
establish a home for young
girls aged 16-18 who have
been affected by sexual
exploitation to support
them through to adulthood.

Reaching Norfolk



The Magdalene Group,
61 King Street,
Norwich, NR1 1PH

Our Patrons

The Right Reverend Graham James,
Bishop of Norwich

The Most Reverend Peter Smith,
Archbishop of Southwark

The Right Reverend Alan Hopes,
Bishop of East Anglia

The Reverend Julian Pursehouse,
Chair of East Anglia District
of the Methodist Church

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