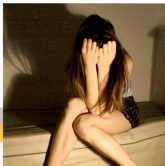


The Magdalene Group

Annual Report 2013

“ I want to thank you for
the love you have shown me
in this evil,evil world.”





Georgina Holloway - Chairman Of Trustees

Chairmans Report



Suzi Heybourne - Director

Directors Report

The
Magdalene
Group

It is incredible to think that it is nearly a year since the launch of the Rose Campaign and my start as Chairman of the Trustees. Bishop Peter Fox did such a wonderful job in his four years and is an extremely hard act to follow. Under his guidance The Magdalene Group progressed in leaps and bounds and I know everyone is grateful to him for his wise counsel. I am honoured to have been asked to take on the Chairmanship at this very exciting time for The Magdalene Group. With Lottery funding and support from the Rank Foundation, Henry Smith Trust and Esmée Fairbairn to name but a few we are in a good position and so much is going on. We have more members of staff and I would like to give a warm welcome to Claire, Siobhan, Adele and Vivienne and look forward to working with them in the future. The Rose Campaign (Reaching Out on Sexual Exploitation) has got off to a flying start, the ligasaw Programme in schools is thriving and the work with runaways and young people at risk of, or experiencing, sexual exploitation is expanding. The original aims and vision of the Group to help those involved in sex work in Norwich are still as strong today. Our volunteers go out into the red light district on a weekly basis, women prisoners receive visits and many women, including some trafficked from Europe, come to the Sitting Room Drop-in where they are welcomed with warmth and compassion. I am so pleased that we remain true to the Christian aims of the founders. Our volunteers, trustees and staff continue to work together to support Suzi, Sara and the new young people's team and I am so grateful to them all for their support, together with that from the friends of The Magdalene Group. We are lucky to have such dedicated and enthusiastic people on board. Together we continue to build on the work of the past years and we are really excited about the future plans for The Magdalene Group. •

The Magdalene Group has almost twenty year's experience of working with vulnerable women caught up in prostitution. We have been in the forefront of developing new ways of working and will always embrace innovation and fresh ideas. This approach has led us to developing and introducing new services aimed at the continued support of women working in sex work and preventing young women from experiencing exploitation and coercion in the first instance. We have been working strategically to establish a dedicated Young Peoples team in Norfolk in order to address the escalating issues of sexual exploitation and to work with those young people most at risk. To have a dedicated team made up of befriender, youth worker, runaways worker and delivery of education programmes has seen this goal realised and has enabled us to hit the ground running with a range of interventions and services. I must give special mention to Sara Plastow who became our Young People's Services Manager in May as she has efficiently embedded our new young people's services into our overall portfolio.

Our work in supporting those women affected by prostitution, sexual exploitation and trafficking is amongst the most hard hitting anyone is likely to experience. Our staff team need an unfailingly positive attitude and approach to deliver this type of service and I am so pleased with the team. They have to make numerous judgements about which interventions work best for each woman or young person and be prepared to adapt and respond in order to be effective. I am so looking forward to seeing their continued growth and enthusiasm as their work bears fruit and their skills continue to develop. Key to our service and fundamental to all that we do is the relational aspect of our work, giving assurance, acceptance, friendship and support. The continuity of the relationships that we have established builds trust, an essential component in achieving meaningful change for our clients.

“YOU LOT ARE THE ONLY PEOPLE I HAVE IN THE WORLD.”

“SEEMS TO ME THAT YOU ARE REALLY INTERESTED TO HEAR WHAT I HAVE TO SAY.”

“THE MAGDALENE GROUP ARE LIKE FAMILY TO ME.”

We hear this from a lot of the women and young people who use our services and every time it gets me and feels like such an honour and privilege to stand beside those who are precious and loved in the sight of God. •

THE ROSE CAMPAIGN



Reaching Out on Sexual Exploitation

Are you involved
in online sex work?

Feeling that you are
getting in over your head?

Unhappy and want to
exit sex work?

Feeling isolated and
want to talk?

We offer information
and support to women
sex workers.

Live chat at: www.rosecampaign.org
Helpline: 0808 800 1037

Womens Services

Drop-In for street based sex workers is open three afternoons per week, providing a safe and positive place that offers a hot lunch, a meeting place, a listening ear, support and friendship. Here the more intensive work can begin in building up positive relationships which is key to engaging with the women. Time spent over lunch, doing craft sessions, sorting out bills, enjoying pampering afternoons or chatting over coffee prove invaluable.



141
**BEFRIENDING
SESSIONS**

Asylum Seeking Group for women who are traumatised and bewildered as a result of experiencing sexual trafficking, many with babies as a result of their ordeal. Time spent listening, encouraging and supporting them and accompanying to appointments.

Advocacy where we support women sex workers to have a voice with a range of agencies such as health, legal, housing, finance and to help them address individual issues to overcome barriers such as addictions, mental health, abuse and homelessness.



121
**CONTACTS ON
OUTREACH**

1564
**OVERALL CONTACTS
WITH WOMEN**



208
**CONTACTS
IN DROP IN**

Befriending Loneliness and isolation are so high for women sex workers. Time spent getting to know them, gaining trust and building relationships is key to helping the women find the confidence to manage their often chaotic lifestyles. Feeling they can openly share on issues such as drug use, sex work, mental health and trauma with a trusted befriender can help them make life changing decisions.

**"HELP ME ESCAPE...
IMAGINE I WAS
YOUR SISTER."**

*Trafficked woman
to her partner
turned rescuer*

*Ex sex
worker,
aged 27*

**"MY FACE AND
BODY TELL MY STORY.
WHAT I HAVE BEEN,
I AM DAMAGED
AND BROKEN."**

Outreach a team of three volunteers/staff go out into the red light area of Norwich to make contact with street based sex workers. Offering on-the-spot help, information on services, condoms and a hot drink, a chat and a hug to show that we care. We follow up with the women by phone and invite them to drop-in or for a coffee in the hope that we can offer ongoing support.

Prison Visits women involved in prostitution enter prison with multiple needs. We visit women from Norfolk once a month to build relationships that can continue on their release into the community. We support them to address and overcome the core issues in order to avoid a return to sex work if they so choose.

Rose Campaign

Since the ROSE Campaign officially launched in June 2013 the service has been working towards supporting young people and women at risk of sexual exploitation at an exceptional pace.

Social media Key to the delivery of support is the new social media element of the service. We have a dynamic and ever changing forum for communication around sexual exploitation with both the Facebook and Twitter pages as well as the ROSE website. These are an excellent tool for guiding people to our service, where they can access individual support that is right for them. It is also an extremely effective way to spread the word about the risks surrounding sexual exploitation, providing education and awareness to our target audience, as well as the general public.

Helpline The ROSE Campaign has established a specific helpline for those wishing to access a non-judgemental and emotionally safe environment to discuss any concerns or risks that they may be experiencing, whether this be through sex work or through a grooming process or exploitative relationship. Our cutting edge on-line live chat facility is a really innovative way for us to reach women involved in sex work, who are often hidden, those women working from home or in brothels who may be feeling frightened, isolated or coerced. They can make immediate contact with a trained helpline worker both on-line and by telephone to seek help and support. The ROSE helpline is free, confidential and offers callers time to talk, emotional support and signposting.

Volunteers In order to provide the support that the growing organisation needs there has been a very successful volunteer recruitment drive. As a result we have a new and dynamic team of committed volunteers who are available to staff the helpline and live chat facility. Seventeen volunteers have been trained in Essential Telephone Skills and Responding to Emotional Content in Helpline Communication. The training is ongoing and tailored to our service through The Helplines Partnership which supports best practice.

Campaign raising the issues of sexual exploitation throughout Norfolk to the general public is key to the prevention of young people being caught up in the first instance. Keeping our young people safe is all of our responsibility. Awareness raising, speaking to community groups and equipping our volunteers and staff to deliver high quality training is essential in order to ensure this message is conveyed. We are happy to deliver talks and training on a range of issues including: Healthy Relationships, Internet safety, On-line grooming, Sexting and Child Sexual Exploitation.

“Supporting the work of The Magdalene Group is one of the best ways of impacting some of the most vulnerable young people in Norfolk”



ROSE Campaign
Raising awareness of sexual exploitation

Need advice supporting friends?
How do you support someone who tells you a being sexually exploited or is being in the sex industry? Some helpings and advice: <http://bit.ly/ROSEinfo>

For more information, visit our website:
<http://www.rosecampaign.org>



See: Support - Rose

ROSE Campaign
Raising awareness of sexual exploitation

Apprenticeships are a way for teenage girls offer place in relationship. Do you know how to keep yourself safe? Do you know how to spot the signs of abuse or relationship? Would you be able to support a friend who was being abused?

For more information and support visit our website:
www.rosecampaign.org
Or call our Helpline: 0800 800 1037



Workshop of teenage victims

How do you know if you are being sexually abused?

ROSE Campaign
Raising awareness of sexual exploitation

Do you know how to spot the signs of online grooming? Would you tell if you happened to see chat on a friend's phone? Visit our website to find out more information: <http://www.rosecampaign.org/identifying-the-signs-of-online-grooming>



Identifying the signs of online grooming: The ROSE Campaign
ROSE 2013-2017

Education, training and support for young people and their families to help them understand the signs of online grooming and how to protect themselves.

See: Support - Rose



224 247 184

Tweets

ROSE CAMPAIGN
Raising awareness of sexual exploitation

ROSE CAMPAIGN
Raising awareness of sexual exploitation

ROSE CAMPAIGN
Raising awareness of sexual exploitation



Twitter

ROSE CAMPAIGN
Raising awareness of sexual exploitation



Twitter



Facebook
and Twitter
Campaign

Young People's Services



The MASH central to our new Young People's Services is our partnership working with the Multi Agency Safeguarding Hub (MASH). The MASH based in Norwich is where all safeguarding concerns for children and vulnerable adults in Norfolk are sent to be looked at and discussed in partnership with Children's Services, the Police, Health, Probation and other agencies. We are co-located at the MASH and attend daily briefing meetings to take new referrals in relation to young runaways and those who have experienced sexual exploitation. This partnership and way of joined up working is proving extremely beneficial and we are pleased that The Magdalene Group has been instrumental in its effectiveness.

"I FELT SO PROUD TO HAVE AN OLDER BOYFRIEND WHO GAVE ME STUFF, I THOUGHT I COULD TRUST HIM MORE THAN ANYONE ELSE IN THE WORLD, BUT NOW ALL I FEEL IS USED AND WORTHLESS"

14 year old girl who was groomed and sexually exploited.

Runaway's Service This brand new service to Norfolk is an opportunity to reach some of Norfolk's most vulnerable young people. Our workers are given information of young people who have run away from home or care. Being offered a chance to meet with us provides the young person an opportunity to speak to somebody about their thoughts, feelings and wishes and to unpack the reasons behind why they are running away. The interview is an informal chat over coffee or a milkshake, creating the freedom to speak comfortably and freely. Identifying issues that can be signposted to other agencies such as the drug and alcohol services, or child and adolescent mental health services. If issues surrounding Child Sexual Exploitation are uncovered, a member of our ROSE Project will engage in ongoing befriending. Many young people have found that discussing the issues behind why they are running away helps them to move forward and consider other options.

Girls group a weekly drop-in group for girls aged 11-25, who have been identified as being vulnerable or exposed to sexual exploitation. During the group we run creative activities aimed at encouraging discussion and exploration of the issues facing these young women such as a positive life toolkit to keep them safe on nights out, team building games looking at trust and building healthy relationships, and decorating memory boxes with their dreams and aspirations for the future.

Young People Befriending Support for at risk young people alongside targeted intervention to help them keep safe, avoid exploitative relationships and make better life choices. Involving activities addressing self-esteem, looking at positive and negative aspects of relationships and how to cultivate more healthy relationships in their lives, internet safety, sexual relationships and emotional management.

135
YOUNG PEOPLES
BEFRIENDING
SESSIONS
OVER 10 MONTHS

The Jigsaw Programme

Definition of Child Sexual Exploitation

The sexual exploitation of children and young people under 18 involves exploitative situations, contexts and relationships where young people (or a third person or persons) receive something (e.g. food, accommodation, drugs, alcohol, cigarettes, affection, gifts, money) as a result of performing, and/or others performing on them, sexual activities. In all cases those exploiting the child/young person have power over them by virtue of their age, gender, intellect, physical strength and/or economic or other resources.

"I MET HIM ON AN ON-LINE CHAT ROOM HE SAID HE WAS MY BOYFRIEND, HE BOOKED A HOTEL ROOM. I FELT SO GROWN UP... I CAN SEE NOW THAT HE JUST USED ME."

Young runaway aged 15 talking about her 20 year old 'boyfriend'

Prevention

of sexual exploitation is key in educating young people on how to stay safe online. The Jigsaw Programme is working towards the prevention of exploitative relationships of young people by delivering specialist programmes in schools, colleges, youth groups and other organisations. 90 per cent of 5-15 year olds have access to the internet at home and 1/3 have a social networking profile, it is therefore vital that we address key safety issues such as cyberbullying, healthy relationships, grooming and awareness raising. Lessons in Internet Safety are as important as reading, writing and arithmetic - according to 80 per cent of parents who took part in a recent study (Guardian March 2014).

The Jigsaw Programme

has been in high demand throughout Norfolk this year. In total we have worked with approximately 160 organisations. In addition to our workshops we have introduced a more targeted package aimed at specific pupils who have exhibited risky sexual behaviour such as, sexting (sending explicit sexual images) contacting unknown adults online and even meeting up with strangers that they met online. We are pleased to report that 70% of students reported an increased understanding of the dangers of exploitative relationships as a result of The Jigsaw Programme.

We have also been involved in joint initiatives with the Norfolk Safeguarding Childrens Board and Norfolk Education in order to raise awareness of child sexual exploitation in young people and how to respond in a collaborative way. The Jigsaw professional strand has gone from strength to strength and we have delivered training to a number of organisations including:

- Norfolk Youth Offending Team
- Norfolk Childrens Services
- Victim Support
- James Paget Hospital

Teacher

"THE PROGRAMME IS DELIVERED IN AN EXCELLENT WAY AND REALLY ENGAGES THE YOUNG PEOPLE. IT REALLY MAKES THEM THINK ABOUT HOW THEY CAN KEEP THEMSELVES SAFE. THANK YOU."

Year 9 Student

"I JUST DIDN'T THINK OF THE CONSEQUENCES. NOW I REALISE HOW STUPID I WAS"



7640
YOUNG PEOPLE
IMPACTED BY
JIGSAW PROGRAMME

CEOP/CHILD SEXUAL
EXPLOITATION TRAINING
DELIVERED TO

448
PROFESSIONALS
IN NORFOLK

Statement of Financial Activities

For The Year Ended 31st August 2013

With heartfelt thanks to
all our supporters in 2013
including:



LOTTERY FUNDED

FUNDED BY
**COMIC
RELIEF**

Lloyds TSB

Foundation for England and Wales

**The
Henry Smith
Charity**
founded in 1628

	Unrestricted Funds £	Restricted Funds £	31.8.13 Total Funds £	31.8.12 Total Funds £
INCOMING RESOURCES				
Incoming Resources From Generated Funds				
Voluntary Income	54,099	122,550	176,649	115,305
Investment Income	48	-	48	48
Total Incoming Resources	54,147	122,550	176,697	115,353
RESOURCES EXPENDED				
Charitable Activities				
Training and Consultancy	2,804	6,241	9,045	4,275
Travel and Similar Items	1,160	2,583	3,743	4,477
Insurance	1,055	2,348	3,403	1,186
Printing, Postage and Stationery	804	1,789	2,593	3,481
Telephone	886	1,971	2,857	1,960
Rent and Rates	3,771	8,394	12,165	12,165
Equipment Repairs	196	437	633	276
Accountancy	405	903	1,308	1,308
Volunteers Expenses	767	1,707	2,474	2,082
Depreciation	7,469	393	7,862	2,714
Salaries	21,881	55,200	77,081	67,093
Client Expenses	1,439	3,202	4,641	2,475
Fundraising Fees	2,893	6,439	9,332	8,731
Refreshments	73	162	235	161
Cleaning	561	1,250	1,811	1,380
Advertising	1,408	3,135	4,543	3,600
Bank Charges	122	272	394	-
Professional Fees	913	2,031	2,944	670
Motor Expenses	136	303	439	-
Total Resources Expended	48,743	98,760	147,503	118,034
NET INCOMING(OUTGOING) RESOURCES	5,404	23,790	29,194	(2,681)
RECONCILIATION OF FUNDS				
Total Funds Brought Forward	19,429	68,802	88,231	90,912
TOTAL FUNDS CARRIED FORWARD	24,833	92,592	117,425	88,231



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

Contact •
Helpline: 0800 800 1037
Office Tel: 01603 610256
Email: administrator@magdalenegroup.org

“
How was I supposed to know the mate I met online wasn't who he said he was!! I feel really used and a real idiot.”



“
All the guys my age are so immature, so it's amazing to be going out with a guy in his 20s. I just wish he wouldn't make me do all those things with him and his mates...”



www.rosecampaign.org
www.magdalenegroup.org



“
My friends told me about an easy way to make cash. All I had to do was talk dirty to old men online. Easy? I don't think so. They had all the control, it took ages before I even saw any money. It just wasn't worth it.”



“
Sexting, so what, everyone is doing it. I just didn't realise my so-called friends would make those pics go viral!”

