



The
Magdalene
Group

Annual Report 2015



A Tribute To Our Founder Doreen Green

26th March 1927–21st March 2016

Doreen Green was co-founder of The Magdalene Group, which was born out of the vision of two Norwich magistrates in 1992. With daughters of their own, they dealt frequently with young women brought before them charged with being “common prostitutes” and so breaking the law. They were moved by the women who had no support, little education and only knew of relationships which abused and used them. Often the only way these women had of paying their fines was to go back out on to the street. Driven by their Christian faith they set about establishing a support scheme in Norwich. The Group was registered as a charity in 1994 and thanks to a wide range of volunteers and benefactors the Charity celebrated its opening a few months later.

The Magdalene Group has grown and developed as new needs, threats and challenges have emerged and they contributed to the Home Office publication “Prostitute Review – Paying the Price”.

This review cited The Magdalene Group as an example of best practice for its rehabilitation programme and in 2003 The Magdalene Group received the Queen’s Golden Jubilee Award only three such awards were given in the East of England that year.

The work of The Magdalene Group has grown from strength to strength and has become the foremost provider of services for women and young people who experience sexual exploitation in Norfolk.

We were delighted to have Doreen at our recent away day in Feb 2016 where we shared exciting plans to remain innovative and responsive in continuing to meet the needs of the people who use our service. Doreen addressed the group and said that she could not be happier than where the Magdalene Group is today and what peace of mind she has with The Magdalene Group in the care of Suzi, Sara and the team – words that we will always treasure.

CEO Report

I am so proud that for over 20 years the Magdalene Group has unfailingly provided love and care to people experiencing sexual exploitation. To have the honour of leading the way forward in terms of the services and approaches we adopt in order to fulfil the original aims of our founder, Doreen Green, fills me with a strong sense of pride.


This year has seen a huge increase in demand for our services. The Rose Project has worked with over 203 young people and the Doorway Project has worked with over 104 women, however the numbers will never do justice to the often

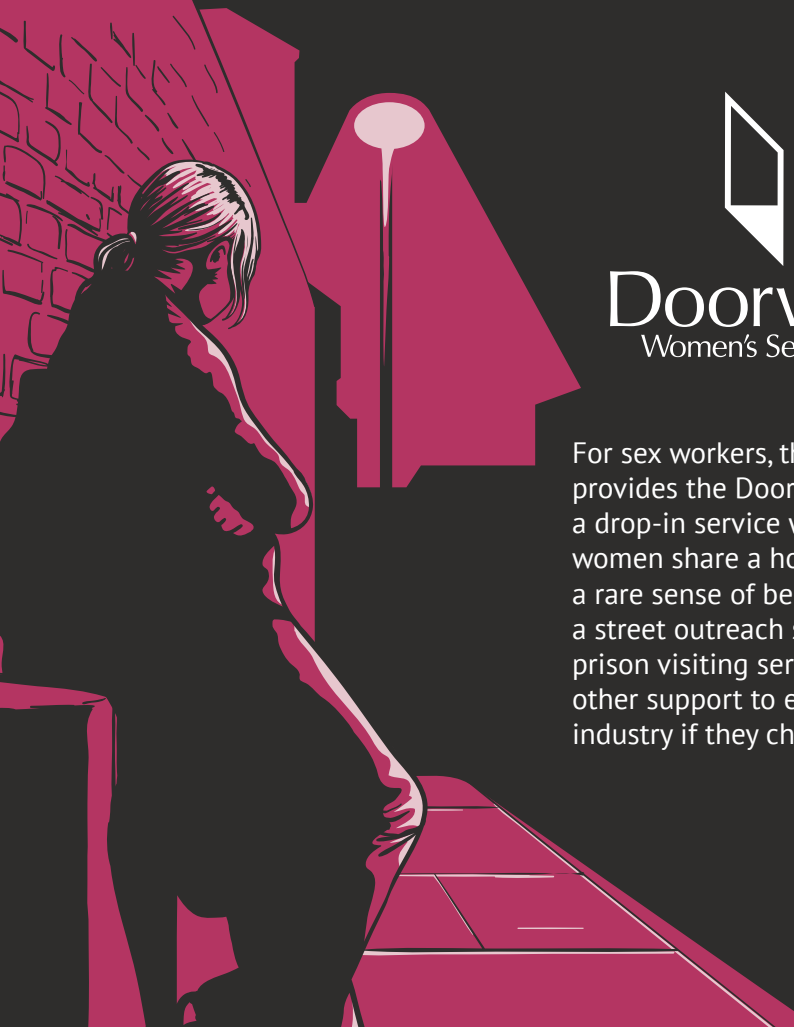
harrowing and heart breaking stories of sexual exploitation underlying them. A huge acknowledgement and thanks to the dedication of the staff team, who need resilience and commitment in working to meet the needs of their clients being held to account, addressing safeguarding concerns, making many judgements and being responsive and adaptable in managing expectations.

Our services could not be delivered without the dedication from our trustees and volunteers and so it is with an enormous thank you to all who support the work of The Magdalene Group.



“The Magdalene Group’s awareness and involvement in the sex working agenda within the county is an added bonus in respect of their work on child sexual exploitation (CSE). We have a strong working relationship with the team and I think that a lot of the progress made in the county on CSE and our response to sex workers is attributable to their experiences in the field.”

 Detective Superintendent
Julie Wwendth, Norfolk Police



Doorway

Women's Services

For sex workers, the charity provides the Doorway Project, a drop-in service where women share a hot meal and a rare sense of belonging, a street outreach service, prison visiting service and other support to exit the sex industry if they choose.

- **Street Outreach** A team making contact with women working in the red light district offering support, crisis intervention, sexual health, ugly mugs scheme and hot drinks.
- **NETREACH** Making contact with indoor sex workers through chat rooms, email and social media to offer information and guidance and support.
- **Helpline/Live Chat 0808 800 1030** Offering a listening service and information.
- **Drop-in** Access to computer suite, support with housing, finances, health or any other concerns. Hot lunch and chat.
- **Support** for asylum seekers and migrant women who have experienced trafficking or sexual exploitation.
- **Prison Support** Monthly visits to support women in prison, with the court process and to provide support on release.
- **Befriending** Regular meetings to help women attend appointments, meet for coffee and to manage their day to day lives.



“I’ve been doing this since I was 16...I’ve completely lost track of who I am. I wasn’t addicted to drugs to begin with, that came later, and I’ve been stuck on a roundabout ever since.

I come here and, for a few hours, I get to be the person I used to be...I used to see a sign on the door saying they helped sex workers but it took me months to pluck up the courage to come in. I was scared of people looking down on me, but they’re not like that, it makes a big difference to talk to people who understand.

The project’s given me meals, clothes, access to computers, help with my housing benefit, health appointments and when my mum died they referred me for counselling, they were there for me when no-one else wanted to know; no-one.

If it wasn’t for Doorway I’m not sure where I’d be, but I think I’d be in a bad place, mentally and physically. I don’t want to be doing this, but I don’t see any end in sight...”

Mia

From March 2015–February 2016 the Doorway project has worked with **104 women.**



The Rose Project supports young people by providing a range of services.

From March 2015–April 2016 **84 young people** have engaged in:

- **Befriending**
- **Targeted support**
- **Therapeutic sessions**

- **School Support** Delivered to young people in schools throughout Norfolk who are considered at a low risk of CSE helping them to understand 'risky behaviours' and how to stay safe from harm.
- **ISVA** Advanced programme supporting children and young people. Providing support to young people through the Criminal Justice System who have been affected by:
 - instances of grooming
 - online sexual activity
 - incitement to commit sexual acts.
- **Befriending** Offers ongoing support and Targeted support works to agreed goals over a six week period. Helping young people who have been victims of CSE work through issues to help them stay safe in the future. Also offered to young people that are demonstrating risky or unsafe behaviours to prevent them becoming victims of CSE.
- **Therapeutic Support** Helps young people to reflect and understand their experience of sexual exploitation, through the telling of their story to understand what happened and how to move on from it.

- **MASH (Multi Agency Safeguarding Hub)** The MASH deals with all safeguarding concerns for children and vulnerable adults in Norfolk. The Rose Project is co-located there and works in partnership with Police and Children's Services to take new referrals for young people who run away or have been victims of CSE.
- **Helpline/Live Chat 0808 800 1037** A dedicated helpline for any young person who is concerned that they might be being groomed or sexually exploited.

"The Rose Project's key strengths are building trust with vulnerable young people and enabling them to understand healthy relationships. The project understands the dynamic landscape around CSE."

Ian Sturgess, Police and Crime Commissioner Office

"I'm impressed with the quality of evidence and the impact they have on addressing the risks of CSE. The project is child centred and committed to getting the best outcomes for children at risk. The Rose Project are an asset to Norfolk and have made valuable contributions to the county's strategic direction."

Norfolk Safeguarding Children Board Manager

All young people missing from home or care are offered a return to home interview to:

- check if they came to any harm
- check for indicators or vulnerabilities that might suggest they have been victims of CSE
- enable signposting to other agencies for any additional support required
- highlight any safeguarding issues
- identify that they might have been a victim of crime

Between March 2015–April 2016 **37 young people** engaged in a return to home interview





Jigsaw young people's programmes – A range of accredited education programmes working towards the prevention of child sexual exploitation and ensuring young people recognise and understand how to stay safe.

31 young people impacted through creative courses.

1571 children and young people in primary, secondary school and college impacted through 62 school work sessions.

Creative Courses Working with schools, care homes and youth clubs throughout Norfolk, covering:

- Healthy relationships
- Exploitative relationships
- Internet risks.

Schools Work Delivering key safety CSE programmes, class size workshops, and assemblies. Covering:–

- **What is sexting?**
What are the legal consequences?
- **What is grooming?**
How to recognise the signs.
- **Staying safe online**
 - Privacy settings
 - Key safety messages
 - Webcam
 - How to report concerns.
- **How to recognise the different models of exploitation**
 - Party
 - Gang
 - Peer
 - Internet/sexting
 - Boyfriend.

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 of child sexual exploitation
- Case studies
- Signs to look out for in children and young people
- Understanding the challenges of working with young people and CSE
- 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
- Looking at different technologies young people are using and the risks such as social networking sites, instant messenger, gaming sites webcams and mobiles
- Looking at education package resources such as films, poster, lesson plans to use with children age 4 years to 20 year olds and parents.

“I have gained a much more deeper knowledge of child sexual exploitation, risks and support available.”

Training delegate

20 courses delivered to
325 professionals between
March 2015–February 2016

Out of excellent, good, average, poor and very poor
83% of delegates rated the training as excellent and 17% as good.

“The trainer was knowledgeable and has made a real impact – this is the best training we have had on CSE. Thank you.”

Training delegate

Financial Report

September 2014–August 2015

	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	31/8/15 TOTAL FUNDS £	31/8/14 TOTAL FUNDS £
INCOMING RESOURCES				
Generated funds				
Voluntary income	76,053	253,284	329,337	242,281
Investment income	193	-	193	69
Total incoming resources	76,246	253,284	329,530	242,350
RESOURCES EXPENDED				
Charitable activities				
Training and consultancy	237	12,891	13,128	9,921
Travel and similar items	-	9,942	9,942	8,059
Insurance	-	1,236	1,236	1,152
Printing, postage, and stationery	-	3,469	3,469	1,677
Telephone	-	4,932	4,932	7,865
Rent and rates	-	12,187	12,187	13,677
Equipment repairs	-	7,050	7,050	2,326
Miscellaneous expenditure	-	2,729	2,729	1,544
Accountancy	389	1,556	1,945	2,638
Volunteers expenses	-	1,515	1,515	1,939
Depreciation	4,274	-	4,274	5,795
Salaries	8,670	145,701	154,371	132,418
Client expenses	-	3,933	3,933	3,578
Loss / (Profit) on sale of fixed assets	-	1,255	1,255	(1,185)
Fundraising fees	5,097	6,196	11,293	7,779
Refreshments	-	861	861	170
Cleaning	-	2,065	2,065	1,975
Advertising	2,123	9,500	11,623	10,327
Bank charges	114	457	571	731
Professional fees and subscriptions	-	2,919	2,919	1,887
Motor expenses	-	1,859	1,859	1,108
Total resources expended	20,904	232,253	253,157	215,381
NET INCOMING RESOURCES	55,342	21,031	76,373	26,969
RECONCILIATION OF FUNDS				
Total funds brought forward	29,412	114,982	144,394	117,425
Total funds carried forward	84,754	136,013	220,767	144,394

Afternoon Tea Party in the Bishop's Garden

20 year
celebration | £10,104
raised



With Thanks

We would like to thank all our funders
for their generosity to The Magdalene Group

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,
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of the Methodist Church

Our Trustees

Mrs Georgina Holloway, Chairman

Mr Nicholas Miller, Company Secretary

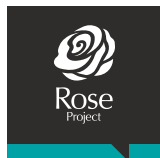
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