Impact report May 2016 – April 2017

Hestia is a **London charity** working with adults and children in crisis to change their lives at the times when they most need support. We do this through a **range of services** including support for those experiencing domestic abuse, victims of modern slavery, those with mental health needs, those with physical or learning disabilities, ex-offenders looking to make a new start, and older people ensuring they stay active and independent.

Empowering People, Changing Lives

Hestia's domestic abuse services

We are the largest provider of domestic abuse refuges across London and manage **36 safe houses** across the Capital. In 2016, we **supported over 5000 women and children** across our domestic abuse services. Our refuges provide a safe haven for mothers and their children – a home they can call their own while they rebuild their lives after the trauma of domestic abuse. As part of our domestic abuse services, our dedicated staff help survivors and their families to rebuild their lives, creating a stronger future for them in a safe and healthy environment. This includes finding a permanent home, managing their finances, taking care of their health, and accessing work, training or education. We also provide invaluable emotional support and ensure that survivors are able to access specialist counselling that benefits them and their children.

Hestia's support for children affected by domestic abuse

Our Children and Family Workers provide specific support for children. The work they do is to help with accessing new school places, providing emotional support that enables children to express their emotions, and supporting mothers and their children to rebuild their relationship, which is often damaged by their experience of domestic abuse. We are currently one of the only organisations in the UK who are committed to providing Children and Family Workers in all of our domestic abuse refuges.

Supporting victims of modern slavery

Hestia is the largest provider of support to victims of modern day slavery in London. In the last year (as of March 2017), we have **supported over 600 victims** of modern slavery in either our specialist safe houses or through our outreach services

NO MORE

1 in 4 Women — 1 in 4 women and **1 in 6 men** will experience domestic abuse in their lifetime and this leads to, on average, two women being murdered each week and 30 men per year (Crime Survey England and Wales 2015)

1 in 5 Children — Around 1 in 5 children have been exposed to domestic abuse (NSPCC 2016)

Adults — Approximately **85,000 women** and **12,000 men** are raped in England and Wales every year; that's roughly 11 rapes every hour (ONS 2013) **11/hr**

1 in 5 Teenagers — 1 in 5 teenagers have been physically abused by their boyfriends or girlfriends (NSPCC 2016)

UK SAYS NO MORE

NO MORE is an awareness campaign developed in the United States of America, and is based on a unifying symbol designed to galvanise greater awareness and **action to end domestic violence and sexual assault**. The NO MORE campaign is supported by major organisations working to address these issues in the USA, it is the only campaign to have had two successful advertisements in the Super bowl final. NO MORE has drawn attention to domestic violence and sexual assault within the public discourse and put it higher on the public policy agenda.

The NO MORE pin aims to raise awareness of domestic violence and sexual assault in the same way as the red ribbon does for AIDS or the pink ribbon does for breast cancer.

NO MORE in the UK was **launched in May 2016 in the House of Commons** with support from Rt Hon Karen Bradley MP, Rt Hon. The Baroness Scotland of Asthal QC and over 30 charity and corporate partners.

The campaign aims increase awareness of domestic violence and sexual assault, encourage organisations to work together and for under **a unifying message** of only by **working together can we aim to end domestic abuse and sexual violence.**

UK SAYS NO MORE

Rt Hon Karen Bradley MP, Minster for Preventing Abuse, Exploitation and Crime

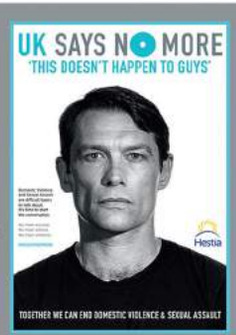
The campaign launched in **May 2016**, with over 100 representatives from government, local authorities, charity and the commercial sector.

The Rt Hon. The Baroness Scotland of Asthal QC

UK SAYS NO MORE has created three public service announcements (PSA's), with over 15 British celebrities from actors in film and television, international news reporters and You Tube stars and influencers.
The three PSA's were **NO MORE 'Excuses', NO MORE 'Excuses – men and boys' and Attention.** These videos were produced in partnership with Born creative design agency and were directed by Rachel Howald Chief Creative Officer at WPP/Team BAC.

Celebrity Poster Campaign

We assembled a cast of **18 British actors, actresses and influencers** such as, Andy Serkis, Alison Steadman, Jason Fleming and Paul Merton.



Hestia is the home of the UK SAYS NO MORE campaign. **Our trustees and staff** jumped at the opportunity to say NO MORE to domestic violence and sexual assault and they took part in their own **NO MORE 'Excuses' poster campaign.**

15 Young Men from universities across the South East said NO MORE to domestic violence and sexual assault by taking part in our **NO MORE 'Excuses' university poster campaign.**

The UK SAYS NO MORE team and its supporters came together to **Take a Stand** and joined feminists from across London to '**Reclaim the Night' 2017.** We joined millions of women and men from across the world, wearing our pussy hats with pride and **marched for equality.**

The Gallery launched in November 2017 providing an opportunity for supporters of the campaign to Take A Stand by uploading their image and message to the UK SAYS NO MORE gallery and share it on social media.

UK SAYS NO MORE has increased awareness of domestic violence and sexual assault by working with our partners to deliver training and awareness sessions. We worked with the Methodist Church UK to deliver training to 150 of their leadership members.
UK SAYS NO MORE also delivered training to charity partners, UEL, UCL and the international law firm Hogan Lovell.

"I am not afraid anymore. I have a voice and I'll use it wisely, to empower and educate other survivors"
- A campaign supporter taking a stand and sharing her message

Media Impact

Featured in London Evening standard, BBC Newsbeat, BBC Asian Radio, Talk Radio, Good Morning Britain, MTV UK, Grazia, Vice, Brixton Blog, South West Londoner, Made in Cardiff TV, Huffington Post UK, The Metro, Bustle and Anna-Lynn McCord discussed the campaign on FOXnews.com.

77 000 Views

Videos have over **77 000 views** and have aired on **Community Channel and Viacom online**

Over 250 people

have now Taken a Stand and said NO MORE to domestic violence and sexual assault by sharing their images of them saying NO MORE excuses.

830 000
Social Media impressions per month

70 000 Visits
Website has over 70 000 visits

Policy Paper
Victim to Survivor

66 Articles
published on the UKSNM blog

32 Presentations
given at sector forums, events, seminars and to local authority strategic planning groups

23 Newsletters
open rate of 38.48% above industry standard of 21.4%

The UK SAYS NO MORE partners

The campaign is built on **the concept of partnerships** – that only by working together can we end domestic violence and sexual assault. The campaign brings partners together from across the corporate, charity, government, education, arts, culture and entertainment sector.

"Recognising that we all have theoretical and philosophical understandings of intimate partner violence but ultimately the thread that ties us all together is that we want to end domestic violence and sexual assault." - *Violence Against Women and Girls Partnership Manager*

Cymru Says NO MORE

Cymru SAYS NO MORE launched with a photo call for Assembly members outside **the National Assembly for Wales** including Dawn Boden AM, Jenny Rathbone AM and Nasir Adam, in addition to members of the public keen to come and support the launch of **the NO MORE campaign in Wales.**

Merton Says NO MORE

Following the successful launch of the campaign in **the Summer 2016**, Merton have joined the London Borough of Harrow in saying **NO MORE to Domestic Violence and Sexual Assault.**

merton

Peace One Day

PEACE ONE DAY

Peace One Day's objective is to institutionalise **Peace Day 21 September**, making it a day that is self-sustaining, an annual day of global unity, a day of intercultural cooperation on a scale that humanity has never known.

In 2016 Approximately **2.2 billion people** were exposed to **Peace Day messages** through activities ranging from radio broadcasts to social media campaigns. Across the world, an estimated **940 million people** were aware of Peace Day in 2016. Hestia ran live on their worldwide contact and more than **2,000 people** have seen our participation on social media.

On Peace Day 2016 the team at UK SAYS NO MORE joined partners from across the world to deliver a **24 hour Facebook live event** discussing the importance of peace in the home and how peace in the home has a greater impact on peace in society.

NFL · ywhP Sexual Abuse Support Service · AVA Against Violence & Abuse · FaithAction · daha · Helen Bamber Foundation working with survivors of cruelty · nova new opportunities · JAM · SURVIVORS MANCHESTER break the silence, it stops with us! · PEACE ONE DAY · The Westminster Society for people with learning disabilities · three Cs · mind for better mental health in Kingston · homeless link · Crisis · equation · g+(uk) · anti-slavery today's fight for tomorrow's freedom · women's aid until women & children are safe · solace women's aid

Working with The NFL

In 2016 we began work with the NFL in the UK to deliver a **domestic abuse and sexual violence awareness and training** sessions to the **200 young men and boys** who would be attending their On and Off the field camp.

We spent three days working with and training 15 young men from universities across the UK in order for them, with our support to deliver an awareness session to 200 young men and boys about domestic abuse and sexual assault.

The camp was a great success with many of the young boys and men discussing consent and increasing their understanding of domestic abuse and sexual assault, how they can access support and how they can contribute to ending domestic abuse and sexual violence.

The 15 young men became our **official UK SAYS NO MORE ambassadors.** They have taken their learning back to their universities and continue to create awareness around domestic abuse and sexual violence by showcasing their campaign posters.

"The younger participants in the camp came forward after the sessions and thanked us for the talk saying that they hadn't really thought about the topic. This really struck home, such a huge topic that is poorly understood by most and hasn't even entered the mind of young teenagers. How will society change if we do not educate the generations to come about topics that truly matter? " - NFL Peer Ambassador

Get Involved . . .

Going Forward . . .

We have a number of events and opportunities to get involved in the campaign planned for **UK SAYS NO MORE week 2017** and throughout the coming year.

We will start the UK SAYS NO MORE week by working with our partners Dafni and PURE PR to deliver **an empowerment day** for the residents of our refuges and modern day slavery support services; we have arranged for a number of **speakers to tell their stories and share their thoughts** on domestic abuse and sexual assault. PURE PR and Dafni will be offering free hair, makeup, and nail sessions to the attendees. They have kindly donated a goody bag of beauty products and a Dafni ceramic brush for everyone who attends. In addition to this we will be hosting a book launch, **taking part in a panel discussion**, talking about domestic abuse and sexual assault in the context of **the play 'A lie of the Mind'.**

UK SAYS NO MORE will launch its **Together We Can webinar series** – enabling us to share the good practice, knowledge and expertise of all of our partners. This will be followed by a number of Let's Get the Conversation started Ted talk style events, Facebook Live events and podcasts.

Due to the success of the **NFL Ambassador programme** we will be expanding it over the next three years and plan to deliver a similar model in 10 universities across England and Wales. This model includes; training on domestic abuse and sexual violence, a poster campaign, an ambassador network and yearly summit.

And finally we will release **a new public service announcement**, this time featuring sports personalities, celebrities, influencers and young people.

Kevin Child
"Only together can we stop this!"

Megant
"I am not afraid anymore. I have a voice and I'll use it wisely, to empower and educate other survivors" #UKSAYSNOMORE

"No one EVER asks to be raped. Sexual violence is not acceptable. Together We Can end it "

Bright Sky

Bright Sky is a **free to download** mobile app providing **support and information** for anyone who may be in an abusive relationship or for those concerned about someone they know.

Bright Sky was initially **launched by Hestia in 2016**, after being developed with consulting firm Aspirant. The app has since been **used over 6,500 times** to **locate and contact support services** across the UK, **identify potential abuse** in a relationship, and **log incidents** of domestic abuse. Now in 2017, Hestia is launching the second development of the app, in partnership with the Vodafone Foundation.

This new development expands on the content within the app to cover issues such as sexual consent, stalking, harassment and online safety, and making the app **available in 3 languages** in addition to English – Punjabi, Urdu and Polish. The second development will also see significant focus on improving the overall design and interface and ensuring the app is **secure and user friendly.**

The App features:

A unique **UK-wide directory of specialist domestic abuse support services**, whereby users can contact their nearest service by phone from the app, searching by area name, postcode or their current location.

A safe **My Journal tool,** where incidents of abuse can be logged in **text, audio, video or photo form**, without any of the content being saved on the device itself.

Questionnaires to assess the safety of a relationship, plus a section on dispelling myths around domestic and sexual abuse.

Information for anyone wishing to learn more about domestic abuse, including the different types of support available, steps to consider if leaving an abusive relationship, and how to help a friend affected by domestic abuse.

Contact details and the ability to **call national helplines providing support** for those affected by domestic and sexual abuse across the UK.

Links to further **resources and information** on topics around domestic abuse.

Amy's Story

Amy sent naked pictures of herself to her boyfriend Joe. She thought it would be a fun, sexy thing to do, as some of her friends had also done it.

Recently, Amy broke up with Joe. He did not take it very well and decided to publicly share her pictures on social media. Amy is really embarrassed that everybody she knows has seen them.

If you are in immediate danger, please call 999

Bright **Sky**

Download the **Bright Sky** app for free information and support about domestic abuse, sexual consent, harassment and stalking

Download on the App Store

GET IT ON Google Play

Hestia.org/BrightSky

Hestia

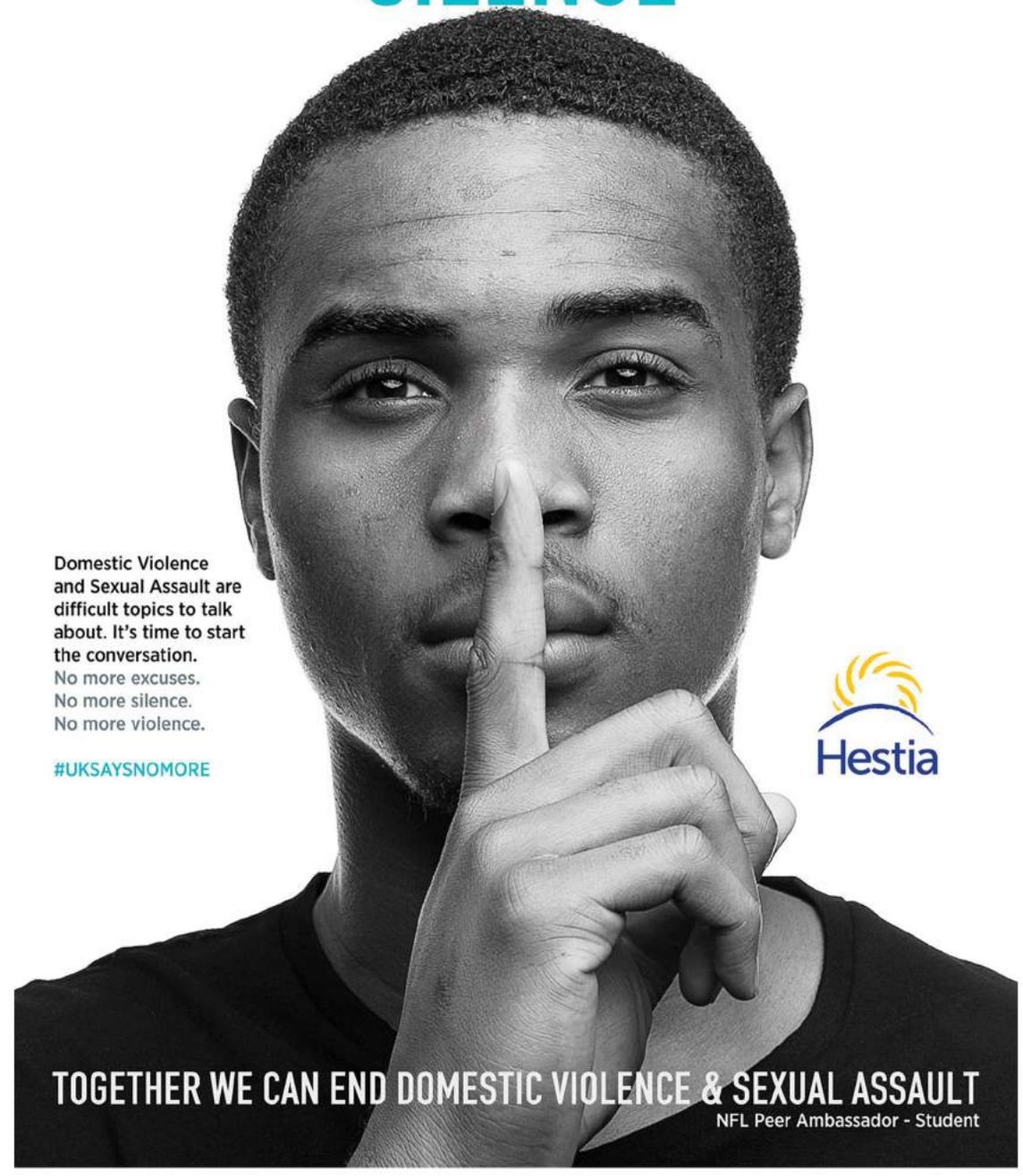
Empowering People. Changing Lives

For more information;
Tel: 0207 378 3100
email: UKSAYSNOMORE@hestia.org
UKSAYSNOMORE.org

Twitter @UKSAYSNOMORE
Facebook UKSAYSNOMORE
Instagram @UKSAYSNOMORE
Youtube UKSAYSNOMORE

Twitter @hestia
Facebook Hestia1970
Instagram @Hestia_charity

Charity no. 294555
Company number. 2020165

UK SAYS NO MORE

"SILENCE"