



Celebrating
20
years

“You make me feel safe.
I know that you are always
looking out for me.”

 Service user

2014-15
Annual Report

The Magdalene
Group

Foreword

by National Lead for Child Protection and Abuse Investigation

Norfolk Constabulary have worked in partnership with The Magdalene Group now for a number of years. This partnership has seen us work with them to tackle the exploitation of sex workers in our county to more recently expanding this service provision to tackle the growing area of Child Sexual Exploitation (CSE). In both such areas it is clear that a strong partnership, built on trust and experience has developed between our two agencies.

There are many people who are still unaware of the impact that CSE can have on a young person's life and indeed that of their family. Whilst we, the Police, are equipped to deal with the criminal

elements of offences reported to us, we are not necessarily suitably trained to deal with the more therapeutic support these young people or their families require. For those young people who are deemed 'at risk' and those who are already being exploited, it is often this subsequent support which can ensure they recover from these experiences.

The Magdalene Group are able to offer this support and work in tandem with both specialist officers and staff to ensure that children are protected and risks averted. They understand the criminal process and the need for evidence gathering, and whilst my officers are dealing with perpetrators, the service provided by The Magdalene Group ensures the victim is never forgotten and support is there for them as and when they need it.

As integral partners to the CSE team within Norfolk's Multi Agency Safeguarding Hub, The Magdalene Group's staff regularly share information with the team which can prove useful for the identification of additional victims, perpetrators and preventing

future risks. Their involvement in return home interviews for children who have run away has brought a new dimension to the management of missing children locally and is a partnership that is both recognised and envied by many of my colleagues in other force areas.

I am always impressed by the strength of character of Suzi and her team. They have managed to deliver an excellent quality of service to over 90 young people who have been affected by CSE within the county of Norfolk – all of this with limited resources and non-secure, often self-generated funding. It is testament to all of the team, that their belief in doing the right thing for these young people drives their passion and their ability to deliver and I am proud that my Constabulary has such well-defined links with their charity. I know we are always looking at ways to expand the services available and am looking forward to working with them in the coming year to do just this.

Simon Bailey
Chief Constable of Norfolk Constabulary



Meet the Team

We have grown over the last 20 years to become the leading provider of services in our field throughout Norfolk. A small Charity with big aspirations, not afraid of being innovative and introducing new ideas in our determination to prevent and support young people and women affected by sexual exploitation. I am so proud of the hard work and sheer determination of the team who go over and above, time and again in order to effect positive change in the lives of the people that we work with.

I would also like to thank our Board of Trustee's, Administrator, Volunteers and all other stakeholders for their constant support, time, prayers and generosity.

Suzi Heybourne
CEO





Doorway supports women working in sex work, prostitution and the adult industry in Norfolk.

"I was at the end of my rope, no one knew what I was going through. I dare not pick up the phone in case my family heard. That's where live chat was good for me."

Live chat client



- Outreach
- Drop-in
- Prison Visiting
- Befriending
- Trafficked Women's Group
- Netreach
- Helpline/Live chat

288 contacts through drop in
183 street outreach contacts
177 befriending sessions
242 online netreach contacts

"You're there for me when no one else is, you're like the family I never had."

Sex worker





Rose
Project

Reaching Out on Sexual Exploitation.



We support young people who are at risk of or are being exploited by providing support through a range of different services.

- Therapeutic Interventions
- Befriending
- Return Home Interviews
- Multi Agency Safeguarding Hub attendance
- Targeted Support Work
- Youth Work
- Drop In's
- Workshops
- Helpline/Live chat



“I thought he loved me. I really thought we were in a proper relationship. I had no idea that what he was doing was wrong.”

14 year old girl



424 befriending sessions

29 targeted support sessions

118 return home interviews

23% of young people were identified as being at risk of child sexual exploitation



The Jigsaw Programme is an education programme working towards the prevention of exploitative relationships of young people.

“Seeing my images everywhere online made me feel so embarrassed.”

■ Year 10 student

- Child Sexual Exploitation training courses for professionals
- Child Exploitation Online Protection Centre training
- Schools Work

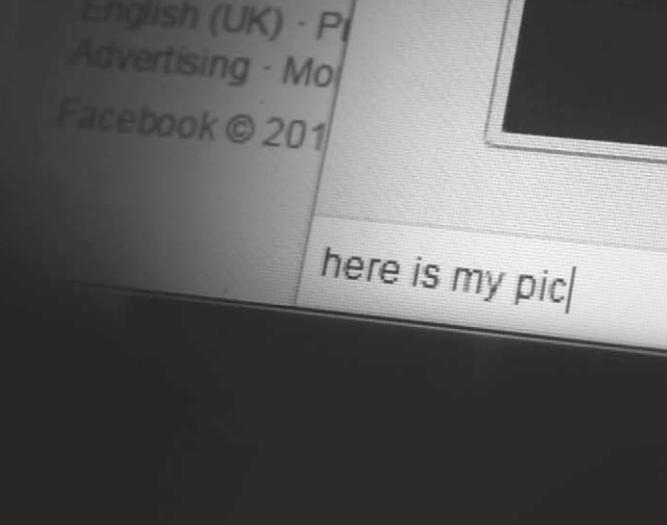
- Creative Courses:
 - Healthy Relationships
 - Exploitative relationships
 - Internet Risks

Education

86% of students said they learnt how to stay safe from child sexual exploitation

Professionals

74% of professionals rated the training as excellent and 26% rated it as good



3 Year Project Final Report Figures

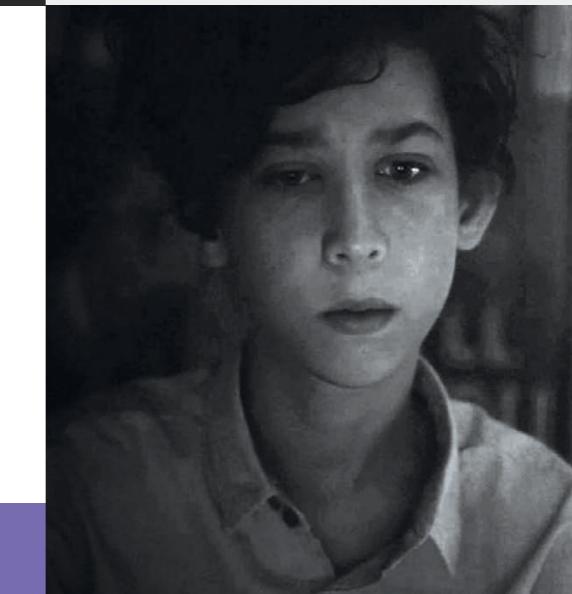
20,637 Total number of children, young people, parents/carers and professionals reached

166 Primary schools impacted

34 Secondary schools impacted

“Vital knowledge to enable me to understand online exploitation.”

■ Training delegate



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

■ Year 8 student

Financial Report

September 2013 - August 2014

	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	31/8/14 TOTAL FUNDS £	31/8/13 TOTAL FUNDS £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	46,413	195,868	242,281	176,649
Investment income	69	-	69	48
Total incoming resources	46,482	195,868	242,350	176,697
RESOURCES EXPENDED				
Charitable activities				
Training and consultancy	1,595	8,326	9,921	9,045
Travel and similar items	1,296	6,763	8,059	3,743
Insurance	185	967	1,152	3,403
Printing, postage, and stationery	270	1,407	1,677	2,593
Telephone	1,264	6,601	7,865	2,857
Rent and rates	2,199	11,478	13,677	12,165
Equipment repairs	374	1,952	2,326	633
Miscellaneous expenditure	248	1,296	1,544	-
Accountancy	424	2,214	2,638	1,308
Volunteers expenses	312	1,627	1,939	2,474
Depreciation	5,481	314	5,795	7,862
Salaries	25,010	107,408	132,418	77,081
Client expenses	575	3,003	3,578	4,641
Loss / (Profit) on sale of fixed assets	(1,185)	-	(1,185)	-
Fundraising fees	1,251	6,528	7,779	9,332
Refreshments	27	143	170	235
Cleaning	318	1,657	1,975	1,811
Advertising	1,660	8,667	10,327	4,543
Bank charges	118	613	731	394
Professional fees and subscriptions	303	1,584	1,887	2,944
Motor expenses	178	930	1,108	439
Total resources expended	41,903	173,478	215,381	147,503
NET INCOMING RESOURCES	4,579	22,390	26,969	29,194
RECONCILIATION OF FUNDS				
Total funds brought forward	24,833	92,592	117,425	88,231
Total funds carried forward	29,412	114,982	144,394	117,425

Celebrating
20 years | Thank you
to all our
supporters

The Magdalene Group



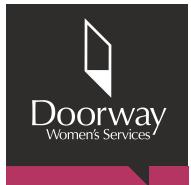
Doorway
Women's Services



Rose
Project



Jigsaw
Programmes



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