



DAISY

PROGRAMME

Trustees' Annual Report 2020-21

Daisy Programme

Trustees' Annual Report and Financial Statements for the period 1
April 2020 to 31 March 2021

"I feel stronger than I have done for a long time. I now realise that I have people around me who believe in me and understand my journey. When I first accessed Daisy Programme, I was reluctant in telling my whole story but since doing this I now feel that I have made small steps of progress in feeling safer and stronger from their support and advice." - Daisy Client

August 2021

Unit 1
Ventura House
Norwich Road
Watton
IP25 6JU



Daisy Programme is a Charitable Incorporated Organisation governed by a CIO
Foundation Constitution and overseen by a Board of Trustees

Registered Charity Number 1166033

Chairman's Introduction

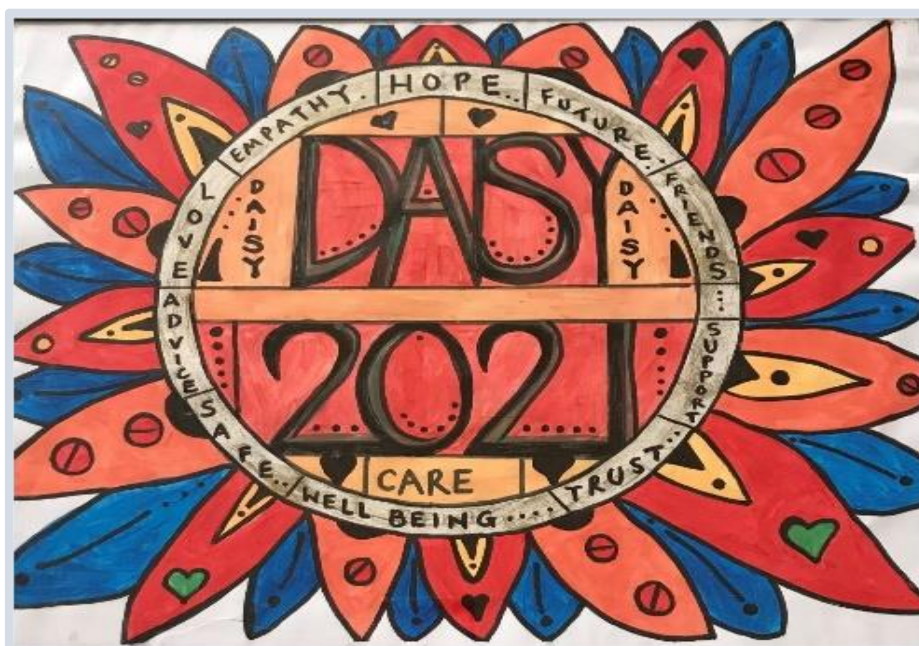
Despite the unique challenges presented to us during the Covid19 pandemic, we have continued to work towards our organisations' mission to empower people who have experienced abuse to recover, build resilience and live positive, healthy, and productive lives.

The impact of lockdown had a significant influence on the way we provided support to those harmed by domestic and sexual abuse. We were able to adapt quickly and implemented digital courses, groups and activities in order to continue supporting our clients to connect and recover. It quickly became apparent the positive benefits of being able to offer interventions digitally, expanding our reach to those people who previously may not have been able to travel to our Community Hub. It also allowed us to offer extra courses in the evenings, meaning we were able to provide options to those working in the daytime.

Daisy Programme has continued to grow during the last year, taking on new staff members, introducing new courses and groups and further developing strong relationships with key services in Breckland, allowing us to highlight Daisy Programme with professionals and the wider community. A key success was securing funding from the Office Police Crime Commission Norfolk (OPCCN) to provide counselling for survivors of sexual abuse living in Breckland as a two-year pilot, resulting in the creation of The Rowan Project. I have been particularly proud of how the Daisy team responded to the challenges that came with a rapidly expanding charity, often alone at home but always with a smile on their faces. I'd like to say a big 'thank you' to the whole team for their work in such challenging circumstances, and we look forward to another exciting year for Daisy.

Steve Jackman

Chairman of Trustees



Objectives

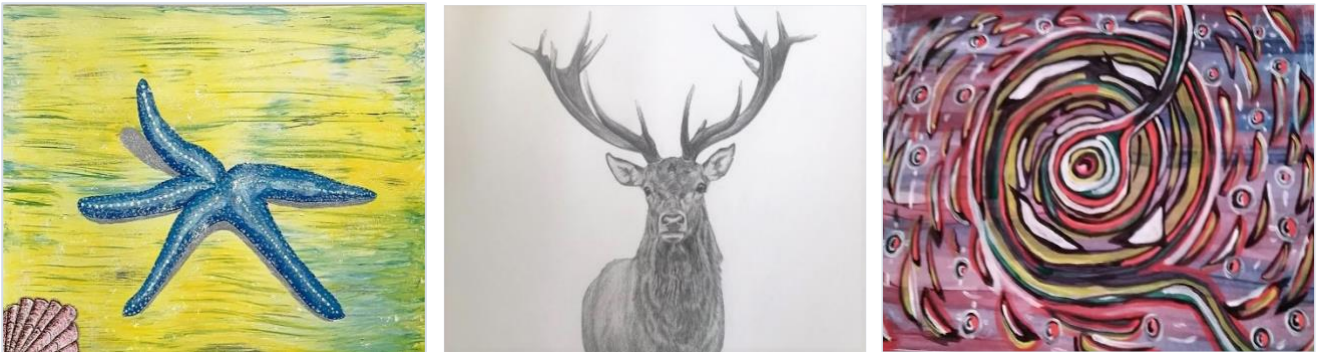
Daisy Programmes objectives are to relieve the needs and provide support for people living in Norfolk who have suffered or are exposed to domestic and sexual abuse by supporting their emotional, physical and mental health.

We will achieve this by:

- ✓ Supporting people to develop confidence and belief in their ability to create a new future (Jointly agreed support planning, practical support, caseworker support, phone support, emotional support).
- ✓ Enabling people to move on from their past with better well-being and new ways of thinking and behaving (Therapeutic interventions such as counselling).
- ✓ Helping people to value themselves by understanding abuse and their experiences and have pride in their progress and achievements (Freedom Programme, Confidence Course, other psycho-educational programmes).
- ✓ Creating support networks and a sense of belonging (Peer support groups, parenting support groups).
- ✓ Giving people tools to reduce stress, build skills and release trauma held in the body through creative and mindful activities (Art Group, Choir, Mindfulness, Book Group, Yoga, Therapeutic Writing).
- ✓ Empowering survivors to achieve a sense of purpose and potential (Volunteering, Peer Mentoring).

Statutory Declaration on Public Benefit

The trustees declare that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.



Daisy Client Art

Activities, Achievements & Performance

Overview

We provide person centred, long-term support for people harmed by domestic and sexual abuse in Breckland, Norfolk - a large rural area. We believe each person is different, as is their experience of abuse, and we will listen to and value those differences, giving choice in how people receive our services, enabling them to recover, build resilience and live positive, healthy and productive lives. Our focus is on the longer-term consequences of experiencing a domestically abusive relationship and the impact also of sexual abuse through strength-based, trauma-informed interventions that address the impact on mental, emotional, and physical health.

*“I give myself an ‘A’ for courage
To see the real me that no one could see.
Deep down in my heart, I knew it was me
Who needed to be, just me!
To walk away before I became
Unclassified, redundant, dead.
Dead inside, lifeless and lost.
To live a life of truth, of love,
To be heard and counted and rise above.
The shame of learning to be me.”
– A Daisy Client (Writing for Therapy Course)*

Abuse survivors face many difficulties in rebuilding their lives — ranging from practical issues to overcoming trauma and avoiding re-victimisation — but specialist support often ends after crisis due to funding and resource limitations.

We are committed to helping clients achieve long term recovery. We believe this requires a combination of interventions which we deliver in a variety of ways from our Community Hub, online and in the Breckland community.

Activities

There have been many new and exciting changes for Daisy Programme during the last year. We moved into our new Community Hub in Watton which is a ground floor premises with ample parking facilities, allowing access for all clients. We also introduced a live chat feature on the Daisy website which enabled us to speak instantly to professionals and giving clients another way to reach out to us for information and support. The Covid19 pandemic meant we could not accept clients into the new hub, however what at first seemed a significant challenge to overcome has instead created the opportunity for us to look at new ways to deliver our service to a wider audience.

We continued to offer telephone support which has been greatly received after the increased isolation and loneliness during the lockdown. We delivered 4 Freedom Programme Courses and our Confidence Course using Zoom and offered the new option of attending these courses in the evening. We moved our weekly support group, choir and art groups online and continued to deliver many hours of counselling to survivors of domestic abuse. We also expanded our activities and Daisy clients are now able to take part in a very popular Therapeutic Writing Course where each month a new topic helps people to explore their feelings and their worlds through the written word.

“This feels so important in aiding my healing process to improved wellbeing, as I emerge from life changes.” – A Therapeutic Writing Course Attendee.

A new Yoga for Recovery Programme ran in September for 10 weeks which can aid in the improvement of breathing, control over thoughts, ability to become calm, sleep, flexibility, posture and lowered stress and anxiety levels. The success of the course meant we were able to secure funding to continue the sessions into Easter.

“I absolutely had an amazing time throughout the whole course. I feel like it is the only time I am fully able to connect with myself and get some control of my brain by having fewer ruminating thoughts.” – Yoga Recovery Programme Attendee

Daisy clients were able to take part in an 8-week Mindfulness Course and we offered Parenting Through Lockdown drop-in sessions twice a week from January onwards. We also created a staff monitored WhatsApp group providing opportunity to find a place of mutual understanding and support amongst peers who had similar experiences. We believe all of our groups help our clients build a network of support whilst learning new skills and tools to help them in their recovery.

Daisy Programme welcomed 4 new staff members - Alex (First Contact Officer), Christina (Early Help & Community Lead), Sally (Admin Support) for The Rowan Project and Liane (Rowan Project Counsellor).

Dereham Town Football Club & Daisy Programme formed a new partnership and with the help of



Breckland Council, and together we are hoping to raise awareness of Domestic Abuse. The club kindly offered the use of a function room for future courses, meetings and training for Daisy users and the local community and have the Daisy Programme name on their shirts.

Daisy Programme achieved our previous objective to support survivors of sexual abuse. We knew there was a significant lack of support for those affected by sexual abuse, with national figures estimating 1 in 4 woman and 1 in 6 men experience this in their lifetime. We secured funding from The Office of The Police and Crime Commissioner Norfolk for a 2-year pilot scheme to allow us to provide counselling to those aged 16 and over affected within the Breckland area. The pilot was officially launched in February in line with Sexual Abuse and Sexual Violence Awareness week.



We had an increase in new clients joining Daisy Programme with 258 referrals to the service and a further 24 referrals made to The Rowan Project in the 2 months since the launch. We delivered 10 educational courses and offered emotional support to clients, making over 600 telephone check in calls. Our Daisy Counsellors continued to support clients with over 160 hours of counselling, and we had over 1100 communications with clients and professionals in the form of phone calls, webchats, email and text. Our Case Worker provided more specialist one to one support to 89 clients who may have had more complex needs.

“It has helped me to understand that I am not alone in what I am going through. It has been really helpful knowing that I have someone who I can turn to and who understands. The journey of recovery is easier if you are not doing it on your own. I have been listened too and supported.”
– Caseworker Feedback

Voices of lived experience

We recognise the value and power of lived experience in shaping our service and many of our volunteers and some staff members are ex-service users.

Christina, our Early Help and Community Lead shares her story -

“I myself am a survivor of domestic abuse. I feel fortunate to be in the situation I am now to be able to support others in similar situations.

“The reason I have been able to do this is mainly down to the support I had from The Daisy Programme. The first time I met with Leigh, I was literally a shell of myself, unable to even make eye contact, I didn't even trust myself. Since getting the support I started the long process of starting to process what had happened to me. I had counselling; I did the Freedom Programme where I learnt that there is NEVER any excuse for abuse. I learned about the specific tactics of a perpetrator, something I feel all Individual's dealing with domestic abuse victims would benefit from having. I learned about power and control. I have basically had to re-build myself, without the support of Daisy I know I wouldn't be when I am today. I also completed the Confidence Course which helped me believe in myself again and helped me find out about self-care too. I then went on the volunteer with Daisy alongside my job with the NHS. I started to co-facilitate a Freedom Programme Course.

No-one who has suffered abuse heals overnight and just because you leave doesn't make everything right again. Longer term effective client led support is what is needed, and I stand as testament to that.

The ethos of Daisy is that you can live a good life even after abuse, with our support, again I can second this too, although the journey isn't easy and very painful at times, one thing I can say is that I do not regret leaving and know that the support I had as a client helped me on my journey to healing.

I want to encourage anyone in abusive circumstances to make that contact that will help get them support. I was just existing and now I am living life, things aren't perfect and there are bumps in the road but being able to have space to be and build myself is something I will never take for granted."

We firmly believe in the power of lived experience and know it give us capacity to gain an accurate and deeper insight into our processes and services and also offer hope of recovery to those at that start of their journey.

We currently have 8 volunteers at Daisy and their help is invaluable. We have 3 who support Daisy with fundraising and other tasks and 5 Daisy Ambassadors who facilitate The Freedom Programme, run a support group and work to educate the community on recognising Domestic Abuse in our community and what to do if someone discloses abuse. The Ambassadors will help to build an effective response to domestic abuse within their own communities and raise public awareness and understanding of domestic abuse.

Impact

In the New Year we created a survey to both review our impact on service users and ensure we were looking at continuous improvement. We wanted to make sure we were meeting the needs of survivors of domestic and sexual abuse and continue to support their long-term recovery. It was important to us that we heard the voices of those with lived experience, and the practitioners who work alongside them. The feedback we received demonstrates our impact by:

- ✓ 94% of clients state Daisy Programme fully or partially met their needs.
- ✓ 100% of clients were made to feel very welcome or welcome when first contacting Daisy Programme.
- ✓ 93% of clients felt supported or very supported by Daisy Programme.
- ✓ 97% of clients felt it was helpful or very helpful to meet others with similar experiences.

Some of the recent feedback comments we have received over the year further highlights the positive impact we have.

"I feel like I now have the life skills to finally leave the past behind and am looking to the future which is much better. Couldn't have been in such a good place without the Daisy Programme. Thank you."

"Being able to speak to people who are impartial and know the effects of abuse has made a big difference in helping me on this journey and having regular calls to check on me has been really reassuring. I was supported by my Caseworker to report my story to the Police and this enabled me to feel safer."

"The Confidence Course allowed me to realise I could set boundaries and that I am worthy of having them. It helped me to gain confidence to be able to join the gym for the first time. Freedom Programme opened my eyes and mind, it gave me the knowledge that I have never had. I found that during this course I was also able to find my voice."

"They went above and beyond my expectations."

"They helped me unravel my feelings and understanding of my relationship. They were present while I was struggling with mental health and suicidal thoughts. They have been a huge support to me."

Our clients report an increase in wellbeing in 3 ways:

- ✓ Clients state they can make positive choices and rebuild their lives by feeling more optimistic about the future, feeling more able to make up their minds, feeling more useful, thinking more clearly and that they are able to deal with problems better
- ✓ Clients are able to keep themselves safe and feel supported. They report feeling more cheerful, feeling more loved and feeling more relaxed
- ✓ Clients have the self-confidence and resilience to develop and maintain positive social and personal relationships. They report that they feel closer to other people, that they have increased confidence, that they are more interested in new things, that they feel more useful, that they have more energy to spare and that they feel interested in other people

Evaluation of the social value benefits of the My Confidence courses that we run, using the social impact calculator developed by HACT and Simetrica, using the Warwick Edinburgh Mental-Wellbeing Scale, has shown that they provide an average social value of £3,495 per participant. For the 50 attendees in this year, that provides a total of £176,855 for an annual cost of £2,105, a net value of £174,750 or £83 for each £1 invested.

Future Plans

We believe it is vital to provide wider support to the whole family as the effect is felt by all within the family unit. We recognise the huge need for services who can work to support the children that have witnessed domestic abuse as the impact can be long term and far reaching and we will be furthering our work in this area.

Daisy Programme hope to position the organisation to be best placed to be successful as a provider within the new Norfolk Domestic Abuse service whilst still continuing to develop and seek funding for a trauma recovery model that integrates support for Domestic Abuse and Sexual Abuse survivors.

We will implement a new App to make it easier for clients to self-refer, to enable clients to be able to access personalized information and guidance at times to suit them, and to move from a WhatsApp chat to a more structured forum.



More artwork & words from Daisy clients

Governance and Financial Review

Trustees

Steve Jackman (Chairperson) - Re-elected during 2020 - 2021

Sheila Cardow (Vice Chairperson) - Appointed 22/1/2020

Robin Trewartha

David Leathart Appointed - 30/1/2019

Polly Johnson Appointed - 22/1/2020

Rev. Michaela Sorensen Appointed - 22/1/2020

Daisy continues to benefit from the support of an active and engaged group of trustees, many of whom have lived experience that is relevant to Daisy's work. At the time of writing we do not have a full complement of trustees, so we remain on the lookout for people with relevant experience to join us. During the last year we welcomed Sheila, Polly and Michaela to the Board. Each prospective new member provides a CV and is then interviewed by existing trustees to ensure that there is a good 'fit' between Daisy and the prospective trustee's expectations and values. We then invite suitable candidates to a trustee board meeting and ask them to present to the group who then vote on their election to the board. Following election, trustees spend time with the Programme Director and other staff to 'bring them up to speed' with Daisy's work and ongoing activities. All new trustees are encouraged to use the wealth of online resources from the Charity Commission and others to inform themselves of the role and responsibility of being a trustee.

Senior Staff Member

Leigh Doran (Programme Director)

Bank

Barclays Bank (Leicester)

Independent Examiner

Gordon Williams (Watton)

Statement of the Charity's Policy on Reserves

The Charity's Financial Regulations include a policy on maintaining reserves at a suitable level to meet any financial commitments on dissolution of the CIO. The Trustees confirm that this objective was met throughout the year.

Details of Any Funds Materially in Deficit

The Trustees declare that the charity had no funds which were materially in deficit at the date of the statement of assets and liabilities.

State of the Charity's Finances

Once again, our income has doubled to meet the increase in demand for our services, particularly because of Covid-19. As highlighted above, our staff team has also increased and will be increasing again in the coming financial year. We have been very grateful to access funding that has been available to meet the additional pressures of the coronavirus restrictions through the OPCCN (MoJ funding), Norfolk Community Foundation and National Lottery. These funding streams have enabled us to increase staff hours, recruit a First Contact Officer to enhance access to our service through social media and web chat, deliver more on-line programmes for our clients including parenting support when children were at home full-time and provide tablets and mobile Wi-Fi.

Following our participation in a national project considering how meaningful connections could be maintained with clients and communities digitally, we were also pleased to receive funding from the Rank Foundation (DCMS funding) to support development of our new App which will make it easier for clients to access the information and resources they need at a time that suits them. Breckland Council's investment in Daisy Programme as part of their Inspiring Communities Agenda has enabled our Early Help and Daisy Ambassador activities to become established, albeit remotely for most of the year. We are looking forward to continuing this partnership into the next year working with local Breckland communities to improve the response to domestic abuse.

We were delighted to be one of the two chosen charities for Lynda Turner's term as Chairman of Breckland Council and to receive a substantial donation from the Inspiration Trust through Wayland Academy. In addition, Breckland District Councillors raised funding for us through virtual Santa events and a Christmas Jumper Council meeting. Local recognition of our work is very important to us.

Whilst we are very grateful for the emergency Covid funding we have received, particularly for additional staff hours to meet increasing need, our team are still working additional paid hours, and often many hours in excess, which is not sustainable for either staff or clients. With the end of that funding and anticipated further expenditure due to ever expanding demand, we are actively seeking secure long-term sustainable funding to enable us to continue our work, which is so vital for survivors of domestic and sexual abuse in Breckland.

Restricted Funds

During the year the charity received £188,019 in grants that are restricted. At the year end, £40,483 of these grants were carried forward for projects continuing in the next financial year. There were also unrestricted funds unspent and carried forward of £23,780.

Designated Funds

We did not receive any designated funds during the year.

Particulars of Any Outstanding Guarantee Given by the Charity

The Trustees declare that the charity has given no guarantee where potential liability is outstanding at the date of the statement of assets and liabilities.

Particulars of Any Outstanding Debt

The Trustees declare that the charity has no outstanding debts which are secured by an express charge on any of the assets of the charity at the date of the statement of assets and liabilities.

Declaration

The Trustees declare that they have approved this report and authorised that it be signed on their behalf.

“To have that telephone number of Daisy Programme calling me, you have empowered me to become a warrior instead of the victim - having confidence within myself and my judgement. Knowing that I am unique and going back to find out who I really am. Daisy Programme has given me back my voice and has given me guidance and boundaries to develop myself further.”

- A Daisy Programme Client

