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# DAISY PROGRAMME

**Trustees' Annual Report 2019-20**

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# Daisy Programme

## Trustees' Annual Report and Financial Statements for the period 1 April 2019 to 31 March 2020

*"Look how far you've come. Took me years to realise and that's the first step. You should feel proud of yourself and we will be right behind you." - Peer supporter*

### August 2020

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

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## Executive Summary

We have continued to provide a range of interventions to support people in Breckland harmed by domestic and sexual abuse. During the year this has included establishing a telephone support service to provide emotional support, delivery of six Freedom Programme and My Confidence courses, regular weekly support groups, art group and Choir sessions. We have continued with our on-going lunch club and book group and provided additional employment related workshops, drumming and gong sessions. We have also delivered more than 1,000 hours of counselling and therapeutic support.

We can demonstrate the impact of our service in three main areas:

- ✓ 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 £7,803 per participant. For the 70 attendees in this year, that provides a total of £546,210 for an annual cost of £9,816, a net value of £536,394 or £55.64 for each £1 invested.

*"I am gaining confidence, due to start work and a law degree next year. I am also actively involved with the Daisy Programme supporting the wonderful work they do. I am happy alone and, on a journey, to find myself." - Daisy Champion*

## Objectives

Daisy's objectives (as amended in May 2020) 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 in particular but not exclusively by contributing to trauma-informed interventions, counselling, awareness-raising, confidence building, personal development and social connection to achieve sustained recovery.

Previous objectives applicable to this reporting year:

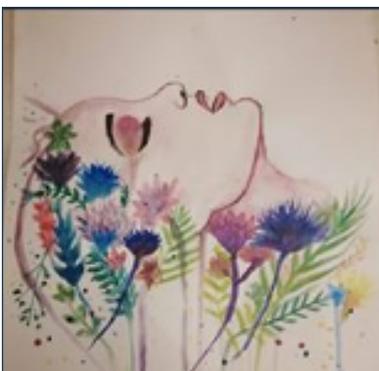
The objectives of the charity are to relieve the needs, advance the health of anyone aged 16 or over who is resident in Breckland, Norfolk, who is living with or has survived domestic abuse and who is assessed as being at standard risk of Domestic Abuse by:

- ✓ providing appropriate support services
- ✓ raising public awareness and understanding of domestic abuse

In this clause, the term 'standard risk' means that current evidence does not indicate a likelihood of serious harm to an individual, following a risk assessment.

### 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.



*Artwork by Daisy Client*



## Activities, Achievements & Performance

### OVERVIEW

We provide long-term support for people harmed by domestic and sexual abuse in Breckland, Norfolk - a large rural area. We enable them to recover, build resilience and live positive, healthy and productive lives. Our focus is on the longer-term consequences of domestic abuse through strength-based, trauma-informed interventions that address the impact on mental, emotional, and physical health.

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 understand that people's experiences of abuse and their journeys are complex. Some may not realise they experienced abuse or appreciate the impact the abuse has had until years after leaving a relationship.

Our experience in the last five years has highlighted the importance of combining counselling, insight, confidence building and personal development to achieve sustained recovery. We work from our Community Hub and at other community venues delivering group programmes, counselling, support networks and social activities, such as art, lunch and book clubs, and our Choir of Hope, to help people connect and recover. Many of our activities are delivered by our ex-clients who volunteer to support us because they know first-hand the difference we make.



*"I will look forward to the future, and not be controlled by my past."*

*- Maria, a Daisy client*

## ACTIVITIES

During the past year, we have extended the activities at our Community Hub to include employment related workshops, career planning and debt management, scam awareness, drumming workshops and gong baths. Norfolk and Suffolk Well-being service use our rooms to see clients, providing a holistic and integrated approach and CGL, Norfolk's Drug and Alcohol service have also done so.



We have developed our emotional support service to reach those facing rural isolation and loneliness and trained our volunteers to help us deliver this. Our peer support is an important element of most clients' journeys helping them to address social isolation and build support networks through our face to face, telephone and virtual peer support groups. Our Choir of Hope and Art group meet weekly and provide creative activities in a supportive social group. We also have introduced a monthly Book Club and shared lunch.

We had 165 new clients join our Daisy Programme community in the year and In total we provided 1,391 different interventions to meet our client needs. We have continued to deliver Freedom Programme and My Confidence courses, and these were attended by 215 clients, providing the opportunity to meet others with similar experiences, create supportive relationships and share helping strategies. The charity provides counselling to clients with more complex needs and historical trauma. The seven counsellors working within Daisy supported 209 clients during this reporting period. 110 clients joined our peer support networks and 101 clients received emotional support through our telephone support line.

During the year we held sessions with a range of outside organisations, including scam awareness and debt management. We continued to host quarterly Breckland Domestic Abuse Forums with approximately 40 partner organisations, and each forum has been enriched with the personal stories of survivors we have supported to rebuild their lives.

The closure of Dereham Children's Centre was a significant challenge for our organisation as they provided a safe, welcoming and free venue for us to see clients and deliver our programmes. We have subsequently moved our activities to Wellspring Church in

Dereham, which has increased our costs of delivery in that area, but enabled support for those in communities in the Dereham area to continue.

## VOICES OF LIVED EXPERIENCE

Historically service users have always been involved in the development of our services. 75% of Daisy volunteers are ex-service users, recruited appropriately after a suitable time in order not to trigger them and harm their recovery. This leaves Daisy well placed to bring the lived experience alive via monthly volunteer meetings and recruiting volunteers to train to deliver the Freedom Programme. Our service user forums are also an ideal way to gain the knowledge and feedback to make our service as user friendly as possible. We currently have 15 volunteers supporting Daisy in a variety of different roles.

We are also delighted to be introducing our Daisy Ambassadors Programme with the support of funding from Breckland District council and Women Together, Tampon Tax Funding. This will enable us to train and support ex-service users to build an effective community response to domestic abuse within their own communities and raise public awareness and understanding of domestic abuse. We believe survivors of domestic abuse thrive when they are supported by the people they live amongst, and that communities must be engaged and mobilised to address the scourge of abuse at an early stage.

At the end of the year, the Coronavirus situation severely impacted our ability to deliver face to face interventions, but our staff and volunteers have been amazing in responding to this challenge and our service delivery - although changed - remains successful in meeting the needs of our clients and supporting them to rebuild their lives even during these difficult times.

*Sonja came to us having seen a leaflet for our services at CAB. We completed an assessment and identified her support needs. We also made referral to Early Help for support for her child. As she lived in a rural area without transport, we arranged a Tripstart referral so that she could access our activities.*

*At her request, we supported her to report the abuse she had suffered by arranging for a police officer to attend our hub to see her. Since then she has been able to report further incidents herself to keep her family safe.*

*She is currently receiving counselling and has recently completed our My Confidence Course. She is also a regular member of our face-to-face and WhatsApp support groups and has just started the art group. Her confidence has grown; her well-being is much improved, and her life is beginning to turn around.*

*"Daisy has saved me in more ways than I can say. I don't know where I'd be without the help, support, laughter, guidance and acceptance Daisy has given me. - Sonja*

## FUTURE PLANS

**New Community Hub:** Following the success of our Community Hub model, we intend to move to new ground floor premises to ensure equality of access for our clients.

**Support for Sexual Abuse:** More than 60% of our clients have suffered sexual abuse and our strategic aim is to develop our services to specifically address the trauma of sexual abuse, using the experience and interventions we have already developed to provide a unique holistic combination of therapeutic, group psycho-educational programmes, creative activities and peer support groups. We are hopeful of securing funding to provide counselling for victims of sexual abuse, including historic child abuse, as a two-year pilot in the Breckland area. There is a real lack of support locally and the rurality of Breckland creates significant barriers in accessing support. We know that there is a huge need for this service. Reported incidents in Norfolk have increased by more than 25% since 2017, but that represents a small proportion as research tells us that up to 80 per cent of incidents are unreported. Male sexual violation in particular is one of the most under-reported crimes worldwide and the Ministry of Justice estimates that one in ten victims of rape and attempted rape each year are male.

The impact of any sexual assault or abuse is largely hidden and often not fully understood, without unique identified effects. It is well known however that the damage and devastation caused are enormous, extremely varied, and often lifelong. We want to provide a client-led flexible model that builds trust and safety and can adapt to differing needs, providing different support as and when a client feels ready to engage. Our experience tells us that this model works with people suffering similar trauma and we believe this development in our service has the potential to be life changing for many more.

*"Life-changing experience"... "Heart-warming, empowering, creating possibilities"... "Self-belief, education, fun, inspiring"... "Belonging, future, friendship"... "Understanding, empowering, support"... "Welcoming, inspiring, understanding."*

*- Quotes from Daisy volunteers*

## Governance and Financial Review

### TRUSTEES

Steve Jackman (Vice Chairman)

Robin Trewartha

Julie Smith (Chairman)

David Leathart

Claire Bowes (Resigned during 2019-20)

Jane Harrison (Resigned during 2019-20)

Polly Johnson (Appointed during 2019-20)

Sheila Cardow (Appointed during 2019-20)

Michaela Sorensen (Appointed during 2019-20)

### SENIOR STAFF MEMBER

Leigh Taylor (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

This year our income has doubled as we have broadened the range and variety of our funders. We have been very grateful for the support that we have received from the Office of the Police Crime Commissioner Norfolk, the People's Postcode Lottery, Norfolk Community Foundation, Birketts, Mrs Smith and Mount Trust, Breckland District Council, Watton Town Council, Watton and District Rotary club, Inner Wheel, and the National Lottery and numerous other funders. We are also grateful to all of those who have raised money on our behalf and to Martham Military Wives for their participation in our joint choir concert. Without their financial support and the hard work of our volunteers, counsellors, and staff, we would not have been able to make a difference to the lives of so many.

The Trustees consider that the charity is in a good financial position and our financial projections for the next financial year is that our predicted funding should enable us to maintain and develop our services to meet demand. However, the Coronavirus situation means that we face much greater uncertainty about our ability to raise funding in the future and to meet the anticipated growth in demand. Without the assurance of longer-term sustained funding, the situation in future years may become more difficult.

## RESTRICTED FUNDS

During the year the charity received £85,298 in grants that are restricted. At the year end, £33,216 of these grants were carried forward for projects continuing in the next financial year. There were also unrestricted funds unspent and carried forward of £12,432.

## DESIGNATED FUNDS

We were grateful to be the designated charity for the outgoing mayor of Watton Tina Kiddell, and designated the £3,394 raised towards funding our counselling service 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.

*"It's a gradual process after 30 years, but I'm feeling much more positive and less confused. Daisy has been amazing for my head." - Freedom Programme attendee*

