



ANNUAL REPORT 2021

## Staff members



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## Trustees



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Christopher Mounsher



Jo Tulloch



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Petula Bladen

“

I honestly don't know what I'd have done had you not reached out while back... you guys are total superstars.

TEP Service User (March 2021)

”

## Foreword

Whilst the beginning of the year was still impacted by the pandemic, 2021 saw significant growth for Yada with partnership opportunities opening up and a significant increase in the take up of our service offer.

We have seen a 328% increase in the number of women we have supported on a 1:1, face to face basis and directly supported 211 women in total throughout the year.

We have continued to adapt and re-shape our service provision to meet the needs of our service users and respond to the increased vulnerability of women in the sex industry throughout the pandemic. Our service provision expanded from three to four days a week and we continued to build on previous successes to shape and deliver a service that was relevant to meet the needs of local women at risk.

Our partnership work is a key aspect of our service delivery, enabling us to support women who are some of the most vulnerable in our community and who can be difficult to reach. We are thankful to Worthing Probation, Adur & Worthing Council Street Outreach, My Sister's House, Emerging Futures, Turning Tides and Safe in Sussex for their support and trust in Yada.

**Special thanks go to** our staff and volunteers who walk alongside the women we support to ensure that they are heard, valued, believed and supported to make positive changes in their lives. We would also like to thank all our funders for partnering with us and supporting us in our vision to see a world with no place for sexual exploitation, where women can live a life free from abuse, stigma and violence.



**328%**

increase in the number of women we have supported on a 1:1 basis



supporting women who are some of the most vulnerable in our community

“Your commitment and passion is exactly what underpins the core values in Kent, Surrey and Sussex and I am very grateful for your contributions.”

Mary Pilgrim Regional Probation Director Kent, Sussex & Surrey (August 2021)

# The Esther Project

## Netreach (online outreach)

- We contacted **291** women advertising as independent escorts online by phone to introduce The Esther Project (TEP) to them
- We had support conversations with **60** women

We sent links to safety information and our TEP website via a follow up text to

**112**  
women



“I was honoured you phoned me. I had wondered if there was an organisation like you but was too scared to ask or look for one.”  
TEP Service User (May 2021)

“Thank you for everything that you have been doing for me. I think I would have been lost without your support.”  
TEP Service User (November 2021)



## Cafe Drop In

We re-launched our Worthing based outreach cafe drop-in in June

- We hosted our drop-in twice monthly between June and December
- We regularly supported **3** women through our TEP Drop-In with **listening support, safety planning, free wellbeing packs, safety alarms, and signposting** to other specialist services



## 1:1, Face to Face, Tailored Practical and Emotional Support

We continued to provide support to **5** existing service users

We began support with **25** new service users

**26** women were independent escorts who made self-referrals as a result of our online outreach (Netreach)

**4** women were referred through our partnership work with other services

We provided repeat support to **21** women and one off support to **9**

**4** women requested exit support

### Our comprehensive exit support included:

- Regular listening support
- Practical support, such as: applications for functional skills maths and english courses; finding volunteer work; coursework; registering with a GP; accessing Counselling skills course; interview preparation; reporting to the police; estate agents and housing; enabling a positive move; making a DHP application; toiletry/food parcels; supermarket vouchers; flat deposit scheme; utility accounts following move; Home Office visit and application; college enrolment and meeting Universal Credit commitments.
- Provision of 10 weeks office based work experience within our offices

“ You just seem to care about me as a person. I haven't been able to engage with many other agencies beforehand because they don't seem to see me. ”

*TEP Service User (January 2021)*



“ Thank you so much for my box. Everything is really useful and handy. Thank you so much. I have passed your details onto a couple friends of mine. ”

*TEP Service User (February 2021)*

### Practical Support

- We distributed **78** free well-being packs containing tailored safety information, safety alarms, personal items, sexual health items, toiletries and signposting information
- We gave out **6** luxury Estee Lauder gift bags (donated by the Whitman Group).
- We made **6** referrals to local Food Banks
- We provided **8** emergency food parcels
- We delivered **12** free toiletry packs
- We distributed **twenty** £25 supermarket vouchers
- We provided electric top-up to **one** woman

## Partner Drop-In's

We reached **69** women in total through partner drop-in's.

We attended the Worthing Women's Probation Breakfast fortnightly, following its relaunch in May, hosting 6 well-being craft sessions and building relationships with service users.



We reached **30** women through our group work with Probation and supported **4** on an ongoing 1:1 basis.

We reached **10** women through our partnership with the Adur & Worthing Council Street Outreach team. We visited women and distributed well-being packs and toiletry packs to women in temporary accommodation and during street outreach sessions.



We reached **20** women through our monthly drop-in at My Sister's House Women's Centre in Bognor.

We reached **6** women through our drop-ins at Emerging Futures hostel accommodation.



We reached **3** women at the Women's drop in collaboration with Turning Tides and Safe in Sussex, in Littlehampton.

“ Beth is great, and the women love her coming to our drop-in. When Beth comes, I know I can relax as she will have everything organised and have a really great activity for the women to get involved with, which they love. We have so many women attending that we are at capacity for the space, and even a couple of younger women who come now. ”

*My Sister's House (September 2021)*

## Well-being Workshops

- > We delivered a series of **5 well-being workshops** at Emerging Futures, Worthing to **6** women at risk of exploitation on the subjects of Self-Esteem, Healthy Relationships; Boundaries; Change and Self-Care.
- > We delivered **2 well-being workshops on Self-Esteem and Change** at the Women's drop in collaboration in Littlehampton with Turning Tides and Safe in Sussex.
- > We delivered **4 well-being workshops on Self-Esteem, Boundaries, Change and Grounding Techniques** at My Sister's House Women's Centre in Bognor.



“ I love the workshops, they are really good and I am learning more about myself which is good. ”

Workshop attendee (December 2021)



## Education Partnership Chichester University

- We have established strong links and a working relationship with staff at the University of Chichester.
- In September we were present of the University Sexual Health and Guidance week, where we engaged with students and distributed 84 mini well-being packs.
- We delivered a three hour training session to 20 students on the Social Work degree course as part of their ethics module in November.
- We established an on campus drop-in, at the Chichester campus, in partnership with the Universities well-being team.

## Sussex Police Partnership



- We have a seat on the monthly Sussex Police Sex Working Forum, providing input from our experience and **helping to shape policy**.
- We helped establish and co-chaired a **Building Trust & Confidence** sub-group, at which service users were invited to share their experiences.
- We **supported two** service users to attend & share their views at the sub-group.
- We spent **9 hours** supporting local Police operations and welfare visits as part of Operation Aidant.
- We supported **two women** through Police operations, providing support and advocacy as well as well-being packs.
- We spent over **55 hours** mapping for online indicators of sexual exploitation and made regular referrals to Sussex Police regarding cases of suspected exploitation.

## Yada Training Delivery

- **We delivered two, three-hour online training sessions** about Supporting Women Who Sell or Exchange Sex, including an overview of TEP, reasons why people might sell/exchange sex, the spectrum of choice, risks, signs, stigma, communication, safety and support to 19 frontline professionals from Turning Tides and Emerging Futures.
- **We delivered an awareness raising session** to the public at St Mary's Church in Broadwater, to 70+ people, with over 265 subsequent online views.

“ Fantastic training. I have learnt a lot  
which I can incorporate into my role. ”

Emerging Futures (March 2021)

## Network

- We have a seat on the **West Sussex Violence Against Women and Girls Forum** and regularly attend network meetings.
- We attend the **Beyond the Gaze Forum**, benefitting from the experiences of other services across the UK.

# OUR FUNDERS

The team and trustees would like to say a huge thank you for your support and partnership with us.



The  
Henry Smith  
Charity



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