



**Herts
Domestic
Abuse
Helpline**

08 088 088 088

**Domestic abuse can affect
anyone. It's time to end
the silence.**



**ANNUAL REPORT AND ACCOUNTS
2021-22**

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ANNUAL REPORT 2021-22 – Chair's Summary



As I write, we have just had the fantastic news that we are to receive a QAVS – a Queen's Award for Voluntary Service. This award is the equivalent of an MBE for the voluntary sector and recognises the contribution to the community by our volunteer call takers and Trustees, some of whom have been with the Helpline for many years. It is a huge honour and one of which we are all very proud. There will be a presentation by Robert Voss, Lord Lieutenant of Hertfordshire (the Queen's representative in the county), later in the year.

Receiving this award this year is even more exciting coming, as it does, in our 20th anniversary year and coinciding with the Queen's Platinum Jubilee celebrations. We have come a long way in those twenty years. New technology has enabled us to develop the service and make it available to a much wider audience and we will be marking our anniversary with celebrations and publicity. We are about to launch our 20th anniversary Tea and Cake events across the county.

I am delighted to say that 2021-2022 was an exceptional year for the Helpline and I am pleased to be able to report on our many successes.

Despite the tail end of the COVID epidemic from April to July 2021, we continued to operate as normal. Our calls and emails rose again last year from 2,270 to 2,365 representing an increase of about 4.2% on 2020-2021. And that total is an astonishing 26% up on 2018-19, illustrating the continued growing demand for our service. We always keep the victim at the heart of all we do so it is encouraging to see more people contacting us for help.

We have continued to develop our online training for new volunteer call takers and, through this, to maintain our line coverage. Fortunately, we were able to meet and train potential call takers face to face at the end of last year.

We have continued to raise our profile across our four social media platforms and website, with a mixture of personal interest stories and DA facts and information and marked the launch of the Domestic Abuse Act.

We have been the lead or senior charity in a number of countywide events this year. We were appointed the charity of the year for the Platinum Points Business Networking Group and they raised substantial funds for us through a variety of events such as a quiz night, an online bingo event and auctions, as well as participating in the St Albans Half Marathon and Virtual London Marathon. Some of their members also provided us with pro bono advice.

Then in June we were the lead charity for the St Albans Half Marathon and in November the lead charity for the St Albans Fireworks – the biggest firework event in the south-east - and an opportunity to publicise the Helpline widely. We would like to thank the St Albans Cathedral Giving Committee for their £10,000 donation. This was followed by us being nominated as the lead charity for the Herts SME Business Awards. And of particular note are the many County Councillors who support what we do and

collectively awarded us grants which totalled over £20,000. You can read more about our fundraising success in the Treasurer's report.

We endeavour to work with other organisations where possible. This year we have worked with the University of Herts Law School and also CDA (Community Development Action) as we endeavour to reach out to those victims who are isolated in rural areas. We have also been collaborating with Clarion Housing raising awareness of domestic abuse for the under thirties, the elderly and those in rural areas.

During the year we said goodbye to trustees Beverley Gray and Chrystalla Karvella who stood down owing to changes in their personal circumstances. We also said goodbye to Sam Phipps who left us to pursue a full-time role with Refuge in London. We wish her all the best for the future. We have recently welcomed Katherine Luckhurst as our new Assistant Helpline Manager.

As always, my thanks go to our staff and volunteer call takers who have worked so hard to continue to provide such a vital service. I must also thank the Trustees for their continued time and commitment to the Helpline.

Christine Roach
Chair
For the Board of Trustees

About us

The Helpline is a confidential, free, support and signposting service for anyone affected by domestic abuse. It first became a registered charity in January 2011 but has been operational since 2002. On 14 August 2019 it became a Charitable Incorporated Organisation and received a new charity number – 1184899.

Our operations team and volunteer call takers currently work from home. We are all delighted to be celebrating the Helpline's 20-year anniversary this year.

As well as supporting around 2,400 callers a year plus many more through our website and email service, the Helpline works in partnership with countywide statutory, voluntary and community organisations which, together, all aim to improve the lives of anyone affected by domestic abuse as well as those seeking help to change their behavior.

The picture nationally

Domestic abuse is everyone's business. Nationally it affects 1 in 4 women and 1 in 6 men and at least 750,000 children annually, who are now also seen as victims in their own right. The latest findings show that the police recorded a total of 1,459,663 domestic abuse-related incidents and crimes in England and Wales. On

average the police receive an emergency call relating to domestic abuse every 30 seconds. Two women and one man are killed every week.

The picture in Hertfordshire

Source: Herts Constabulary

In the year ended 31st March 2022 there were 21,364 reported cases of domestic abuse in Hertfordshire (down 1.8% from 21,751 in the previous year) of which 12,829 (2020/21 – 12,679) were recorded as criminal offences, an increase of 1.2% on the previous year (150 more cases). Against this, there was an 8.4% criminal justice outcome rate, down by 0.8% on the previous year. Domestic Abuse constituted about 16.6% of all Herts Constabulary recorded crimes and on average there are approximately 35 domestic abuse related crimes and a further 59 domestic abuse incidents each day.

Helpline operation

The Trustees follow the Charity's Constitution and operational policies are reviewed regularly. The Trustees have examined the risks to which the charity is exposed and have taken actions to mitigate them.

How call data is assessed

Callers' details are not recorded. On occasions, callers volunteer some information and we do record this, though not personal contact details. For example, they may disclose that they are disabled, BAME, LGBTQ or elderly, whether drugs and alcohol or mental health issues are a concern, whether they are experiencing coercive and controlling behaviour or they may be seeking legal or financial advice. This anonymised information may help the county to commission future domestic abuse and other services.

Helpline Manager's Report

Call Numbers 1 April 2021 – 31 March 2022

The total number of calls and emails was 2,365 compared to 2,270 for the previous year. This equates to a 4% increase.

The majority of calls (67%) continue to be from female victim-survivors with 5% being from male victims-survivors. We continued to take calls from professionals, family members and the general public. The most commonly disclosed types of abuse were emotional and or psychological followed by coercive control and physical abuse. IDVA (Independent Domestic Violence Advisor) was the top signpost for the year followed by women's centres, including Watford Women's Centre, SADA (Stevenage Against DA) and Luton's Women's Centre. Signposting options to the police including 999,101 and reports to DAISU (Domestic Abuse Investigation and Safeguarding Unit) was the third signposting option for the year.

Volunteers

The Helpline Trustees would like to thank all the highly-trained volunteers who dedicated their time to the Helpline this year. We currently have 37 call takers. Without their support the service would not be able to operate. The work they do is exceptional and challenging and we are incredibly grateful. Despite the pandemic, we achieved 87% Helpline coverage this year, with our volunteers contributing some 3,302 volunteering hours to Hertfordshire.

The difference we make

The above statistics are interesting, but it's also really important to recognise the difference we are making to people's lives. Here is some of the feedback our call takers received in 2021-22.

The caller got our number from a national domestic abuse helpline who suggested us as she wants to move to Herts and needs refuge. She explained that she was very grateful for the help and she would call back.

The lady who called said she thought our service was tremendous and that she had never been listened to before.

When ending the call, the caller was very positive and he thanked me for my help. The caller was relieved to have signposting options, and will use the service again if needed.

She said it was nice to finally get through to speak to a real person.

She said she was so pleased she had called and talking to me made her realise that she must do something about the situation. Our call made her feel more in control.

She was so pleased she had called and didn't know there was so much help out there for her. She said the call had made her realise she could find support locally.

Dad was very happy that he had been listened to for the first time by someone.

Influencing national policy

Our Vice President, Penny Williams, attends the All-Party Parliamentary Group on Domestic Violence. Below are the topics considered in 2021-22

Meetings in 2021/22 attended by Penny Williams were all held by Zoom:

May 21 - The Domestic Abuse Act became law in April 2021 and introduced some key housing reforms to improve the protection and safety of survivors, including the

statutory duty for Tier 1 local authorities to fund safe accommodation, which could end the current postcode lottery of funding for specialist domestic abuse services. This meeting enabled the APPG to understand how effectively the duty is being implemented locally, and to discuss the wider housing reforms needed to ensure survivors receive safe and appropriate support.

In July 2021 and September 21 meetings heard evidence for its inquiry into mental health and domestic abuse including oral and written evidence received from survivors, specialist domestic abuse organisations, health experts and academics.

January 22 launched the following APPG report: The Road to Recovery.

March 22 looked at domestic abuse perpetrated by police officers and the extra barriers this caused; VAWG and the concern that current legislation is likely to erode the protections of women and survivors of VAWG and remove the ability to challenge state failures to safeguard women, particularly for marginalised women. DCC Maggie Blyth, National Police lead for Violence Against Women and Girls emphasised what was being done at present to improve the police response.

The Domestic Abuse Act 29th April 2021

After a long wait the Domestic Abuse Act finally received Royal Assent. Our volunteer call takers, operations team and trustees were delighted to have Nicole Jacobs, DA Commissioner for England and Wales join us to talk in more detail about her strategic plan and campaigns.

Promotional Activities, Social Media and Marketing

We continue to build our visibility via our website and social media channels.

During 2021-22 there were 8,332 website users of whom 8,220 (87.5%) were new users versus 12.5% returning visitors. 64% were female vs 36% male and 76% were in the UK

On all social media channels, we are continuing to grow our followers and exceed the industry engagement rate average. Since our new social media management company took over in August 21, figures show us:

Facebook - 1,154 followers
Twitter - 1,521 followers
Instagram - 1,482 followers
LinkedIn - 155 followers

Grant Funding in 2021-22

Our thanks to the 35 Hertfordshire County Councillors who awarded us Locality Budget grants to help with the impact of COVID this year. The exceptional level of funding enabled us to promote our service across the whole county to enable more victims-survivors to reach out for help. Domestic abuse occurs in all districts of Hertfordshire

and affects not only victims but also perpetrators, friends and family, children and work colleagues. It not only affects the health and wellbeing of victims but also impacts on the productivity of the county.

Herts County Councillor Locality Budget Grants:

Broxbourne	Paul Mason, Mark Mills-Bishop	£1,000
Dacorum	Ron Tindall, Richard Roberts, Jan Maddern	£1,600
East Herts	Jonathan Kaye, Eric Buckmaster, Ben Crystall, Calvin Horner	£1,800
Hertsmere	Caroline Clapper, John Graham, Laurence Brass	£1,250
North Herts	Terry Hone, Fiona Hill, Paul Clark, Tina Bhartwas	£3,260
St Albans	Chris White, Teresa Heritage, Paul De Kort, John Hale, Anthony Rowlands, Stella Nash	£5,050
Stevenage	Sharon Taylor, Roni Hearn, Graham Lawrence	£1,750
Three Rivers	Paula Hiscocks, Reena Ranger	£1,000
Watford	Nigel Bell, Asif Khan	£1,000
Welwyn Hatfield	Paul Zukowskyj, Marios Artemi, Peter Hebden, Stephen Boulton, Tony Kingsbury, Fiona Thomson	£2,750
	Total	£20,460

Our Treasurer's report includes details of other grants and income.

Trustees & staff at 31 March 2022

President

Duncan Sales



Duncan is a retired Detective Inspector Herts Constabulary and founder of the Helpline in 2002.

Vice President

Penny Williams, JP, DL



Penny stood down as Trustee in December 2020 after many years' service and became our Vice President at that point. Penny was a JP for 27 years serving mainly in the family courts in the latter years.

Trustees

Chair

Christine Roach



Chris has been a Trustee since 2012, first as Secretary, then as Chair since 2015. She has worked in the public and private sector including roles in community safety, community engagement, grants management and also worked for the NHS.

Treasurer

Denise Powell, JP



Denise is a magistrate on the West & Central Hertfordshire Bench, sitting as a Presiding Justice on the Family Bench and as a member of the Adult Criminal Bench. Before her retirement, Denise spent 38 years working for IBM in a variety of technical and managerial roles. She is also a Helpline Volunteer call taker.

Trustee and
Commercial
Lead

Kay Carnell



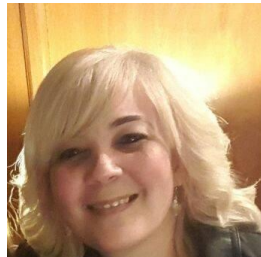
Kay enjoyed a long career with BP, spanning 35 years. She has extensive business experience, particularly in sales, marketing and business development, and has operated in many countries worldwide.

Trustee
Sherry Thakur



Sherry is Solicitor and Partner at JKC Lawyers in Watford. Much of her work involves domestic abuse issues. Sherry also provides JKC's 24 hour legal helpline.

Trustee
Marion Visagie



Marion is a dentist from South Africa and a survivor of domestic abuse. Marion has a Level 3 qualification in Safeguarding Adults and Children and has substantial experience of the subject.

Trustee
Ian Taylor



Ian is a highly experienced Business Advisor and Financial Services Professional, with more than thirty years' expertise in Senior Executive roles with Barclays and BNP Paribas. He is also a Board Member of St Albans City of Expertise CIC, a special business interest group.

Trustee
Alice
Bromwich



Alice is a HR professional, with 15 years + experience in the private and public sector. In 2019 she founded an HR Consultancy specialising in supporting SME's and scale up's.

Associate Trustees

Michael Ball



Mick retired as Det.Chief Superintendent from Herts Constabulary in 2018 after 34 years of service. Amongst his duties he was Chair of the County Domestic Abuse Partnership Board. Mick now has a civilian role with the Police as Lead for Strategic Planning and Analysis.

Operations Team

Helpline
Manager

Hayley Star



Hayley joined as the new manager in February 2021. Hayley has undertaken Sunflower J9 training and is a Police Standards champion as well as having attended the Triple R course and Freedom programme. She is also a Mental Health First Aider.

Helpline
Assistant

Katherine
Luckhurst



Alongside her law degree, Kat has volunteered with victims of domestic abuse at a family legal advice clinic. In this role, she has assisted with gaining access to legal aid, helping with the completion of legal documents, and providing general advice.

The Board met 5 times during 2021-22. The second Annual General Meeting of the charity in its CIO form was held on 16th July 2021. The majority of our meetings remained on zoom.

Patrons:

Our patrons are:

Lady Dione Verulam
The Viscountess Trenchard
Sarah Beazley

Herts Domestic Abuse Helpline contact details:

Telephone: 08 088 088 088 (for Helpline callers only)
Opening hours: Monday to Friday 9am to 9pm,
Weekends and Bank Holidays 9am to 4pm
Confidential email: Kim@mailpurple.org

Admin email: admin@hertsdomesticabusehelpline.org
Admin tel: 07587 237167

Social Media:

Facebook: <https://www.facebook.com/hertsdomesticabusehelpline/#>
Twitter: @HDA_Helpline
Instagram: @hdahelp
LinkedIn: Herts Domestic Abuse Helpline

Registered Office: The Lodge
Stanborough Road
Welwyn Garden City
Herts AL8 6XF

Charity Number: 1184899



The Helpline is a member of the Helplines Partnership

Hertfordshire Domestic Abuse Helpline

Report on Accounts for 2021-22

Overall Position

This report covers the full year 1st April 2021 to 31st March 2022.

In the year ended 31st March 2022, the Helpline recorded a profit of £16,425 compared to a loss of £17,592 for the 2020-21 year. This profit had the effect of increasing the available funds at the end of the year to £96,305 from the starting point of £79,880. All funds are held in a current account with CAF Bank.

Income

Income for 2021-22 was £68,685 compared to £53,043 in 2020-21. This large increase can be attributed to significant increases in fundraising income, through successful applications for grants, from an increase in Locality Budget grants and from an increase in online donations. This year, Hertfordshire County Councillors kindly awarded us £20,460 from their Locality Budget grants to support our increased running costs resulting from COVID and countywide promotion of our service. This is a record for the amount we have received from the Councillors and their continued support is most valued.

We were also grateful to receive a significant donation of £10,000 from the St Albans Fireworks display, all the more valuable because it was unrestricted in purpose. Further grants were received from Clarion Housing (£4,576, restricted to support of awareness raising in their housing provision), Schroder Charity Trust (£3,000), The Liberal Synagogue Elstree from their Yom Kippur appeal (£2,179), Cala Homes, Persimmon and Arnold Clark (£1,000 each) Paypoint (£1,441) and St Albans Cathedral (£900). Our involvement with the Platinum Point networking group gave us income of £7,578, together with some pro-bono assistance that was extremely valuable. We were selected as lead charity for the St Albans Half Marathon which brought in over £6,000 and we also benefitted from being the nominated charity for the SME awards, which brought in an additional £1,400. We were delighted to receive two personal donations of £1,000.

We also received numerous smaller donations through bucket collections, online donations and fundraising activities undertaken on our behalf. We are immensely grateful to all those individuals and organisations that have supported us through the year.

All required financial reporting against grants received was completed during the year. There is a significant amount from the Locality Budget payments that were made late in the financial year, and therefore were not fully spent. These are reflected in the accounts as restricted reserves and will continue to be tracked into the 2022-23 financial year along with the Clarion Futures grant which commenced in 2021-22 but with work still ongoing. Total restricted reserves are £17,573 meaning that we move into the 2022-23 financial year with unrestricted reserves of £78,732.

Expenditure

Total expenditure for the year to 31st March 2022 was £52,260 compared with £70,635, in the previous year. This decline in expenditure is almost totally down to us not requiring the same level of spending on advertising materials as in the

previous year, when we had received grants and awards specifically to spend in this way. We have incurred increases in salary costs as a result of increasing the number of hours of administration support, driven by a need to recruit and retain volunteers, including providing training. There were no exceptional items of expenditure, though we were able to achieve a small reduction in IT costs by moving to a Microsoft 365 platform for emails which we receive free as a charity, and which additionally is a much more robust service. We continue to look for ways to reduce operating costs, but in general these are unavoidable.

Processes and controls

During 2021-22, we have continued to benefit from the use of online systems for banking, billing and fundraising. CAF Donate continues to be a helpful platform for us to receive donations, but we have seen a general increase in online donations across a number of platforms, including Paypal, JustGiving and Virgin Money Giving as well as Donr (a donate by text service). Sadly the Virgin Money Giving service has now ceased, but we continue to look for ways of making it easy for donors to donate to us.

I can report that in line with our Review Policy, the Finance Policy was reviewed and updated during the financial year.

Outlook for 2022-23

This has been a quite remarkable year for fundraising and success in grant awards. This, coupled with a reduction in our discretionary expenditure on advertising, has meant that our reserves are comfortable and would provide for the continued running of the line for the whole of the 2022-23 financial year without the need to invoke our Reserves Policy. However, we are conscious that relying on grants is both time consuming and precarious, and it is impossible to move away from the fact that we currently have no committed funding. We remain enormously grateful to our supporters for their donations, to our fundraisers for their activities and to our grant-givers, the absence of formal funding means that action is still needed to identify sustainable sources of funding to ensure that the Helpline activity can continue. Sources of income continue to be sought to cover our day to day activities to mitigate the risk that by the end of the next financial year we might need to be starting to consider the financial viability of maintaining the line. We are very conscious that, in the current economic climate, some of our costs are likely to rise over the coming year. The search for such funding is a key activity in the Trustees' plans, and we travel hopefully that some unrestricted funding will be identified.

Denise Powell
Trustee Treasurer
April 2022

The Hertfordshire Domestic Abuse Help Line									
Profit and Loss Account for the Year From April 1st 2021 to March 31st 2022									
	2021-22	2020-21							
INCOME									
Other fund raising	28,957	19,453							
HCC Locality	20,460	18,080							
Fund raising Online	14,121	10,441							
Free Donations	4,088	4,172							
Other income	820	772							
Training	135								
Fund raising Theatre	104	0							
Gift Aid Donations	0	125							
	68,685	53,043							
EXPENSES									
Administration Salary	28,080	22,695							
Advertising materials	9,943	30,175							
Telephone	3,485	4,049							
Training	3,280	2,862							
Administration Expenses	2,878	3,114							
IT	1,559	3,147							
Insurance	840	780							
Subscriptions	723	811							
Vodafone	573	633							
Payroll Service	445	445							
Volunteers Expenses	259	469							
Theatre	100	0							
Other	95	0							
CN Salary	0	1,455							
Language Line	0	0							
	52,260	70,635							
Profit and Loss for Year	16,425	-17,592							
FUNDS									
Balance of Reserves at 31st March 2021							79,880		
Profit and Loss for Year							16,425		
								96,305	
REPRESENTED BY									
Fixed Assets									
Computers & Printers									
Depreciation							0		
Current Assets									
Cash at Bank							96,305		
Cash at Building Society									
Sundry Debtors & Prepayments								0	
Sundry Creditors & Provisions								0	
								96,305	
<i>Of which restricted reserves</i>								17,573	
<i>Unrestricted Helpline reserves</i>								78,732	
								96,305	
I hereby certify that the above accounts are in accordance with the books and records as presented to me									
Auditor									
Duncan McLeod									
Treasurer									
Denise Powell									

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