Our strategy

PROTECTING

TRANSFORMING

INSPIRING

IDAS

Sarah Hill, CEO, IDAS

Foreword

One of the things we most regularly hear from the people we support is how our support has changed and, in many cases, saved their lives.

Our work is transformational both for those we support and for the wider communities we serve. Since our last strategy we have expanded our services to more places and more people, we have more than doubled our team and the number of people we now help has tripled. Whilst the country experienced lockdown, IDAS reached more survivors than ever before, supporting over 10,000 women, men and children during 2021 alone.

We continue to be trailblazers; developing new programmes, services and accommodation to support the most vulnerable. We also work alongside partner agencies to challenge the structures and systems that harm survivors, and we stand against the victim blaming and harmful stereotypes that underpin the abuse of women and girls in our society.

Everyone should be able to live fulfilled lives, free from abuse and violence and we want to ensure that this is a reality for those we support today and for future generations.

I am pleased therefore to present our new strategy which sets out how we will continue to provide our vital, life changing services and how we will work to help bring about the transformational, lasting change that is needed to reduce levels of domestic abuse and sexual violence across society.

I am immensely proud of our IDAS team and all that we've achieved together for survivors, and I look forward to leading the organisation to protect survivors, inspire change and transform systems in the years ahead.

Sarah Hill, CEO, IDAS

Introduction

IDAS is a leading, established charity in the north of England supporting people subject to domestic abuse or sexual violence.

Abuse and violence cause significant harm to individuals, families and societies. We want a world where domestic abuse, sexual violence and all forms of violence against women and girls are not tolerated. Everyone should be able to live a safe life, free from abuse and violence.

Since our last strategy IDAS has grown to be the leading specialist charity in the north.

Protect

Through our high-quality services we now help **protect** over 10,000 women, men and children every year. Our services include:

Needs led, trauma informed support in the community.

Support through the criminal justice system.

Refuge accommodation for women and their children.

Dispersed safe and supported accommodation for any victim who needs to escape.

Helplines and live chat support.

Groups and emotional support.

Peer support and befriending.

Our services are independently accredited, and we hold several nationally recognised quality standard awards. The choices we make about how we deliver our services are based on sector best practice and research.

women's aid national quality standard 2020

2019 LeadingLight

Three year accreditation by SafeLives

LIME CULTURE INDEPENDENTLY ACCREDITED QUALITY STANDARDS for Independent Sexual Violence Adviser Services 04/23

Transform

As a specialist charity, survivors are at the heart of our work, and we are committed to making long term impacts to **transform** the systems that can work against them.

Since our last strategy we:

- Produced a comprehensive report setting out how transformation can be achieved in the family courts.
- Worked with the police to model a new approach to recording which ensures that perpetrators are visible on police systems.
- Won funding to develop an innovative programme of support for whole families.
- Are working to develop resources for schools and colleges.

Inspire

We are a modern, dynamic organisation and we are proud to be trailblazers, developing new ways of working that **inspire** our peers and the wider community. We have produced several ‘firsts’ in the sector:

- We were the first charity to develop live chat support for survivors.
- We were first to develop free e-learning for professionals and practitioners.
- We were first to develop a seamless end to end needs-based support model for survivors.
- Through our training, awareness raising and educational programmes we work to address the root causes of domestic abuse and sexual violence.

The need

The need for IDAS support and services has never been greater. During 2021 police reports of domestic abuse grew by 5% to over 850,000 in the UK whilst conviction rates for sexual offences fell to less than 2%.

The World Health Organisation calculate that domestic abuse is a higher risk to young women across the world than malaria, war, cancer and accidents combined.

1/3 women 1/9 men
1 in 3 women and up to 1 in 9 men experience domestic abuse or serious sexual violence in their lifetime.

Age 16 - 24
Women aged 16 – 24 are most at risk of domestic abuse and sexual violence but are least likely to report abuse.

Every 3 days
A woman is murdered every three days by her current or ex-partner' and there is strong evidence to suggest that 3 women a week take their own lives because of abuse.

Only 10% of domestic abuse incidents are reported to the police.

Homelessness due to domestic abuse rose by 20% during 2021.

Less than 2% of reports of sexual violence result in a charge.

Almost half of all women seeking refuge are forced to sofa-surf, including women with their children and pregnant women.

There are specific groups of people who experience abuse at disproportionately high levels, including disabled women, LGBT+ people and women without recourse to public funds.

Our vision

We want a world where domestic abuse, sexual violence, as well as all forms of violence against women and girls are not tolerated.

Our mission

Transformative and lasting change for our survivors, our communities, our future.

Our aims

To protect

We will provide high-quality support and accommodation to meet the needs of survivors and victims of domestic abuse and sexual violence. Where there are gaps in services and unmet need we will strive to ensure that new services are developed. No-one should be left without support.

To transform

We know from our work with survivors and from research that systemic changes are needed if we are to improve conviction rates and to build survivors trust in the systems set up to protect them. We will work in partnership locally and nationally to influence and campaign for changes that help transform the systems, including policies and legislation, that directly or indirectly harm victims and survivors. In addition to supporting victims this will send a clear message to perpetrators that abuse and violence will not be tolerated.

To inspire

Through our training, prevention, education and awareness raising work we will inspire individuals, groups, organisations and whole communities to make the changes in their own lives and in their workplaces to tackle domestic abuse and sexual violence and to challenge the root causes. This will help create societal change preventing domestic abuse and sexual violence for future generations.

Our priorities

Support in the community

We want victims and survivors to be safe in their own homes. To this end, we will continue to deliver and develop high quality, trauma informed support and programmes for anyone who has been subject to domestic abuse and/or sexual violence. Where it will benefit victims and survivors, we will expand our services into new geographical areas.

Accommodation

In some cases, victims cannot remain safely at home and there is a growing need for emergency accommodation for people who urgently need to escape abuse. We will work to meet this need by providing more dispersed accommodation, including through property purchase.

Whole community model

We believe that societal change is needed to bring about long-term change. We will develop a new way of working to ensure that wider communities are aware of our services and are equipped to tackle the root causes of domestic abuse and sexual violence.

Reaching marginalised people

We know that there are people who find it more challenging to access support including disabled women, people with learning difficulties, women without recourse to public funds and those who face multiple adversity. We will work hard to reach people who might not know about our services or who might face additional challenges in accessing support.

Our priorities

Grow our influence

Through partnership working, campaigning and awareness raising we will grow our influence in the north of England and beyond.

Financial independence

We will develop greater financial independence through commercial activities and fundraising.

Training and education

We will develop our courses and programmes to educate, train and reach more people.

Valuing our teams

Our teams are our biggest asset and we will invest in, train and value them.

Our values

Our values underpin our work and how we do it.
We are:

Compassionate

We hold survivors at the heart of what we do and we care deeply about all that we do and how we do it.

Courageous

We stand up for those we support; we are determined to make a real difference to lives and communities.

Inclusive

We are approachable & welcoming as employers, service providers & people. We promote unity, fairness & respect and we embrace diversity and difference.

Inspirational

Our work inspires transformational change for individuals and communities. We are experts and leaders in our field, pioneering new ways of work for the benefit of those we are here to serve.

Our future

We look forward to working with partners, communities and individuals to achieve the positive change for all our futures.

Support our work →

@idasfor100