



# Impact Report 2018

How we're changing the lives of children  
and young people across the UK with help  
from the players of People's Postcode Lottery

Supported by players of





*Thank you  
to each  
and every  
player  
who has  
helped us  
make this  
happen.*

**At Barnardo's, we believe in children – no matter who they are or what they've been through. For 153 years we've brought care, support and love to vulnerable children across the UK. We make sure their needs are met, and their voices are heard.**

Today we support around 300,000 children, young people, parents and carers from over 1000 services across the UK. We have an ambitious plan to create safer childhoods, stronger families and positive futures for all young people.

But we can't do it alone.

Players of People's Postcode Lottery have supported Barnardo's to build resilience in children with poor mental health, help young victims of sexual abuse and support care leavers in the transition to independence. Thank you to each and every player who has helped us make this happen.

This report highlights what we have achieved together since 2018, and the exciting future ahead of us. Thank you to the staff and players of People's Postcode Lottery for their support.

**Thank you for believing in children.**

A handwritten signature in black ink that reads "Javed Khan".

*Javed Khan, Chief Executive*



# Innovation Fund

...thanks  
to the  
support  
of People's  
Postcode  
Lottery  
players...

**Barnardo's always strives to find new solutions to complex issues aimed at producing better outcomes for children, young people and their families. Our colleagues and the people we support often have the best ideas and the Innovation Fund, only made possible thanks to the support of People's Postcode Lottery players, has brought them to life.**

This is what we have been able to achieve so far



Players of People's Postcode Lottery have helped...

**1. Give a voice to care leavers in Bristol to improve their mental health**

[ In planning stage ]

Only care leavers themselves can truly understand how it feels to be "out there" in the world without support from parents, often dealing with past trauma and learning to cope at critical points in their lives. And many of them have the ideas needed to address some of the issues faced. But they need a platform to share them.

A series of 10 short films, known as Good Day Stories, will be created by and feature care-experienced young people in the Bristol area with the aim of helping to improve the mental health of care leavers. A valuable accessible resource for care-experienced young people in Bristol, these films will showcase what a good day for them is and how they can be helped to have more of them. The production team will undertake outreach work in the community to reach the "hidden" care leavers and allow them to express their feelings and thoughts. This will allow other care leavers to feel more understood and less alone, sharing coping methods to reduce isolation and loneliness and educate professionals and decision-makers on the issues faced by care leavers and the solutions they propose.

**10 short films**

By **4 care-experienced creators**

Featuring **30 care leavers**

To reduce loneliness and isolation for care leavers



*"I love it!  
The musical  
instruments  
are amazing.  
I love to race  
and we get  
nice name  
stickers."*

P, 9, who has an Autism Spectrum Disorder (ASD) diagnosis

**2. Parents establish a community social group for primary-aged girls with additional needs in Essex**

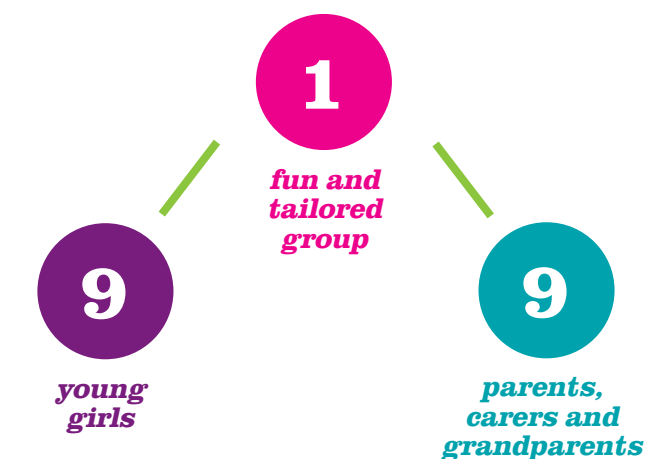
[ In early delivery stage ]

Autism and Attention Deficit Hyperactivity Disorder (ADHD) are lifelong, developmental conditions that affect the way a person communicates, interacts and processes information. It can be very isolating for the individual but also their families who at times find the condition confusing and difficult to understand.

SuperGirls is a parent-led youth group, based in Colchester, that offers a safe and structured place for the young people attending to simply be themselves, where it is 'OK to be autistic', and be understood. The girls who attend get a positive experience through socialising, tailored games and activities. It also offers an area for parents to share, unload, get much-needed peer support and the opportunity to create their own support network. Set across two rooms, the group has a sensory room with tents and sensory equipment while the family room is set up with activities like arts and crafts, lego, puzzles and magnetic building tiles.

*"When we found this group, we were very happy to have an opportunity for P to interact with other children her age who would understand her and where she could be herself. We found that here, and more. P really looks forward to seeing her 'besties' and feels accepted and included. There is so much to do, so many friendly faces and a chance for me to meet other parents too."*

Mum to P, 7





**3. Raise more vital funds for vulnerable children by making supporters feel valued**

**[ In planning stage ]**

**Increasing donations**



**Through personalised videos**



**By building loyalty and commitment**



**To 35,000 regular givers over three years**



Personalised videos are revolutionising the way companies speak to customers, making one-too-many communications feel like one-to-one communications, and turning one-time customers into loyal and committed consumers. Barnardo's will be able to get ahead of the curve and give supporters a truly memorable and meaningful experience by creating a personalised video to thank our donors for their gift, showing them the impact their donation in particular can make to children and young people across the UK. This is crucial in achieving repeat donations and increasing the amount of funds raised.

Our current thanking communications are adequate and personalised to an extent, but we could do more to make them really stand out, building engagement and loyalty leading to further donations and raised funds. Trialling this approach initially with the Individual Giving Fundraising team allows us to assess the effectiveness of this approach and a roll-out across fundraising based on robust learning and insight.

**4. The development of an e-learning course on harmful practices for professionals worldwide**

**[ In development stage ]**



**1 e-learning course**

**100s**

**Reaching hundreds of professionals worldwide**

**Increasing early identification and prevention of harmful practices**

Data suggests there has been an increase in the number of cases identified concerning children and adults affected by harmful practices – these are persistent practices, grounded in discrimination on the basis of sex, gender, age and other reasons as well as behaviours that often involve violence and cause physical and/or psychological harm or suffering. There are hundreds of such harmful and illegal practices, including forced marriage and female genital mutilation (FGM).

Professionals are often unable to respond appropriately due to a lack of knowledge and skills or access to good quality accredited training to equip them with the information or confidence to work with affected children and families.

By developing a harmful practices e-learning course for professionals, it will give frontline professionals the knowledge to identify, support and protect children and adults at risk of harmful practices. As e-learning, it can be accessed in a convenient and flexible manner. It also allows for a global audience to reach and use the resource and will help to protect more children and vulnerable adults at risk.

**5. Equip schools in Surrey to better support students with ADHD**

**[ In planning stage ]**

**1 training programme**



**Reaching staff in 600 schools**

**Helping hundreds of children with ADHD feel understood and supported**

Barnardo's Surrey Positive Parenting Service has been delivering parenting programmes to parents with children aged six to eighteen awaiting a diagnosis or those in receipt of an Attention Deficit Hyperactivity Disorder (ADHD) diagnosis for three years now. Feedback from these parents has identified a need for a similar programme to be delivered to teaching staff.

A new programme will be designed and delivered to teaching staff from the 600 schools in the Surrey area to address the issue of unnecessary exclusion by providing training on ADHD awareness to school staff. It will equip teaching staff with the tools to recognise and understand the ADHD brain, and strategies to prevent classroom and ultimately school exclusion through simple behavioural techniques based on this understanding.





# Helping children and young people



**Barnardo's believe that all children should be able to live happy lives, no matter who they are, or what they've been through.**

**For the greatest impact, we are committed to investing in three core areas:**

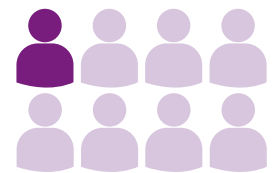
Mental Health and Wellbeing:	Child Sexual Abuse:	Children In & Leaving Care:
<b>40,100</b>	<b>7,300</b>	<b>5,982</b>
children, young people, parents and carers	children and young people	children and young people

Players of People's Postcode Lottery have helped us achieve this. Here are some of the projects you directly supported.

**1. Mental health and wellbeing**

When young people go through periods of mental ill health, it can be difficult for them to make and keep friends, manage at school and feel good about themselves. Despite this, our work emphasises hope, resilience and recovery – whatever they've been through, with the right support children and young people can live full and happy lives.

Harrow Horizons in London provides children and young people with short-term, confidential, targeted and focussed support with clinicians who specialise in a wide range of therapeutic techniques including psychodynamic, person-centred, art, drama, music, play and integrative therapies.



**One in eight children and young people aged 5 to 19 has a mental health disorder<sup>1</sup>**



Shannon, pictured at Harrow Horizons

**Shannon's story**

Shannon was repeatedly bullied at school.

*"I had jokes made about me and I was called fat. My glasses were broken. No one helped and I didn't really tell anyone. I also experienced racist, homophobic and transphobic bullying and was repeatedly picked on. Every day people would say things that would hurt me inside."*

She began having regular one-to-one counselling sessions at Harrow Horizons with counsellor Kat. Each week after school, Shannon visited the colourful and child-friendly building at Harrow Horizons where she was able to talk about her feelings and receive support.

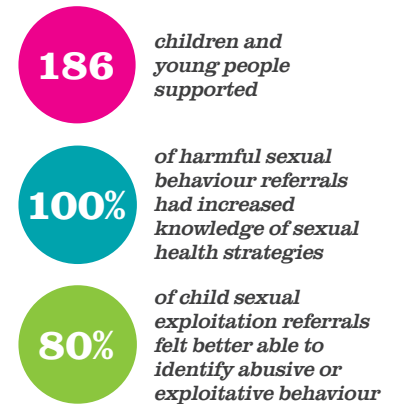
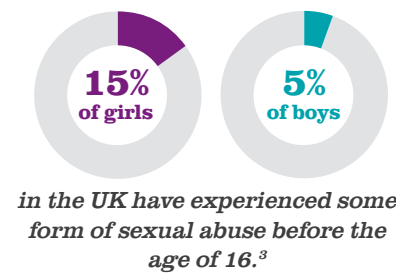
*"Coming to Harrow Horizons helped me to have more of a voice so I could speak to someone and explain how I felt. Kat helped me to understand that it's not true the nasty things people say. She was really nice and did things to help such as activities, where I could paint how my life felt, and then paint what I wanted my life to feel like. We also used different cards to explain how I felt and the reasons why. Barnardo's has helped me to build up my self-esteem and become more confident in myself."*

Shannon, 11

*"Harrow Horizons is a brilliant service and I can't thank them enough. Although Shannon still does experience bullying at school, she is a lot more different now and I've been given tips to help her."*

Shannon's mum, Diane

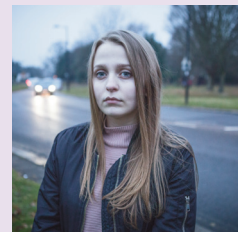
<sup>1</sup> NHS Digital (2018) Mental Health of Children and Young People in England, 2017 [Online] Available at <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2017/2017>



## 2. Child Sexual Abuse

All children should be kept safe from sexual abuse. With the help of effective support services, and sensitive responses from family and friends, children who have experienced abuse can be helped to feel safe again, and move forward with their lives.<sup>2</sup>

Better Futures Cymru provides long-term therapeutic services for children and young people from across Wales with sexualised histories, including young people who have been the victims of sexual abuse or child sexual exploitation. Many of the children supported by the service have experienced significant trauma like sexual, emotional and physical abuse, neglect and domestic abuse. These factors are taken into consideration and guide the therapeutic techniques to address the issues these young people face. Drawing upon a wide range of theoretical perspectives, the service provides a comprehensive approach to the complex issues experienced by the children it supports. At its heart, is the aim of building trust and establishing a positive relationship to successfully reduce harm and increase awareness.



### Sophie's story

*Sixteen year old Sophie was being sexually exploited by numerous adult men. She had been exposed to*

*substantial domestic abuse towards her mum, had herself been sexually and physically abused at a young age and suffered from depression and anxiety. And Sophie was refusing to engage with all support services.*

*The Better Futures team quickly identified that Sophie held a lot of anger and became distressed with matters relating to sex as a result of*

*her traumatic experiences. At first, the service focussed on building a rapport and trust with Sophie while developing her self-esteem and worth. They could then help her to identify how her experiences have impacted her and her view of the world. Once Sophie was able to see she didn't deserve the things that had happened to her, she became more resilient and became open to learning and using coping strategies.*

*Sophie has proactively pursued long-term counselling as she recognises the benefits and most importantly has developed self-worth – she is now a strong survivor of what she has experienced.*

**10,000**  
*young people leave the care system every year*

**47** young people supported

**100%** experienced an increase in confidence, positive socialisation with peers and choice of activities and opportunities

**75%** improved their development through new experiences or interests and access to inclusive community resources

## 3. Leaving care

Care leavers are less likely to be in education, employment and training, more likely to be involved in the youth justice system, and face homelessness and isolation.<sup>4,5</sup> However, with the right support children in care can have good experiences<sup>6</sup> and enter adulthood with the confidence they need to achieve their full potential.

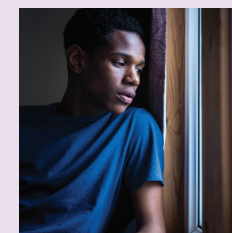
Every year, around 10,000 young people leave the care system.<sup>7</sup>

The Bristol Care Leavers Service provides young people who have experienced the care system with opportunities to have their voice heard, share their experiences and provide their views to reduce isolation and loneliness, shape services for children in and leaving care and build skills. Through:

CLUB (Care Leavers Unite Bristol), a fortnightly group of up to 20 care leavers – including young parents, unaccompanied asylum seekers, LGBTQ+ young people – to raise issues and implement change across Bristol using creative methods to ensure care leavers' voices are central, through the arts, social media and events.

A monthly play group for care leavers who are parents that provides a safe and exclusive space for their child to play while they gain peer advice and support as well as expert help on their rights and entitlements.

Matching care leavers with befriending volunteers to increase their confidence and combat isolation and loneliness.



### James' story

*James was 23, had a learning disability and lived alone in a city centre flat. He was spending most of his time at home, alone, on social media. His social worker was concerned for him as his support from the council came to an end and so he was introduced to Barnardo's Bristol Care Leavers service. Soft spoken, lonely and isolated, it was*

*immediately identified that he would benefit hugely from a befriender.*

*The visits went well and James soon grew in confidence. He joined the service's CLUB project, developed a strong relationship with his befriender and the team, found an interest in cooking by taking several courses and secured volunteer work. James also found his voice, speaking out at CLUB sessions and stunning the team with his political mind and strong views!*

<sup>2</sup> Fisher, C., Goldsmith, A., Hurcombe, R. and Soares, C. (2017) The impacts of child sexual abuse: A rapid evidence assessment [Online] Available at <https://www.iicsa.org.uk/keydocuments/1534/view/iicsa-impacts-child-sexual-abuse-rapid-evidence-assessment-full-reportenglish.pdf>

<sup>3</sup> Karsna, K. and Kelly, L. (2018) Measuring the scale and changing nature of child sexual abuse and child sexual exploitation – Scoping report [Online] Available at <https://www.csacentre.org.uk/csa-centre-prod/assets/File/CSA%20Scale%20and%20Nature%20full%20report%202018.pdf>

<sup>4</sup> Department for Education (2018) op cit

<sup>5</sup> C.f. NAO (2015) Care leavers' transitions to adulthood. [Online] Available at <https://www.nao.org.uk/wp-content/uploads/2015/07/Care-leavers-transition-to-adulthood.pdf>; Baker, C. (2017) Care leavers' views on their transition to adulthood: a rapid review of the evidence. [Online] Available at <https://coramvoice.org.uk/sites/default/files/999-CV-Care-Leaver-Rapid-Review10%20%28004%29.pdf>; Who Cares? Scotland (2016) Outcomes for care experienced children and young people. [Online] Available at [http://www.parliament.scot/General%20Documents/CEYP\\_outcomes\\_06.16.pdf](http://www.parliament.scot/General%20Documents/CEYP_outcomes_06.16.pdf)

<sup>6</sup> C.f. Burch, K., Daru, J. and Taylor, V. (2018) Analysis of outcomes for children and young people 4 to 5 years after a final Care Order, report number 29/2018 [Online] Available at: <https://gov.wales/statistics-and-research/analysis-outcomes-children-young-people-4-5-years-after-final-care-order/?lang=en>; Children's Commissioner for England (2015) State of the Nation: Report 1 Children in Care and Care Leavers Survey. [Online] Available at [https://www.childrenscommissioner.gov.uk/wp-content/uploads/2017/06/Care-monitor-v12\\_1.pdf](https://www.childrenscommissioner.gov.uk/wp-content/uploads/2017/06/Care-monitor-v12_1.pdf)

<sup>7</sup> Department for Education (2018) op cit



# Reducing the Impact of Sexual Exploitation: RISE

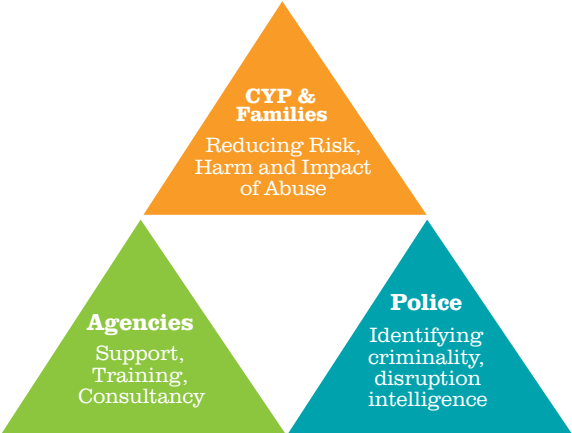


**Child sexual exploitation (CSE) is a type of child abuse. It happens when a young person is encouraged, or forced, to take part in sexual activity in exchange for something, such as money or emotional attention. There's no standard profile of an offender, child sexual exploitation is hard to spot – even for the young person affected.**

In 2016, Barnardo's partnered with Police Scotland in Aberdeen and Dundee to launch a one-of-a-kind project aiming to disrupt perpetrators of CSE and support its victims: RISE. It proved very successful and now we have been able to expand this partnership into two further locations thanks to support from players of People's Postcode Lottery – Glasgow and Fife.

Barnardo's RISE Child Sexual Exploitation (CSE) Advisors have three key roles:

- 1 **help young people and parents/carers to identify, stay safe from and recover from child sexual exploitation**
- 2 **support police and other professionals to engage young people who are in need of support and protection**
- 3 **offer wide scale awareness raising and training to all other service providers such as housing, night time economy and transport to respond to concerns.**



The "RISE Triangle" - the role of the CSE Advisor

**The service launched in Glasgow and Fife in September 2019. It's early days but we're excited by what we will achieve!**

# A special partnership



**In just one year, Barnardo's has been able to achieve all of this because of the players of People's Postcode Lottery...**

- 

**Giving employees across the charity the chance to bring their dream projects to life, using their experience and knowledge to further help those they support in new and unique ways through the Innovation Fund.**
- 

**Ensuring flexible funds can be used where it's most needed from mental health and wellbeing to child sexual abuse and leaving care services.**
- 

**Bringing a very successful community based service to reduce the harm and prevalence of child sexual exploitation to two brand new cities.**

A big Barnardo's thank you to each and every one of the People's Postcode Lottery players – you've helped make this all possible!

With your continued support, 2019 has also seen some major achievements in our unwavering efforts to ensuring children get the right support at the right time with their mental health and wellbeing, reducing child sexual exploitation and helping victims to feel safe again, and raising the life chances for young people leaving care.

**We believe in every child, thank you for believing too.**

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