

2014/15

ANNUAL REPORT

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# SOUTHMEAD PROJECT

“I don’t know if I would still be alive;  
I was drinking and overdosing and self-  
harming in other ways regularly before  
I came to the Project for help”

Service user



# Our mission is to tackle the issue of self-harm by addressing correlated causal factors such as historic trauma

## We aim to provide:

- Counselling services for those who have experienced abuse and trauma
- Support for parents and carers of substance misusers
- Training to generic drug workers and other practitioners in addressing the disclosure of abuse and associated trauma
- Strategic development of preventative services specific to domestic and personal abuse
- Evidenced based material on the impact of childhood trauma and its correlation with later problematic drug use and other forms of self-harm

## The Southmead Project

165 Greystoke Avenue, Southmead, Bristol, BS10 6AS  
Tel: 0117 9506022, email: southmead\_project@yahoo.co.uk,  
website: www.southmeadproject.org.uk  
Registered charity number (1076617)

**Bankers** NatWest Bristol City Office, Corn St. Bristol BS99 7UG

**Solicitors** Bennetts High St, Wrington, Bristol BS40 5QB

**Auditors** Roger C Oaten & Co. 1st Floor, 23 Westfield Park, Redland, Bristol BS6 6LT

**Patron** Geoff Gollop OBE

**Paid and volunteer staff:** Dr Mike Pierce MBE (CEO); Gerry Monaghan (Service Coordinator); Peter Wrath (Funding and Finance); Lisa Armstrong (Project development worker) Celena Lewis (Senior counsellor); Sarah Wilson (Specialist counsellor); Michael Graney (Sessional and volunteer counsellor); Sarah Burns (Sessional counsellor); Kate Williams (Volunteer counsellor); Kate Deeeble (Volunteer counsellor); Laura Hutton (Volunteer counsellor); Sophie Bayley (Volunteer counsellor); Catherine Chappell (Volunteer counsellor); Sophie Pickering (Sessional counsellor); Emma Summerill (Parent and Carer group facilitator).

**Trustees** Peter Welch; Jon Treen (co-chair); Heather Weston; Dawn O'Neill; Rebecca Cotton; Trevor Arnott (co-chair)

**Co-optee** Lee Paterson (Avon and Somerset Police)

**Corporate Liaison** Jon Treen (Brewin Dolphin); Trevor Arnott (Choice Security Systems); John Tiley (What's right); Jason Silcox (BPMG); Gary Mills (BPMG); Simon Craker (Craker Capital LLP)

**Working Partners** Next Link; Avon and Somerset Police; Southmead Development Trust; local GP practices; Somerset and Avon Rape and Sexual Abuse Support (SARSAS); The Green House; Eden House; Developing Health and Independence; NSPCC, Southmead Youth Centre; Oasis Talk; The Group of Seven; Neighbourhood Partnership; What's Right; Kbase connect; Three Cherries.

2014/15

## WELCOME TO OUR 21ST ANNUAL REPORT

From the mid to the latter end of 2014, I attended numerous meetings with representatives of the Home Office in London with the focus very much on issues around the Savile revelations and the impact unprecedented media coverage was having on victims and survivors of child abuse. Something had to be done and Southmead Project was being asked by the Home Office to help, which was an honour and a very welcome recognition of the work of the Southmead Project.



Dr Mike Pierce MBE (CEO)

During this time we were witnessing demand on our services such as never before experienced in our 21 year history, which amounted to a 23% increase in people wishing to access the charity for help with their plight. It was a 'double-edged sword': a massively heightened awareness of the scale of abuse across the country coupled with the fact that we were not well enough equipped to handle what was and remains a huge challenge.

The following report will outline how we have been responding to this challenge over the past year and gives pointers as to the way ahead.

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## COMMENTS FROM OUR FRIENDS IN THE CORPORATE SECTOR

### Matthew Lowe

UK and Ireland Managing Director, Giacomini

Today, we are witness to some of the defining events of this generation: humanitarian need on a 'Band Aid' scale, from tragic scenes of people fleeing their homelands to safety and the chance of a better life, to the physical, emotional and psychological abuse suffered by thousands in the UK. The pain and sheer scale of abuse whatever its form can be overwhelming – undoubtedly for the abused, but also for those individuals and companies when considering how best to respond. Giacomini is a family business with family values at its core and we want to see people flourish – within our business, in our families and in the broader community. Our connection with Southmead Project means we are able to help this to happen. It has been our pleasure to make a monthly financial contribution and to regularly share some of our business skills in order to consolidate and promote the work of the charity. Our contribution might be small but we hope that many similar contributions from others who share our ethos will make an overwhelming difference.

## HUMAN RESOURCES

### Heather Weston Trustee

It has been a great privilege as a trustee to be involved in staff appraisals at the project and to hear first-hand of the work being carried out. I have been able to report back to the other trustees how committed and enthusiastic the staff are, not only with the client work but also how much the staff respect and regard one another and work together to achieve this service. I am also involved in interviewing prospective members of staff and again realise that we have highly professional and well-trained staff and volunteers working at the project.

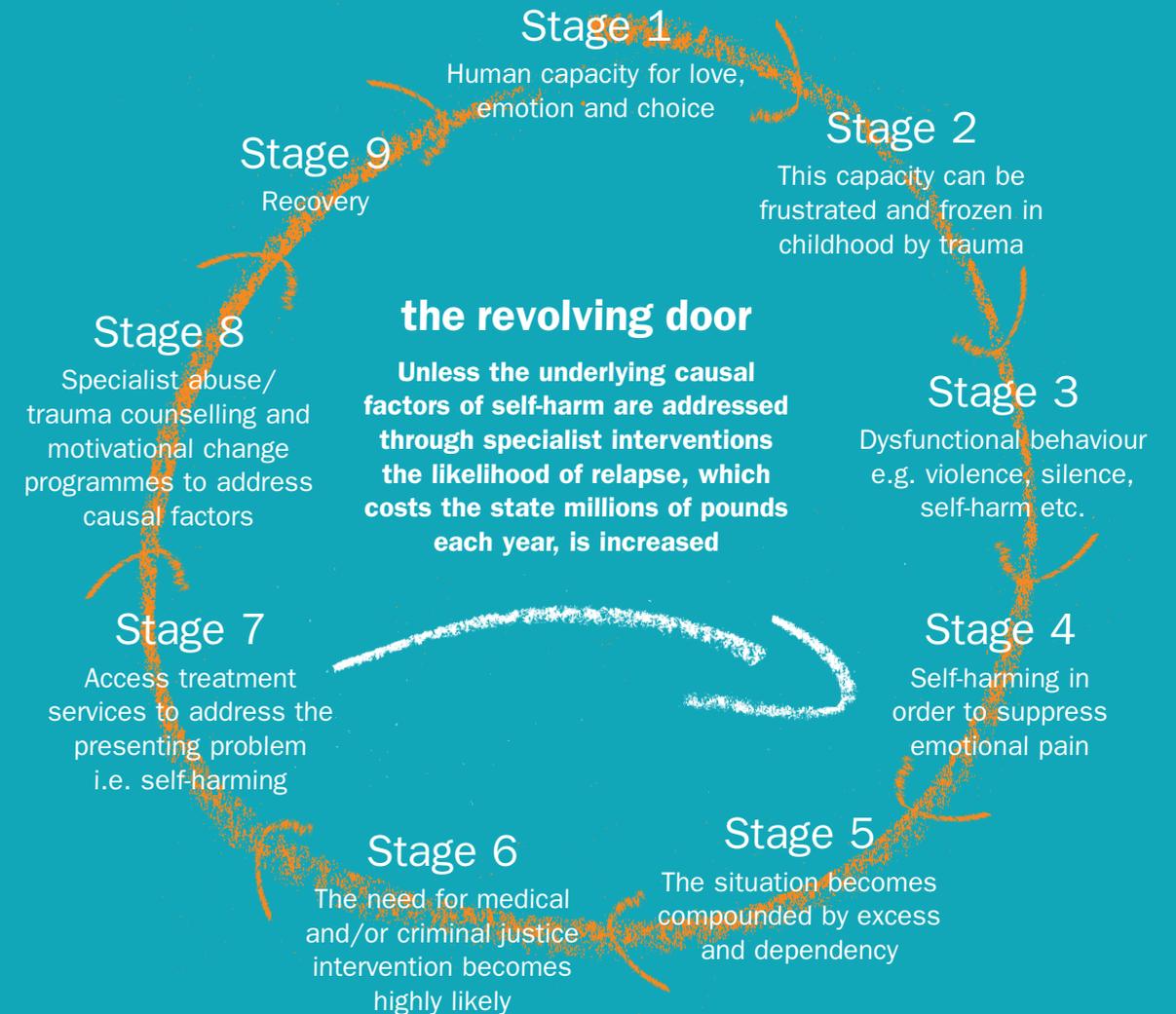
### Mark Evans

CEO, Kbase Connect

Southmead project takes such an inspiringly simple approach to the support it delivers by "Breaking the cycle of harm". The success of this concept has meant a growth in both supply and demand of the service. At Kbase Connect we wanted to support the Southmead project in a way that fits naturally within our day to day business so we are proud to have designed and developed and now host and support their web presence.

## THE CYCLE OF HARM

A major achievement is the interest being shown in the Cycle of Harm working model produced by the charity which has been developed over the years and is being increasingly recognised for its efficacy. This interest extends from senior academics and senior practitioners, health, drug and alcohol-related professionals in Devon and Cornwall, North Somerset, South Gloucestershire and Wiltshire into Wales. Southmead Project will be working closely with representatives from these areas in order to advance prospects of joint working and training.



## TRUSTEE REPORT

Positive change is the maxim here – for collaboration, service users and the charity in general – and trustees are pleased to say this is being achieved in so many ways.

### Consolidation

The bedrock upon which consolidation of the charity's operations and new foundations put in place in order to help the charity build strategically for the future is now very stable and far more robust.

This has meant trustees can work with staff and the additional corporate supporters we have attracted to widen its scope where new and additional interventions is concerned – aided as ever by service user input and again new funding sources.

Austerity has of course affected us a great deal with funding ever harder to come by, but even more careful and prudent use of sparse resources and capitalising on the skills and willingness of our service users and volunteers has once again ensured the quality of the services provided has remained top level. Trustees applaud the charity paid staff, volunteers and supporters for the enormous effort that has brought this about.

The marginalised section of society that the charity supports will continue to get that which they sorely need and so truly deserve.

### Collaboration

The charity long ago set aside any thoughts on a lone approach to achieving its aims and objectives and continues to cultivate and nurture some excellent working partnerships. This remains vital and essential and continues to prove so effective, particularly where the corporate sector is concerned. With over 20 referral sources and the growing number of formal working arrangements with others the strategy adopted has proven to be wholly correct. Positive change is the maxim here – for collaboration, service users and the charity in general – and trustees are pleased to say this is being achieved in so many ways.

We are greatly obliged to those who have contributed to this year's report kindly putting pen to paper on our behalf, summing up so succinctly what goes on here.

### Commitment

As ever the trustees wish to extend their thanks for the admirable commitment of Mike and his staff, those who advise and support the charity and the volunteers who offer and give so much. We cannot predict the future but firmly believe that with such spirit and commitment an even more certain future lies ahead for the charity and we can all look forward to 2014/2015 with great optimism.

### Progression

We have a particularly strong team made up of part-time paid staff, volunteers, robust management, a growing team of corporate sector ambassadors, business partners and donors, and have managed to retain the essential support of the community. Together with the even more solid working partnerships, the charity is in fine shape. The excellent hard and soft outcomes are regularly achieved and recorded on bespoke data-recording systems. With these essential ingredients firmly in place the road ahead looks very clear.

The charity and all concerned with its running, alongside all those people who come through our doors seeking, help remain indebted to the wisdom, empathy, vision and trust continually being demonstrated by the Big Lottery Fund.

### Some major milestones have continued to be reached, including:

- Securing, consolidating and expansion of working partnerships
- Recruitment and training of additional volunteers
- Consolidation of all our services: specialist abuse counselling operations, the parent and carer support service, the charity's research and evaluation and training elements
- Additional funding from more sources
- Consolidation and expansion of existing working relationships within the corporate sector
- Continued help and support from service users utilising and broadening their skills and expertise
- Development of additional social marketing skills and techniques including a new website
- Implementation of a clear strategic direction

### Risks identified by trustees include:

- The growing waiting list is huge cause for concern and impacts adversely on all concerned: burnout is a severe risk
- Lack of long-term statutory finance
- The CEO is a pivotal figure and the charity needs to continue to build a management structure suited to support the CEO in meeting the challenges that lie ahead
- There remain unfinished items that need to be completed, including new internal and external security systems, new fire security systems, purchase of much-needed equipment and a new-build extension to the rear of the property

### Key objectives identified by trustees include:

- Increase revenue streams
- Develop more and wider income-generating methods, including the training of others on a paid basis
- Raise finance necessary to complete unfinished business defined above
- Delegate operational work carried out by the CEO and seek funding/alternatives to secure additional personnel to help make this happen

## CEO REPORT

# A key element of our expanding working partnerships within the corporate sector is the 'Friends of Southmead Project' initiative inviting those who would like to help us to sign up and become a friend of the charity

**From the mid to the latter end of 2014, along with other staff I attended numerous meetings with representatives of the Home Office in London with the focus very much on issues around the Savile revelations and the impact unprecedented media coverage was having on victims and survivors of child abuse. Something had to be done and Southmead Project was being asked by the Home Office to help – an enormous honour.**

During this time we were witnessing demand on our services such as never before and in this period a 23% increase in people wishing to access the charity for help with their plight was recorded. It was a 'double-edged sword': a massively heightened awareness of the scale of abuse across the country coupled with the fact that we were not well enough equipped to handle what was and remains a huge problem.

The event we had hosted at the Colston Hall in Bristol in September 2014 had a positive impact on many and was hugely successful in raising the profile of our charity. Victims and survivors of

child abuse were made fully aware that not only was there help available, but crucially, disclosure of others gave them 'permission' to access that help.

Subsequently, after meeting all Home Office criteria and submitting a funding application, we were awarded a sum of money from the government – a huge milestone in the history of the charity and an enormous breakthrough for victims and survivors of child abuse.

Another very successful exercise has seen us working alongside members of the corporate sector with ambassadors Nicola Mould, MD at Lansdown Place, and Simon Craker of Craker Capital at the fore helping us to make further inroads into attracting financial and in-kind support from this potential source. Along with the ever stronger support we have enjoyed for many years from the What's Right business-oriented charity, we are more than ever ideally placed to move Southmead Project forward by being able to tap into such high levels of knowledge, expertise and income potential.

A key element of our expanding working partnerships within the corporate sector is the 'Friends of Southmead Project' initiative inviting those who would like to help us to sign up and become a friend of the charity. Current membership includes a very wide cross-section of the business community: barristers, finance directors and advisors, retail owners and directors... so many top-quality people who have their hearts set on helping us in the best way they can.

Moving on apace are the most promising working partnerships developed over the last two years, which are helping us to generate sustainable income. While the amounts of money involved at this relatively infant stage could be considered small it nonetheless represents our determination to secure sustainable income, which may then act as leverage where future funding applications are concerned.

However, the charity has failed to make the breakthrough into securing longer term finance from any Bristol-based statutory sector: this remains a huge cause for concern. Of course we were delighted when a sum was secured for a one-year period from the Bristol Police and Crime Commissioner's funding pot and we used this to great success. The central-based Home Office funding was another huge breakthrough but consistent financial support from the Bristol-based statutory sector is so desperately needed where helping some of the most vulnerable in our society is concerned.

The kind of events and outcomes mentioned above just do not happen unless there is the willingness and wherewithal of all those

concerned in making the plan come together. As Goethe and others had long observed, when people who are of similar mind and who share similar aims gather together, then so much can be achieved. And this is what has happened at this charity where we now have an ever-growing team of people who are of one mind and who wish to help positive change come about for those who most desperately need it.

Throughout this report the reader will identify just how much support we have and also what it has meant to us, particularly during those darkest hours when we did not know one way or another whether or not we would be able to keep our doors open. How often have these words been said over the last 21 years!

For frontline staff in particular it has been horrendously difficult to retain a strong focus on the job in hand not knowing when or if you were going to lose your job and wondering how you were going to break the bad news to service users.

But this team is made of very stern stuff indeed and it is with the supporters we have and the quality of that support that will see the charity consolidate its already solid work and position itself to embark upon the next 21 years stronger than ever. I thank you one and all for this.

## COUNSELLING REPORT

“Safe, consistent and reliable, that’s what I really need from a service and already I get a sense that this is going to provide me with what I need”

Service User

### What an amazing year this has been for the whole of Southmead Project!

The counselling service is busier and more sought after than ever before. The level of knowledge and expertise within the counselling team (and within the organisation as a whole) feels very exciting and appears to translate into both the one-to-one counselling and group work provision. We have newly qualified counsellors within our voluntary staff team so will be looking at the recruitment of students on placement very soon. We currently have a senior counsellor, a specialist abuse counsellor, five sessional counsellors and six volunteer counsellors. This is in response to the demand for our counselling services.

### The Prep Group

This six-week group is for people on our waiting list for counselling who are experiencing strong feelings in response to trauma. We work specifically with these emotions, not the individual story of the person. This is done through offering tools such as mindfulness, grounding, working through flashbacks, communication skills and so on. The group are encouraged to identify their versions of the above that are workable for them.

### The One-to-One Counselling

The specialist abuse counselling offers space to people aged 16 years and over who have experienced trauma – physical, emotional and sexual – and may have responded to such trauma by misusing drugs and/or alcohol (or other ways of self-harming) to manage strong feelings associated with the trauma. The counselling space can be accessed from six weeks up to one year where appropriate.

### The Year-Long Group

This group is for people who have already accessed and engaged in work to address their trauma. It is an invitation to consolidate what has been learned and to carry this forward in useful and meaningful ways. Creative ways of working such as the use of body, art, drama and narrative therapies are offered. This becomes a space in which it is conducive for people to continue reclaiming their lives from trauma.

We look forward to witnessing the hard work of our service users to reclaim their lives from trauma and abuse.

## SERVICE USER INVOLVEMENT

“I am treated like an individual. I’m not expected to fit the service because it is all that is on offer”

Service User

Service users are always at the forefront of the work of this charity – after all, they are why we are here. Focus groups are a great way for us to learn about the charity from a service user perspective. Our most recent group really hit home just how important this charity is to so many people, summed up in the quotes below:

We now have a mobile phone for service users to text us as a quick option to let us know if they need to cancel appointments or have any quick queries. We are in the process of getting email addresses from service users as an alternative to sending out letters. This will be a cheaper and quicker way to keep service users up to date with charity operations. For those people without an email address we will continue to use postal communication.

We have identified our service users are not represented on our board of trustees. This is something we aim to address and are looking to recruit one or possibly two service users to our existing team of trustees.

“This service has been a lifeline. I don’t want to think about what I would have done if I couldn’t come here”

Service User

### FAMILY GROUP REPORT

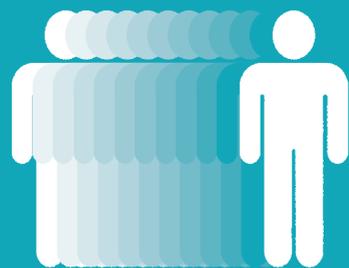
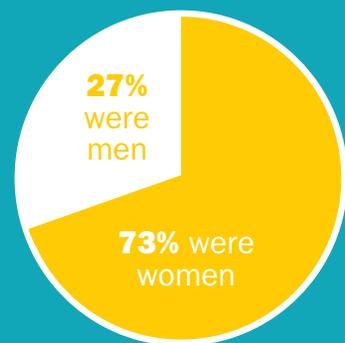
The Southmead Project initiative for Parents and Carers aims to help those affected by addiction by delivering group programmes and meetings on a regular basis, where experiences, anxieties and concerns can be exchanged and shared with others with similar problems in a safe, confidential and non-judgemental setting and atmosphere. Meetings are led by trained facilitators and are immensely helpful in many ways; topics may be of a factual nature, such as “what is addiction?” or “what is a drug?” whilst especially helpful are those meetings where the aim is to help people cope with their feelings of shame or blame. Co-dependency may be explained, new coping skills learned and ways to avoid enabling the addict also learned. The family group programmes have been running for many years and have helped hundreds of people and is an integral part of the charity’s aim of promoting community safety.

“I’d go to the end of the earth to get here. It doesn’t bear thinking about the service not being here. Through the one-to-one counselling I can see light at the end of the tunnel”

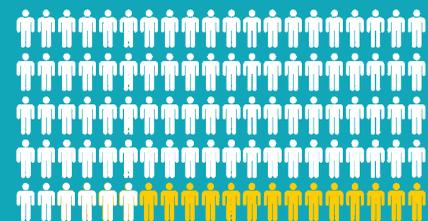
Service User

## STATISTICS

### One-to-one counselling



**18-73**  
Age range of our clients



**86%** client attendance rate

**97**

The total number of clients seen

### Groupwork

**Trauma Recovery Group**  
up to 8 people for a year

**Preparation for counselling group**  
6 people per week on a six week programme

**Parents and carers group**  
8 people a week

### Drug problems

#### Clients with current problem

Illegal drugs: 10%  
Prescribed: 33%  
Alcohol: 29%

#### Clients with historic problem

Illegal drugs: 36%  
Prescribed: 36%  
Alcohol: 48%

### Clients' abuse issues at assessment

**76%** said they have suffered emotional abuse

**66%** have experienced physical abuse

**50%** have endured domestic abuse

**71%** have suffered sexual abuse

**41%** have experienced neglect

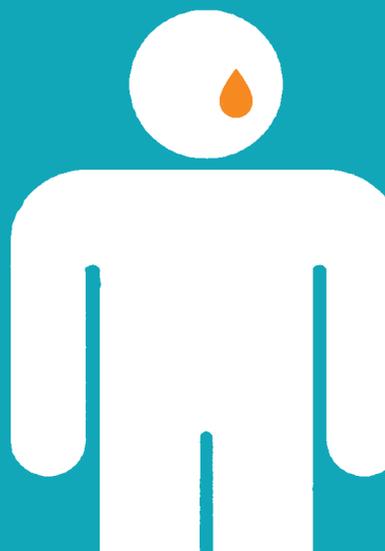
**2%** perpetrator

**80%** of all clients presented with between three and five of these issues

Total number of referral sources: 26

Number of statutory sector referral sources: 9

Percentage of clients from statutory sources: 40%



## FINANCE

### Accounts to March 2015

Income	2014/15		2013/14	
Donations & gifts	31,315	19%	12,891	11%
Grants				
Big Lottery	102,954	64%	98,976	86%
Others	18,000	11%	1,250	1%
Trading activities	10,299	6%	1,726	2%
<b>Total income</b>	<b>162,568</b>		<b>114,843</b>	
<b>Expenditure</b>				
Staff costs	120,041	75%	90,212	75%
Direct costs	27,078	17%	16,336	14%
Support costs	13,247	8%	13,445	11%
<b>Total expenditure</b>	<b>160,366</b>		<b>119,993</b>	
<b>Net income/exp</b>	<b>2,202</b>		<b>(5,150)</b>	
<b>Funds brought forward</b>	<b>35,529</b>		<b>40,679</b>	
<b>Funds carried forward</b>	<b>37,731</b>		<b>35,529</b>	

### Expenditure 2014/15

£160,366

**Staff costs: 75%**

**Direct costs: 17%**

**Support costs: 8%**



A copy of our full audited accounts is available on request

## LOOKING AHEAD

The Southmead Project is engaged in a number of initiatives locally in Southmead and throughout the city in order to develop and sustain the service and to respond to perceived need, these include:

Providing a Caring Fathers Safer Children group in Southmead, with the NSPCC and Next Link. This is for perpetrators of domestic abuse, so that they can address their abusive behaviour and reduce the negative impact on their children and partners. This is in response to the high level of reported domestic incidents in Southmead.

Working with the Bristol Sexual Abuse Support services Consortium in delivering services collaboratively, and developing a pathway with The Greenhouse, SARSAS (Somerset and Avon Rape & Sexual Abuse Support), BASE Barnardos, Womankind, EACH (Education and Action Challenging Homophobia), and Bristol City Council.

Continuing to work with the Southmead Development Trust, on "The Plan for Southmead" in order to accurately assess local need and to develop appropriate responses for the people in Southmead, particularly in relation to substance misuse.

Starting to explore, with local church groups, the needs of friends and relatives of survivors of abuse and trauma, with the possibility of providing a local support group. This is in recognition of the fact that there is very little support available for this group of people locally.

Continuing to work with the Golden Key project (for people with complex needs) in identifying local contacts for the project and acting as potential hosts for the peer mentoring service.

Continuing to work with Oasis Talk to provide services for clients referred through their GP or the Increasing Access to Psychological Therapy (IAPT) service.





If you feel there are ways in which you can personally contribute to the work this charity does, please contact us

All donations are gratefully received

Businesses – if you would like to find out how your company can support this charity and how, in turn, we can support you, please contact Mike Peirce (CEO)

**The Southmead Project**

165 Greystoke Avenue, Southmead, Bristol, BS10 6AS  
Tel: 0117 9506022, email: southmead\_project@yahoo.co.uk,  
website: www.southmeadproject.org.uk

**Abuse Counselling service**

Tel: 0117 9594809

Design: thegroupofseven.co.uk

