

Planning

Women's Aid Orkney's plans for the future include:

- *Continuing with a pro-active Fundraising Strategy*
- *Continuing to offer refuge provision with on site support workers as well as Outreach and Follow-on Services to women and children*
- *Ensuring the service grows and develops in order to meet the needs of the women and children who access services as well as addressing the existing gaps within the current service provision*
- *Developing and monitoring quality assurance systems, which ensure sustainability, accountability and effectiveness of service*
- *Identifying and securing funding to ensure sustainability and continuity of service*
- *Continuing to develop joint working relationships with a range of statutory and third sector organisations*
- *Developing two Satellite Outreach clinics for women*
- *Developing a Monthly Peer Support Group for Children & Young People*

Chief Executive's Comment



Gaynor Jones
Chief Executive

"This has been VAO's third and final year of governance responsibility for Women's Aid Orkney.

I'm delighted that the strategy we put in place, along with support from partners and stakeholders, has been effective in securing the future of this much needed service.

WAO is now on a firm footing to go from strength to strength."

A handwritten signature in black ink, which appears to be 'G Jones', followed by a long horizontal flourish.

Women's Aid Orkney's Aims & Objectives

Aims :

- Provide safe, temporary, accommodation, information and support to women, children and young people who are experiencing, or have experienced domestic abuse
- Raise public awareness and challenge attitudes, through education and publicity, with a view to drastically reducing domestic abuse within the Orkney Islands

Objectives:

- To empower women and their children to live their lives free from domestic abuse
- To inform the wider community of the issues surrounding domestic abuse
- To help develop and maintain a multi agency approach to supporting those involved in domestic abuse

WAO is committed to promoting its strategic aims and objectives within the community, ensuring that every intervention is part of an effective community based response to the needs of women and children. WAO maintains its commitment to working towards eradicating violence against women and children which ultimately can only be achieved by tackling the root causes of violence against women which is gender inequality. All links in the community are vital to achieving a strong, resilient and supportive community.

Directors

S Garson	(Chairperson)
A Cromarty	
G Herd	
T Irvine	
L Shearer	
S Rodwell	(Appointed 20 th of September 2010)
K Scholes	(Appointed 20 th of September 2010)

Stakeholder Group

Sally Inkster	Orkney Housing Association Ltd
John Richards	Housing Department, Orkney Islands Council
Frances Troup	Housing, Homeless Division, Orkney Islands Council
Dawn Sherwood	Community Social Services, Orkney Islands Council
Rosemary Colsell	Commissioning, Contracting & Procurement Manager, Orkney Islands Council

Staff

Leigh Dowie	Team Leader Women's Aid Orkney
Ann Clark	Children/Young Person's Support Worker
Lilian Wylie	Children/Young Person's Support Worker
Elaine Young	Children/Young Person's Support Worker
Caraline Johnson	Women's Support Worker (to Feb 2011)
Anna Rendall	Women's Support Worker
Corinne Seatter	Women's Support Worker
Helen Woodsford-Dean	Office Administrator

Volunteers

Women's Aid Orkney has five trained volunteers to support and compliment the work of the organisation. The volunteers support the delivery of a Monthly Support & Friendship Group for women as well as being able to offer evening, weekend and resettlement support as additional services to clients.

The volunteers at Women's Aid Orkney are:

Linda Shearer (Volunteer Coordinator)
 Kerry Warman
 Nina Mowat
 Dawn Davidson
 Doreen Norris



Women's Aid Orkney's seven key principles

Both the strategic and operational work of Women's Aid Orkney is underpinned by the seven Principles for a Fair Society. WAO understands that by using these guiding principles to assist with decision making, delivery and planning of services, the organisation is working towards building increased well-being and greater independence for individuals within the community.

1. **Family**—we give families the support they need to look after each other
2. **Citizenship**—we are all of equal value and all have unique and positive contributions to make
3. **Community**—we root support and services in local communities
4. **Control**—we have the help we need to be in control of our own life and support
5. **Capacity**—we are helped to be the best that we can be
6. **Connection**—we all get chances to make friends and build relationships
7. **Universal**—we all share the same basic rights and entitlements

Achievements and performance

The services WAO provide include:

- Refuge accommodation and support
- Drop in and telephone support
- Outreach for women, children and young people
- Follow-on support for women, children and young people
- Court Support Service

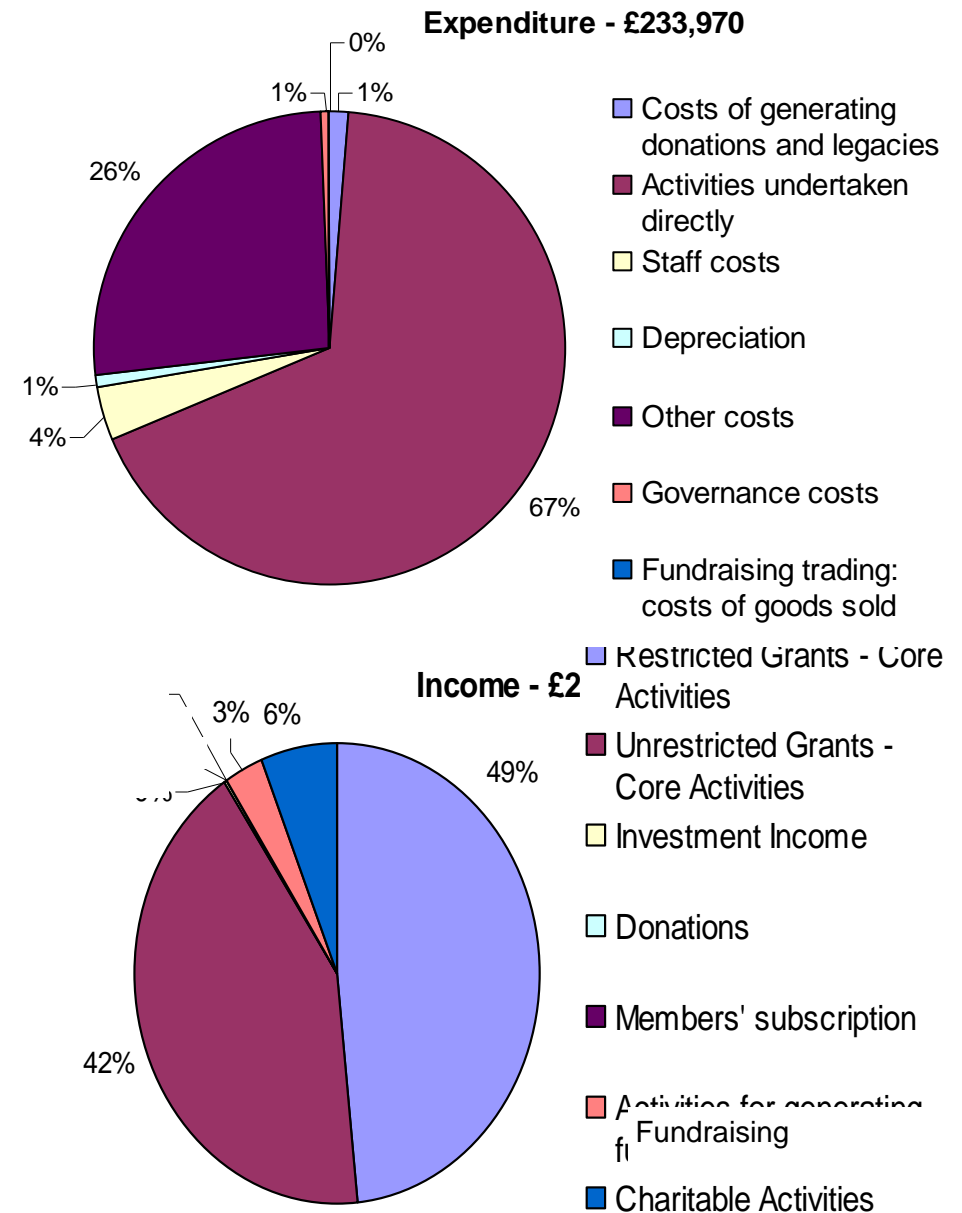
Women's Aid Orkney offers a reactionary and pro-active on-call service which operates 24 hours a day 365 days of the year. Women's Aid Orkney provides a place of safety for up to 4 women and their children at any one time in Phoenix House, with a total of 4 self contained flats.

The on-call telephone service is a distinct competency and, being the only service provider of refuge in Orkney, absolutely vital for women and children when they are at their most vulnerable and at risk of harm.

During the 2010-2011 year an exit plan was implemented in order for Women's Aid Orkney to revert back to full independence as of the 1st of April 2011. Voluntary Action Orkney had managed Women's Aid Orkney for the previous three year period.

Under VAO's management, WAO has been able to successfully move forward to develop a robust and comprehensive service, now with the leadership, drive and commitment of the Board, Manager, Staff and Volunteers, the organisation will move forward once again, from the 1st of April 2011, as an independent organisation.

Finance



Finance

Incoming resources for the year totalled £262,853. Total resources expended amounted to £233,970. Therefore funds increased by £28,883 over the course of the year. At the 31st of March 2011, the overall balance of funds was £142,655 of which £24,164 was held for restricted purposes.

The Directors have examined the requirement to maintain free reserves and concluded that the most appropriate level is between six and nine months operational expenditure. The Directors consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised.

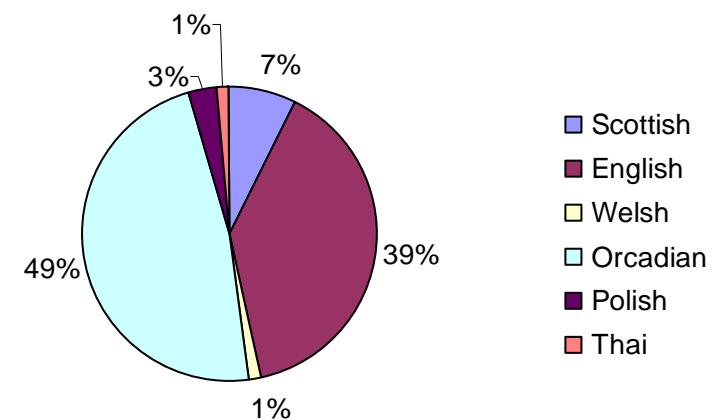
* A full copy of Women's Aid Orkney's Directors' Report and unaudited accounts are available on request.

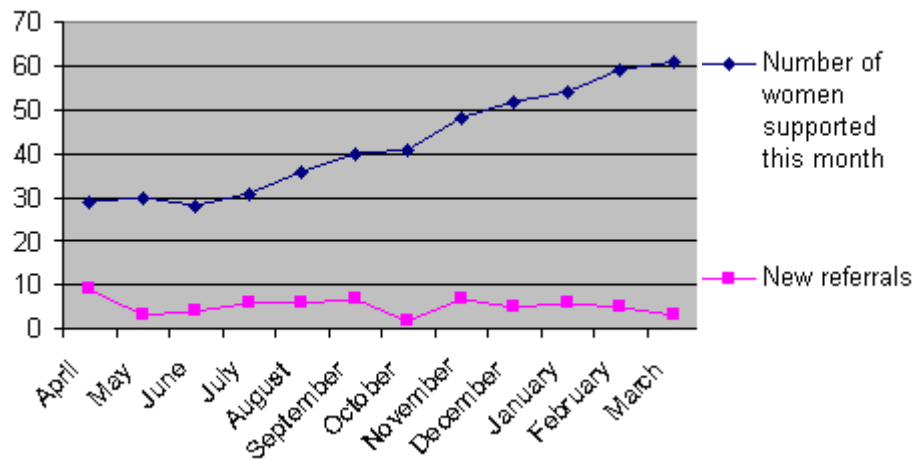
Refuge and Outreach Services

Throughout 2010-2011 the flexible, responsive and professional services offered by Women's Aid Orkney have seen:

- 56 women supported through Outreach—a 60% increase on previous year
- 9 women supported through Refuge / Follow On—no change on previous year
- 13 women have been housed at Phoenix House
- Occupancy rates for Phoenix House overall for 2010-11 was 82%
- 18 children and young people were supported through the Outreach service
- 7 families have been admitted through the on-call telephone service

Nationality of women accessing service





"Someone to speak to, someone to do stuff with cause they are not so busy."

"... help me feel safe and help me make right choices – I find it hard when I get sad about making hard choices."

boy aged 11



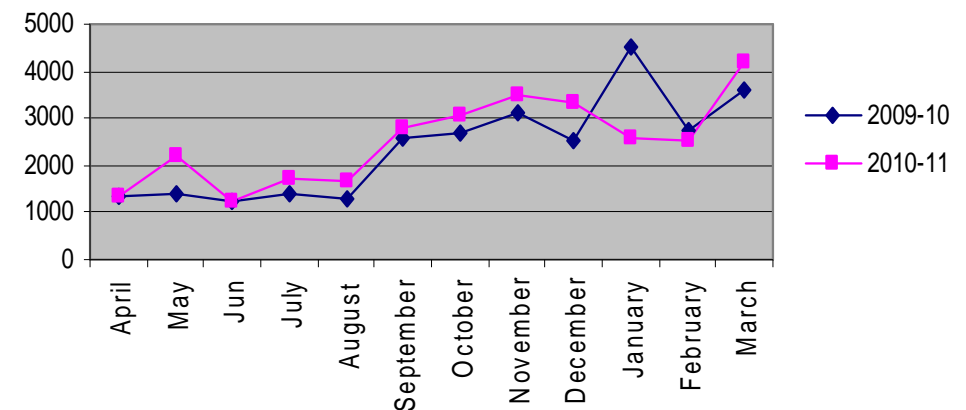
Children's area at Phoenix House



Phoenix House communal living area

Web-site and IT

The Women's Aid Orkney website continues to be revised and updated to become more user-friendly, relevant and accessible. The total number of hits has increased from 28342 (2009-10) to 30276 (2010-11) – an increase of over 6.5%.



Towards the end of this financial year, Women's Aid Orkney was organising the upgrade of their IT system to include a server and purchasing the domain name www.womensaidorkney.org.uk.

The website at www.orkneycommunities.co.uk/womensaid will continue to be used, with any user accessing www.womensaidorkney.org.uk being automatically redirected. As a result of this upgrade, all email addresses will be @womensaidorkney.org.uk, adding to the corporate identity of Women's Aid Orkney as an independent organisation. These upgrades are due to take place early in the 2011-2012 year.

Respect Programme

Throughout the year, the Respect Preventative Education Programme was delivered to 282 pupils in schools across Orkney including Sanday, Stronsay and Papa Westray.

As a result of the service delivery which is undertaken by WAO, children and young people are able to achieve an increased understanding of how best to develop and maintain healthier relationships with their peer group, family, friends and individuals within the community. Children and young people are encouraged to take responsibility for their actions and how these impact on others around them as well as the environment. In the appropriate manner the ethos within the UN Convention on the Rights of a Child is strongly embraced and reinforced to children and young people within the service as are their responsibilities to others. The breadth of the materials and resources used, as well as workers' encouraging and responsive approach, allows this outcome to be achieved through their real belief in helping C&YP to build positive and healthy relationships both within their families and within their communities.

"The sessions were delivered in a way that engaged the interest of the pupils and motivated them to explore their own investigations within the week's topics."

"The course is well designed and presents a step by step exploration of all aspects of respect for individuals and groups within society. It required the pupils to examine their thoughts and actions in an entertaining and educative manner."



"I cant wait tae hear fae you again, and hear you opinions and views on all Im jist said. As always any more advice is ALWAYS welcome."



"The staff are amazing here and will do anything to help us."

"Thank you for being here for me to share all this with."

"GREAT tae hear fae you again, its SO good tae ken you are oot there fur me, and no yir not at all patronising."



Pictures from within Phoenix House

Publicity and Fundraising

The board of Directors decided to form a Fundraising Sub Group to develop and implement a positive and pro-active approach to Fundraising which was thought to be especially important in the current financial climate.

The first Fundraising event was a “pop-up” charity shop called “Good as New” which was open for a two week period at the end of Bridge Street in March 2011. There was huge support from the community for this project and the shop was manned entirely by volunteers; it was a tremendous success raising a total of £2557. The Board of Directors decided that these monies would form the basis of a Hardship Fund which could support clients who find themselves in real hardship.



“Good as New” shop interior

Other fundraising activities, including an Orkney version of “Strictly Come Dancing”, are planned for 2011-2012.

Along with 26 other organisations, a promotional and fundraising opportunity was taken by having a stall at the Charities Christmas Bazaar. £133 was raised to support WAO’s work.

Towards the end of this financial year, Women’s Aid Orkney was contributing to, and assisting with, the organisation of an event to mark International Women’s Day, due to take place early in April 2011.

Children and Young People’s (C&YP) Services

During 2010-2011, 18 children and young people received outreach support, 7 were supported whilst resident in Phoenix House and 1 child, having lived in Phoenix House in the past, received follow-on support .

C&YP Workers focus on assisting the child or young person in achieving the following outcomes :

1. C&YP’s diverse needs are being met better
2. C&YP have more involvement in decisions made about them
3. C&YP have an increased understanding of how to maintain and develop healthier relationships
4. C&YP have a better understanding of their feelings and how to deal with them
5. C&YP have increased understanding of domestic abuse and how it effects themselves and others
6. C&YP feel safer

All of the work that the Children and Young Person's workers do with the children whom they support is led by the children and young people themselves, by the C&YP identifying the specific issues with which they need support. This then allows them to jointly design an individual support plan to meet their needs with ongoing monitoring and evaluation being undertaken routinely in order to chart progress.