

PROGRAMME IMPACT REPORT



This programme successfully demonstrates our Test – Learn – Scale methodology. It was based on learning from a similar domestic violence awareness programme we delivered in Bolton.

Mums against Domestic Violence

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COUNCIL**

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What is Domestic Violence ?

Domestic violence is a pattern of behaviours used by one person to gain power and control over another person in an intimate relationship

Types of Abuse:
Physical Abuse
Sexual Abuse
Emotional Abuse
Financial Abuse

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Report Type: Final evaluation and impact report

Investment Body: Trafford Council

Town/City: Trafford

Programme Duration: October 2021 – March 2022

Why was the Investment needed?

The Foundation has been actively serving the Stretford area since the covid-19 pandemic, with a focus on providing critical services to the South Asian Pakistani diaspora within the community. As lockdown restrictions were imposed, our staff quickly adapted to ensure continuous support. We launched a bilingual helpline offering services such as over-the-phone counseling through our Umeed Counseling Service, guidance on welfare, benefits and grant claims, and essential food delivery. In June 2021, we held a series of online consultations via WhatsApp with 15 South Asian Pakistani young mothers from Stretford who had accessed our services during the pandemic. These consultations were part of our co-design process to understand their needs and views on relevant programmes and initiatives.

Through these consultations, one key issue that emerged was the need for better education on Domestic Violence (DV), a topic that had been identified by the group as crucial for discussion. The mothers acknowledged the unacceptability of Domestic Violence in society but highlighted a lack of awareness and understanding within their community, particularly regarding cultural and religious nuances. The group emphasised that empowering women with knowledge on this issue was essential, and they stressed the importance of delivering the content in a sensitive, engaging, and culturally appropriate manner. They recommended that a bilingual facilitator lead these sessions to ensure all participants, including those with limited English proficiency, could fully comprehend and engage with the material. This investment in education and resources was crucial to addressing the unique needs of the community.

Expected Outcomes

- Better able to challenge traditional cultural assumptions about gender and power
- Better able to change traditional beliefs and attitudes about men and women
- Better understand own feelings and behaviour
- Skills to better resolve low-level conflict
- Knowing the difference between abusive, healthy, stable and non-abusive relationships
- Understanding that domestic abuse is a crime
- Highlighting the role of peers in providing support
- signposting to relevant services
- Safer stronger, more confident communities

Output - Data Dashboard



sessions delivered
26



staff and volunteer hours spent on programme
133



participants engaged
38

% of targets met
95%

participant engagement target
40



participants who accessed other flowhession services
18



% CERi backgrounds
100%



participants who accessed specialist counselling
6



% post-workshop satisfaction rate
90%

Impact

An eclectic approach was used to deliver this programme, bilingual facilitators delivered a programme of education with the women and therapeutic art was utilised as a vehicle to explore feelings, perceptions around domestic violence. A qualified bilingual counselling art therapist worked with the ladies on the programme. The programme had a profound impact on beneficiaries understanding of abusive dynamics, empowering them with the knowledge needed to recognise the signs of violence and make informed decisions for their safety and wellbeing. For many participants, learning about the cyclical nature of abuse and the tactics commonly used by perpetrators increased their awareness, they recognised unhealthy patterns in relationships and were provided with tools to set clear boundaries.

Additionally, The programme fostered a sense of community and support, It was a safe space where beneficiaries connected with others reducing feelings of isolation and shame. Many participants reported a renewed sense of empowerment and a shift in their mindset, as they understood the support available to them. The programmes inevitably opened up past trauma for a few participants and our skilled, trained, bilingual therapist recognised these signs and provided first responder support and care. Our facilitators then made immediate referrals for the participants concerned to access our specialist counselling service. Such programmes are also places where beneficiaries make disclosures. The Foundation takes its safeguarding duty seriously and has procedures and protocols in place for such eventualities. Such disclosures were assessed and where they met the threshold for a statutory referral, this was done immediately. Such beneficiaries were fully supported by our staff onsite and further support provided for them in terms of counselling, advocacy and a designated case worker appointed if this was required.

Outcomes



85%

of the women had a better understanding of domestic violence, the law and reporting mechanisms



70%

felt that the sessions were a 'safe space' to have open discussions



75%

felt that the therapeutic art sessions helped them to make sense of their emotions and feelings on the topic

What worked well?

Regular breaks during sessions.

Allowing beneficiaries the time to talk through their experiences.

Plenty of time for questions.

What we learnt?

Having the the group sign a compact regarding confidentiality of sessions is important.

Group discussion allows different perspectives to be evaluated.

Sharing the protocol and procedures we have in place when a disclosure is made from the outset is important.

How has the investment positively impacted community cohesion

The programme fostered community cohesion by raising awareness and providing essential information about the signs of abuse, healthy relationships, and how to support victims. By educating participants it created a more informed and compassionate community, where individuals are better equipped to recognise and respond to domestic violence. This, in turn, encourages open conversations, breaks the silence surrounding abuse, and builds a supportive environment where people feel safer. The programme also offered critical support services such as counselling, and caseworker support if required. This assisted survivors regain their sense of empowerment creating communities with a strong support system. Collaboration with local organisations and statutory agencies strengthened the community by creating a unified approach to combating domestic violence. These partnerships ensured that resources and support are accessible to those in need, while advocacy efforts push for social change and better laws. Ultimately, the education programme cultivates a sense of shared responsibility, fostering a community that is safer, more compassionate, and better equipped to support victims of domestic violence

Legacy

The women continue to raise awareness about domestic violence in the community.

Quote from Beneficiary

'I enjoyed the sessions where we had to paint and explore our feelings and emotions about domestic violence, it was really powerful. I have also made new friends.'

Rehmat, 44, Mums Against Domestic Violence Programme Participant