



The National Association for
People Abused in Childhood

Impact Report

1 April 2019 to 31 March 2020



Supporting recovery
from child abuse

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Introduction

This is NAPAC's first impact report and reviews our work between 1 April 2019 and 31 March 2020. It is a retrospective evaluation of NAPAC's work during the 2019-2020 financial year. This report can be read alone or alongside our annual accounts and strategic plan for a more comprehensive picture of our work and how we are realising our aims and objectives.

This report is for anyone interested in NAPAC's work. This being a first report it establishes proxies and benchmarks for NAPAC's unique service that helps people understand the impact and value of our work, focussing on our direct interactions with survivors.

It also aims to validate the investment those who use our services make in disclosing, and the commitment of professionals to providing trauma-informed support to their own service users, and their staff and volunteers.

Being a unique national service, we know it is difficult to compare or contrast our work to other organisations. This is not an economic evaluation of NAPAC's impact but does use some financial proxies to show the cost of purchasing general therapeutic services privately.

Why do an impact report now?

We decided to develop an impact report to collate and share the different things we are learning about our work. This impact report provides transparency on how we are progressing against our strategy, and how the strategy reflects the way we are developing.

Through sharing more about NAPAC's work we aim to:

- contribute to the growing understanding of the support that adult survivors of abuse in childhood find useful,
- further develop the ways in which services can develop to be more trauma-informed and avoid contributing to re-traumatisation, and
- highlight the investment of time survivors make when they engage with support services.

Thank you

Thank you for your impact on us

We are hugely grateful that so many people choose to share their experiences with us - in confidence on the support services, in calls and emails, and when they meet us at events and in meetings and share that they are a survivor too. That they know a survivor. That someone disclosed their abuse to them in the course of their work.

Every time you trust us with your stories, it matters.

In January 2020 the Office of National Statistics confirmed there are at least 8.5 million adults in England and Wales who experienced and survived abuse in childhood.

Many of those 8.5 million people still so often feel isolated. This is why sharing stories is important, and why we wanted to share our impact. The more we can do to support survivors, to train professionals working with survivors, to ensure adult survivors are included as part of national strategies and the safeguarding work of other organisations, the more people we can reach. That means that more people can disclose, can share their experiences, can offer support. That more people know they will be believed and know there are people who will listen.

Every time you thank us, it matters.

Thank you means you have been more able to talk and get support going forward. It means we have played a part in supporting your journey. We always want to be able to do more, and we are going to keep working to improve services for survivors, to make it easier to access the right support when it is needed, and to help more survivors lead happier, more fulfilling lives.

Sometimes, you tell us that talking has helped you. At the time, after a call, in an email, on social media, or years later in a letter. We get thank yous with donations, when people run or climb or undertake challenges, when people write about us, when people invite us to join panels, and with legacy gifts.

NAPAC is a small team, and our work is made possible by dedicated volunteers and trustees. We share your thanks across the team. Individuals are committed and work hard, but none of us could achieve so much without each other and without your trust.

We get angry and sad, hopeful and despondent too. We want to be able to change systems so no-one is re-traumatised in any circumstances. We reflect on the similarities and differences to our own experiences. We feel kinship. We want to help, and always wish we could do more. This impact report is part of NAPAC's commitment to continue working and learning from our mistakes and achievements to reciprocate the trust placed in us.

**It is a huge privilege to work for you.
Thank you.**



Our approach

Our approach to social impact analysis

What is social impact analysis?

“Social impact analysis is the process of analysing the social changes, both positive and negative, which arise from an organisation’s policies, programmes, or projects. Social impact analysis helps to create positive social change by helping non-profit and mission-driven organisations better understand and improve their impact.”

Social Impact Analysis Association, 2013

The term social impact analysis is not very well known but you may have heard of related ideas such as corporate social responsibility, shareholder value, social return on investment, and more recently social impact bonds and development bonds.

This report focusses on NAPAC’s work directly with survivors and begins to identify the indicators and milestones of our wider impact as the UK’s only national charity working for all adult survivors of any type of abuse in childhood.

Together with NAPAC’s strategic plan and annual report and accounts this impact report will help show what work we are doing and how we are supporting recovery from childhood abuse.

There are five elements of social impact analysis:

- Inputs
- Activities
- Outputs
- Outcomes
- Impacts

NAPAC’s first impact report

We have used social impact analysis to explore the different areas of our work, selecting the most relevant for each in this first report. Social impact analysis uses proxy financial values (£ values), whilst not like for like, enable different activities results to be better compared and understood in a quantitative way.

As this is NAPAC’s first impact report, we have used the minimal proxy numbers and values. We will be able to adjust these in future years, refining them to be as representative as possible. A full breakdown of our proxies and calculations are included in the appendices.

Evaluating the impact of our work is also particularly challenging because trauma is very complex and personal, and we prioritise confidentiality. Please be reassured though that the use of proxy values is compatible with maintaining complete anonymity and confidentiality.

This impact report aims to improve our understanding of what works and why.

Impact, confidentiality, and the complexity of trauma

In compliance with both our own confidentiality policies and GDPR, **we are including each call or email as a person supported.** Even where the same person is a repeat caller or emailer, this does not reduce the value of their commitment to seeking support, or the support they receive.

This approach also allows us to include, without invasive questions, those contacting us about different aspects of complex trauma and multiple instances of abuse. This reflects our understanding that disclosure is a significant step – perhaps the most significant step – in healing from abuse and trauma in childhood, and that the process of healing is also complex and ongoing.

Not being able to disclose that you have experienced abuse or disclosing to someone who is not trauma-informed, can have very negative consequences. This impact report focusses on NAPAC’s work with survivors and how to create more and safer ways to disclose.

This is a complex range of impacts to capture, so **this first report focuses on the commitment survivors make when engaging with our services**, and does not attempt to extend that benchmark to impacts of not disclosing at all, or disclosing to a person or service who is not trauma-informed.

In future years we will use the growing evidence, collected by NAPAC and other stakeholders, to build a more comprehensive picture of a trauma-informed approach. This first report concentrates on key impacts of survivors engaging with NAPAC’s services.

In 2019-2020 NAPAC’s survivor support services directly reached 127,477 people

We have included quotes that we have permission to use and these have been anonymised.

We keep basic information about the themes people raise on calls and in emails so NAPAC can keep learning and improving. We also use this information and learning to ensure we are connecting with other services and advocating for the needs of survivors and their supporters.



Survivor support service impact

We listen in confidence

NAPAC provides the only free national telephone support line that offers specialist, confidential support to adult survivors of all types of child abuse, operated by experienced staff and trained volunteers. We also offer an email support service for those who find it difficult to access our telephone support line.

Over 45,000 individual survivors across the UK have received our help through our support line since we were established in 1998, as a very conservative estimate. Demand has been increasing ever since the media spotlight first shone on the issue of non-recent child abuse, particularly when the revelations about Jimmy Savile broke in October 2012. Our telephone support line took 8,621 calls in 2019-2020, an increase of 17% from 2018-2019 (7,020 calls) and 43% from 2017-2018 (6,000 calls).

Our ambition over the next three years is to focus on continuous improvement and progressive enhancement of our front-line services. This is so our services can meet the complex needs of a growing number of survivors and those who help them.

Direct Support 2019-2020



Activities

In 2019-2020, NAPAC answered 8,621 calls and replied to 1,649 emails to our survivor support services.

Outputs

We provided 3,576 hours of emotional support by telephone and email to 10,270 people in 2019-2020.

This has a total equivalent monetary value of £208,142; using the proxies of survivors' time at the national living wage of £8.21 and support at £50 per hour.

This only includes the time spent directly supporting survivors. It does not include the time spent on preparation or debriefing, or on support related administration, such as compiling information about suitable referrals and posting hard copies of resources.

Outcomes

Disclosing abuse and being heard, believed and respected is the first step on all the pathways to healing and recovery. In 2019-2020, NAPAC played this vital role in the lives of 10,270 people.

Confidentiality is an essential part of our service, as is learning from what survivors tell us they need and value. Therefore, outcomes reflect only what survivors choose to tell us during the call or email and are noted anonymously. This enables NAPAC to advocate for survivors without individual survivors needing to disclose publicly or compromise their privacy.

The survivor support service enables adult survivors of abuse in childhood to make their first disclosures of abuse, including abuse that has sometimes lasted for years. Those using our services also mention experiencing a range of mental health issues including anxiety (72%), depression (42%), relationship issues (40%), isolation (38%), and distress (37%). These are all health-related quality of life measures, known to be risks to longevity, used by the UK civil service and government to understand the impact and value of services¹.

These are all experiences that negatively impact quality of life. In addition, we know that after accessing support survivors may go on to receive formal diagnoses of these and other conditions, including complex post-traumatic stress. For many, contacting NAPAC is one of the first steps to accepting and addressing these needs.

“It was hard emotionally but in a constructive way.”

Impact

After a disclosure to NAPAC a survivor is better equipped to manage positively and continue making healthier choices and changes. Without support, traumatic life experiences are more likely to have a significant negative impact on people’s lives, increasing the risk of poorer physical and mental health and poorer social, educational and criminal justice outcomes.

Trauma-informed systems can have better outcomes for people affected by trauma whereas disclosure to a listener who is not trauma-informed can have very negative consequences. There is a huge personal, social and economic cost of abuse, with one in five adults having been victims in England and Wales (ONS, 2020)². There has been good research conducted with survivors about what they have found helpful that supports our trauma-informed approach^{3 4 5}.

Feedback from people using the telephone support line is received spontaneously through messages on our website, social media, and by email. In 2020 NAPAC is working on improving how we can capture the impact we have as a confidential service.

The pandemic and social distancing which emerged in early 2020 also impacted the support line, but the service was closed for just four days whilst necessary measures to ensure staff safety on-site were implemented. This also reaffirmed the importance of safeguarding of volunteers and staff and having a flexible model that prioritises wellbeing being the most effective for our team and our service users. NAPAC’s flexible delivery is also more accessible and more cost effective for survivors and our donors.

Learning

Key learning from these insights will inform NAPAC’s strategy and service delivery metrics going forward.

- The survivor support service has reached a sustainable, optimised capacity of supporting 10,000 individuals each year, with 8,500 callers and 1,500 emailers.
- Emails are increasingly detailed and long and require three times as much resource to respond to appropriately.
- Safeguarding and supporting the team is essential to the sustainability of the support service. Our priority is ensuring the quality of support provided to survivors, and the wellbeing of our survivor support team.
- Increasing the capacity of the service will have a small but positive impact on the number of people we can support but will have a very large positive impact on the wellbeing of the team and on the service, as we conduct real-time debriefing.
- We have seen in the past that a small increase in support line capacity has a disproportionately large impact on improving the percentage of calls answered.

1. The Green Book
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/685903/The_Green_Book.pdf

2. ONS Child abuse in England and Wales
<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/childabuseinenglandandwales/january2020>

3. <https://www.appgsurvivorscsa.co.uk/>

4. <https://www.uos.ac.uk/news/%E2%80%98be-survivor-rest-my-life%E2%80%99-research-university-suffolk-and-survivors-transition>

5. <https://www.basw.co.uk/resources/responding-sensitively-survivors-child-sexual-abuse>





We support in groups

NAPAC's support group programme provides intensive therapeutic psycho-education for up to 12 survivors at a time, in 12 weekly sessions.

Using our trauma recovery model, participants are empowered to assert control in their lives – with the result that their wellbeing and functioning improve, as they feel better equipped to cope. This model contrasts with current common practice, which focuses on symptoms and maladaptive behaviours.

NAPAC has delivered over 30 support groups in places as diverse as London, Cheshire, Manchester, Lancashire, Belfast, Oxfordshire, Buckinghamshire, Watford, Birmingham, Cardiff, Warrington, Bradford, Nottingham and Nuneaton. Our ambition is to increase the number and delivery modes of support groups around the UK, so that far more of those who most need our help are able to access them.

Our priority is therefore to retain the integrity of the NAPAC support group model whilst reviewing and diversifying our offer.

“It combines learning and discussion and has helped me where other services haven't. So grateful I got the opportunity to have a space. Thank you.”

Activity

In 2019-2020, NAPAC delivered two support groups for 19 survivors, one in London the other in Nottingham, with 11 and eight people respectively completing the course of 15 sessions, made up of 12 weekly group sessions plus three follow-up sessions.

Output

The support groups were attended by 19 survivors with 2 facilitators this year. Across the support in groups and follow-up individual sessions, NAPAC provided each survivor 236 hours of support, a total of 684 hours in 2019-2020.

The equivalent financial value of the support groups based on the time survivors invested was £78,299 in 2019-2020.

NAPAC's survivor support groups provided a psychoeducational programme with an equivalent minimum market value of £4,121 for a direct cost of £1,039 per participant in 2019-2020.

The survivor's make a commitment equivalent to a full-time term of post-graduate training.

Outcome

The participants who were able to observe agreed ground rules developed improved mental health and wellbeing and became more socially integrated. The comments from individuals on their evaluations are extremely affirming and demonstrate the life-changing results of these support groups.

Impact

This type and level of psychoeducational support is unique to NAPAC, and not available to people anywhere else. We believe it is the most transformative programme of support available to adult survivors of abuse in childhood, free at the point of use, based on evaluations and feedback we have received.

The pandemic and social distancing measures that began in early 2020 will mean our support groups are reconfigured for future years. Different methods and approaches are already being considered as NAPAC continues to innovate to ensure survivors are able to access support, including through training other providers.

“Being in touch with my feelings and emotions has been new. I could rationalise it before but not connect with it for fear I would be consumed by the sadness of it all. Now I feel that particular misconception has been rewritten.

I'm now happy to feel it. I'm embracing all of it – and I'm finding that it's getting less overpowering the more I encounter with it.”

We train others

We provide specialised external training to frontline staff who may engage with adult survivors of childhood abuse in any professional setting.

NAPAC’s training is based on trauma-informed practice, which serves to raise awareness about the wide impact of trauma and prevent re-traumatisation of survivors in settings that are meant to be supportive and empowering.

Working with traumatised clients can take a toll physically, mentally and emotionally on professionals – this is not ‘burnout’ but vicarious trauma, which can be debilitating if not recognised or treated. Our training helps organisations and staff to become trauma-informed by sharing best practice across a range of sectors with which survivors interact, including health and social care.

NAPAC’s training is accredited by the Royal Society for Public Health, the Royal College of Nursing, and approved by the British Psychological Society. It is continually updated to include new learning from our services and clinical and academic developments in trauma-informed practice. In 2019-2020 our face-to-face training gained an average of 4.7 out of 5 in marks given by participants. The qualitative feedback cited improvements to their resilience and management of vicarious trauma.

NAPAC trained 505 professionals in this period. If each of them talks to three colleagues about trauma-informed practice, and each professional then can better support three survivors, that reaches over 6,060 people

Activity

Between 1 April 2019 and 31 March 2020, NAPAC trained 353 people face-to-face via our accredited training programme.

Building on the need to continually develop and innovate, we launched our e-learning programme ‘Working with adult survivors of child abuse in a trauma-informed way’ on the NAPAC website in June 2019. This e-learning programme equips participants with baseline knowledge about the impacts of child abuse in adulthood and gives them fundamental skills to engage with abuse survivors in a way that is empowering and guards against re-traumatisation.

NAPAC’s e-learning platform launched in June 2019, and by March 2020 had been used by 152 professionals to take our online trauma-informed practice course.

Output

In total, 505 professionals received training in trauma-informed practice during 2019-2020. This was driven by successful training projects won with NHS IAPT services (e.g. Open Minds, City Healthcare Partnership), East London NHS Foundation Trust and National Probation Service (North West Region).

Other organisations trained include Essex Partnership University NHS Trust, Nottinghamshire GP Registrars, Lambeth Council, and Church of England and Wales Diocese of London.

Outcome

There are now 505 more individuals, and their colleagues and teams, who are now more aware of the impacts of trauma directly through the training itself and in the discussions before and after taking part. Awareness is increased about the true impacts of abuse in childhood, and the way trauma presents and can be more effectively managed and treated in adults. More professionals are more resilient, and more effective, and better able to achieve their own positive outcomes.

Trauma Informed Training



Impact

More professionals being able to practice in a trauma-informed way both reduces their own vicarious trauma and enables them to reduce the likelihood of re-traumatising survivors who contact them for support and any other services.

There is almost exclusively positive feedback about the courses, with some recommendations for further expanding what we already do. The positive feedback is further verified by the volume of referrals we receive from organisations and individuals who have previously taken our training; currently anecdotal, we are refining how we monitor this so we can continue improving our services. This indicates that participants talk to colleagues and peers about the training, recommending it, but importantly raising awareness of trauma-informed approaches and their value to professionals and clients using their services.

Our training helps other organisations achieve their aims and investing in their employees’ development and improving outcomes for those using their services.

“To ensure that our clients get the right support, feel listened to and respected from the earliest stage of contact.”

The pandemic and social distancing requirements introduced early in 2020 accelerated a step-change in training innovation, including a greater focus on our ability to deliver online. The online modules introduced in June 2019 meant we were better prepared for these changes and were able to quickly adapt and continue innovating.

Why Is NAPAC's Training So Valuable?

Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur in childhood. Such events, including violence, abuse and neglect are linked to many challenges in adulthood including chronic health conditions, mental illness and negative impacts on educational achievement, financial stability and employment opportunities.

Sadly, ACEs are common. In March 2020 the UK Office for National Statistics published a report on Child abuse in England and Wales, which estimated that 8.5 million people experienced at least one form of child abuse (emotional, physical, sexual or witnessing domestic violence or abuse) before 16 years of age. This is at least 8.5 million people living with the aftermath of a traumatic childhood caused by abuse.

Despite these estimates, child abuse and its effects are either not discussed or misunderstood by many of the professionals that survivors go to for help, particularly in the short to medium term. The catalyst for NAPAC's training development was consistent reports from survivors that they feel, at best, unsupported, judged or misunderstood and at worst retraumatised when seeking professional support. They encounter professionals who do not understand trauma, survivors' life experiences and behaviours

and the connection between their current mental and physical health struggles and childhood abuse or other adverse childhood experiences.

NAPAC's training is based on trauma-informed practice, which serves to raise awareness about the wide impact of trauma and prevent re-traumatisation of survivors in settings that are meant to be supportive and empowering. As mentioned above, working with traumatised clients can take a toll physically, mentally and emotionally on professionals – this is not 'burnout' but vicarious trauma, which can be debilitating if not recognised or treated. NAPAC's training helps organisations and staff to become trauma-informed by sharing best practice across a range of sectors with which survivors interact, including health and social care.

"Widened my approach with clients, will give more consideration as to when I ask questions and try to gather information. Think there are some pointers and learning points to take back to the service and share with colleagues."

As a survivor of sexual abuse, regaining a sense of control and empowerment and being able to trust people is essential. A medical doctor asking, 'is there anything I can do to make this consultation easier?' or a counsellor being able to recognise and respond to a dissociated client can be empowering and enable survivors to make the most appropriate individual choice(s) along their journey to recovery.

The shift to being trauma-informed is cultural and requires top-down initiatives from management as well as changes in individual behaviour. NAPAC has been supporting survivors in this way for over 20 years and it is extremely well received by those who interact with us on the support line, via e-mail and in support groups.

As an organisation NAPAC continues to support trauma-informed care by continually developing and providing our training to those that need it most. When NHS therapists were asked how their practice would change after training with NAPAC, the impact was remarkable.

As more professionals become trauma-informed, they become better equipped to support survivors appropriately whilst minimising the personal risk of vicarious trauma. This in turn could improve survivors' experiences of support services and enable significant progress towards recovery – the first and most important step being disclosure in a safe, supportive environment.

"The course was excellent and has opened my eyes to think about the client's experience in more ways which will inform my practice. The ACE research highlighted how much people are impacted by childhood events that might not always be considered."

At NAPAC, we believe that every individual has the right to leave the impact of childhood abuse behind, grow as a person and enjoy a happy and fulfilled adult life. Our training for professionals is essential to achieving this aim.



We share our knowledge and expertise

NAPAC has over 20 years of experience of supporting adult survivors of childhood abuse and our services are rooted in the feedback we receive from them.

Through our research and information function, we know about what works in the support of survivors and how to disseminate and promote best practice. We have acquired unique data and knowledge from anonymised information gathered from calls to the support line, from participants in support groups, and reliable published data and research.

Our information services for survivors and those who help them are hugely valued. Available in print and online on our website, these resources offer advice, support and signposting where appropriate.

NAPAC conducts its own research and contributes to work by other regional, national and international organisations. We also participate in panels and investigations, ensuring survivor perspectives and voices are represented and valued.

During 2019-2020, NAPAC contributed to the work of other organisations including;

- The Home Office review of strategy on child sexual abuse as a consultant
- Two-hour presentation to the Care Quality Commission Mental Health Inspectors for London on Trauma-Informed Approaches
- Two presentations to NHS Trust mental health teams
- Close working with the Ministry of Justice on how services and survivors were impacted by Covid-19
- Lambeth redress scheme consultancy and staff training
- Crime Prosecution Service Violence Against Women and Girls and Male Victims Forum
- Crime Prosecution Service consultation on pre-trial therapy raising previously unidentified concerns
- National Working Group on child sexual exploitation
- Netflix and Sky consultations on drama and documentary productions
- London Health Board Conference at Mayoral Office, London
- Metropolitan Police and several other police force consultations
- Training Probation Services staff
- Training IAPT (improving access to psychological therapies) teams



Collaboration with ONS

NAPAC’s work in raising awareness and improving understanding and representation of trauma in childhood and adult survivors is very extensive and is strengthened by working with other organisations and local and national statutory services. In this report, we look at one important example of this work.

Activity example

NAPAC contributed to the ground-breaking ONS report published in January 2020. This was the ONS’s first ever report solely about child abuse, providing an overview of child abuse in England and Wales. It brought together a range of different data sources from across government and the voluntary sector.

Output

One of the headline findings of the ONS report was anonymised data from NAPAC’s support line service showing that around one in seven adults who called NAPAC’s telephone support line had not told anyone about their abuse before.

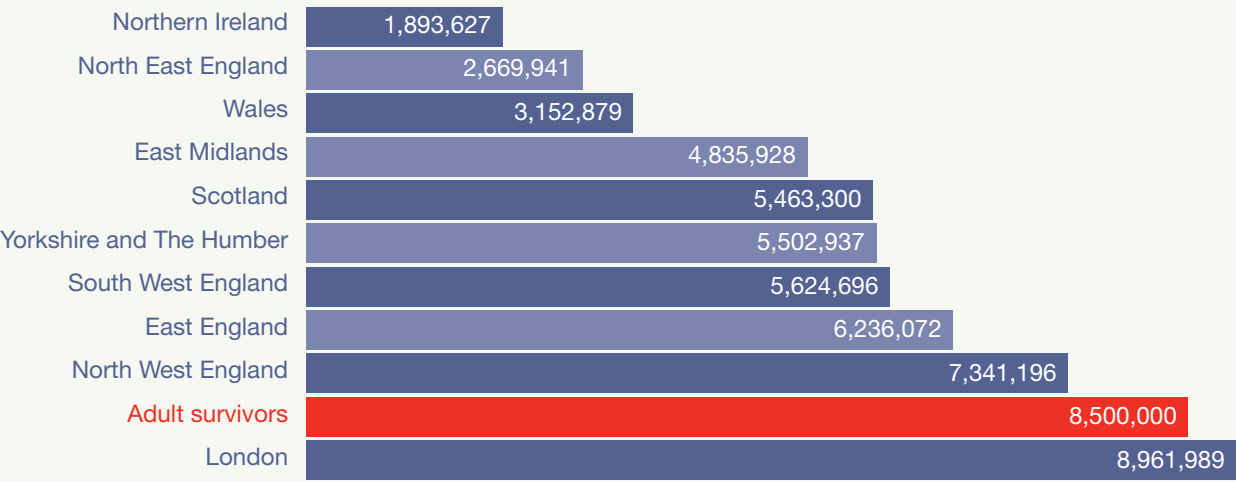
Outcome

Recognition that at least 8.5 million adults in England and Wales experienced abuse in childhood.

The regional population data is from the ONS, including the total population of England and Wales estimated at 59,439,840 in 2019⁶. Survivors make up over 14% of the population.

There are other organisations working to improve safeguarding for children and vulnerable adults, working with those at risk now, and supporting families in difficult circumstances. NAPAC is proud to be working alongside so many amazing organisations as the UK’s only national charity for adult survivors of abuse in childhood.

Populations in England and Wales, 2019



The Crime Survey for England and Wales (CSEW) estimated that one in five adults aged 18 to 74 years experienced at least one form of child abuse, whether emotional abuse, physical abuse, sexual abuse, or witnessing domestic violence or abuse, before the age of 16 years (8.5 million people).

6. ONS mid-2019 by local authority
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalescotlandandnorthernireland>
<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/childabuseinenglandandwales/january2020>

We raise awareness

Through our advocacy work, with opinion-formers and through the media, we are helping to improve understanding about the impacts of childhood abuse, and to seek support from those who can help make a difference.

NAPAC is widely recognised as the expert in this field. We have strong connections with local authorities, police, health, social services and other service providers across the UK, and there is now widespread awareness of our work and our brand.

NAPAC also works with national, local and social media and regularly represents the range of survivors' experiences to the press. In recent years, there has been increased demand for NAPAC to be involved in advocacy and media work, reflecting the increased public profile of the organisation and increased value of survivor voices.

Through our research and support NAPAC has provided expert consultancy and advice to production teams on how to include the subject of childhood abuse and survivors in fiction and documentaries.

NAPAC was proud to support “*Tell Me Who I Am*”, the story of Alex and Marcus (pictured), which premiered on Netflix in November 2019 and is available worldwide.

Working with the media enables NAPAC to play a key role in promoting better public understanding of the impact of childhood abuse. We continue to do all we can to ensure the challenges for adult survivors are portrayed with accuracy and sensitivity, and those who participate in and are affected by the programmes are supported.

Activities

We are proud to be recognised as an advocacy leader, exemplified through the Chief Executive sitting on the Advisory Panel for the Victims' Commissioner and the Crown Prosecution Service's National Stakeholders' Group during the reporting period. NAPAC also has representatives as external experts on the Safeguarding Strategy Groups for the Anglican Church for both the Diocese of London and the Diocese of Guildford.



Impact

There is now recognition across government that childhood abuse is widespread and occurs in all demographics, geographies and communities. This is informing government policy and budgets, shaping future services for survivors, for children and adults at risk of exploitation, and informing safeguarding practices into the future.

This change is also reflected in the continuing investigations by the police and independent commissioners into non-recent abuse, and the past case reviews being conducted by the Churches of England and Wales, which will lead to updated and new services for survivors.

NAPAC also advocates for survivors of abuse within institutions, including the re-traumatisation survivors have faced when reporting, and the challenges of developing and implementing trauma-informed approaches. We offer expertise to help improve safeguarding and support by learning from survivors.

Building on the increased awareness of how many people are affected by abuse in childhood, especially since high profile cases in the past six years, we want more people to be aware that there is support available. One way we can gauge if this awareness is increasing, and if more people are seeking support, is how many people find and use our website. In 2019-2020 over 117,000 people visited NAPAC's website.

We look at three key measures to get a better picture of how many people are aware of NAPAC and seeking information about our services. Over the past three years each of these figures have grown; year on year our website is visited by **more people, for more sessions**, and they **view more pages**.

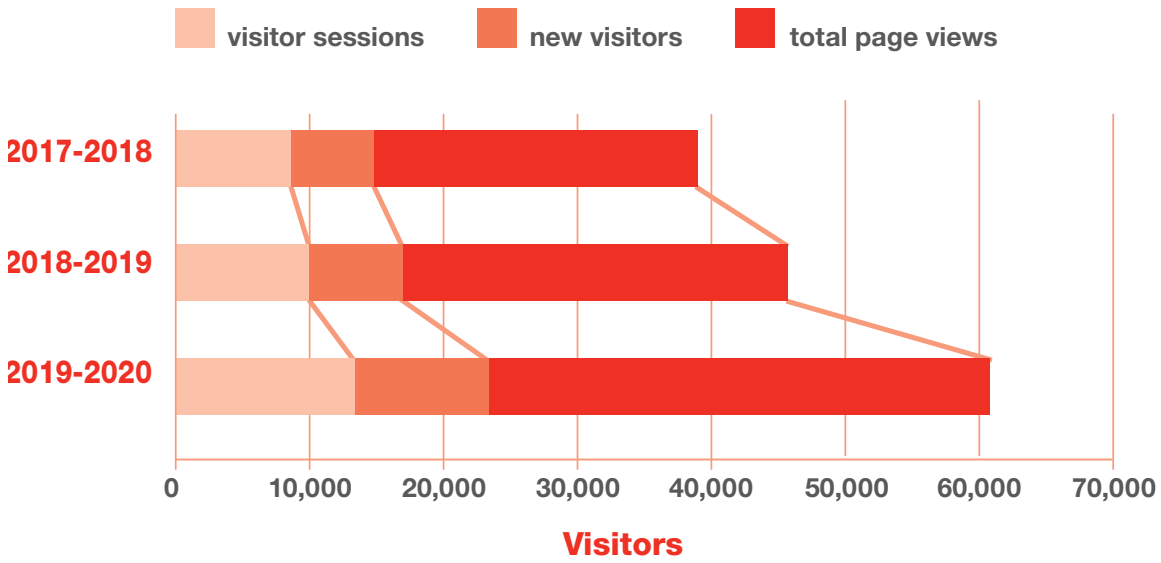
NAPAC website use 2019-2020

117,188 Unique users

162,198 Sessions

448,042 Pageviews

NAPAC website use 2017-2020



Appendices



Appendix one: the maths and metrics

Impact analysis uses proxy values where data is not available or quantitative data is not appropriate. We wanted to share the proxies we used and how we calculated the quantitative values with them.

Social impact uses proxy values so it is possible to make comparisons between different projects. Proxy values are also useful because they provide a quantifiable measure without invasive questioning of individuals that would be retraumatising and expensive.

We have used the fewest and clearest proxies for this report, applied only in the two key areas of service users time commitment whilst accessing our services and the cost of seeking the equivalent private therapeutic support.

Financial equivalents are not comprehensive reflections of the huge emotional commitment survivors make in engaging with our services but do allow for a different perspective in understanding how significant the work they do is to their healing. They are used because we work alongside and with survivors, but the input of survivors is not accounted for financially alongside other investments, and because financial cost is a common measure that maintains confidentiality.

These financial value (£ value) equivalents are:

Service users time is counted as equivalent to the national living wage, which was £8.21 in 2019. We have quantitative data for the duration of calls, and so use this as the basis for calculating the service users proxy financial commitment.

Support time is counted as equivalent to the average rate for private counselling, which was £50 per hour in 2019. This is used for both support groups and support emails.

- We have quantitative data for the duration of support groups and use this as the basis for calculating the service users proxy financial commitment.
- We do not have data for how long it takes someone to compose an email or read the response, so we triple the average duration of a support call – 18 minutes in 2019 – and use this as a time equivalent to calculate the financial equivalent of someone seeking similar support privately.



Sample metrics

The key metrics are included for each strategic aim:

1. Inputs = resources we receive

 - a. This is already covered by the annual accounts, so is not replicated here
 - b. All funding and income
 - c. In calculating £ value, voluntary or unpaid input is calculated using the UK living wage (£8.21 per hour in 2019)
 - d. Goodwill and cross-sector promotion from networks and partnerships
2. Activities = what we deliver

 - a. The basics are included in the annual accounts, but are expanded on to include outputs and outcomes in this report
 - b. Number, frequency and duration of activities
 - c. NAPAC as an entity is an important resource for survivors, being available when we are needed even whilst not actively being utilised
3. Outputs = what beneficiaries receive

 - a. Number of participants involved in the activities
 - b. Direct benefits each participant received
4. Outcomes = what changes, decreases or increases

 - a. Skills acquired
 - b. New opportunities
 - c. Money or resources saved
 - d. NAPAC as an entity and our work across networks and with partners changing attitudes and approaches to abuse and trauma. This includes promoting a survivor informed understanding of abuse and trauma, and enabling survivors to speak out and disrupt an deter perpetrators
5. Impacts = incremental and cumulative effects

 - a. These relate to our mission and objectives
 - b. Impacts demonstrate our public benefit
 - c. This is where we use proxy data and indicative metrics using available evidence. NAPAC has both qualitative and quantitative data spanning many years
 - d. Social return and social £ value can be calculated if useful

Survivor support service financial proxy metrics

Proxy values are used to provide a basis for comparison, as there is no direct comparable value for such a service, nor an established and accessible index value for the health outcomes we support. That is, whilst we understand the value of survivors being able to safely disclose and access support, it is difficult to quantify that value in a simple and understandable way.

We have used proxy financial values, the most conservative national average figures, for the time survivors commit to accessing our services and the cost of a private service. These figures are not “like for like” but give a different way of understanding our work, and a different way of viewing the value of a qualitative service in a quantitative way. They will also enable us to develop more nuanced impact reporting in future years.

Using the national living wage as the proxy value for the commitment survivors make in using the service equates to a £ value of £21,234 in 2019-2020. Similarly, using the average cost per hour of private general counselling (in lieu of an average for specialist trauma-informed emotional and practical support) of £50 per hour equates to £178,785 for 2019-2020.

Survivor support service metrics for 1 April 2019 to 31 March 2020

- 8,621 people were supported on the telephone support line
- Average call time was 18 minutes
- A total of 155,178 minutes (or 2,586.3 hours) of supportive listening were provided by phone
- 1,649 people were supported by email
- Average email response time is estimated to be twice that of the average call, at 36 minutes
- A total of 59,364 minutes (or 989.4 hours) of support were given by email
- Total number of people we listened to in confidence is therefore 10,270

Support group financial proxy metrics

The support groups provide a total of 36 direct support hours, including the 12 group sessions and 3 individual follow-up sessions. As there are two facilitators, this is a total of 72 hours of a therapists' time. The £ value equivalent of 72 hours of private therapeutic support at an average of £50 per hour is £3,600 (£50 x 72 hours). This is not like for like but a proxy for the lowest cost alternative an individual could find privately.

In 2019-2020, 19 survivors completed supports groups, so the £ value equivalent for the year was £68,400 (£3,600 x 19) for therapeutic support in groups.

Support group financial proxy metrics

Support	Number	Duration	Total hours	£hour	Total £ value
Telephone	8,621	18 minutes	2,586.3	£8.21 survivors	£21,233.52
	8,621	18 minutes	2,586.3	£50 support	£129,315.00
Email	1,649	36 minutes	989.4	£8.21 survivors	£8,122.97
	1,649	36 minutes	989.4	£50 support	£49,470.00
Total					£208,141.49

Survivors also invest on average £15 per session for travel and subsistence, as these are not provided, totalling £225 per person per group (£15 x 15). In 2019-2020 the £ value total survivor investment for subsistence was £4,275 (£225 x 19).

The peer support element of NAPAC’s support groups is especially important, so the time invested by each participant is important to include when calculating a £ value equivalent. The survivor investment is calculated using the national living wage of £8.21 an hour as a proxy, and for 36 hours this is £296; with 19 participants the 2019-2020 total was therefore £5,616.

Combining the time of the facilitators and survivors, and the additional expenses of travel and subsistence, the total proxy £ value of support in groups in 2019-2020 was £78,299, or £4,121 per survivor.

Whilst NAPAC’s support groups are unique and there are no privately available equivalents, we used the costs of private therapy and the national living wage to be consistent with the £ value of our other survivor support services. These proxy values and calculations are summarised in the table below.

There are two key reasons why we wanted to share these calculations.

Firstly, survivors invest a huge amount when they participate in our support groups. We wanted to find a way of expressing this investment in a quantitative way. Our groups are psychoeducational courses, and very emotionally demanding and require

a lot of work. It would not be possible to purchase the equivalent level of work for the proxy values we have used, but we wanted to keep the calculations conservative and consistent. Even with these conservative proxies a similar investment could buy a full-time term of post-graduate tuition.

Secondly, NAPAC does not charge survivors for these groups. In 2019-2020 we were able to deliver two survivor support groups for £19,742 in total. This provides incredible value, as even with our conservative proxy values totalling £84,459 for 2019-2020, that is 23% of the minimum it would cost to obtain a similar number of hours support privately.

The difference between the funded cost and the proxy £ value is £64,717 (£84,459 - £19,742). That extra value comes from survivors themselves, directly through their engagement with the psychoeducational course and through the learning informing NAPAC’s expertise.

Reflecting on the NAPAC pound used earlier to contextualise how we invest in different services, each £1 of survivor support groups would be 23p from donors and 77p from survivors, a return of 1:3.4 (for each £1 invested, an additional £3.35 is generated).

These figures currently all only include the time survivors received support directly. In future, we hope to build on these measures to look at broader social values and impact. This year in our first impact report, we wanted to focus on the time survivors invest with NAPAC, in themselves, and in each other.

Support group financial proxies and calculations summary table

Proxy	Proxy value	Calculation	Total
Therapeutic support	£50 per hour	72 hours x 19 survivors = 1,368 hours	£68,400
Survivor time	£8.21 per hour	19 survivors x 36 hours = 684 hours	£5,616
Survivor subsistence	£15 per session	19 survivors x 15 sessions = 285	£4,275
Total			£78,291



Appendix two: the NAPAC pound

Being transparent about our income and costs is another way of demonstrating that our management and finance functions are not performed solely to meet legal requirements, but because we value and trust the people we work to support and those who fund our work. We can present details of our costs and explain how and why they are incurred with confidence.

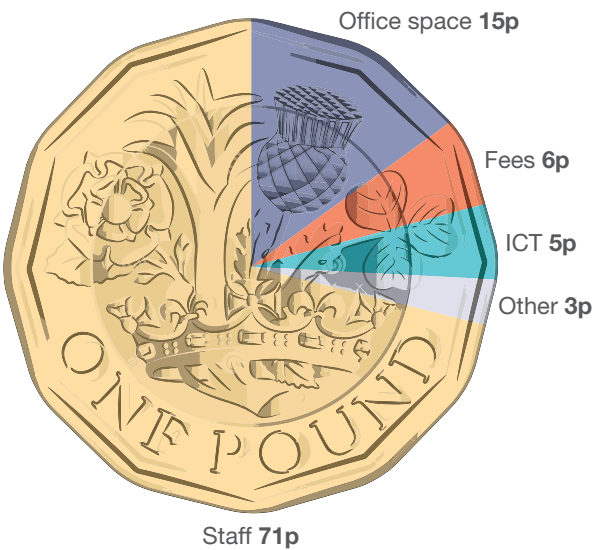
Being a small team with a national reach providing a unique service can be hard to show in a clear and simple way, but we can present cost data for different functions and show how each part of our services and functions are financed. For example, a set of our booklets for survivors costs £5 to print and post, but that does not include the time and resources used to develop and update the content or to maintain the website so they are always available online for free.

Good governance and safeguarding are part of what makes NAPAC effective, which enables us to reach more survivors and transform more lives. Transparency about how we work helps us be accountable to those funding and using our services, and to anyone working with us.

The **NAPAC pound** shows how we spend our income as pennies in the pound, rather than percentages, making it easier to show each £1 donated helps our work.

NAPAC costs 2019-2020

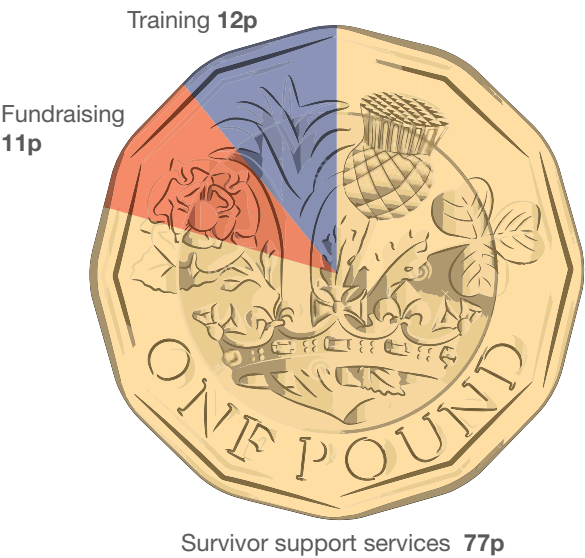
- There are five categories of cost that NAPAC incurs:
- Staff including supporting our survivor support service volunteers. Our staff costs include time for debriefing our support line volunteers to safeguard from vicarious trauma
 - Office space for our London and Stockport teams
 - Fees for memberships and accountancy, including the annual account audit
 - ICT including the software used to manage our survivor support telephone service
 - Other costs including travel, office supplies, and printing



NAPAC general cost categories 2019-2020

There are three general categories of cost incurred as we work towards our aims and objectives:

- Charitable activities that support survivors but do not generate any income
- Fundraising activities that generate income for the charitable activities
- Training to enable others to support survivors and generate income for NAPAC



Through our charitable activities and our training, 89p from every £1 we spend goes towards supporting survivors. The other 11p goes to raising the funding needed to maintain and develop our services, including developing this impact report. We are proud of this, knowing it reflects our priorities including keeping our services sustainable.

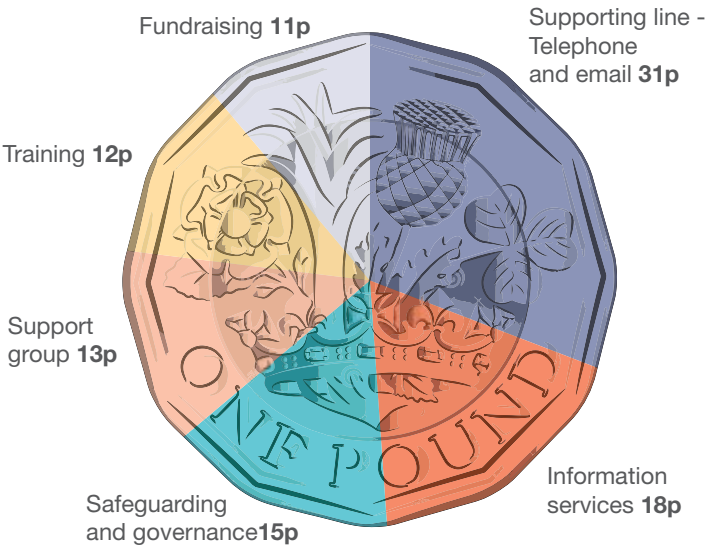
These figures are also conservative, as our approach to fundraising is to work closely with stakeholders – ranging from private individuals to large institutions – who believe in supporting survivors to the very best of our ability and will invest time and money to help improve services and understanding.

NAPAC service costs 2019-2020

As our charitable activities make up such a large portion of our expenditure, we have broken down our costs further to show the different activities. These categories each have a section in our strategic plan, reflecting the different types of expertise they require to develop and deliver.

Training and fundraising are as described above, sharing our unique experience and expertise so more survivors can access appropriate support, and working with stakeholders to secure investment in our services and continue developing and innovating to sustainably meet the needs of survivors.

NAPAC’s support line and associated information services accounts for 49p from each £1 spent. The cost of support groups varies depending on how many we can deliver, which varies depending on funding and safety considerations including, from March 2020, social distancing. The safeguarding and governance are integrated across all our work to ensure the survivors and our staff and volunteers benefit from the very best provision possible, informed by best practice and our own learning.





The National Association for
People Abused in Childhood

napac.org.uk

Support line 0808 801 0331
free from mobiles or landlines

Charity No 1069802

Company No 3565696



Photo by Bett Atherton, with thanks