

Forward

A collage of three photographs showing people wearing face masks. The top photo shows a man with glasses and a headset. The middle photo shows a woman with curly hair. The bottom photo shows a man. The photos are partially obscured by a large white circular graphic element.

SOCIAL IMPACT REPORT

Autumn 2021

CONTENTS

Introduction	3
PART 1: SERVICE DELIVERY IN THE TIME OF COVID	
Drug and Alcohol Recovery	4
Mental Health & Wellbeing	8
Housing	9
Employment Services	10
Connections	12
Other Services & Projects	14
PART 2: FUTURE EXPANSION AND REACH	
A Focus On Recovery	20
New Service Areas - Offender Management	25
Other Service Expansion	26

WELCOME TO THE REPORT

Mike Trace, CEO, The Forward Trust

Due to Covid-19, this year's Impact Report covering 2020/21 is very different to previous issues.

From the time of our first report in 2018, we have set out the progress made by clients in each of our services, by accessing interventions and programmes along the key stages of our 'Theory of Change' (Pause, Engage, Develop and Prosper), alongside an overall description of the impact of these services.

Due to the pandemic and lockdown during 2020/21, like many organisations, we have been severely restricted in what we have been able to deliver. The vast majority of our clients (both in prison and the community) have not been able to access 'in-person' one-to-one support from our staff, nor our intensive 'Develop' programmes that support people to achieve transformational change. This lack of access has been acutely felt, in particular by people who are in recovery from drug, alcohol or gambling addiction, comprising approximately 90% of our service users.

In this report, we cannot therefore present a full and meaningful picture of our Theory of Change 'funnel', which in previous years has shown the number of clients we have been able to support at different stages of change – from Pause to Engage to Develop and Prosper. We simply have not been able to deliver as many 'Develop' programmes as previous years.

However, these challenges brought by the pandemic have also resulted in innovation and new ways of working, teaching lessons that we will apply in the post-pandemic world.

In Part 1 of this report, we present a summary of the reach achieved by each of our services during 2020/21 and some key achievements delivered in the face of the challenges presented by lockdown.

Part 2 of the report looks forward, in particular to the expansion of our services through the exciting merger with Action on Addiction and the delivery of new probation services.

We hope you enjoy reading this report and look forward to next year when we hope to be able to report on a fuller set of data.



Part 1: Service delivery in the time of Covid

DRUG AND ALCOHOL RECOVERY

IN PRISON

During 2020/21 we maintained our position as one of the leading providers of drug and alcohol recovery services in prison, delivering both psychosocial and clinical support, working with healthcare partners as part of the National Health Service England (NHSE) integrated health and wellbeing models.

Reach

- ▶ Services delivered in **17** prisons.
- ▶ Support for **7,333** clients.

95%

of substance misuse clients in Surrey prisons said staff listened to and supported them, according to a survey conducted by Forward during lockdown

Achievements & challenges

- ▶ Our options for supporting clients in prisons have been extremely limited, with prisoners confined to their cells 24/7, and largely without access to phones or the internet.
- ▶ However, we have maintained high levels of essential care and support, even with limited client access – a survey of our Surrey prison clients during lockdown showed that 95% of respondents said they felt listened to by staff and supported through an extremely challenging time.
- ▶ We also kept in touch with clients through producing a range of motivational materials and activities, sharing them with clients under cell doors (“they really helped me maintain focus”, Service User, HMP Elmley).
- ▶ Finally, we launched a new integrated substance misuse service at HMP Chelmsford, delivering psychosocial and clinical support, adding to our existing primary mental health support (Improved Access to Psychological Therapies) at the prison.





Insight: Prisoners experience of gambling harm

As part of our limited opportunity to engage with drug and alcohol clients during lockdown we conducted a survey of their experience of gambling problems (as well as disseminating self-help packs to help service users understand gambling harm and how to access helplines) responding to anecdotal information which suggested a high prevalence of gambling issues amongst offenders. The survey, the first of its kind in England and Wales, was conducted in Summer 2020 with funding from a **regulatory settlement** that was approved by the Gambling Commission. The survey generated 224 responses and showed that:

- ▶ Almost 1 in 4 of clients reported that they think they have a gambling problem.
- ▶ Over half (57 per cent) of respondents think support to address gambling harm should be offered in prison.

4% of respondents stated that gambling directly contributed to the reason they were in prison, and 2% said that their crime or lifestyle drove them to gamble. What's more, many people identified gambling as the cause of other major problems in their life – 5% had lost their job due to their gambling, 11% had experienced relationship issues and 14% had experienced debt.

Gambling and the harm it can cause was also prevalent within prison. Despite having access to little money while in custody, over 1 in 5 respondents (22%) said they had gambled whilst in prison in the last 12 months, mainly on sporting events. Though 29% of respondents thought gambling in prison was just a 'bit of fun', 14% had witnessed other prisoners getting into serious debt.

In response to the findings, Forward is committed to addressing gambling problems as part of an integrated approach to recovery.

1 in 4

our prison clients said they think they have a gambling problem

IN THE COMMUNITY

During 2020/21, Forward delivered drug and alcohol recovery in East Kent (an integrated service across five sites in Ashford, Canterbury, Dover, Margate and Sittingbourne) and in Hull (The Bridges residential rehabilitation centre, and the ReNew service, in partnership with Change Grow Live, delivering group programmes and a family service).

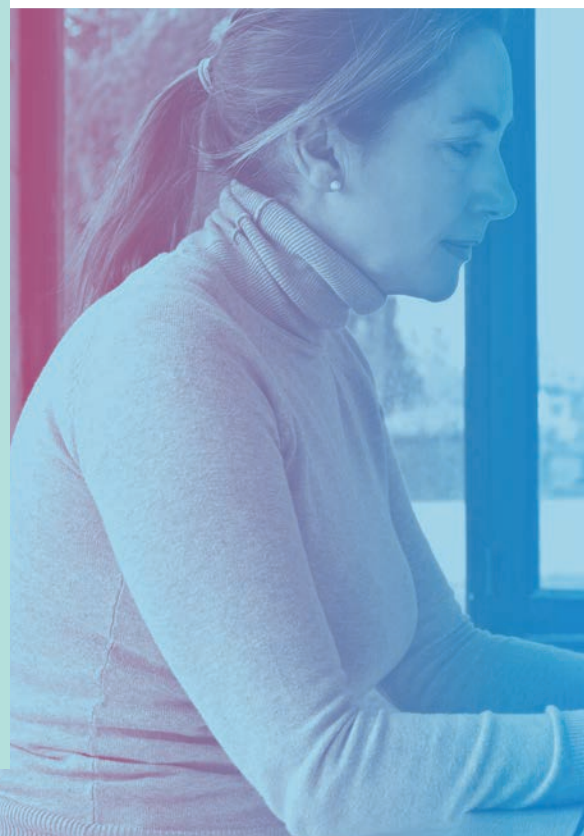
Reach

- ▶ Services delivered in **8** locations.
- ▶ Supporting over **3,000** clients.



Achievements & challenges

- ▶ We swiftly implemented remote contact with clients through telephone and video calls. We also made smartphones available to service users where needed to address digital exclusion. This enabled essential and life-critical services, such as clinical appointments for prescriptions and regular 'welfare checks' with vulnerable clients, to be continued without interruption. We realised that clients in many cases preferred remote support to more traditional appointment systems – use of video calls for medial assessments has improved Did Not Attend (DNA) rates, down from 45% to 21% during 2020/21.
- ▶ Over and above telephone contact, we used the Kaizala social messaging app to enable recovery workers to maintain contact with groups at various stages of treatment and recovery, also enabling peer-to-peer connection and support. During lockdown, Kaizala has been used by over 300 users, generating 80,000 messages of mutual support.
- ▶ We adapted our face-to-face groupwork programmes for online delivery in Hull and East Kent. In our Hull ReNew service this resulted in improved engagement: over lockdown the number of active group participants in the Hull ReNew services increased by 40% from 43 to 60, with DNA rates improving from 30% (the target for the contract) to 17%, an improvement of 43%. Overall, the service has seen new faces and more people progressing through groups (rather than re-presenting for the same content).



Insight: The appeal of online group programmes

The need to adapt to remote working in the delivery of our group programmes brought insights to inform future working post-lockdown:

- ▶ **Digital delivery** appeals to service users of all ages not just young people (for example, a 70 year-old client suggested Zoom delivery for group programmes as this is how she was communicating with her grandchildren).
- ▶ **Perceived as safe/comfortable:** online meetings have, for many, provided a more secure and comfortable environment than face-to-face versions; even those who were originally nervous or unsure quickly felt at ease and comfortable once the meetings got going. Online opiate support groups have proved especially popular as participants didn't previously like coming to groups in the community.
- ▶ **Effective for early recovery:** online group meetings have been particularly effective for groups in early recovery (e.g. our Stepping Stones group in Hull that prepares people for more intensive recovery programmes); this response surprised staff who thought that this group (traditionally perceived as 'chaotic') might struggle with online access.

As we move to post-lockdown, we will continue to deliver online programmes in East Kent, alongside a return to face-to-face delivery for the Dover Day Programme.



“I was sceptical about joining this online group but I found myself letting myself be vulnerable. I loved it from the first session and had no worries about coming again.”

(ReNew client)

Online delivery of group programmes increased participant numbers by

40%

MENTAL HEALTH & WELLBEING



As well as embedding health and wellbeing interventions in the delivery of our drug and alcohol recovery services, we also delivered primary mental health services to offenders.

Reach

- ▶ Primary mental health services in **5** prisons (in Hertfordshire, Essex and Suffolk).
- ▶ **382** clients supported.

“A huge thank you for listening and never judging. This service has helped me in more ways than the team will ever know.”

(Forward IAPT client)

Achievements & challenges

- ▶ In April 2020 we launched 'Improving Access to Psychological Therapies' (IAPT) services at HMPs Warren Hill, Hollesley Bay, High Point and The Mount; this in addition to HMP Chelmsford, where we had already been delivering an IAPT service for two years. The services provide access to talking therapies that address high levels of anxiety and depression experienced among the offender population.
- ▶ The service is supported by a dedicated resettlement worker who provides support for up to eight weeks after release into the community. Support includes: release planning workshops; one-to-one support; bespoke release packs; the opportunity to be connected to a mentor in the community; and signposting to recovery, resettlement, mental health and wellbeing services.
- ▶ As with our other prison-based services, however, we had limited opportunity to deliver group programmes, so have had to rely on one-to-one sessions and written materials to maintain engagement and support with clients.



HOUSING



During 2020/21 we continued to deliver our innovative housing models to support clients on our recovery pathways as well as vulnerable clients referred to us by local authorities and partner charities. Support offered comprises of two strands of work:

- ▶ Recovery Housing – shared houses where groups of 4-5 people in recovery live together providing mutual support.
- ▶ Vision Housing – access to private rented accommodation, with mentoring support to sustain tenancies.

Reach

- ▶ **238** clients referred for housing support.
- ▶ **79** clients were placed in a Vision Housing tenancy, as well as **9** people in one of our Recovery Houses (including our new Women's Recovery House in Ashford).
- ▶ Our network of private landlords in 16 local authority areas now offers access to **over 500** clean and safe properties.

“Accommodation and care received from Forward has been over and above what I would have expected. I'm very grateful. Thank you.”

(Abdol)

Achievements & challenges

- ▶ Covid and subsequent lockdowns presented our Resettlement Housing Team and the people we support with significant risks and challenges. With an increased risk of street homelessness (in particular for prison leavers) people were no longer able to 'sofa surf' with friends, which brought with it a health risk from exposure to the virus.
- ▶ For our Vision Housing Team, who are based in London and source private rented sector accommodation for clients as well as providing a tenancy sustainment service, one of the greatest challenges in responding to this demand was not being able to view potential properties in person due to social distancing rules. We quickly adapted our assessment and viewing processes, organising online viewings with landlords and providing pictures and videos for clients.
- ▶ Once in their tenancy, as with other parts of the organisation, we maintained remote support for clients every day of the week (including weekends) through telephone and video contact. This included providing smartphones and 'move-in' packs for those who needed them. Our efforts were supported by volunteers.
- ▶ We are proud to report that, despite the challenges of the pandemic, **98% of clients sustained their tenancy for at least 12 months.**

EMPLOYMENT SERVICES

The Employment Services Directorate continued to expand in 2020/21 with the growth of our Information, Advice and Guidance (IAG) work into new prisons, including HMP Stoke Heath.

The Directorate also continued to expand its community provision working with ex-offenders and other disadvantaged groups through adult education and enterprise work.

Blue Sky Services continued to employ people with lived experience and expanded into new areas of ground maintenance work.

Reach

- ▶ IAG services in **11** prisons, supporting **1,548** clients (during 2021/22 this will extend to a further **7** prisons).
- ▶ **5** community-based employability contracts, supporting **143** learners, with **60%** of people progressing into jobs or apprenticeships.
- ▶ **32** entrepreneurs supported with business advice and mentoring (see Insight section on the next page).
- ▶ Full-time employment for **12** workers in our Blue Sky services social enterprise.

Achievements & challenges

- ▶ In 2020, Employment Services were a finalist and commended in the 2020 Employment Related Services Association (ERSA) Employability Awards.
- ▶ Our Brent Bright Futures Employability Service was described as 'top-ranking' by an independent evaluator commissioned by Brent Council - 57% of clients sustained their jobs for six months or more, which is extremely high-performing relative to comparable interventions: for example, the Government's Work Programme helped 32% of long-term Job Seeker Allowance claimants aged over 25 sustain paid work for six months.
- ▶ We were re-accredited for the Matrix Standard for our IAG service in prison.
- ▶ Our Enterprise team ran masterclasses in partnership with Deloitte and LDN Apprenticeships on topics such as digital marketing, legal structures and raising money.
- ▶ Our Adult Education Budget (AEB) work in London continued to have overall achievement rates for learners at 90% as we moved to online teaching using Zoom and our e-portfolio system, One File.
- ▶ We developed partnerships with employers including Nando's, who supported Forward through its 'Fuel by Future' programme. Nando's also provided food vouchers to our service users in London and Hull (The Bridges and ReNew).
- ▶ In prisons, we faced challenges delivering a full service when individual lockdowns took place. In response, we adapted the IAG services by providing Distance Action Plans to prisoners as part of our 'In-Cell Pack' resources. Our clients in the community also faced challenges in accessing our online teaching due to a lack of technology or being able to pay for broadband costs. In response, we provided tablets and learning support funds.



Insight: The value of enterprise and self-employment to our client group

Enterprise and self-employment are a powerful means of giving people in recovery and ex-offenders the chance to unleash their talents and shape their own futures.

That is why Forward launched our first Enterprise Strategy in 2018. Part of our wider work to support people from disadvantaged backgrounds into meaningful and rewarding employment, the strategy focused on providing intensive enterprise coaching for our clients who wanted to become self-employed or set up their own businesses.

Until March 2021, the strategy was supported by the Forward Enterprise Fund, which, in partnership with Social Investment Business, invested £400,000 into eight established social enterprises to help them with their growth ambitions.

In 2020, we identified an additional need to provide funding to start-ups who were at the early

stages of setting up their business but would not qualify for funding through other mainstream funding opportunities. For example, prison leavers who struggled to access help due their histories, leaving relatively few sources of support to get their business ideas off the ground. In response to this, we launched a micro-grant pilot providing up to £1,000 in business grants to individuals to help them start or grow their business. This has proved to be a great success, and we are now able to offer more of these grants to clients.

Through this approach in 2020/21:

- ▶ We supported **250 people** to develop their own enterprise.
- ▶ 7 entrepreneurs received Crowd Funder match-funding totalling **£30,000**.
- ▶ 30% of entrepreneurs successfully grew their businesses.

“I started working with The Forward Trust whilst I was still in custody. They really supported and guided me in the completion of a business plan for my coaching and consultancy business. Once I was released from custody, I applied for an Enterprise micro-grant of £1,000, which supported me to get my website up and running. Since receiving the grant, my business is growing and I'm exploring working together with Forward on more gambling-related projects.”

(Steve Girling, Enterprise Support client)



CONNECTIONS

Connections is our service to help clients in recovery to maintain and strengthen their relationships with family members, both in prison and the community, through one-to-one work and also programmes such as Family Ties. We also support family members directly through a group programme called Recovering Families.

“Since I have been back in contact with my daughter I have been able to sleep and feel so much better in myself.”

(Client at HMP Elmley supported to re-engage with 6-year old daughter by phone)

Reach

- ▶ Specialist family workers operating in **11** prisons.
- ▶ Recovering Families groups supporting families of clients in Hull and East Kent.

Achievements & challenges

- ▶ Of all our services in prison, Connections was hardest hit by restrictions on programme delivery. As with other prison services, however, we adapted and innovated where we could. One such example was the 'Parent and Child Contact Packs' that were put together to send to our prison services. They featured blank cards, crayons, jokes, pictures for colouring, and a letter of support with guidance on letter writing and keeping in touch with family – particularly children – during this difficult time.
- ▶ To raise money for our Connections service (which is largely charitably funded) we also held a virtual Christmas Concert (raising £30,000) featuring a number of celebrity supporters such as Jonathan Pryce and Griff Rhys Jones. A DVD of the concert was sent to prison services to share with our clients where Covid restrictions allowed. Stills from the online concert can be seen opposite.



Highlights from the concert - clockwise from top left:

- Jonathan Pryce, reading "A visit from St. Nicholas".
- James McConnel, performing "I got it from Agnes".
- Jason Flemyng, compere for the event.
- Mara Carlyle, performing "Silent Night".
- Chris Difford and Melvin Duffy, performing "Cool for cats".
- Griff Rhys Jones, reading "Alternative Endings to an Unwritten Ballad".
- The Canaltot Club, performing a Christmas musical medley.

OTHER SERVICES & PROJECTS

FORWARD CONNECT

Forward Connect is our community of people who are making progress in their recovery and rehabilitation through our range of services, who come together to support each other and the wider communities where they live. Forward Connect members:



1. **Team Up:** Sustaining and strengthening each other's recovery and preventing relapse through mutual support and encouragement.



2. **Help Up:** Recruiting from among their ranks volunteers and mentors to inspire and motivate others who are looking for a way out of their life of addiction and criminality, for example by visiting prisons to deliver talks.



3. **Speak Up:** Celebrating and promoting successful recovery through sharing their story, challenging public opinion and inspiring employers and policy makers (among others) to believe in change.

Reach

- ▶ As of March 2021, we had over 1,100 Forward Connect members across the country.
- ▶ There are active hubs meeting face-to-face and online in East Kent, Hull and London, with a nationwide Women's Group also established.

Key achievements

- ▶ Forward Connect members maintained contact and mutual support during lockdown through their enthusiastic embrace of technology, generating over **20,000** messages of support through our channel on the Kaizala messaging app. Members also met regularly on Zoom, shared healthy recipes and fitness routines, co-created 'recovery' films and held their first-ever online reunion at Christmas time, with over **150** participants.
- ▶ Forward Connect members were successful in securing £470,000 from the National Lottery Reaching Communities Fund. This funding will contribute towards the development of our Forward Connect recovery community, including an online social learning platform, a series of recovery events and celebrations, and resources for local meetings and activities.



- ▶ As part of their commitment to 'give back', members have volunteered their time to support a range of projects including the Reach Out online chat service (see page 16). Members also benefit from access to initiatives such as our partnership with Naama that offers pain-free tattoo removal using the latest laser technology, helping our service users to redefine their identity by removing unwanted tattoos that remind them of past troubled relationships or unhealthy affiliations. The first group members started this treatment in Summer 2020. Click here - <https://bit.ly/3DNtM2z> - to hear people's experiences.

How has Forward Connect helped you during lockdown?

“I find it helps, speaking to people in similar situations. I struggle sometimes and pretend I'm OK to other people, but on here [Forward's Kaizala chat group] you know most people have either been there, are going through it or done it, and their input helps.”

(Forward Connect client)

“I had a relapse recently but everyone is so supportive, there's no judgement on here as we all go through it.”

(Forward Connect client about Kaizala)

“Really helps me to set a goal in group and then be accountable for it with the group, just the push I need.”

(Forward Connect client about our online support groups)

“These meetings have been a great way of staying connected and seeing each other's faces – it really encouraged me last week. I think these online meetings could continue even after this is all over.”

(Forward Connect client about our online support groups)

“For years I covered my tattoo up because I was so ashamed. It will be amazing to get it removed - the final nail in the coffin of my past.”

(Ilario, former Forward client)



REACH OUT

One of the many examples of digital innovation that Forward delivered during lockdown was the Reach Out online chat service, establishing a new service to support both our current service users and those not currently getting help but struggling at a lonely and anxious time. Launched in May 2020, Reach Out is a simple 'pop up' chat function that people can access on our website; the service was promoted to prison clients through posters and leaflets and more widely through social media.

“I prefer this kind of set-up. Saying the words out loud is a struggle... it's much easier for me to write them down.”

(Reach Out client)

Reach

- ▶ **2,382** people supported during 2020/21.
- ▶ Call volume has risen **500%** from the first month of launch.

Key achievements


- ▶ **New people reached:** 66% of Reach Out callers had not previously been in touch with Forward or other support providers; 20% are friends/family of those needing support. Significantly, 65% of all callers are women (the opposite to our face-to-face services where 65% are men), suggesting women find it is easier or more comfortable to engage remotely.
- ▶ **New form of support offered:** Analysis of chat transcripts showed that the majority of callers (over 80%) wanted a supportive 'human' conversation, someone to listen and to offer a friendly voice of hope and encouragement, more than just information or being 'signposted' to a service. Subjects discussed included mental health (over 60% of calls), family, employment and housing concerns as well as substance misuse.
- ▶ **A rewarding activity:** Reach Out is run by a team of Forward staff and volunteers who have been able to set aside time during lockdowns to become 'agents' for the service. Many of them have told us that, in addition to the satisfaction of knowing that they are helping people, volunteering for Reach Out has helped them to hone their skills and knowledge base. This has been particularly important for frontline staff whose interactions with clients have been severely limited due to the restrictions on face-to-face contact in the past year. We are now looking to build capacity through more volunteers as core staff return to work.

Reach Out was identified as a 'notable positive practice' by HM Chief Inspector of Prisons on their visit to HMP High Down in Surrey



WORTH

The Worth Women's Project is a gender-specific violence reduction project for women in Thanet (one of the hubs where we deliver services as part of the East Kent community substance misuse contract). The project aims to protect women by reducing their vulnerability to threats of violence, targeting those in contact with the criminal justice system who may have experienced domestic violence, substance misuse issues, trauma, involvement in violent crime, or any combination of these factors.




Worth participants demonstrated improved resilience, sense of self-worth and mental health

Reach

- ▶ **144** women were referred to and **102** completed the Worth programme during 2020/21, ranging in age from 18 to 76 years old.
- ▶ **177** women have been supported in total.

Key achievements

- ▶ The project was initially delivered through face-to-face workshop sessions, exploring healthy relationships, attitudes towards crime, safe-coping, decision-making, recognising danger and managing potential pitfalls. Worth participants learned more about their own behaviour and developed new skills to challenge unhealthy responses, building resilience and preventing risk from harm.
- ▶ When Covid hit, the project co-ordinators continued to work remotely with one-to-one sessions over the phone and twice-weekly Zoom coffee mornings. This was particularly important as a result of the many media reports about the rise in domestic violence as a result of lockdown.
- ▶ Our evaluation of pre- and post-programme psychometric measures show significant improvements for completers of the programme in terms of resilience, self-worth, anxiety and depression.



“I live on my own, having been domestically abused in the past as well as suffering from mental health issues and alcohol addiction. I have found the Worth project to be invaluable during the Covid pandemic. I received phone calls from Victoria every day. To me this was an absolute lifeline, as being in isolation there are times that I am not able to go outside for days. I am sure there are many people like myself who have benefited from this and I would like to say thank you.”

(Jackie)

MORE THAN MY PAST

Launched in September 2019, More Than My Past is our campaign to challenge stigma around addiction and people with offending histories and to promote the message that recovery and transformational change is possible. Personal stories of people confronting and overcoming deep-seated problems in their lives can be viewed at morethanmypast.org.uk.

Reach

- ▶ The campaign's videos and stories have been seen and heard by over **100,000** people over the last 12 months.
- ▶ Tweets from its dedicated Twitter account made **over 200,000** impressions in the past year.
- ▶ The More Than My Past podcast had **over 10,000** downloads in its first nine months.

Key achievements

- ▶ At the beginning of the lockdown, we invited our More Than My Past ambassadors to share a message of strength and solidarity with the rest of the More Than My Past social media community. We had a brilliant response – including from footballing legend Tony Adams – and it's been hugely encouraging to see how well each of them has been coping with the extraordinary circumstances, as well as the advice they have for others.
- ▶ In June 2020, we launched our More Than My Past podcast series. Presented by film star Jason Flemyng, guests have included Big Issue founder Lord John Bird, More Than My Past ambassador and Forward graduate Kirsty Day, and former Government communications chief Alastair Campbell.



Stories of recovery
and rehabilitation
heard by over
100,000
people

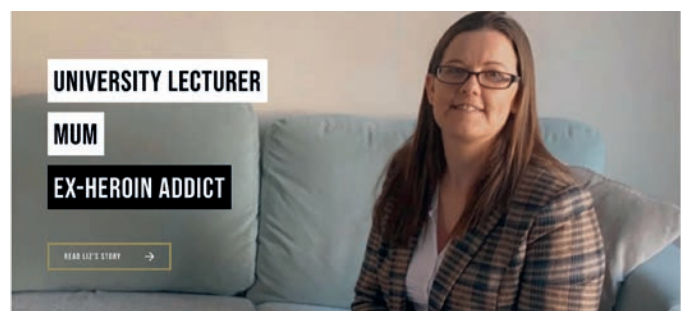
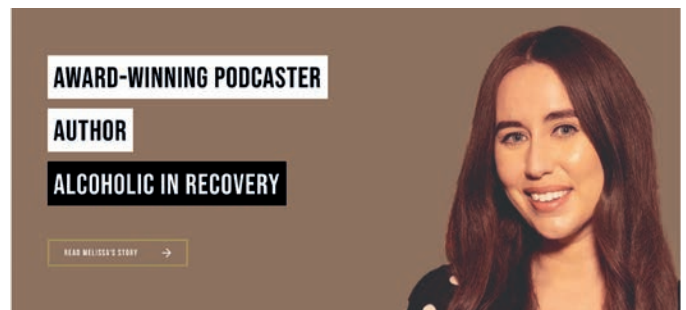
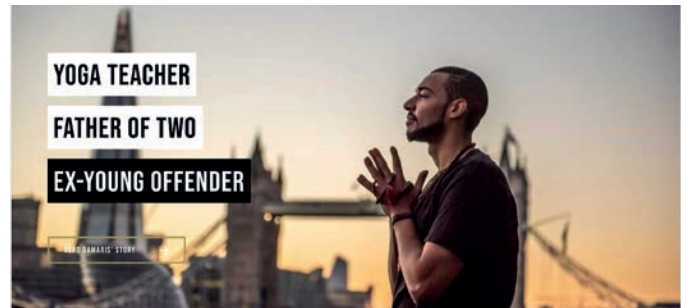
“I felt like I was listening to friends talking. I saw a lot of myself in what they were saying. It made me think: if they can do it, so can I.”

(More Than My Past listener at HMP Parc)



The diverse faces and voices of recovery

The More Than My Past website now contains over 60 recovery stories from all walks of life and from all backgrounds.



Part 2: Future Expansion and Reach

A FOCUS ON RECOVERY

The need for our recovery work has never been greater as the country comes out of lockdown. Findings from a YouGov survey, commissioned by The Forward Trust and published in June 2021, showed that:

- ▶ As many as **20% of UK adults may be drinking more** after three lockdowns with **17% of those respondents saying they were experiencing problems as a result of their increased drinking**, relating to work, sleep, money, relationships or physical withdrawal symptoms.
- ▶ For those who identified as being in recovery from addictive behaviour pre-pandemic, **37% reported a relapse** or reoccurrence of their addictive behaviour during a year of lockdowns and restrictions.

In order to respond to this pressing need, while building on our work over the last 25 years, we have instigated two significant developments: firstly, our merger with Action on Addiction and secondly, launching The Recovery Fund.

MERGER WITH ACTION ON ADDICTION

In May 2021, we merged with Action on Addiction, creating a unique force for recovery from addiction, and the potential for service growth and increased reach as well as a stronger voice for people to speak out and seek the help they need to overcome addiction. The merger enhances our recovery work in a number of areas, under a new division, led by Executive Director Julie Muir.



Recovery programmes and communities

We are adding to the structured programmes and recovery communities that we have created in East Kent and Hull, by taking on the Self Help Addiction Recovery Programmes (SHARP) that Action on Addiction have delivered for many years in:

- ▶ Essex where the SHARP programme has supported **695** people since 2013. Independent evaluation of the programme pilot in 2013-16 showed that **79%** of people who completed the programme did not reappear anywhere in the treatment system during that entire period.
- ▶ Liverpool where the SHARP programme has supported **259** clients since 2017, with 78% of people completing treatment.

(All participants in these programmes will become members of Forward Connect, further broadening its membership during 2021/22).

The Brink Café

As part of our work in Liverpool, we are committed to re-opening The Brink café, an **award-winning, revolutionary recovery café in Liverpool's vibrant city centre that first opened in 2011**. The Brink is a safe space where people affected by drug and alcohol addiction can find help, support and access to treatment. Since opening, The Brink has become a central component of a growing and thriving recovery community in Liverpool.

Residential recovery

We welcome the addition of Action on Addiction's iconic Clouds House to our service portfolio, joining the 'family' of residential recovery alongside The Bridges, Forward's residential rehabilitation centre in Hull, which specialises in supporting prison leavers.

- ▶ **Clouds House** (pictured opposite) has supported over **12,000** people since 1983 to achieve recovery.
- ▶ The specialist team at Clouds House brings experience and expertise to enable recovery from all forms of addiction, including drug and alcohol, gambling, sex and love.
- ▶ Clouds House supports the broadest range of clients struggling with addiction – 'from the baron to the binman' – receiving local authority referrals alongside charitably-funded bursary places and privately funded placements.



Supporting families in recovery

Forward has long supported the family members and loved ones of those affected by addiction through programmes such as Family Ties and Recovering Families. We recognise the importance of working with children and young people as part of whole family approaches, addressing trauma and breaking the inter-generational cycle of trauma.

We are proud to further build on our family work by incorporating and further expanding Action on Addiction's acclaimed **Moving Parents and Children Together programme (M-PACT)**, a child-centred 8-week programme that has achieved considerable reach and impact:

- ▶ M-PACT has supported over **700** families in around **50** locations across the UK, including at community, prison and school-based sites.
- ▶ A 12-year evaluation of M-PACT, which was published in June 2019, highlighted the significant benefits it delivers, even to families who have multiple and complex needs, including improvements in family coping, understanding of addiction, global family functioning and family cohesion.



Raising awareness of recovery

Part of our mission as a merged organisation is to campaign for greater understanding and acceptance around addiction. We know that changing public attitudes and tackling the stigma associated with addiction can lead to improved access to care and treatment, making it easier for our service users to build recovery and community connections.

As a merged organisation we will also work to raise awareness of the rise of addiction and the belief in recovery. With the support of our patron HRH The Duchess of Cambridge in October 2021 we launched our 'Taking Action on Addiction' campaign as part of Addiction Awareness Week.

Content from the campaign reached over 250,000 people on social media during the first week alone. Traditional press coverage of the event was even more impressive, seen by an estimated 67 million people in the first month after launch. Our Facebook page saw an increase of over 3,500% in reach, with engagement up by over 1,900%.





“The journey towards addiction is often multi-layered and complex. But, by recognising what lies beneath addiction, we can help remove the taboo and shame that sadly surrounds it. As a society, we need to start from a position of compassion and empathy. Where we nurture those around us, understand their journey, and what has come before them. We need to value and prioritise care and support, helping to restore and connect individuals who are clearly suffering, to the people around them.”

(HRH The Duchess of Cambridge)

THE RECOVERY FUND

In order to support our broader and wider-reaching range of work and complement our existing and new Government funded services, we have launched The Recovery Fund. The fund will act as a mechanism to raise £9 million in voluntary income over three years, of which we have already secured over £2 million from The Julia and Hans Rausing Foundation, The National Lottery Community Foundation and The John Armitage Charitable Trust. Through The Recovery Fund, we will be able to strengthen, build and extend a range of services, which we know are essential to long-term and transformational change, but are not currently funded by public sector contracts. The Recovery Fund will support the following activities, where contract funding is not available.

We aim to
raise over
£9 million
to support
our recovery work

“Over a number of years, we have seen the excellent work that has been done by The Forward Trust in helping people move beyond addiction, and provide a foundation from which they are able to rebuild their lives. This work is now more important than ever after the pandemic, and we hope that The Forward Trust's Recovery Fund will provide people with addiction problems and their families the help and support they need to move forward with their lives in a positive direction.”

(Julia and Hans Rausing)

SERVICE	PURPOSE
Recovery programmes 	<p>Delivering 12-step abstinence-based programmes in community and prison settings, including programmes specifically designed to support women and online programmes that overcome geographic or mobility restrictions to bring people together for recovery. 12-step programmes are also an integral part of our residential recovery services.</p>
Residential recovery 	<p>Offering bursaries (for those who cannot access private or public funds) in our flagship residential rehabilitation centres – Clouds House in Wiltshire and The Bridges in Hull. We also offer Recovery Houses for 3-4 people in recovery to live together and support each other.</p>
Recovery support 	<p>Delivering ongoing professional support (or ‘aftercare’) for graduates of all our recovery programmes; this includes support for prison leavers at their most vulnerable by offering a ‘meet and greet’ service on the day of their release, practical support for resettlement (e.g. housing) and one-to-one ‘check in’ support (face-to-face and by phone) to sustain recovery and prevent relapse.</p>
Recovery communities 	<p>Bringing together people who are in strong recovery to sustain each other’s progress, support others still struggling with addiction, and to give back to their communities through volunteering. Our Forward Connect recovery community has a national online reach, and also supports the activities of local recovery communities in Hull, East Kent, London, Liverpool and Essex where we have high numbers of recovery programme graduates. This also includes collaboration with partner agencies and organisations.</p>
Recovery Traineeships 	<p>Offering 12-month employment and training opportunities within the organisation for people in recovery to develop their skills and confidence for the world of work. We have so far supported over 120 people through Traineeships with 80% progressing to full-time employment. Within the wider organisation, over 40% of our staff and volunteers have ‘lived experience’ of recovery.</p>
Recovering Families 	<p>Supporting families and children affected by addiction and rebuilding family relationships in recovery. Projects include the highly acclaimed M-PACT programme, a family-focused intervention that allows family members to communicate, innovate, interact, connect and grow; Family Workers in prison (who help clients in recovery to build and improve their relationships with loved ones); and Recovering Families groups in the community. We are also developing interventions to address substance misuse among young people, preventing escalation to addiction in later life.</p>

NEW SERVICE AREAS - OFFENDER MANAGEMENT

From June 2021 we have been delivering two new services for clients referred for specialist support from the National Probation Services - Personal Wellbeing and Accommodation - having won the competition through the Dynamic Framework to deliver them.

Personal Wellbeing

The service provides one-to-one and group support for prison leavers and probation clients on community sentences, supporting their relationships with family and significant others, emotional wellbeing (including mental health), social inclusion, positive lifestyles and associates.

We work in/with:

- ▶ **7** areas as lead provider (Bedfordshire, Cambridgeshire, Essex, Lincolnshire, Norfolk, Sussex and Surrey).
- ▶ **2** further areas (Kent and Cheshire) as a subcontractor to Seetec, providing family support.
- ▶ An estimated **10,000** service users per year within the next three years.

Partnership delivery

We are proud to include 15 other Voluntary, Community and Social Enterprise (VCSE) organisations in our 'supply chain' for the delivery of these personal wellbeing contracts, 10 of them being small or medium sized organisations.

Accommodation

The service provides one-to-one support for prison leavers and probation clients on community sentences, providing information, advice and guidance on accommodation options and enabling them to access this support.

- ▶ We deliver the service in **3** probation areas in Wales (Dyfed-Powys, South Wales and Gwent), working in partnership with the Wales-based organisation Kaleidoscope. The service is called 'Camau', which means 'steps' in Welsh. It includes work in four Welsh prisons, a new area for Forward.
- ▶ We will be reaching an estimated **1,750** clients per year in Wales within the next three years.



OTHER SERVICE EXPANSION

We will also continue to expand our established services areas (drug and alcohol recovery in prison and the community; primary mental health; and employment services) across the country. Below is a map showing our service footprint as of November 2021.

SERVICE KEY

Community services

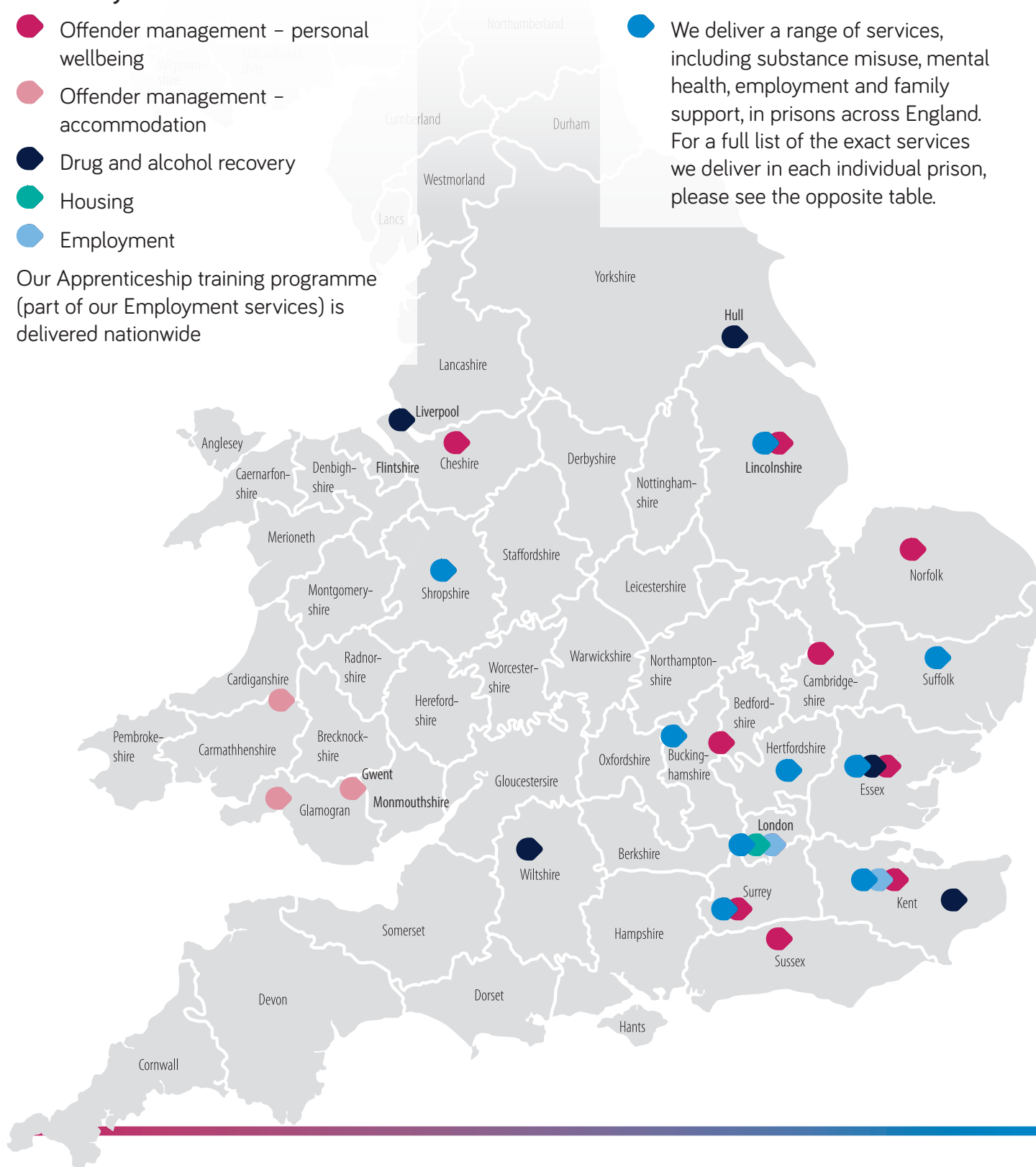
- Offender management – personal wellbeing
- Offender management – accommodation
- Drug and alcohol recovery
- Housing
- Employment

Our Apprenticeship training programme (part of our Employment services) is delivered nationwide

SERVICE KEY

Prison-based services

- We deliver a range of services, including substance misuse, mental health, employment and family support, in prisons across England. For a full list of the exact services we deliver in each individual prison, please see the opposite table.



Our expansion in prison service delivery sees us being able to deliver a range of services within the same establishment, with the potential for clients to be referred across service areas that all too often remain siloed and uncoordinated. The table below highlights what services are delivered in which prison and where there is the potential for integrated pathways.

Forward's prison-based services

Area	Prison	Substance Misuse	Mental Health	Employment Services	Family Services
London	HMP Belmarsh			✓	
	HMP Brixton	✓			✓
	HMP/YOI Feltham			✓	
	HMP/YOI Isis			✓	
	HMP Pentonville			✓	
	HMP Thameside			✓	
	HMP Wandsworth			✓	
	HMP Wormwood Scrubs	✓			✓
South East	HMP/YOI Aylesbury			✓	
	HMP Coldingley	✓			✓
	HMP/YOI Cookham Wood	✓			
	HMP East Sutton Park	✓			✓
	HMP Downview	✓			✓
	HMP Elmley	✓			
	HMP High Down	✓		✓	✓
	HMP Maidstone	✓			✓
	HMP Rochester	✓			
	HMP Send	✓			✓
	HMP Stanford Hill	✓			✓
	HMP Swaleside	✓			
East of England	HMP Chelmsford	✓	✓	✓	
	HMP Highpoint		✓	✓	✓
	HMP Hollesley Bay		✓	✓	
	HMP North Sea Camp			✓	
	HMP The Mount	✓	✓	✓	
	HMP Warren Hill		✓	✓	
Midlands	HMP Stoke Heath	✓		✓	

ABOUT Forward

Forward empowers people to break the often interlinked cycles of addiction or crime to move forward with their lives. For more than 25 years, we have been working with people to build positive and productive futures. We believe that anyone is capable of lasting change. Our services have supported thousands of people to make changes to create better lives with jobs, family, friends and a sense of community.

If you are interested in learning more about our work or collaborating with us, please email development@forwardtrust.org.uk or call **0203 981 5533** and ask to speak to a member of the Business Development Team.

Unit 106, Edinburgh House, 170 Kennington Lane, London SE11 5DP
Tel: 0203 981 5533
info@forwardtrust.org.uk
www.forwardtrust.org.uk

Registered Charity No. 1001701
Company No. 2560474