

Your Application Submission:

Part A - General Information
Organisation/Individual Name
The Haven Wolverhampton
Organisation Type/Structure
Not-for-profit
Theme/Nature of Project
Violence / Domestic Violence
Charity Registration Number (if applicable)
1065427
Company/CIC Registration Number (if applicable)
3159029
Project Name (if same as Organisation Name, please leave this blank)
Supporting children and young people to recognise when it's Not Ok At Home
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Part B - Project Proposal
Project Mission: A snapshot of the project's intention (50 words max)
Through 'Not Ok At Home' (NOAH), our interactive online game, we aim to increase awareness of domestic abuse and encourage children and young people to reach out for support sooner, enabling early intervention and helping to limit the impact of domestic abuse on their life and future potential.
Situation (250 words)
Domestic abuse is a prevalent and insidious crime. With 2.4 million adults being subjected to domestic abuse in England and Wales last year, we know there are countless children living in homes with a perpetrator of domestic abuse. They are incredibly vulnerable, yet we know from our consultations that many children and young people (CYP) don't know that what they are experiencing at home isn't normal. "If no-one discloses or asks for help, the young person often thinks their life is normal until it reaches crisis." Independent Domestic Violence Advisor

Through consultations with CYP who have been subjected to domestic abuse, we learned they:

- Felt most at risk, helpless, confused, and lonely before their mum asked for help.
- Want to get help anonymously in the first instance. None of them felt comfortable asking for help from a teacher or other professional. They wanted to look up information secretly: "I'd rather speak to someone anonymously who doesn't know anything about it. They can't judge you."
- Didn't use words like domestic violence/abuse when searching for information on the internet. They searched for terms like – 'I hate home,' 'not happy at home', 'is it normal for dad to...?.'
- There was a real fear of "If I tell someone I have no control over what happens next."

After researching existing support, young people felt a digital tool that helps CYP to identify what is wrong, and get advice on what they can do before their mum reaches out for support is needed.

Complication (250 words)

Children are often the hidden victims of domestic abuse. Living with a perpetrator of abuse means home is a terrifying place to be and this can have a devastating impact on their mental and physical wellbeing, as well as their behaviour, which can last into adulthood. This was recognised by the Domestic Abuse Act 2021 which identifies children and young people as victims in their own right if they see, hear or experience the effects of abuse.

Children and young people subjected to domestic abuse are already at high-risk, however this was exacerbated during the pandemic when social distancing and lockdown measures meant they had no/limited access to trusted adults outside the home; and we are seeing increased risk now due to the cost-of-living crisis because the financial impact is making it harder for women and their children to leave. As a result, they are staying with the perpetrator for longer, and as such are at increased risk of serious harm/and or murder.

Through an interactive online game we want to empower CYP to reach out for support before the abuse reaches crisis point, so CYP can:

- Understand what is not okay at home;
- Find out how to get help;
- Understand what will happen after seeking help;
- Understand they are not alone;
- Find out what to do in an emergency.

We developed the current iteration of Not Ok At Home (NOAH) (<https://notokayathome.org.uk/>) in 2021-22 with CYP and LearnPlay Foundation. Whilst it is a functioning digital tool, it needs further development.

Solution (250 words)

NOAH needs further development which is currently limiting our ability to launch it, and this is considerably restricting the reach, impact and benefit we know it can have.

CYP were open about some features that need more work:

"I think it needs instructions to tell you what to do."

"It reminds me of Roblox but more laggy."

As a result, we are seeking support to take NOAH to the next stage. For example, some areas for development could include;

- Mobile optimisation – currently only works on a PC but our demographic mostly accesses mobile platforms;
- Expanding age range – Targeted at KS3 age CYP, but could be expanded to reach younger audiences;
- Diversifying the story to include multiple story arcs and side-quests;
- Increasing the bandwidth so that with increased user numbers, the site doesn't crash;
- Reviewing and improving accessibility.

The above are examples of the types of developments support could enable, but for us, a core part of this project is the iterative, collaborative approach with CYP. We wish to explore the next steps to take and make enhancements to NOAH that ultimately increase reach, capacity and impact so more CYP living with a perpetrator of abuse have access to support.

This project is an innovative approach to service delivery to support CYP experiencing domestic abuse that both fills a gap in support services – support for CYP when they are most isolated by abuse – and is a sustainable and scalable model of support, due to its digital nature.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

The wealth of expertise through the Stephen Lloyd Award network of partners would be hugely beneficial to the development and reach of NOAH, for example:

- ELE Global and Helen Squared, particularly around marketing support when NOAH has been completed;
- Dot to Dot Training & Consultancy to help us scale up the impact of NOAH;
- The Media Trust to give the CYP we work with a stronger voice.

However, as a charity which provides support to women and children vulnerable to domestic abuse, the sheer breadth and expertise available has the potential to bring enormous support to our organisation, for example:

- On developing our property portfolio based on consultations with women (a mix of refuges, safe houses and apartments).
- On scaling up and increasing the reach and impact of our schools programme, which aims to transform harmful attitudes and behaviours that result in gender inequality and violence against women and girls.
- On growing our enterprising activities to support women into work whilst generating income for the charity.
- On how to better measure and communicate our impact.

Part D - Financial Justification

In general terms, please explain how the winning funds would be used to carry out your project. (50 words max)

The examples above give an indication of the direction of travel, but will be subject to further consultation with CYP through an iterative development approach.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [The-Haven-Annual-Report-Accounts-2122.pdf](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

The Haven Wolverhampton has been supporting women and children subjected to domestic abuse for 50 years. For this project we are working with LearnPlay Foundation, also based in Wolverhampton, which is a creative digital media company that aims to make a difference to people's lives using games based technologies.

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference

- <https://notokayathome.org.uk/>
- <https://www.havenrefuge.org.uk/latest-news/impact-report/>
- <https://learnplayfoundation.com/>