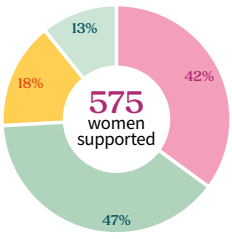
Annual Report 2024-25

Marking 50 1975-2025 years of support for women & girls

> Newcastle Women's Aid are an excellent example of a small grassroots community-based service that bridges a critical gap between commissioned services and larger women's organisations, providing excellent support to diverse survivors without compromising quality standards. They have evidenced a gold standard approach to small scale, single sex service provision.
>
> – The Women's Aid Quality Assessment Panel, 4th June 2025

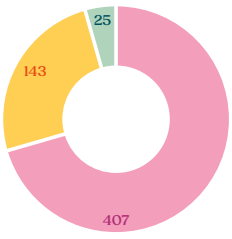
Stats 2024-25

Domestic abuse support:



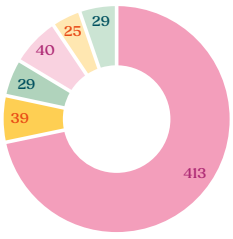
- identified as homeless
- with mental health concerns
- repeat victims of DA
- experienced stalking or harassment

HOPE Project utilization:



- Telephone advice / support or both
- DAFS for one-to-one support
- Group programmes

Our referral demographics:



- Newcastle
- North Tyneside
- Northumberland
- Gateshead
- South Tyneside
- Other

Executive summary

On behalf of the Directors, I am pleased to introduce Newcastle Women's Aid's 2024-25 Annual Report. We have continued to provide vital specialist support throughout the past year. Here are just some of the highlights:

- We supported women and girls across Newcastle through a continuum of trauma-informed services, from first contact on our confidential helpline to one-to-one advocacy, group programmes and recovery support. Our approach aligns to our HOPE Project, a support model of, Help, Options, Protection and Empowerment.
- Demand remains high and complex. Nationally, the Crime Survey for England and Wales estimated 2.3 million adults experienced domestic abuse in the year ending March 2024. Services across England continue to face a gap between demand and provision.
- We marked 50 years of Newcastle Women's Aid in September 2025. This milestone underscores our long-term, specialist role in the city and our commitment to ending violence against women and girls.
- Our public-awareness work continued with our public campaign 'No more excuses'. The campaign was recognised with two North East Marketing Awards, amplifying survivor's voices and signposting women and girls to support.
- We remain funded by The National Lottery Community Fund and the Northumbria Police and Crime Commissioner, alongside individual donors and community partners. Multi-year, flexible funding is central to sustaining capacity and meeting rising complexity.

Justine Massingham
Chairperson Newcastle Women's Aid

Who we are

Newcastle Women's Aid is a women-led charity providing free, specialist advice and support for women and girls affected by domestic abuse. We are accredited with Women's Aid National Quality Standards. Our services are free, accessible, confidential and inclusive, offered by qualified IDVAs and specialist staff from our city-centre base at Hadrian House.

Our purpose is the relief, protection and support of people, including children, who have suffered or are at risk of domestic abuse, and to raise awareness and advance education on its causes, prevention and impact.

How we help

- Confidential telephone advice and support line, open 9.00 to 16.30, Monday to Friday, Freephone 0800 923 2622.
- One-to-one, trauma-informed Domestic Abuse Flexible Support (DAFS).
- Group programmes that build on understanding domestic abuse, safety and confidence.
- Recovery and empowerment, including 'Free to be Me' and a women's peer support group with holistic therapies.
- The HOPE Project, providing a sequenced pathway from crisis to recovery.
- Community Engagement and information-sharing for agencies, schools and community organisations.

Our context in 2024-25

- Prevalence and demand – 2.3 million adults experienced domestic abuse in year March 2024. Domestic-abuse-related crimes represented 15.8% of all police-recorded offences.
- Sector capacity – Women's Aid's 2025 Annual Audit reports the sector still operating at or over capacity, with a continuing gap between demand and provision. Sustainable commissioning remains a critical need.
- Local environment – The Safe Newcastle partnership maintains a clear domestic-abuse focus, with multi-agency training active in 2024-25. Northumbria Police and Crime Panel data show changing demand patterns across 2024 and into 2025.

What this means for us

We are seeing higher complexity at first contact, with more women presenting in crisis, heightened safeguarding needs and intersecting challenges such as mental health, homelessness and financial stress. Earlier intervention, including advocacy to navigate systems, reduce risk and improve outcomes, is required.

Outcomes & impact

575
women and girls reached through the helpline, one-to-one support and groups

143
safety plans implemented

25
participants completing recovery programmes and accessing peer support

Over 500
individual appointments delivered to survivors across the year

Newcastle Women's Aid represent the voices of survivors at local and national strategic levels.

Complex needs at presentation

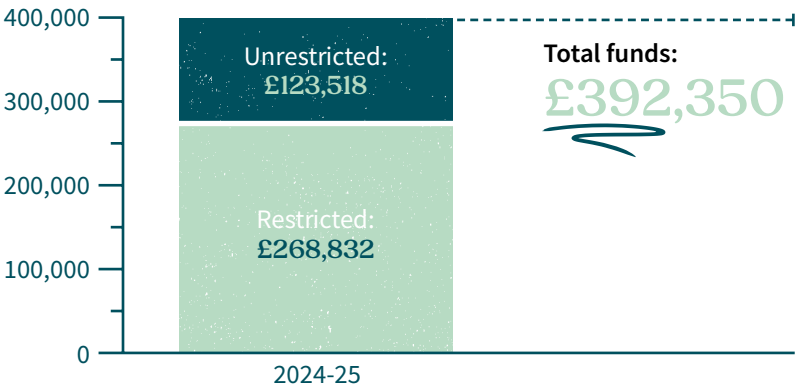
47% identified mental health or wellbeing needs, 42% identified homelessness risk, 18% of all referrals were identified as repeat victims of domestic abuse.

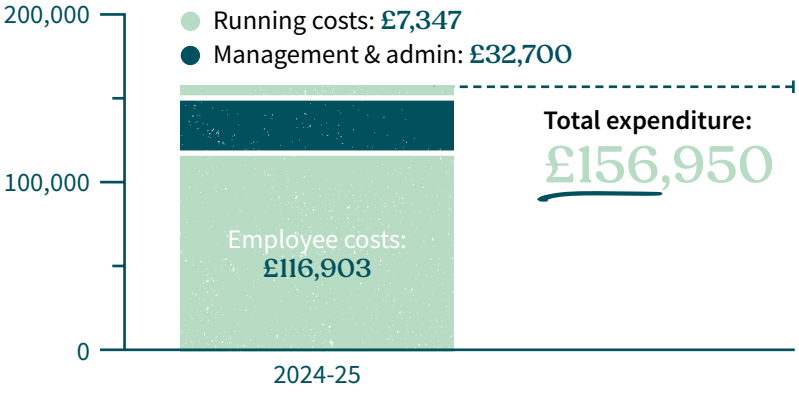
Quality & safety

- Survivor feedback highlights feeling listened to, believed and safer after contact with Newcastle Women's Aid.
- Our data shows strong engagement with one-to-one support and advocacy, and persistent complexity at intake.
- Our 2024–25 priorities continue to focus on early intervention, quicker safety planning and consistent service delivery into recovery.
- Our trauma-informed approach and qualified IDVAs ensure coordinated responses across, safeguarding, police and the voluntary sector.

Funding & finance

2024-25 financial report





We are grateful for continued support from:

- The National Lottery Community Fund
- Office of the Police and Crime Commissioner for Northumbria
- Individual donors, local groups, businesses and community fundraisers

These figures reflect continued investment in specialist staffing and support costs.

What funders make possible

- Rapid, confidential access to safety planning and advocacy.
- Group-based learning that promotes safety, builds confidence and reduces isolation.
- Structured recovery that supports sustained change for women and their children.

> **Every 30 seconds**
> the police receive a domestic abuse related call

Strategy for 2025-26

1. **Earlier access and triage**
   Expand self-referral pathways and service availability for women experiencing barriers.
2. **Increase one-to-one advocacy**
   Maintain qualified IDVA capacity to meet complex needs at first contact, including homelessness and mental health support through partner pathways.
3. **Scale recovery and peer support**
   Extend 'Free to be Me' and peer support to improve resilience and reduce repeat victimisation.
4. **Strengthen multi-agency and partnership working**
   Grow our networking aligned to the local multi-agency programme.

Governance & people

Newcastle Women's Aid is a registered charity and company limited by guarantee. Our Board of Directors provides strategic leadership and oversight, with thanks to our staff team, volunteers and partners who deliver and enable specialist to support every day.

Awareness & prevention

Awareness & prevention

‘No more excuses’ campaign. Co-created with Altogether Creative, the campaign elevated survivor voice across digital, in-stream radio and public transport. The creative centred on helping women and girls ‘find their voice’.

We continue to place survivors’ voices at the heart of our service design and evaluation, using evaluation and feedback to shape improvements and reduce barriers to access.

I look and think differently to situations with my ex-partner and have had a big shift in how I think, feel and deal with situations that arise. I am a million percent ready to make positive changes to my life. I’m ready for change and to make a happy, safe, warm, loving life for me and my kids. Thank you for guiding me through the hardest period of my life.”

– Client feedback, 2025

I want to thank you, if I had not spoken to you that morning, I have no doubt that I’d still be in an awful situation. I went to court last week, he was served with a 12 month Non-Molestation order. I am now back at home… I feel safe… I even went shopping this morning on my own for the first time in years, it was lovely... No stress or fear… Thank you from the bottom of my heart.”

– Client feedback, 2025

50-year milestone

In September 2025 we celebrated five decades of local, specialist support and renewed our commitment to end violence against women and girls.

Equality, inclusion & access

We adapt delivery based on feedback and need, including additional support for women and girls from Black, Asian, Minority Ethnic and Refugee communities, women with additional learning needs and women in same sex relationships.

We are Newcastle Women’s Aid. We can’t change the world but we can save lives. It starts with a listening ear. And an open door.

How to support us

You can donate or fundraise to help sustain our vital support services.

Scan the QR code here to visit our Localgiving page:

Contact us

Web: newcastlewomensaid.org.uk
Tel: 0191 261 0504
Freephone: 0800 923 2622
Email: office@newcastlewomensaid.org.uk

Second Floor, Northumberland House, Princess Square, NE1 8ER

Our socials

Twitter / X: @nclWomensAid
Facebook: @Newcastle Womens Aid

Designed by Altogether.

With thanks to everyone who supports Newcastle Women’s Aid