



COMMUNITY ADVOCATE SCHEME

Foreword By Lucy Whittaker



Founding Director, Alpha Vesta CIC

A warm welcome to **Alpha Vesta CIC** with our strong vision and mission of 'breaking the cycle of domestic abuse' through **Awareness, Prevention and Early Intervention**.

We work with statutory agencies, local authorities, private employers and community organisations to increase their understanding and response to domestic abuse as well as improve their own workforce culture around it. This is achieved through a robust preventative and early intervention model placing our Survivor and Insight Network at the heart of it. This ensures ongoing and consistent insight into those most affected by domestic abuse, either directly or indirectly, across the community.

Since 2019, we have extended our portfolio of public awareness and training sessions and increased our consultancy services into the development and review of domestic abuse policies and procedures. We have also successfully piloted support programmes which promote positive community re-connections and re-engagement with the community and employment, post abuse. Additional bespoke and CPD accredited training pathways dovetail into a complete package of 'breaking the cycle' support across the Community which is consistently and robustly reviewed.

Passionate about our work and specialist in our field, together with a dedicated Board of Directors, Employees, Ambassadors and Volunteers, Alpha Vesta has developed a strong reputation and brand across Essex with individuals and those organisations that we work with.

The Social and Economic Costs of Domestic Abuse amount to an estimated £66 billion per year. £14 billion of this is a direct cost to the economy. (Home Office, 2019)



**1 in 5 adults will be affected by domestic abuse at some point during their adult lifetime.
(ONS, 2022)**



**1 in 5 children experience domestic abuse in the home as they are growing up.
(NSPCC, 2020)**



**1.5 million Police reported incidents of domestic abuse recorded in the UK in the last year.
(ONS, 2022)**



**A third of all violent crime across our communities is domestic abuse related.
(ONS, 2022)**

The Emerging National Crisis due to Domestic Abuse

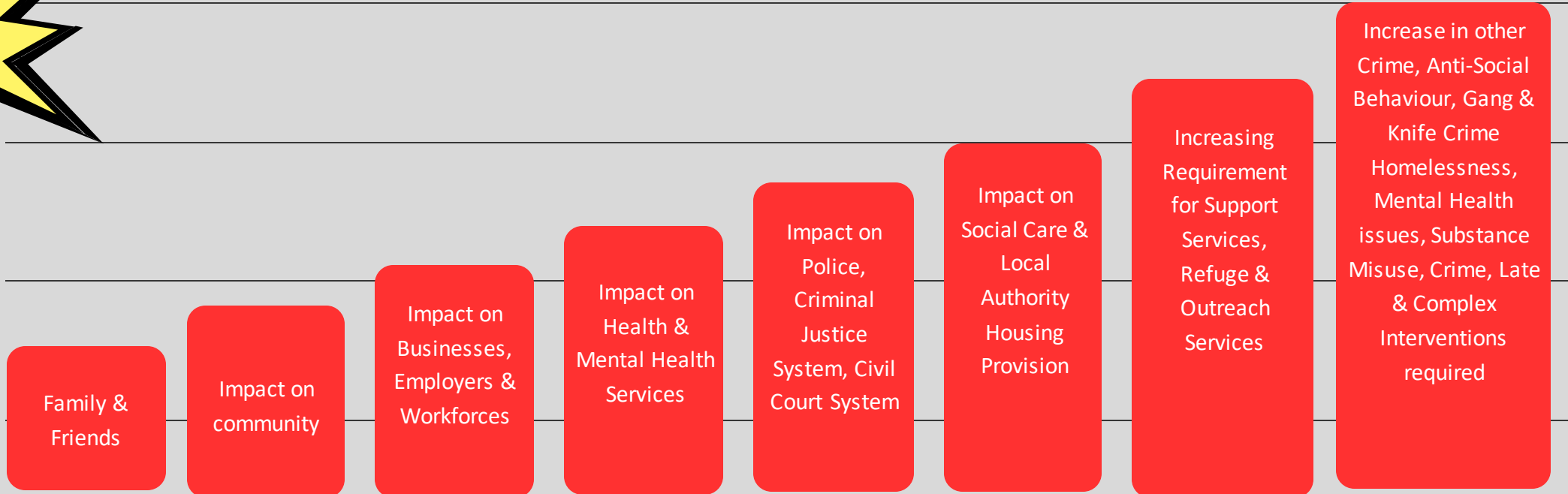
Estimated Social and Economic Costs of Domestic Abuse each year in the UK

**£66
Billion**

£

£

£



Prevention

Crisis

Average spend on prevention
per Victim: £5
(Home Office, 2019)

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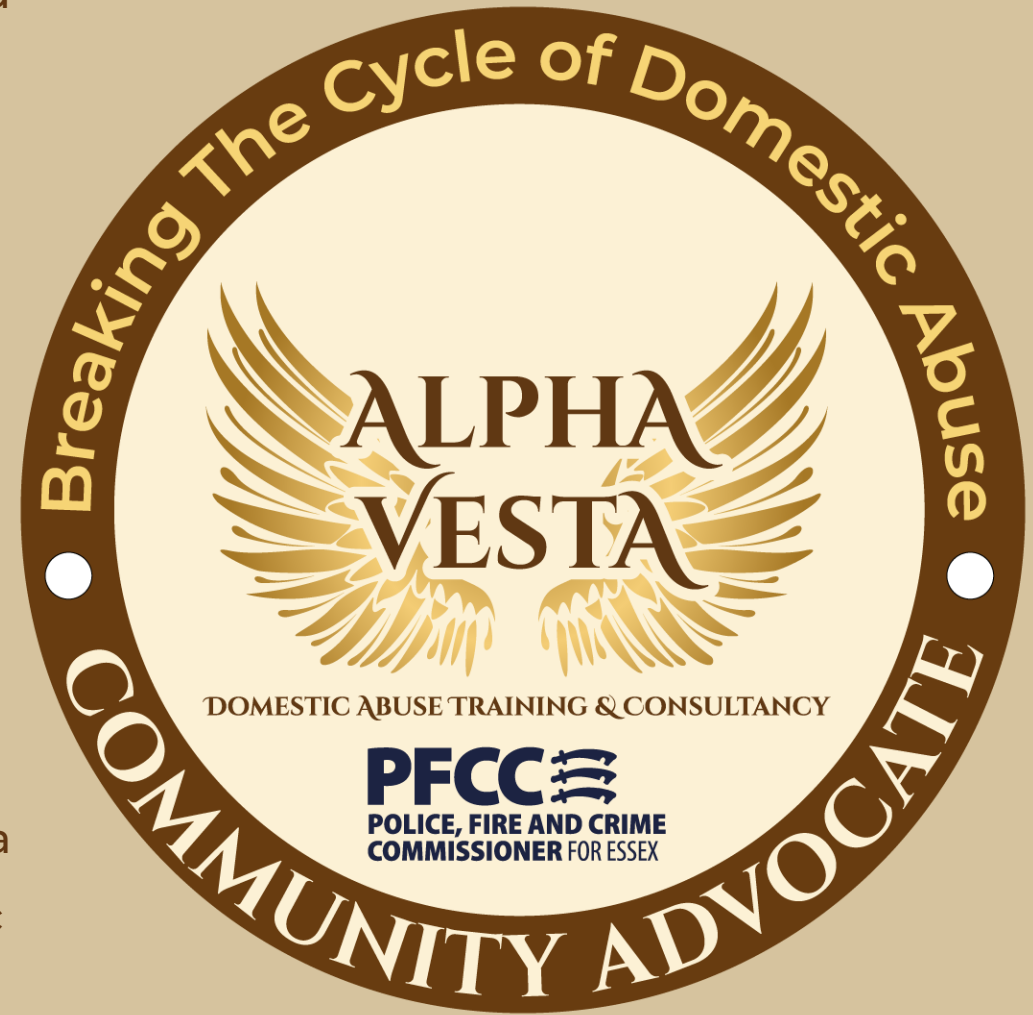
Average spend on supporting a
Victim at Crisis: £34,015*
(Home Office, 2019)

*Criminal Justice Costs, Family Court, Refuge, Housing, Adult & Child Safeguarding, Benefits, Lost employment, Mental Health & Substance Misuse, Increase in other crime.

What is the Alpha Vesta Community Advocate Scheme?

Alpha Vesta's Community Advocate Scheme is a new fully-funded scheme that acknowledges and recognises those businesses and organisations demonstrating their continued commitment and support of our vision and mission to 'break the cycle' of domestic abuse. This can be achieved through a number of different ways, with a clear focus on awareness, prevention and early intervention.

The new scheme is funded by the Police, Fire and Crime Commissioner for Essex (PFCC) supporting Alpha Vesta to build partnerships and collaborations with Essex based businesses and organisations. The scheme requires no financial investment but a commitment to working together to 'break the cycle' of domestic abuse and to inspire others to make a difference.



Why should you become a Community Advocate?



- The impact of domestic abuse costs the UK economy an estimated **£14 billion per year**.



- Domestic Abuse **impacts** on productivity, performance, absence, sickness, staff turnover and poor career progression.



- You will resonate with the **1 in 5 adults** who will experience domestic abuse at some point during their adult lifetime.



- It doesn't cost anything – the initiative is **fully-funded** by OPFCC across Essex.



- You can improve your **Corporate Social Responsibility** by playing a responsible part in society and let your Workforce and Community know that.

What do I need to do to become a Community Advocate?



There are a number of ways in which Community Advocates can demonstrate their commitment to **Engage, Educate and Empower** across their Workforce and Community.

Step 1: Contact us at enquiries@alphavesta.com to express your interest to be a Community Advocate.

Step 2: Alpha Vesta will arrange to meet with you and discuss your business/organisation and the Community Advocate Scheme in more detail.

Step 3: Alpha Vesta will work with you to create a bespoke and achievable action plan that considers some of the ways in which your business/organisation can begin your Community Advocate journey.

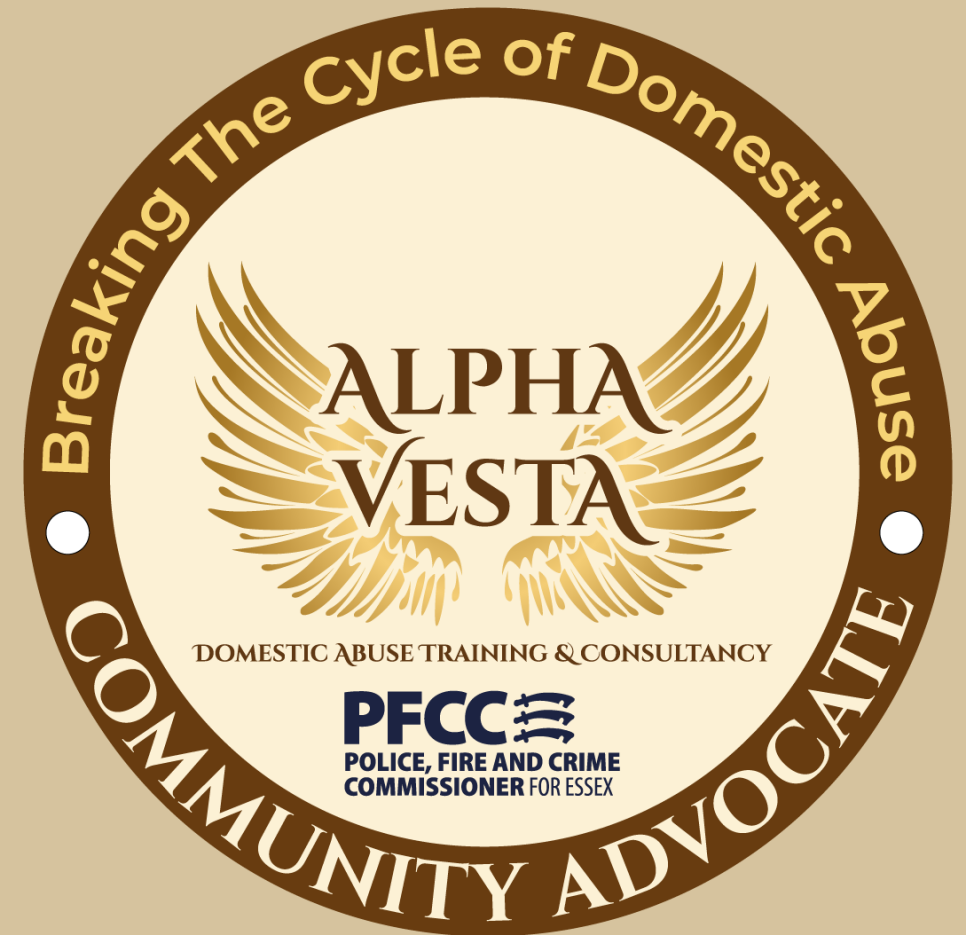
Community Advocates will receive;

1. A personalised **Community Advocate Certificate** to display at their workplace premises.
2. **Community Advocate Welcome Pack** including Alpha Vesta branded merchandise to share with your Workforce.
3. Community Advocates will be approved to use the **Community Advocate Badge** in various formats for use on their website, letterheads and across social media platforms.

In November 2023, we will host an event to recognise and thank our Community Advocates for their continued work and valuable support made throughout the year.

The PFCC, Essex Police Business Crime Team and Essex Community Foundation will be presenting awards to acknowledge those that have made an outstanding contribution to 'Breaking the Cycle of Domestic Abuse' across Essex.

Benefits & Awards



Testimonials



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'We appreciate all the support that Alpha Vesta has been able to provide us and enabled us to promote their valuable training on our website!'

“

'We have created safe spaces and coffee mornings in collaboration with Alpha Vesta to support our own workforce as well as customers in our community.'

“

'Thank you so much for your time and the information you have provided. This gives such a clear understanding on what we should be looking for.'



“

'The training you ran for our Managers and HR Dept has received really great feedback and we would like to run more sessions in the New Year.'

“



'On behalf of the Senior Management Team, I would like to express our huge thanks for your excellent presentation and specialist support.'

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'We are excited to take on our Community Advocate role and work with Alpha Vesta to raise awareness of Domestic Abuse with businesses and organisations across Essex.'

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