

new dawn new day

a brighter future for women

IMPACT REPORT

2024-2025

INTRODUCTION FROM THE CEO

As the CEO of New Dawn New Day, I am delighted to present our 24-25 Impact Report. Our organisation, rooted in the heart of Leicester, is dedicated to empowering women who have experienced trauma, offering them the support, resources, and community they need to rebuild their lives. This report highlights the transformative work we have accomplished together, thanks to the unwavering commitment of our team, volunteers, partner agencies and supporters.

The past 2 years have been a period of significant growth and learning for our organisation. Despite the challenges posed by an ever-changing landscape, our team has adapted and innovated to meet the needs of the women we serve. This report encapsulates the stories of courage and recovery, the statistical achievements, and the heartfelt testimonials that underscore the impact of our work.

We are incredibly proud of the progress we have made, yet we know there is still much to do. The stories within this report are a testament to the strength and determination of the women who walk through our doors. They inspire us to continue striving for a future where every woman has the opportunity to live a life free from trauma and full of hope.

At a time when marginalised women face unprecedented challenges, we believe our work is vital.

At New Dawn New Day, we believe in the resilience and potential of every woman. Our holistic approach addresses the multifaceted nature of trauma, providing tailored services that include advocacy, relational support, psychoeducational programmes, and community-building activities. Each woman's journey is unique, and we strive to offer a safe, nurturing environment where she can heal and grow at her own pace.

Sara Swire - CEO, New Dawn New Day



NDND & OUR APPROACH

We were founded in 1984 by a group of women who pioneered one of the UK's earliest community-led women's centres. They were driven by a shared vision to improve their lives and those of their families, friends, and neighbours.

During 40 years of operating in Leicester, we have evolved into a specialist service for women with multiple unmet needs, and now work with over 400 women a year from across Leicestershire. A strong focus of our work today is supporting women who are in contact with the criminal justice system and the majority of the women we support are referred through the Police and Probation services.

Our culture is based on the principles of inclusion, community development and mutual empowerment and our structure is committed to putting the women we support at the forefront of everything we do. This culture also extends to celebrating the wealth of lived experiences within our staff, volunteers and trustees, fostering an ethos of respect safety, and belonging.

In 2024 our work is grounded in a trauma-informed, holistic, and gender-responsive framework which aims to provide access to a range of services aimed at tackling the root causes that lead women into contact with the criminal justice system. These include one-to-one support, alongside therapeutic and educational programmes.

The trauma-informed model we have developed recognises the impact of trauma and adversity, on women's pathways to becoming involved in the criminal justice system. It has the potential to work at any stage of involvement in the system, including prevention, early intervention, diversion and rehabilitation, and reducing the number of women entering the criminal justice system. Reducing the need for community and custodial sentences can deliver significant savings to scarce public services and resources.

Connection with others is instrumental in aiding women's recovery from complex trauma. At New Dawn New Day, we support women's recovery from complex trauma by fostering connection through peer groups and relational support, helping to build a compassionate and understanding network around each woman.

"Reflective practice offers a safe, structured space for colleagues to pause, reflect, and explore solutions together. It combines critical thinking with empathy, connection, and integrity — building emotional intelligence, resilience, and stronger teamwork. As an evidence-based approach, it's not just valuable now, but essential to the future of work."

COO quote about Reflective Practice at NDND



WHY WOMEN ONLY?

Our approach for those who have experienced trauma, is to provide a gender responsive service delivered in a women-only space. Our experience has shown that by providing a secure, understanding and empowering environment, survivors can heal, rebuild their lives, and regain a sense of control and agency over their well-being.

Addressing Stigma and Shame

Women may experience societal stigma and shame related to their traumatic experiences, particularly in cases of sexual assault, domestic abuse and involvement in the criminal justice system. A women-only space helps mitigate these feelings by creating a supportive and non-judgmental atmosphere, fostering an environment where women can openly discuss their experiences without fear of social stigma.

Empowerment and Agency

Women-only spaces empower women by offering them a sense of agency and control over their healing journey. In such environments, women can actively participate in decision-making processes, shaping the direction of their recovery and regaining a sense of empowerment that trauma often strips away.

Shared Understanding and Peer Support

Women who have experienced trauma often find solace in connecting with others who have had similar experiences. A women-only space fosters shared understanding, creating a supportive community where women can exchange insights, offer encouragement, and share coping strategies, facilitating a sense of belonging.

"She told me she liked it here, felt safe, and was able to stay present for the whole session, something she hasn't been able to do anywhere else. That's the difference a women-only space makes."

Co-located Probation Practitioner's quote about service and women's centre



WORKING WITH TRAUMA

Trauma-Informed Practice

"It's a safe place"

Client quote about service and women's centre

At New Dawn New Day, we take a trauma-informed approach in everything we do. This means our whole organisation is focused on understanding and reducing the impact of trauma on the women we support.

We also apply this approach to our staff and volunteers, recognising that working with traumatised individuals can bring its own challenges, like vicarious or 'secondary' trauma. We honour the lived experiences of everyone in our team and respond with care and support.

Trauma-informed practice isn't a once-and-done thing. It's something we keep learning about and adjusting as we go, so we can really meet the needs of the women we work with in the most caring and understanding way possible.



"Not coming from the sector, it took me a while to get used to reflective practice but I've come to see it as imperative to understanding the work and myself within it."

Employee's quote about their experience of RP

Reflective Practice

Reflective practice is about taking time to thoughtfully look back on our work experiences so we can learn and grow. It's especially important in trauma-informed care because it helps us understand the emotional and psychological impact of the work we do with people who have complex trauma histories. By reflecting, we become more aware of our own triggers and reactions, which helps us stay grounded and avoid unintentionally re-traumatising those we support.

This kind of reflection isn't just good for the people we work with but it's also about looking after ourselves. It gives us space to process difficult moments, build emotional resilience, and prevent burnout or compassion fatigue. Reflective practice encourages ongoing learning and self-awareness, helping us develop and maintain the best ways to support others.

Most importantly, it helps create a workplace where openness, trust, and shared support are normal so everyone feels seen and valued.

WHAT WE OFFER

Opportunities for Women

To volunteer and peer mentor, to access education, training and employment



Community Outreach

To provide support to women in their local communities when circumstances make it difficult to engage

One on One Support

Advice and advocacy alongside supported and coordinated referrals to specialist services



Psycho-educational and Therapeutic Groups

A safe space for women to learn about the impact of trauma, safer coping strategies, supporting emotional wellbeing and positive relationships

Holistic Support

Activities and groups to support emotional wellbeing, participation and improve sense of belonging

A Safe Space

An inclusive, gender-responsive environment for women to safely explore their experiences and emotions

“It’s knowing that people are here to listen and assist me moving forward, which has helped me build my confidence”.

Client quote about service and women’s centre

OUR SERVICE

We support women through a range of projects and activities. Due to the multifaceted nature of trauma and circumstances which bring women into contact with the criminal justice system, we take a holistic approach, co-ordinating a range of services around the woman.

A woman may be referred through the Police on an Out of Court Resolution or by the Probation service. Once a woman is referred to New Dawn New Day, she is assigned a Women's Services Practitioner, who work with her to assess what she needs and, depending on the outcome of those conversations, be referred for a range of support.

Where possible all of our services are delivered from our women-only centre and to help us achieve this we have partnerships in place, where staff from other agencies are co-located with us or run outreach sessions from our premises.

Social contact and peer support are vital in supporting women's recovery and alongside the support we offer through our projects we also provide opportunities for women to connect with and support each other, including support from peer volunteers.

"You get treated differently, you're not judged"

Client quote about service and women's centre

The support we offer is **holistic** and can include:

- Emotional support, including regular one-to-one support sessions in person and by telephone as well as help in attending key appointments and court hearings
- Advocacy and practical support to access specialist help such as mental health services, drug and alcohol treatment and accommodation.
- Practical help with things like emergency food, clothing, SIM cards and travel costs.
- Referral to our intensive outreach support team, including our specialist Independent Domestic Violence Adviser (IDVA) service.
- Access to trauma informed psychoeducational programmes, including "This is Me", a programme developed by New Dawn New Day to educate and raise awareness of how trauma impacts women's lives.
- Support with navigating social care and safeguarding systems.



EARLY INTERVENTION

The Women's Out of Court Resolution Project diverts women from the wider criminal justice system, with a focus on early intervention and diversion at the point of arrest. They can ultimately reduce the number of women serving community and custodial sentences.

241
Women were referred for support

As part of the Out of Court Resolution we also offer a specialist Outcome 22 and Community Resolution. This project supports women arrested for domestic violence related offences as perpetrators. The reality for the majority of women referred under this pathway is that they are themselves victims of domestic violence and abuse.

An Outcome 22 or Community Resolution requires women to attend one or more sessions with a Practitioner, offering a vital window for intervention to address needs around domestic abuse within relationships and families.

Programmes are offered on a one-to-one basis or delivered to a group of women which enables peer support. Women attending programmes have the option to be considered for ongoing support, provided through our wider holistic services.

In Leicestershire we have a specialist women's Out of Court Resolution run by New Dawn New Day where women can serve a Conditional Caution through accessing support from our women's centre. The intervention is designed to be short, however women often continue to be involved with us over the longer-term attending group activities and receiving peer support.

801
Hours of support were provided



JUST WOMEN

222

Women were referred for community support

Women are referred into the Just Women Project by Probation Practitioners from the Women's Specialist Team. These practitioners are co-located within our centre, creating a more cohesive, responsive environment for the women we support. This partnership enables us to work closely together, ensuring that referrals are not only appropriate but also rooted in trust, shared understanding, and trauma-informed values.

Once a referral is received, the woman is welcomed into a space that centres care, safety, and dignity. The referral comes with agreed pathways of support and the Women's Services Practitioner works collaboratively with the woman to explore her goals and priorities. Together, they shape these into a personalised action plan that reflects the woman's own voice and aspirations, not just the formal requirements of her order.

The Just Women's Project supports women referred through the Probation Service as part of their sentence under the Community Rehabilitation Services (CRS). The project provides a safe, trauma-informed space where women can complete their enforceable activity days as part of a court order.

We focus less on the offence itself and more on the underlying factors that contributed to it. Many of the women we support have histories of trauma, poverty, coercion and unmet needs. By asking "what happened to you?" instead of "what did you do?", we can begin to address the root causes of their contact with the criminal justice system. Through this compassionate and non-punitive approach, the Just Women Project offers not just a route through statutory obligations, but a meaningful opportunity for change, growth and healing.

1120 sessions delivered through 1:1 and group support



INTENSIVE SUPPORT

The Reach Out Project provides compassionate, intensive support to women in crisis, helping them feel safe, seen and supported so they can begin to engage with their court orders. By addressing immediate needs and reducing barriers, we create space for stability, dignity, and the possibility of change.

Referrals to Reach Out come from the Just Women Team who recognise that the woman is in crisis and at risk of disengaging. The project creates a space where women can stabilise, feel heard, and build trust. From the first contact, we focus on reducing the pressure and helping women meet their most immediate needs—whether that’s support with crisis responses, access to healthcare, safety planning, or just having someone to walk alongside them through the situation.

78
Women received intensive support

Women are supported by a Women's Services Practitioner who works flexibly and responsively, often meeting women in the community, at their homes, or in other safe locations. Together, they co-create a plan that prioritises wellbeing and lays the foundations for future engagement. The aim is not to “fix” everything immediately, but to remove barriers and offer relational, consistent support that makes it possible for the woman to eventually re-engage with the conditions of her order in a meaningful and sustainable way.

This approach recognises that change is not linear and that the ability to participate in services often depends on whether basic needs are being met. The Reach Out Project meets women where they are and supports them to move forward together.

54
Average hours of support for each woman



SPECIALIST IDVA

38

Women
received
specialist
support

Our IDVA (Independent Domestic Violence Advisor) team works with women who've experienced some of the most harmful forms of abuse and control. At New Dawn New Day, our IDVA service is rooted in a trauma-informed approach that prioritises safety, choice and healing—but we don't stop there.

We know that domestic abuse doesn't exist in isolation. It's often closely linked to offending behaviour, housing instability, mental health struggles, and substance use. That's why our IDVAs work holistically, supporting women not only to stay safe, but to understand the deeper impacts of trauma and begin to rebuild their lives. They support women to navigate the criminal justice system, access housing, make safeguarding plans and engage with wraparound services.

Our IDVA (Independent Domestic Violence Advisor) supports women who've experienced high levels of abuse and control, offering trauma-informed, holistic support. At NDND, we focus not just on immediate safety, but on the wider impacts of trauma helping women navigate the justice system, rebuild stability, and break the cycle of harm.

By holding both immediate risk and long-term recovery in view, our IDVA team plays a vital role in disrupting cycles of harm. Many of the women referred to us through the criminal justice system are first seen as perpetrators, not victims—often because of the complex trauma and abuse they've experienced. Our IDVAs help them to feel seen, heard and believed and, over time, to reclaim control of their lives.

30

Women
completed
their journey
with us



OUR PLACE

Our Place created a safe, welcoming space for women completing community orders to build confidence, connect with others, and access ongoing support to empower them to heal, grow, and rebuild their lives beyond the justice system.

155
Women supported project delivery through volunteering

The Our Place project, which ran from 2020 through to this year, was born out of the need to create a welcoming, accessible, and supportive space specifically for women completing their community orders. It grew from listening closely to the women we serve, many of whom expressed a desire for ongoing support after their formal involvement with the justice system ended. The project was designed to address the isolation and lack of opportunities many women face during and after their community sentences. By providing a range of activities focused on building confidence, improving wellbeing, and fostering social connections, Our Place became a hub where women could find community and strength in shared experience.

COVID-19 and the resulting restrictions challenged us to rethink and adapt how the project operated, but despite these hurdles, Our Place remained a vital resource. It successfully strengthened peer support networks, created opportunities for volunteering and mentoring, and encouraged women to engage with their communities in meaningful ways.

At its core, Our Place was about more than just passing time—it was about empowering women to grow, heal from trauma, and build foundations for a better future. The project demonstrated how vital ongoing, trauma-informed community support is for women’s recovery and long-term success beyond the criminal justice system.

489
women supported through 1:1 and peer groups



FUNDERS AND PARTNERS

Our work is made possible through the support of a range of committed funders and partners who share our vision of empowering women affected by the criminal justice system.



Ministry
of Justice

**CHANGING
LIVES**

Ministry of Justice, National Probation Service & Changing Lives

The MOJ, in partnership with the National Probation Service, supports several of our key projects, including Reach Out, Just Women, and provides us with essential core funding. The specialist women's probation team is co-located with us, helping ensure timely referrals and co-ordinated, trauma-informed support. This partnership enables us to offer vital crisis intervention, early diversion, and wraparound services tailored to women's needs. We also work with Changing Lives through the MOJ as part of our Just Women project.

National
Probation
Service



The Office of Police and Crime Commissioner

The OPCC funds our Out of Court Resolution (OOCR) and Independent Domestic Violence Advisor (IDVA) services. The IDVA service is funded by the MOJ through the OPCC. Their support strengthens our ability to provide early intervention and holistic safety planning, addressing immediate risks alongside wider social factors. This partnership is vital in reducing reoffending and breaking cycles of harm.



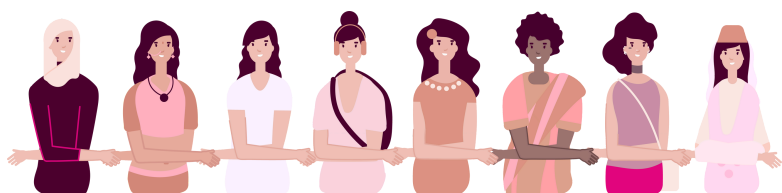
**POLICE & CRIME
COMMISSIONER**
for Leicestershire



**COMMUNITY
FUND**

National Lottery Community Fund

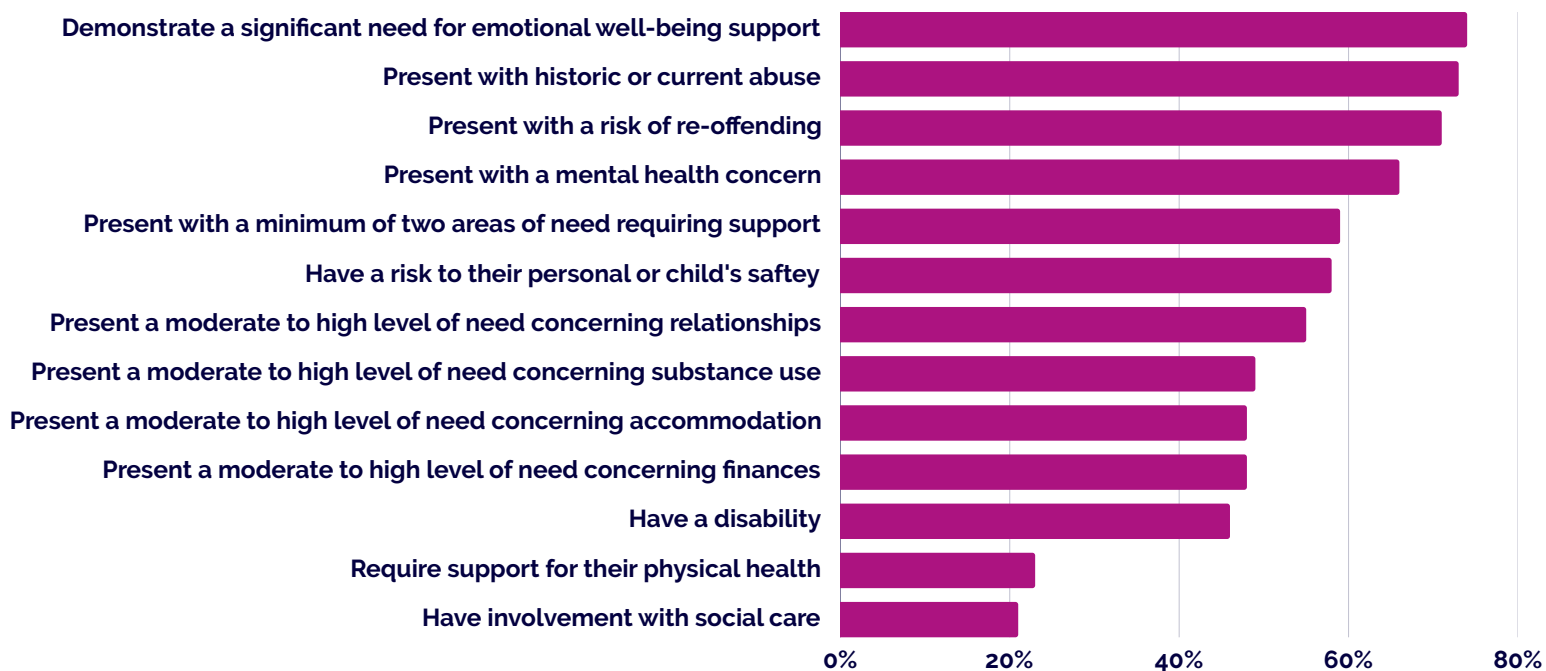
The Our Place project, which created a welcoming and supportive community space for women completing community orders, was made possible by funding from the National Lottery. Their support allowed us to build peer networks, offer volunteering opportunities, and foster healing beyond formal justice involvement.



OUR IMPACT

About the women we work with

A recent snapshot of the women's needs



*Statistics taken from our CRM system (April 24 - March 25)

545

Referrals were made to NDND for support this year.

We specialise in working with women involved with the Criminal Justice System, who are referred by the Police or Probation Services. The Corston Report* (a 2006 review of vulnerable women in the criminal justice system) tells us that women in the Criminal Justice System are disproportionately more likely to:

- Have been a **looked after child**, growing up experiencing foster care
- **Self-harm** (Self harm is nearly 5x as high in women's prisons than in men's prisons)
- Have been subjected to **abuse from a family member** or someone they trusted
- Have been subjected to **rape or domestic abuse** in partner relationships
- Have been involved in **sex work or prostitution** in order to meet essential needs
- Experience **poorer physical health**
- Experience **poorer mental health and emotional wellbeing**, including symptoms associated with anxiety, depression and psychosis
- **Misuse substances**, often in order to cope with unbearable circumstances or feelings
- Have their **children taken into care**, resulting in further trauma for the mother and children

*Baroness Corston (2007), The Corston Report, A report by Baroness Jean Corston of a review of women with particular vulnerabilities in the Criminal Justice System

THE DIFFERENCE WE MAKE



“Women aren't heard. They're not. But with New Dawn New Day, we are heard. We're listened to. They trust you.”

Client quote about service and women's centre

The importance of Women's Centres as ideal locations in which to provide holistic services for low risk women offenders with complex needs was first recognised in Baroness Corston's report 'Women with Vulnerabilities in the Criminal Justice System' (Corston 2007)

Women's centres such as New Dawn New Day are effective in their aims and provide better monetary value than imprisonment. A 2020 report by the Women's Budget Group identified that:

- It costs **£52,121** to keep a woman in prison for a year, not including indirect costs such as children going into care, lost housing and lost economic output
- A place at a women's centre ranges between **£1,223-£4,125** a year
- **£2.84** is saved for every **£1** spent on women's centres (greater savings could be achieved if services are provided for all women who need them)

Women working with us in 2024 reported the following benefits as a result of our support

Felt **more positive** about their future

Were **less likely to reoffend** as a result of our support

Said they'd been feeling more **useful** and **valued**

Reported they felt more **relaxed** in themselves

Were **feeling less lonely or isolated**

Said they were **dealing with problems** more confidently

Felt they were **thinking more clearly**

Had **reduced their level of drug or alcohol misuse**

Felt their **emotional wellbeing** was more **stable** and easier to **regulate**

ABOVE AND BEYOND

In the pursuit of our mission to empower women with diverse and unmet needs, New Dawn New Day continually seeks innovative ways to create lasting impact. We have included the following case studies to shine a spotlight on remarkable journeys, and to demonstrate our staff's unwavering commitment to go above and beyond to transform lives.

Fatima is a previous client who was referred into NDND through probation in September 2023 after serving a custodial sentence. When Fatima came to NDND, she was struggling with her mental health, anxiety and use of alcohol.

During her involvement with us, Fatima completed all of our group programmes, including This Is Me (emotional wellbeing), Healthy Relationships and Women's Wellbeing Workshops. These groups covered topics such as trauma and the impact this has on our bodies, unhealthy relationships and how to get support, as well as learning about topics such as low mood, anxiety, how to make permanent changes in our lifestyles and how to use healthier coping strategies when we're struggling. She also accessed support around accommodation and finances.

Fatima thrived in group and not only opened herself up to help, support and progression but went out of her way to also support her fellow group members and became a vital member of any group she was in. Staff watched as she truly turned a corner in her life and it was an absolute honour to witness.

Fatima's life experience around abusive relationships and her struggles with mental health and alcohol use and her willingness to share and reflect on them, showed both NDND and Probation that she had the skills necessary to become a peer mentor. She now mentors for both NDND and Probation and is constantly telling staff how "truly grateful I am to NDND and the amazing support from the whole team, you've changed my life, I'm truly blessed".

Fatima assists in Probation inductions, to help ease the anxieties of women at the start of their journeys and to answer any questions they might have about NDND and the entire process, from someone whose lived through the same experiences. She also co-facilitates our structured programmes, This Is Me and Healthy Relationships and is able to provide peer support to clients attending these groups for the first time.



"Fatima is truly inspirational. Her insight and reflection are impressive, and her ability to respond to guidance and trust in me shows real strength. I've seen her reach out for support when she's feeling vulnerable, understanding that vulnerability isn't a setback but a sign of growth. I'm extremely proud of her."

Suzanne Kitching
Senior Women's Services Practitioner

WHAT'S COMING NEXT?

Looking ahead to 2025–26, we're really excited to be working with new funders who are helping us respond to the needs we see every day.



The Triangle Trust 1949 Fund

The Triangle Trust

This funding will support our Out of Court Resolution (OOCR) work with a focus on younger women under 25. We've seen a clear increase in referrals from this age group, and this funding gives us space to shape something more intentional, flexible and age-appropriate – while staying rooted in our trauma-informed approach and understanding of where they're at.

The Charles Hayward Foundation

The Charles Hayward Foundation is also supporting our OOCR project, helping us offer more intensive wraparound support to women with higher levels of need. These are often the women who can fall through the gaps as they need more time, consistency and care and this funding means we can show up in a way that truly meets them where they are.



CHARLES
HAYWARD
FOUNDATION



SMALLWOODTRUST

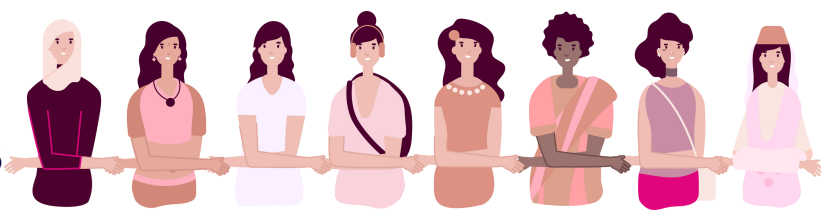


The Smallwood Trust

Smallwood Trust is funding a project to support women impacted by the rising cost of living. This role will work across all our projects to respond quickly when women are in crisis supporting issues like getting set up with a food bank, registering with a GP, or sorting emergency travel. It's short-term, practical support that can remove the immediate barriers stopping someone from engaging with the rest of their support plan.

The AB Charitable Trust

AB Charitable Trust is providing core, unrestricted funding – the kind that helps keep the lights on, quite literally. This funding means we can keep paying our core staff, the team behind the scenes who hold the day-to-day of the organisation so the rest of the work can happen.



CONTACT US

General Enquiries

Debbie Lee
Business Support and Reception
debbie.lee@ndnd.org.uk
03333 444 304



Business Enquiries

Hayley Taylor
Business Manager
hayley.taylor@ndnd.org.uk
07745334793

Partnership & Services Enquiries

Lisa Hughes-Mawby
COO
lisa.hughesmawby@ndnd.org.uk
07540634902

Strategy & Funding Enquiries

Sara Swire
CEO
sara.swire@ndnd.org.uk
07540634905

“Since working with NDND I haven't felt more like myself in a long time. Having someone to listen to me and not being judged has made so much difference to how I feel and now and I feel a lot stronger to tackle anything that comes up”

Client quote about service and women's centre



www.ndnd.org.uk



[New Dawn New Day](#)



[NDNDLeics](#)



[newdawnnewdayleics](#)