



**CRYSALYS**

FOUNDATION



ANNUAL  
**IMPACT  
REPORT**

2019 - 2020

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*“We believe every child deserves a happy youth and we would like to ask you to join us on our journey to transform the lives of thousands of disadvantaged local children and ultimately millions within the UK and maybe even the world.”*

# WELCOME INTRODUCTION

Crysalys is a new Registered Charity established to address youth disadvantage. It will make a real difference to the lives of youngsters experiencing learning difficulties, substance abuse, mental health problems, physical abuse, neglect, criminal justice issues, homelessness and poverty.

The Crysalys Foundation is taking up the challenge for change – drastic change.

Currently £Billions is spent in the UK every year on public and community services which are mainly working in silo's focused on specific isolated themes and services. Most of this work is reactive, crisis-managed and symptom focused. This model is failing to address underlying causes. With a better model, an ACEs informed model, we can achieve critical and sustainable positive impacts for generations.

With its lean, agile and virtual operating model, Crysalys has made significant progress in pursuing its vision to be a catalyst for change. I would like to thank all the trustees, staff and volunteers - past and present - for their energy and hard work, with special mention of Jane Deamer, whose diligence, insights, expertise and ongoing contribution has been so instrumental in the progress of this young charity and the impacts seen in this report.



Chair: Adrian Pryce DL

# IMPACT REPORT 2019 - 2020



## LEGAL INFORMATION

Registered Charity Number: 1189120

Registered Company Number: 11080543

Address: 60 Sutton Street, Flore, Northamptonshire, NN7 4LE

Website: [www.crysalys.org](http://www.crysalys.org)

Facebook: [@crysalys.org](https://www.facebook.com/crysalys.org)

### Board of Trustees

Chair - Adrian Pryce DL

Deputy Chair - Dominic Goble JP DL, Graham Jackson  
(until 17th August 2020)

Treasurer - Graham Goss FCA

### Trustees

Mita Unalkat

Palwinder Kaur Chahal

Robert Gower (from 14th April 2019)

Stephanie Njeri (4th October 2019)

Leonie Walker (from 24th November 2019)

### Staff

Development Manager, Jane Deamer

### Volunteers

Ayla Ali

Ben Thomas

Claire Deamer

Felicity Botterill

Jane Deamer

Luke

Reby Deamer

Tade Mustapha

Yvette Lambe

SCCYC Youth Volunteer Team



# LATEST ACHIEVEMENTS

## ACHIEVED REGISTERED CHARITY STATUS

On April 20th, 2020 the charity was delighted to become a Registered Charity with the Charity Commission for England and Wales.



**CHARITY COMMISSION  
FOR ENGLAND AND WALES**



**NEW PARTNERSHIP  
INITIATIVE**

**£50,000 WON!**



**TOTAL  
TRUSTEES**

**9**



**FREE PROFESSIONAL  
CONSULTANCY PROVIDED**

**£12,000+**



**DIVERSE  
BOARD**

**1**



**NEW  
TRUSTEES**

**3**



**ANNIVERSARY  
EVENT**

**1**



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## NEW BOARD TRUSTEES

We welcomed three new trustees in the year: marketing and travel entrepreneur, Rob Gower; criminal justice professional, Leonie Walker; and business graduate, Stephanie Njeri.



### **ROB GOWER**

Rob comes with 30 years experience in the hospitality and leisure industry. His last 15 years in corporate life were creating a Costa Coffee international business through complex corporate Franchise and Joint Venture partnerships with international corporate business partners across 38 international countries. He now runs his own Travel Business as well as spending his time sharing his corporate expertise with other small businesses and the charity sector.



### **STEPHANIE NJERI**

Stephanie Njeri recently graduated with a 1st class degree in International Business from the University of Northampton, successfully overcoming her own childhood challenges, and is now determined to help and be an example to all young people who face ACE-type issues.



### **LEONIE WALKER**

Leonie-Jane Walker has a degree in Criminology and Psychology and has 17 years experience working within the Criminal Justice System. She is also a mother to a child who began life in the care system so has an understanding of the ACE issues young people face.

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## STRATEGY & **ACTION PLAN**

During the year our focus has been preventing, reducing, mitigating and treating adverse childhood experiences and trauma. We're particularly interested in targeting children up to 7 years of age and their families. We dedicated time to developing existing Northamptonshire Police led actions (via ex DCI Mark Evans) and partnerships to ensure local ACEs research-based and informed actions continued after Mark's retirement in mid-2018.

## CELEBRATING **FIRST ANNIVERSARY LAUNCH**

We celebrated the anniversary of our launch in 2019 at an event that took place on the 15th March at The Royal & Derngate in Northampton. Our Chair (Adrian Pryce DL) and our Development Manager (Jane Deamer) shared updates and light refreshments with our team, partners and supporters including: The Lord Lieutenant, David Laing; The High Sheriff of Northamptonshire, Paul Parsons; The Mayor of Northampton, Nazim Choudary; and Northampton Borough Council Leader, Jonathan Nunn.



# CATALYST FOR ACES INFORMED ACTION IN NORTHAMPTONSHIRE

We refreshed and led a working group towards creating a new Northamptonshire cross sector partnership to undertake research and deliver an ACEs informed project. The partnership includes Northamptonshire Domestic Abuse Service (NDAS), Northamptonshire Police, University of Northampton, Service Six and The Faraway Children's Charity. We estimate that by March 2020 we had provided at least £12,000 value of pro bono professional consultancy towards the project.

We wrote an application, supported NDAS to lead the bid and successfully secured a Development Grant of £49,734 from the National Lottery Community Fund in late September 2019 and £2,000 pledged from The Faraway Children's Charity. The research element was developed with the University of Northampton, supported by Dr Eunice Lumsden and Professor Jane Murray and aimed to explore a methodology towards a strengths-based approach to increasing resilience in families and communities affected by ACEs and trauma.

The research planned to measure improvements in the family's health and wellbeing, housing and employment outcomes. Ethical approval from the Research and Ethics Committee was achieved in later March 2020. The project planned to deliver a package of partnership interventions to up to 15 county families, initially engaging with adults including parents and carers for up to six months. The research and project are on hold due to the Covid-19 pandemic.





We'll deliver and fund innovative and responsive projects, working closely with trusts, charities and credible local delivery partners established in the heart of communities.



## OUR VISION

Every child deserves a happy youth.



## OUR PURPOSE

Prevent, reduce, mitigate and treat adverse childhood experiences and trauma.



The Crysaly's Foundation's strategy and ambitions are based on insights and learning: from local research, Adverse Childhood Experiences (ACEs) in Hertfordshire, Luton & Northamptonshire (Ford et al, May 2016); Professor Steve Peters; The Wave Trust; and guidance from third sector professionals.

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Starting in Northamptonshire, Crysaly's will develop its ACEs model by facilitating multi-agency collaboration, measuring impacts and disseminating results through both academic and practitioner channels, so that we can share our learning nationally.

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# 2020+

## MANAGING NEW YOUTH COURT SOLUTIONS PROJECT

In early 2020, we were approached by Northamptonshire County Youth Bench and invited to support and manage their third iteration of the 'at court' problem solving culture. The project would be the first of its type in the UK. We welcomed the opportunity and pledged pro bono resources to achieve early and collective impacts. Overall, by November 2020 we had provided at least £4,500 of pro bono professional consultancy support for this project

In July we joined a working group and then a sub-committee to agree a Memorandum of Understanding with Northamptonshire County Youth Bench. We worked with key delivery partners, Northamptonshire Youth Offending Service and Service Six, consulted with the team at the Centre for Justice Innovation and utilised their toolkit and visited Wellingborough Magistrates' Court, to liaise with HMCTS to scope the potential delivery,

marketing space, specification and procedures for the project operations.

By September we had led and co-produced a detailed project plan for a 12 month pilot project which was signed off by the sub-committee and presented to the working group in November.

The service will operate from Wellingborough Magistrates' Court, on one Tuesday a fortnight from 10am to 4pm starting on January the 12th, 2021. Beneficiaries will include defendants, witnesses, victims, friends and family. We have deliberately elected to operate via an agile methodology, to maximise our flexibility and adaptability within a new and emerging service, including evaluation and quarterly improvement plans to integrate our insights and learning into vital continuous project development.



Our initial pilot project targets are:



To reach at least 70 beneficiaries, this represents circa 10% of the average annual defendant cohort + 1 family / friend each (728).



Achieve at least 80% beneficiary satisfaction with the service.



20% of referrals completed – this may seem very low but this percentage is based on the unpredictability and lack of control of the project team over external cross sector service response, capacity and timetables. We also need to be mindful of the unprecedented challenges and demands across sectors due to the Covid-19 pandemic. Within our agile methodology the percentage could be increased as appropriate as a result of quarterly reports throughout the project.



Four quarterly reports and an annual collated project impact report.

Our projected outcomes are:



Increased access to at court services – realising a new, innovative, multi-thematic, specialist scalable and transferable service model and opportunity by potentially capturing and engaging an entire county cohort at point of court intervention.



Increased access to community-based services – by acting as an information resource, advocate and facilitating a warm handover into diverse hyper local charity, community, public and other cross sector services.



Improving data collection – and to some degree this has already started in simply asking the questions around existing data collection, analysis and dissemination.



Identifying gaps in community services – with the intention of filling those gaps to ensure a holistic wrap-around package in the county.

COALITION WITH



# STAND OUT NORTHAMPTONSHIRE

In June 2020, we started a Coalition via a Project Board with the Northamptonshire charity, Stand Out Northamptonshire. We aim to work closely with them to explore and find meaningful solutions to the trauma and adverse childhood experiences looked-after children and care leavers encounter.



## EXPANDING PARTNERSHIPS

We aim to work closely with a range of cross sector partners to meet charitable objectives. Opportunities in 2020+ include developing relationships with national organisations such as, HMCTS, Criminal Justice Innovation and Kidscape alongside local working collaborations.



*Success isn't just about what you accomplish in your life; it's about what you inspire others to do.*

# LAUNCHED NEW TACKLING TRAUMA PROJECT

In September 2020 we launched a new project, Tackling Trauma. The project is a route to deliver our strategy, focus on and respond to the unprecedented negative community impacts of the Covid-19 pandemic. In late September, we secured initial income to develop the project including a grant from the National Lottery Community Fund. The project will provide a free one-stop digital resource on trauma including information, self-help tools, downloads and referral options to national services.



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