



FUTURE LIVING

# Future Living

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## Hertford

Breaking the cycle of domestic  
abuse in Hertfordshire

**Strategy 2025-2030**



## Introduction

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Domestic abuse remains a pervasive and deeply rooted issue across the UK, with significant consequences at both national and local levels. Nationally, around one in four women and one in six men will experience domestic abuse in their lifetime, with over 2.4 million cases reported each year.

In Hertfordshire, the situation reflects this national crisis. Thousands of incidents are reported to police annually, though many more remain hidden behind closed doors. The impact of domestic abuse extends far beyond the immediate harm. At the heart of our work is a belief that survivors deserve not only crisis intervention, but also access to long-term recovery pathways that address the complex emotional and psychological effects of abuse - impacts that often linger for years.

Domestic abuse also fuels an intergenerational cycle of trauma. Children who experience or witness abuse are at increased risk of becoming victims or perpetrators themselves later in life. This reinforces the urgent need for early intervention, comprehensive support services, and community-wide education to break the cycle and foster lasting change.

Future Living Hertford is now entering a pivotal phase. With over a decade of experience supporting survivors, our charity has grown into a trusted, trauma-informed organisation; deeply rooted in the Hertfordshire community. As we look ahead, we recognise both the pressing need to deepen our local impact and the opportunity to expand our reach - broadening our services across Hertfordshire and, potentially, other parts of the UK.

This five-year plan outlines how we will expand, strengthen, and sustain our work to ensure more individuals and families are able to **recover, rebuild, and rise beyond trauma**.

**RECOVER, REBUILD AND RISE BEYOND TRAUMA**

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## Our Vision

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**Our vision is a future where domestic abuse is a thing of the past, until then we will support survivors to heal, lead change in their community and ensure that safe and healthy relationships are embedded in every generation.**

We want to create a future where everyone can live free from violence and fear, and whilst we work towards this goal, our focus remains on empowering survivors - helping them to heal from trauma, rebuild their lives and regain their voice.

## Our Mission

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To break the cycle by providing trauma-informed therapeutic services, peer-led support and prevention focused education for adults and children affected by domestic abuse. We will empower survivors while using their lived experience to inform us and ultimately drive improvements in services, systems, and communities.

## Our guiding principles

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Our guiding principles define who we are and how we work with each other, our partners and our clients.



**Lived Experience Matters** - We honour the voices of those with lived experience, ensuring their insights shape our services, policies and advocacy efforts.



**Person-centred Approach** - We respect everyone's unique journey, providing tailored support that values autonomy, dignity and personal choice.



**Trauma-Informed Care** - We recognise the deep and lasting impact of trauma and ensure our approach is compassionate, responsive and designed to promote healing and empowerment.



**Safe & Inclusive Spaces** - We create welcoming, confidential and judgement-free environments where everyone can feel secure, heard and supported.

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## Our Impact in 2024

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2024 was a year of significant transition for Future Living Hertford, marked by the retirement of our founder and CEO, Sandra Conte. Amid this leadership change and wider challenges across the sector, we remained focused on delivering high-impact, trauma-informed support for survivors of domestic abuse. Under new leadership, our programmes continued to grow in reach and depth, helping individuals and families recover, rebuild, and thrive with renewed hope.



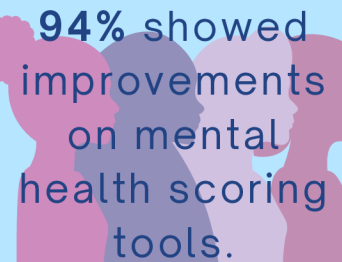
**72 Women** completed the **Monica Programme**

**22 men** joined us online for **Wise Guys**

**1,258** personalised counselling sessions delivered

**92%** reported improved **emotional wellbeing and confidence**

**85%** reported reduced isolation and better understanding of abuse



**94%** showed improvements on mental health scoring tools.



**Young Herts** was delivered in 11 schools to over 500 children

**4** social/wellness groups launched

**70** children and young people access specialist counselling

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## Strategic Priorities for 2025-2030

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Our strategy for 2025 to 2030 is shaped by a commitment to focus on what we do best - delivering trauma-informed support that helps individuals move beyond crisis toward long-term recovery. Building on our core programmes, we aim to grow sustainably, deepening our reach whilst maintaining quality and impact. At the heart of our vision is our unique role in the sector: supporting survivors not just at the point of crisis, but throughout their journey of healing and empowerment. A key part of this strategy also includes expanding our training for professionals - equipping those working in frontline services, education, healthcare, and beyond with the knowledge and tools to respond to domestic abuse in a trauma-informed, sensitive, and effective way.

### Deepen and expand core services in Hertfordshire

We are committed to growing the impact and reach of our key programmes across Hertfordshire. By enhancing delivery methods, strengthening community connections and broadening access, we will better meet the evolving needs of those we serve. To achieve this we will:

- Strengthen and scale our flagship **Monica** programme with enhanced transition support and stronger peer mentoring
- Transition **Wise Guys** to in-person sessions and increase engagement
- **Build on our training offer**, offering our expertise to other professions who engage with survivors
- **Increase accessibility** by delivering services beyond Vale House, including **community venues** and **online** settings.

### Expand survivor-led change and Peer Empowerment

Survivors are central to shaping effective, compassionate responses to domestic abuse. Through this objective we will empower lived experience leadership, strengthen peer support and create meaningful opportunities for survivors to influence services and policy. To do this we will:

- **Expand our peer support model**, embedding ambassador-led drop-ins and mentoring into core services
  - Train and employ **Experts by Experience** to co-deliver education and advocacy work
  - Launch a **quarterly Survivors Forum** with the CEO to shape service design and policy influence
  - Explore **national collaborations** to amplify survivor voices and influence sector-wide improvements.
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## Strategic Priorities for 2025-2030

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### Strengthen visibility, influence and reach

Raising awareness and expanding our influence are essential to creating lasting change for survivors. To do this we will

- Launch **targeted awareness campaigns** to improve local understanding of domestic abuse and elevate Future Living's profile
- Expand our presence across Hertfordshire, moving from a **local to county-wide organisation**
- **Improve internal and external communications**, showcasing impact through data and storytelling.

### Prevent the next generation from experiencing abuse

Preventing the next generation from becoming victims of domestic abuse begins with early education, support and intervention. We will embed preventative programmes, develop trauma-informed parenting resources and build integrated therapeutic pathways to support children and young people. To achieve this we will:

- Expand the **Young Herts** programme, embedding it in schools across Hertfordshire, integrating it with Personal, Social, Health and Economic (PSHE) education and offering alternative input for different year groups, teachers and staff
- Co-develop and pilot a **trauma-informed parenting programme**
- Increase the reach of **counselling services** for children and young people.

### Build organisational resilience and readiness for growth

Sustainable growth requires a strong foundation of financial stability, skilled people, and robust systems. This objective focuses on strengthening our internal capacity, diversifying income streams, and building the infrastructure needed to scale our impact and extend our reach beyond Hertfordshire. To achieve this we will:

- **Diversify income** through earned income from training and counselling and stronger community fundraising
  - Invest in and improve staff and volunteer capacity to **enhance sustainable growth**
  - **Strengthen governance, succession planning and internal systems** to reduce key person dependencies
  - Assess and pilot **scalable programme models** that could be replicated beyond Hertfordshire.
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## Funding and partnerships

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Reducing our reliance on grants and public funding is vital in the current economic climate. To do this over the next five years we will:

- Build **stronger relationships with local businesses** and corporate sponsors
- **Expand fee-based services** (e.g. counselling and training) with subsidised access for those that need it
- Partnerships with public sector agencies for **commissioned services and research**
- Engage in **local and national fundraising initiatives**, such as Helping Herts and The Big Give
- Develop **strategic alliances with like-minded charities** to co-fund scalable pilot projects nationally.

## Looking ahead

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As we strengthen our foundations in Hertfordshire, we will be laying the groundwork to share our model across the UK. Over the next 5 years we will:

- Build a scalable blueprint for Monica and Wise Guys Programmes
- Package our trauma-informed training for delivery to external agencies
- Explore cross-county partnerships with university and public-sector commissioners
- Pilot digital delivery models that enable national access
- Join national policy and practitioner networks to influence system change.

Future Living Hertford has built a proven, compassionate and survivor-led model for recovery from domestic abuse.

Our plans for 2025-2030 are bold, but grounded in experience. With the support of our trustees, funders and partners we will strengthen our roots in Hertfordshire, extend our reach across the UK and remain steadfast in our mission: to break the cycle of domestic abuse.

**RECOVER, REBUILD AND RISE BEYOND TRAUMA**

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## How you can support our work

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Our impact is only possible thanks to the generosity and commitment of individuals, funders, and partners who believe in long-term recovery for survivors. You can support Future Living Hertford by donating, fundraising, volunteering, or partnering with us to extend our reach. Every contribution - financial or otherwise - helps us provide trauma-informed care, grow our services, and empower more people to rebuild their lives beyond crisis.



### Make a donation

Make a donation through our website at [www.futurelivinghertford.co.uk/fundraising](http://www.futurelivinghertford.co.uk/fundraising)



### Volunteer

Can you help us maintain our wonderful building and gardens or share your specialist skill?



### Fundraise

Could you take on a challenge or host a quiz night or raffle to raise money for our service?



### Raise Awareness

Can you help raise awareness of domestic abuse and Future Living, so that we can help more people that need us?