

## We believe that theatre is a highly effective way of raising awareness around Child Sexual Exploitation

"AlterEgo's '*Chelsea's Choice*' is an innovative and powerful production highlighting the very serious and emotional issue of child sexual exploitation. The production shows how young people, boys and girls, are groomed by adults for the purposes of sexual exploitation using various methods, ensnaring young people and eventually taking complete control and dominating their whole lives. The audience will gain a better understanding of the devastating impact that sexual exploitation has on a young person's life. This is a very useful and innovative way of raising awareness of the issues relating to sexual exploitation and reaching young people, giving them some skills and knowledge to be able to protect themselves from this form of abuse" –  
*Sheila Taylor, National Working Group for Sexually Exploited Children and Young People*

'Chelsea's Choice' is a hard-hitting, 40 minute long Applied Theatre Production that has proven highly successful in raising awareness amongst young people of the issues surrounding Child Sexual Exploitation. The play is followed by a 20 - 30 minute (depending on available time) plenary session exploring the issues raised in the play.

The production can be targeted at three different groups:-

- Young people (aged 12+)
- Parents, carers, teachers & professionals working with young people
- The Police & The CPS

The play has been seen by over 200,000 young people & hundreds of professionals & has proven highly effective in:-

- Raising Awareness of Healthy Relationships
- Promoting Safe Internet Use
- Identifying Risky Situations
- Raising Awareness of The Grooming Process & the differing forms that it can take
- Raising Awareness of Child Sexual Exploitation & the differing forms that it can take
- Sign-posting relevant services

For adult audiences it also:-

- **Raises Awareness of 'The Warning Signs of CSE'**
- **Raises Awareness of the journey that young people may have been on that has resulted in them being exploited – a journey that can all too easily make it seem as though they have 'made their own choices' and can leave them not seeing themselves as victims and fighting against any intervention.**

*"Raising young peoples' awareness of child sexual exploitation is key in helping to prevent them from becoming victims of this crime. AlterEgo's safeguarding drama, 'Chelsea's Choice', does this by creatively tackling the issue of child sexual exploitation, exploring the different ways that young people can be drawn into abusive relationships and illustrating some of the consequences. - Nathalie Walters, Chief Executive, Safe & Sound Derby.*

Throughout 2014 AlterEgo collected survey data from a selected number of audience members at various points throughout tours of the production. The data reflects the audience's responses to 7 different statements about their awareness of the issues - & the results are shown in the table below.

*Based on results from 7000 feedback forms.*

	<u>Agree</u>	<u>Disagree</u>
1. I now have a better understanding of Child Sexual Exploitation and the differing forms that it can take.	99.6%	0.4%
2. I now have a better understanding of 'The Grooming Process' and how it is used to trick, trap and manipulate people into being sexually exploited.	99.3%	0.7%
3. I now have a better understanding of 'Safe Internet Use' and why I should keep myself and my personal information safe online	99.3%	0.7%
4. I now have a better understanding of what makes a 'Healthy Relationship'	98.5%	1.5%
5. I understand that 'Grooming' and 'Sexual Exploitation' can happen to young boys as well as girls.	99.6%	0.4%
6. I am aware that the process that Gary used on Chelsea is not the only way that 'Grooming' and 'Exploitation' can work. It can be done by men, women, boys and girls. It can be done by individuals as well as gangs and groups.	99.6%	0.4%
7. I would recommend watching 'Chelsea's Choice' to other young people my age.	99.9%	0.1%

*"The 'Tackling Child Sexual Exploitation' action plan recognised the crucial role of raising awareness among children, parents and professionals in preventing exploitation taking place. The action plan also recognised that identifying the tell-tale signs of grooming and exploitation can play an important role in raising awareness of the issue. The Government believes that local initiatives like 'Chelsea's Choice' have a key role to play in preventing grooming and exploitation and in helping keep children safe from this heinous crime." - Rohini Krishnamurthy, Child Safeguarding Division, DfE*

**AlterEgo Creative Solutions Ltd is a not-for-profit social enterprise dedicated to using theatre to inform, to educate & to entertain. Theatre is an excellent & highly effective tool for raising awareness, conveying information and creating behavioural change in a non-didactic or patronising manner. It has an emotional impact that resonates long after the performance has finished in a way that a talk, an information booklet or a DVD simply cannot achieve.**

**Costs for 2015**

- 1 week (up to 10 shows) £4,650+VAT
- 2 week (up to 20 shows) £8,100+VAT (equivalent of £4,050 per week)
- 3 week (up to 30 shows) £11,560+VAT (equivalent of £3,854 per week)
- 4 week (up to 40 shows) £15,010+VAT (equivalent of £3,752 per week)
- Extra weeks (up to 10 shows) charged at £3,280+VAT per week
- Conference/Training/One-off Performances (up to 3 shows in a day) = £1015+VAT

**Costs for 2016**

- 1 week (up to 10 shows) £4,720+VAT
- 2 week (up to 20 shows) £8,240+VAT (equivalent of £4,050 per week)
- 3 week (up to 30 shows) £11,770+VAT (equivalent of £3,854 per week)
- 4 week (up to 40 shows) £15,290+VAT (equivalent of £3,752 per week)
- Extra weeks (up to 10 shows) charged at £3,360+VAT per week
- Conference/Training/One-off Performances (up to 3 shows in a day) = £1,035+VAT

**When touring we can do 10 shows a week. We are willing to add in an extra show or two each week for free\*, for example, a school wants two shows back to back as they have a large year group or an evening performance is needed (limited to 1 evening show per week) for hard to reach young people or adults that work with young people. We have performed the play for intimate audiences of 6 and large audiences of 200. All we need is a performance space roughly 4m x 4m, 6 chairs and somewhere to plug in our sound system. The cast do not use mics so performance venues must be suitable for unamplified voices. The cast aim to arrive one hour before the show start time to set up and take about 30 minutes to pack down.**

*“Chelsea’s Choice is an excellent resource and a great way to engage young people in understanding the process of grooming for child sexual exploitation - both on and offline. Young people have found it very helpful and some have sought additional support following the session on issues that were identified”.*

*- Michelle Lee-Izu, Director, Barnardos South-East and Anglia*

**If you would like to find out more please email [alteregocreativesolutions@gmail.com](mailto:alteregocreativesolutions@gmail.com) or go to [www.alteregocreativesolutions.co.uk](http://www.alteregocreativesolutions.co.uk)**

**A trailer for the play can be seen here :-**

**[www.youtube.com/watch?v=bAo8YIy8rFk&feature=youtu.be](http://www.youtube.com/watch?v=bAo8YIy8rFk&feature=youtu.be)**

*\*Each week long booking is for up to 10 shows – 2 shows a day (these can be in different venues). If you require the extra 2 shows that we offer for free please be aware that we cannot do more than 2 venues in any one school day (so we cannot travel to 3 different schools in a day). One of the shows each week can be an evening performance.*

**Kindest Regards**

***Sean McGrath***

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