



ALICE RUGGLES TRUST



STRATEGIC PLAN 2023-2027



WHO WE ARE



The Alice Ruggles Trust is a charity that educates young people under 25 about stalking.

Our Vision: To help prevent what happened to Alice happening to others. To bring stalking to an end.

Our mission: To foster generations of young people who understand stalking, the potential risks of stalking, and what they can do about it.

Definition of young people: There is no agreed-upon definition of child, youth, adolescents, or young people. Alice Ruggles Trust defines young people as 'under 25' with no lower age limit.



OUR VALUES



Compassionate

We have empathy for all people affected by stalking, we aim to understand their thoughts and feelings and to support them in seeking help.



Unprejudiced

We are non-judgemental in our attitudes towards both victims and perpetrators of stalking; we seek to understand thoughts and feelings whilst supporting healthy behaviours.



Empirical

We are driven by data and evidence in our work and strive to be an opinion former in relation to adolescent stalking.



Collaborative

We keep the voice of young people at the heart of everything we do. We are committed to working in partnership to bring about societal change.



THE PROBLEM



Stalking is a pattern of fixated and obsessive behaviour which is intrusive and causes fear of violence or engenders alarm or distress.

According to the Crime Survey of England and Wales 2020 395,000 women and girls aged 16-24 experience stalking each year, while 523,000 young people overall experience stalking.

Stalking as a behaviour is not widely understood by society and even less so by young people. A survey of 12,000 young people aged 13-24, conducted by VICE UK, found that 35% had personally experienced stalking. Worryingly, 1 in 4 of the young people surveyed didn't know that stalking was a crime and an even greater number "didn't think that attempting to contact someone [repeatedly] by any means possible counts as stalking".

And yet, stalking is a horrendous crime which leads to PTSD, anxiety, and in the most extreme cases such as Alice's, murder.



OUR STORY



The Alice Ruggles Trust was established in October 2017 after the tragic murder of Alice in October 2016 by Trimaan Dhillon following a relentless stalking campaign.

The Alice Ruggles Trust's primary focus is to educate young people about stalking. This has been done through developing PSHE lessons which educate about healthy and unhealthy relationships, recognising and responding to unwanted attention, how to help a friend, and managing your own negative behaviour. To date our lessons have been downloaded 6,000 times.

Beyond this core work has been a focus to upskill professionals in contact with young people to help them recognise and respond appropriately to stalking. The Alice Ruggles Trust have delivered more than 120 talks to criminal justice and social and healthcare professionals and have trained more than 500 people through our SAfEE courses.

The Trust is an active member of the National Stalking Consortium.



OUR STRATEGY

ALL YOUNG PEOPLE RECOGNISE
STALKING AND HAVE THE CONFIDENCE
TO SEEK SUPPORT

Problem:

500,000 young people experience stalking each year. Stalking behaviours are normalised by society, the risks are not recognised, and victims feel unheard, unsupported, and left - in the most extreme cases - at risk of murder.

In addition, there is a tendency for young people experiences to be minimised, either by themselves, by their peers, parents, or professionals they are involved with a concerning 33% of people believing the stalking was their fault.

Outcomes:

1. A suite of practical resources used nationally in all schools and universities for 12-25-year-olds.
2. We are the go-to place for young people looking for information on stalking.

GOAL ONE



OUR PLAN

Continue	<ul style="list-style-type: none">• Develop our assembly offer through a network of volunteers across the country.• Deliver workshops in colleges and universities.• Amplify awareness about our lessons to schools, teachers, and safeguarding leads.• Gather feedback on our resources from users to ensure that our messaging is relevant, clear, and appropriate.• Invest in our social media to enhance engagement.• Ensure all our resources are created in a way that allows for self-delivery by teaching professionals without necessary further support.
Start	<ul style="list-style-type: none">• Refresh our website for young people and professionals, prioritising accessibility, inclusion, and relevance.• Develop further resources to ensure we are accessible for all young people under 25.• Ensure we have the staff capacity to deliver our growing programme of work.• Build a network of young people's forums with whom we can consult regularly.• Develop a monitoring and evaluation tracker to ensure our work is responsive to feedback.

Measure: We will measure our success in this by making every effort to collect data on our educational activity in every school in England & Wales where it takes place. Success looks like 95% of young people surveyed understanding stalking and knowing where to go for help.



OUR STRATEGY

ALL YOUNG PEOPLE UNDERSTAND HOW THEIR OWN EMOTIONS COULD LEAD TO NEGATIVE STALKING-RELATED BEHAVIOURS THAT WOULD IMPACT BADLY ON OTHERS

Problem: There is little national work in preventing stalking behaviours; most of the focus is on protecting victims. Long-term, to meet our vision, we need to stop stalking from happening.

Outcomes:

1. Practical resources that acknowledge the relationship between emotions and behaviour
2. Support tools to help young people work through potential negative behaviour using Focussed Acceptance and Commitment Therapy

GOAL
TWO



OUR PLAN

Continue	<ul style="list-style-type: none">• Ensure our messaging has a foundation in the latest research.• Secure funding for the Stalking Tool for Adolescents at Risk of Stalking (STARS) with partners.
Start	<ul style="list-style-type: none">• Refresh our website for young people and professionals, prioritising accessibility, inclusion, and relevance.• Develop further resources to ensure we are accessible for all young people.

Measure: We will measure our success in this by making every effort to collect data on our educational activity in every school in England & Wales where it takes place. Success looks like 95% of young people surveyed understanding stalking and knowing where to go for help



OUR STRATEGY

ADULTS IN CONTACT WITH YOUNG PEOPLE
RECOGNISE STALKING AND KNOW HOW THEY
COULD RESPOND APPROPRIATELY TO CONCERNS
ABOUT STALKING

Problem: Societal understanding of stalking is stubbornly low and a young person seeking support may not receive the help they need. According to data from Suzy Lamplugh Trust, 82% of young people turn to friends for help and less than half of young people try to access specialist police support. Parents and friends struggle to know what advice to give, and professionals may not accurately assess risk due to internal biases against adolescent victim presentation.

Outcomes:

1. We have a quality-assured suite of training materials specifically to “educate the educators” in stalking and how to raise awareness amongst young people.
2. We are a respected voice for those interacting with young people (professionals, family, and friends) help them understand stalking, how to respond, and how to provide or signpost to support.
3. We form part of a strong partnership network that exists to support those in need.

**G
O
A
L
T
H
R
E
E**



OUR PLAN

Continue	<ul style="list-style-type: none">• Proactively respond to training requests for adults in contact with young people and market our training offer more widely.• Fully engage in partnership opportunities including National Stalking Awareness Week and the Findaway Project.• Develop our online webinar offer for professionals working with young people.• Maintain and widen our networks and partnership opportunities.• Deliver high value conferences that bring together audiences including, and beyond, the stalking sector.
Start	<ul style="list-style-type: none">• Explore further partnership opportunities in schooling and safeguarding where our stalking expertise can enhance other offers.• Proactively seek out engagement opportunities including guest blogs, articles and interviews.• Develop policy positions based on research and feedback from our resources.

Measure: We will audit our educational and intervention activity for this content; 95% of recipients self-report as 'very confident' in recognising and responding to stalking.



SUSTAINABILITY

The Alice Ruggles Trust has successfully built a reputation as a leading stalking charity with strong partnerships across the sector. To maintain momentum over the next five years, the charity must ensure that our infrastructure and funding supports our ambitious plans.

Outcomes:

1. Alice Ruggles Trust is a professionally run charity, no longer reliant on family or too heavily on volunteers.
2. Fundraising is a priority. The charity has a fundraising strategy to deliver a secure income stream, from a variety of income sources.
3. There is clear governance with all team members being clear about their roles and responsibilities.
4. Project management tools are used both across the charity and within projects to ensure smooth running and clear decision making.



SUSTAINABILITY

Continue	<ul style="list-style-type: none">• Invest in sustainable staff capacity to meet the aims of the charity.• Develop a range of reports to support project management.
Start	<ul style="list-style-type: none">• Develop a strong income-generation strategy, including fundraising, training offers, and grant applications.• Provide clear induction, communication, performance management, annual appraisal and learning and development for our trustees and staff.