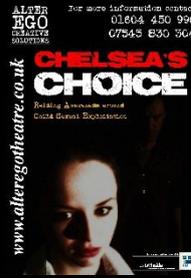


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**ALTER
EGO**
CREATIVE
SOLUTIONS

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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, 35 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 25 minute 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 34,000 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

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CHelsea's CHOICE
APPLIED THEATRE

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 and Sound Derby.

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 6 different statements about their awareness of the issues - & the results are shown in the table below.

Based on results from 2000 feedback forms.

	<u>Agree</u>	<u>Disagree</u>
1. I was aware of some of the issues surrounding Child Sexual Exploitation before the performance?	85%	15%
2. I now have a better understanding of the issues surrounding Child Sexual Exploitation & the different forms that it can take	98%	2%
3. I now have a better understanding of 'The Grooming Process'	97%	3%
4. I now have a better understanding of safe internet use	96%	4%
5. I now have a better understanding of what a healthy relationship should be	97%	3%
6. I am aware of what I could do & who I could contact should I or a friend encounter similar situations to those covered in the production.	99%	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, Department of Education

CHITSA'S CHOICE

AlterEgo Creative Solutions Ltd is a not-for-profit social enterprise dedicated to using theatre to inform, to educate & to entertain. We believe that 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.

1 week	£4570+vat
2 week	£7940+vat (equivalent of £3970 per week)
3 week	£11,320+vat (equivalent of £3774 per week)
4 week	£14,690+vat (equivalent of £3673 per week)
Conference/Training/One-off Performances (up to 3 shows in a day) = £996+vat	

When touring we can do 10 shows a week. We are willing to throw in an extra show or two each week for free if, for example, a school wants two shows back to back as they have a large year group or an evening performance is needed 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 350. All we need is a performance space roughly 4m x 4m, 6 chairs and somewhere to plug in our sound system. The cast aim to arrive one hour before the show start time to set up.

"I think the drama was a huge success and hope we can deliver it again here in Northants. I think the actors were excellent and their characters believable and the audience could relate to them. The key messages about grooming and abusive relationships were explored well and the young people were given an opportunity to discuss Chelsea's choices in more detail after the performance which again was really good way to interact with the audience. Whilst the topic can be hard to discuss the drama enabled us to empower the audience by giving them clear messages and deeper understanding about the issues and where they can get help." - Ali Mills, Service Manager, CAN Youth Team, Northampton.

If you would like to find out more please email admin@alteregotheatre.co.uk.

ALTER EGO CREATIVE SOLUTIONS

For more information contact
01604 450 990
07545 830 304

CHITSA'S CHOICE

Raising Awareness around
Child Sexual Exploitation

www.alteregotheatre.co.uk

in association with
JustWrite

www.alteregotheatre.co.uk

"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."
- Department for Education, *Child Safeguarding Update*

Chelsea's Choice is an innovative 35 minute long Applied Theatre play that is followed by 25 minutes long primary session.

The play can be targeted at three different groups:

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

So far it has been seen by thousands of 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 are better than just seeing themselves as victims and fighting against sex exploitation.

Chelsea's Choice tells the story of a group of three students who discover the diary of a girl called Chelsea. Chelsea was a young girl who, having fallen out with her friends and family, was approached by a man called Gary. Gary was older, married a new, had a car and treated her like an adult. Unfortunately Gary was not what he seemed to be. Chelsea's story is played out and examined by the three students along with their teacher in an attempt to understand what happened to Chelsea and how it could have been prevented.

Chelsea's Choice is a powerful production highlighting the very real and often hidden dangers of child sexual exploitation. This is a very useful and appropriate way of raising awareness of the issues relating to sexual exploitation and grooming of young people, giving them valuable and knowledge to be able to protect themselves from the forms of abuse.

"Chelsea's Choice is a really powerful and important production"

For more information contact
AlterEgo Creative Solutions Ltd on
07545 830 304 or 01604 450 990
or email admin@alteregotheatre.co.uk

Kindest Regards

Sean McGrath

Sean McGrath
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