

STANDING TOGETHER AGAINST DOMESTIC ABUSE

# DOMESTIC ABUSE HOUSING ALLIANCE

## Corporate Sponsorships Pack

2024/2025

The Domestic Abuse Housing Alliance's (DAHA) mission is to improve the housing sector's response to domestic abuse through the introduction and adoption of an established set of standards and an accreditation process.



# Foreword



*Home is too often the most dangerous place for victims and survivors of domestic abuse. In turn, a lack of affordable and suitable housing is a key barrier for many victims and survivors in fleeing domestic abuse. Responding to domestic abuse is truly everyone's business, and housing providers have a vital role to play in keeping their residents safe.*

*Since its launch in 2014, the Domestic Abuse Housing Alliance (DAHA) has driven forward significant positive change in the housing sector's response to domestic abuse. I am proud to have been one of the founding members of DAHA in my previous role as Chief Executive of Standing Together Against Domestic Violence, and I am pleased to endorse these new accreditation standards which I would encourage all local authorities and housing providers to adopt.*

*To tackle domestic abuse effectively, it is vital that every organisation, from housing to health to voluntary services, plays their part in the Coordinated Community Response. That means working together to keep victim and survivors of domestic abuse safe, prevent harm, and tackle the behaviour of perpetrators of domestic abuse.*

*In adopting this framework and undergoing DAHA accreditation, housing providers will equip themselves to intervene early and improve the lives of their residents who are subject to domestic abuse. The accreditation standards set out how providers can take steps to make this a reality, from establishing values and principles, to implementing training, policies and procedures for staff, to raising awareness in the community.*

*As Domestic Abuse Commissioner, it is my role to raise public awareness about domestic abuse, hold agencies and government to account in tackling domestic abuse, and shine a light on good and poor practice. These accreditation standards are an excellent example of good practice for local authorities & housing providers, and I hope to see their widespread use across the housing sector as part of an effective Coordinated Community Response to domestic abuse.*

*Nicole Jacobs  
Domestic Abuse Commissioner for England and Wales*

***“There is much to praise in what has been achieved by DAHA Accreditation and the scale and importance of what has been achieved to date must be clearly and unambiguously acknowledged. The costs of Accreditation in a financial sense are very small relative to the potential gains in reducing the human, social and economic costs of domestic abuse”.***

(York University Final Evaluation 2021)

# Contents



## 3 Introduction

About Standing Together  
About DAHA  
Our Vision  
The purpose of this pack

*Click on the  
titles to jump  
to the chapter!*

## 4 Why DAHA accreditation matters

Domestic abuse is a housing issue  
DAHA accreditation is proven to improve responses to domestic abuse  
The financial impact of domestic abuse  
DAHA as a public good

## 8 DAHA corporate sponsorships

What is DAHA Corporate Sponsorships  
Why become a sponsor  
DAHA's Corporate Sponsorships Prices

## 10 Sign up

Sign up to DAHA Corporate Sponsorships

# Introduction



## About Standing Together

Standing Together is a national charity bringing communities together to end domestic abuse. We exist to keep survivors and their families safe, hold abusers to account, and end domestic abuse by transforming the way organisations and individuals think about, prevent, and respond to it. We do this through an approach that we pioneered, and which we are known across the UK and internationally for, called the **Coordinated Community Response** (CCR).

## About the Domestic Abuse Housing Alliance (DAHA)

Situated in and managed by Standing Together, the Domestic Abuse Housing Alliance (DAHA) was launched in 2014 through the ongoing partnership of three agencies: Standing Together Against Domestic Abuse, Peabody, and Gentoo Housing Associations – all leaders in innovative solutions to address domestic abuse within housing. We are now an Alliance of over 160 Members.

Our mission is to improve the housing sector's response to domestic abuse through the introduction and adoption of a framework of good practice and an accreditation process for local authorities and housing providers.

## Our Vision

We want every local authority housing department and housing provider across the UK to achieve DAHA accreditation so that all individuals and families living with domestic abuse can achieve safety and housing security. We are here to guide members through the process of adopting and embedding standards of good practice to achieve our award-winning accreditation mark. Achieving DAHA accreditation will immediately indicate their commitment to delivering safe and effective responses to domestic abuse which is based on understanding and responding to the individual needs of people experiencing domestic abuse.

# Why DAHA accreditation matters

**2 Women  
a week**

are killed by a current  
of former partner in  
England and Wales  
alone (ONS 2019)

**Over 2  
Million  
People**

were subjected to DA  
in England and Wales in  
the year ending March  
2019

**Only 2%**

of people accepted as  
homeless and in priority  
need are considered to  
be a priority when their  
vulnerability stems  
from DA (MHCLG 2019)

## The scale of the problem:

- For the year ending March 2021, an estimated 2.3 million adults aged 16 to 74 years experienced domestic abuse in the previous year, with women being more likely to experience domestic abuse than men. (Crime Survey for England and Wales) (CSEW)
- The Office for National Statistics (ONS) reported that there were 2.3 million adults who experienced domestic abuse in the year ending March 2021, an increase of 7% compared to the previous year.
- In the year ending March 2020, there were 758,941 domestic abuse-related crimes recorded by the police in England and Wales, a 9% increase from the previous year.
- The ONS reported that in the year ending March 2020, 173 people were killed in domestic homicides, an increase of 32 victims compared to the previous year.
- Over 70% of women who are murdered by their partner or former partner are killed in or near their home.

## Domestic abuse is a housing issue

Housing is the primary barrier for women attempting to leave abusive situations, and domestic abuse is one of the highest causes of homelessness amongst women, which has only worsened during the recent pandemic, with the number of households being made homeless because they were fleeing domestic abuse rising by more than a third since the start of the Covid-19 pandemic.

As reported in a [recent article](#) by the Guardian, “Between July and September of 2021, 6,310 households were accepted as homeless by local councils because of domestic abuse, an increase of 13.7% from the 5,550 recorded in the same quarter last year, and up 34.3% from the 4,700 in the third quarter of 2019. They accounted for nearly one in five households (17.3%) made homeless during the period”.

## DAHA accreditation is proven to improve responses to domestic abuse

Thousands of victims/survivors find it difficult to access effective help when they need it. **SafeLives** research revealed that 85% of victims of abuse sought help five times on average from professionals in the year before they got effective help to stop the abuse. Effective early intervention by housing agencies and organisations can help protect adults and children from harm as well as preventing escalation and recurrence of abuse.

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Findings from the University of York's 2021 evaluation of DAHA Accreditation found that with DAHA accreditation, domestic abuse is identified earlier, and effective and safe response can be offered at the first opportunity, which meets individuals' needs. Accreditation also generates a sense of confidence at multiple levels, including for residents/tenants and staff living with domestic abuse, and for organisations offering support, at a strategic, operational, and individual staff level.

Findings from research undertaken by **Gentoo & SafeLives** indicate that housing providers have a significant financial incentive to identify and support customers affected by domestic abuse at the earliest opportunity. Upskilling housing professionals to understand and identify domestic abuse as DAHA accreditation requires, enables the following outcomes to be achieved for their tenants:

- Early identification of victims of abuse by trained staff.
- Improved ability of victim/survivors of abuse to access effective support quickly near their homes.
- Reducing the length of time that victim/survivors suffer from domestic abuse.
- Strengthening the ability of /survivors to stay in their homes safely, reducing the need to disrupt children's schooling or move away from family and friends and thereby preventing future homelessness.

***“When staff were asked about the overall impact that DAHA Accreditation had had on their organisation, in addition to learning new strategies to detect and combat abuse, for many it was a sharpening up of policies that were already in place. The support available had not only expanded into new areas as a result of accreditation but it was now more systematic and coherent”***

York Evaluation (Interim 2020)

## **The financial impact of domestic abuse**

Alongside helping reduce the very high human costs of domestic abuse, DAHA Accreditation is also designed to help reduce associated housing management issues and costs, such as rent arrears, eviction, nuisance, and homelessness triggered by domestic abuse. Both local authorities and housing providers are ideally placed to spot and respond to domestic abuse as the first point of contact, and we continue to work with them to remedy some of the following statistics.

Domestic abuse has been estimated to create housing costs of £160 million per year even before considering issues such as debts left by perpetrators in cases of economic abuse. The financial impact on housing providers can include:

- criminal damage to housing stock.
- delays to rent payments via disruption to household finances.
- mediation services between neighbours.
- eviction and costs of re-letting.
- tackling domestic abuse that is miscategorised as anti-social behaviour.

**The University of York’s final evaluation report** investigated the cost-effectiveness of DAHA accreditation for local authorities and housing providers and results are positive in indicating that it produces money-saving potential in terms of direct costs to providers, as well as societal costs and savings to the public purse. The costs of accreditation are rapidly offset as soon as evictions, repairs and rent arrears associated with domestic abuse are reduced.

For many victim/survivors, staying in the same property is their preferred option. This means making the home safe and removing the perpetrator. For housing providers and local authorities, it makes sound financial sense to help victims feel safe in their own home, but this must be victim/survivor-led otherwise it will not work.

### **DAHA as a public good**

University of York DAHA Accreditation Evaluation (2020):

***“Accreditation need not have to make a financial saving, nor necessarily pay for itself, to be seen as an efficient and necessary use of public money. The human costs of domestic abuse are enormous and while social and economic costs are also important, the basic case that accreditation has the potential to reduce human suffering, trauma, and mental and physical illness, with negative effects that can last a lifetime, has to be at the core of the decision to commit to implementing the accreditation framework.*”**

***From a public policy and public expenditure perspective, the potential for DAHA Accreditation to be seen as a public good, as something that should be systematically invested in on the basis that it helps reduce domestic abuse, is a powerful argument. If domestic abuse is being reduced, that in itself is an argument for wider investment in the membership and accreditation, the potential for cost savings only reinforces what should already be seen as socially important because it reduces domestic abuse.”***

# DAHA Corporate Sponsorships



## Support DAHA through your organisation.

If your business would like to partner with DAHA, our corporate sponsorships might be the right option for you.

Our vision is to support all local authorities and housing providers across the UK to offer a safe, consistent, and effective response to domestic abuse – through our training, membership, and accreditation frameworks – together with influencing systems change through our national policy work.

By supporting DAHA, you will be supporting our vision as well as our ambition in making sure that survivors in any type of housing circumstance or tenure – will receive the right support at the right time from local authorities and housing providers.

All our partnerships are based on collaboration and trust. We encourage support from businesses that are aligned with DAHA's vision and values.

By becoming a DAHA sponsor, you will gain access to a wealth of resources, free events, associations, and trusted relationships with DAHA.

## Why become a member?

### To make a stand

*Supporting DAHA works in reducing the human cost of domestic abuse by working together to respond effectively and support survivors.*

### To be inspired

*Access a wealth of resources, newsletters, and member's only webinars and events.*

### To be rewarded

*Get discounts on our training and recognition of your support.*

### To get connected

*To build connections and trusted relationships with DAHA, our members, and our regional groups.*

## DAHA Sponsorships Prices

Sponsorships fees are paid annually and cover the full year from 1st April 2024- 31st March 2025.

The cost of the type of sponsorship can be found down below:

**Sponsorship 1:** affiliation with DAHA; free access to DAHA comms pack that can be used on social media / email banner; free access to DAHA portal and all of our resources; free access to DAHA webinars; free access to DAHA membership newsletter; and a recognition of being affiliated with DAHA on our website.

**Fees:** £1,500\*

**Sponsorship 2:** all of the above + a dedicated blog post about the work of your business on DAHA website.

**Fees:** £2,500\*

**Sponsorship 3:** all of the above + 3 episodes of podcast sponsorships advertisement (30 seconds - 60 seconds).

**Fees:** £3,500\*

**Sponsorship 4:** all of the above + 6 episodes of podcast sponsorships advertisement (30 seconds – 60 seconds).

**Fees:** £5,000\*

**Sponsorship 5:** all of the above + 1 webinar / events sponsorships.

**Fees:** £7,000\*

\*Our membership fees are shown exclusive of 20% VAT\*

We encourage businesses connected to or outside of the housing sector and those who shares our vision and values to join us as DAHA sponsors to demonstrate their support for DAHA, our mission, and principles.

If you have any questions please email us at: [daha\\_membership@standingtogether.org.uk](mailto:daha_membership@standingtogether.org.uk).

# Sign up to DAHA Corporate Sponsorships

## Next steps

If you are interested in seeking corporate sponsorships with DAHA, or any other support offered within this pack, please contact us at: [daha\\_membership@standingtogether.org.uk](mailto:daha_membership@standingtogether.org.uk)

Alternatively, you can register your interests [here](#) and one of our teams will get in touch.

