

IMPACT REPORT

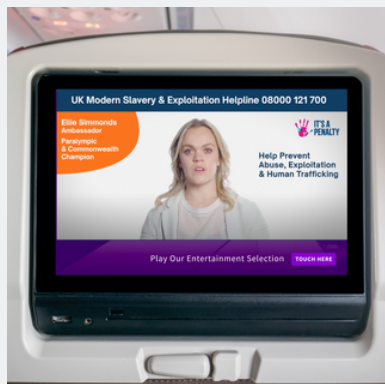
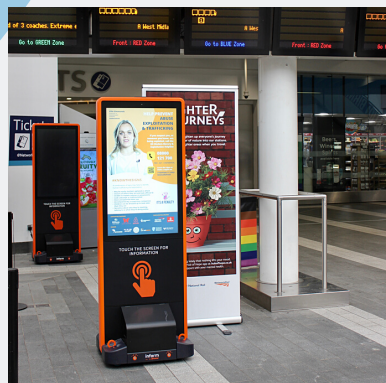
2022 COMMONWEALTH GAMES CAMPAIGN

Birmingham, UK

28th July - 8th August 2022



IT'S A PENALTY





WITH GRATEFUL THANKS
TO OUR PARTNERS

SUPPORTING PARTNERS



FRIENDS



ADDRESSING ABUSE, EXPLOITATION AND HUMAN TRAFFICKING

It's a Penalty's global campaigns harness the power of sport for increased awareness, education and prevention of abuse, exploitation and human trafficking on a global scale.

Since It's a Penalty's inception in 2014, public understanding of these crimes has grown immensely. However, there is still a huge percentage of people that think of human trafficking, exploitation and abuse as crimes that happen far away in other countries to other people. It's a Penalty's global campaigns, fronted by high-profile athletes, use the platforms of major sporting events to correct these misconceptions about human trafficking in order to protect survivors and prevent these crimes from taking place.

Reaching an average total of 180 million people worldwide, each It's a Penalty campaign educates about the issues, the signs to look out for, and help available to survivors, and equips the public with ways to report suspected exploitation. To date, our campaigns have facilitated the protection of **17,000** survivors of abuse, exploitation and human trafficking,* as well as potentially prevented thousands more from being victimised.

Following a successful campaign earlier this year during the Super Bowl LVI in Los Angeles, the 13th global It's a Penalty Campaign launched ahead of the Birmingham 2022 Commonwealth Games to shed light on the issue in the West Midlands, the UK and across the Commonwealth.

Public education and awareness campaigns play a vital role in increasing public understanding of the growing global issues of trafficking and exploitation and their prevention. For the Birmingham Campaign, engaging the local community, empowering survivors and reaching those at risk of abuse, exploitation and trafficking was of critical importance.

We want to thank everyone who has made the Birmingham Campaign possible, as well as all those who have supported our campaign and joined our fight against these forms of violence.

Together, we can make a difference!

Team It's a Penalty



*estimated figure includes potential media reach and social media views

MODERN SLAVERY: A GLOBAL & COMMONWEALTH-WIDE CRISIS



The Commonwealth is a diverse body of 56 countries with a population of 2.5 billion and a shared vision to promote prosperity, democracy and peace and strong political and cultural ties.

The Commonwealth has a historical and moral responsibility to confront modern slavery given the long standing historic and economic legacy of slavery.

The persistence of modern slavery is an affront to every value that the Commonwealth stands for.

50 MILLION

people worldwide are living in modern slavery. (UNODC, 2022)

40%

of people who are in modern slavery reside in the Commonwealth. (GSI, 2018)

1 PERSON IN EVERY 150

living in the Commonwealth is in modern slavery. (CHRI, 2020)

1 IN 3

detected trafficking victims are children. (UNODC, 2021)

CHILDREN THROUGHOUT THE COMMONWEALTH

are not adequately protected against abuse, exploitation and human trafficking. (CommonProtect, 2022)

Throughout the Commonwealth, modern slavery takes many forms. Most commonly, people are exploited through forced labour, commercial sexual exploitation of children, human trafficking, the worst forms of child labour, and forced marriage. High rates of poverty and gender inequality contribute to modern slavery in many Commonwealth countries.



THE REALITY OF HUMAN TRAFFICKING IN THE WEST MIDLANDS

Human trafficking, exploitation and abuse is a major issue in the UK as a whole and throughout the region of the West Midlands.

KEY STATISTICS

- There are an estimated 100,000 victims of modern slavery across the UK (Centre for Social Justice, 2020).
- The economic and social cost of modern slavery is believed to be between £3.3 billion and £4.3 billion (Centre for Social Justice, 2020).
- The West Midlands has the second-highest number of victims of modern slavery in the UK (NRM, 2020).
- West Midlands Police report that there are up to 4,200 victims of modern slavery in the region (West Midlands Police, 2020).
- Approximately **70% of known cases** of modern slavery in the West Midlands involve **children** (West Midlands Police, 2020).



'Because of Birmingham's unique geographical location in the Midlands, it means it's an ideal place for organised crime groups to traffic our children. There's an extensive network of organised crime groups who target, abuse and groom our children in the most horrendous ways. We know from all the work we do that they are trafficked across the city, and around the country.'

Imran Suddle, Exploitation & Missing Manager at Birmingham Children's Trust



THE BIRMINGHAM CAMPAIGN

The It's a Penalty Birmingham Campaign provided a fantastic opportunity to accelerate awareness and collaborative prevention efforts on-the-ground in the West Midlands, as well as educating sports fans and the general public about modern slavery, what it looks like and how to access help.

Our phenomenal athlete ambassadors Ellie Simmonds, Usain Bolt, Cathy Freeman, Asha Philip, and Sasha and Kadeen Corbin, lent their voices to our campaign to help raise awareness via our 30-second campaign film and informative posters.

With the help of our expert partners, we were able to distribute our campaign materials across the West Midlands and beyond, including in-flight on international airlines, motorway service stations, Birmingham airport, train stations, trams, airlines, hotels and in hospitality venues.



ELLIE SIMMONDS

USAIN BOLT



ASHA PHILIP



CATHY FREEMAN



KADEEN & SASHA CORBIN



The It's a Penalty Birmingham Campaign was proudly endorsed by **United by Birmingham 2022**, the community programme for the Birmingham 2022 Commonwealth Games.

CAMPAIGN AIMS



EDUCATE

about what abuse, exploitation and human trafficking is, the signs to look out for and penalties for offenders.



EQUIP

survivors, sporting fans, tourists and the general public with the UK Modern Slavery & Exploitation Helpline and ways to report globally.



ENCOURAGE

them to report any concerns and help to prevent abuse, exploitation and human trafficking.

CAMPAIGN LAUNCH - 29TH JUNE 2022

The Birmingham Campaign was launched at the Hilton Birmingham Metropole. We were joined by a range of 100+ stakeholders across different industries, including our partners, travel and tourism, NGOs, police and government representatives and members of the host committee.



Nicola Underhill, GM of the Hilton Birmingham Metropole, introduced the launch and shared why Hilton is committed to joining It's a Penalty in the fight against human trafficking and exploitation.

Our athlete ambassadors Kadeen and Sasha Corbin joined It's a Penalty CEO Sarah de Carvalho to share the importance of the It's a Penalty campaign to them and why they became ambassadors.

We were also honoured to be joined by Geoff Thompson MBE FRSA DL and Ama Agbeze MBE from the Birmingham 2022 Commonwealth Games Organising Committee Board. Geoff delivered a powerful keynote speech highlighting the significance of using major sporting events as a platform to campaign for social change.

"It's a Penalty's campaigns are critical in that they acknowledge and draw attention to a subject that many would wish to simply deny, ignore or downplay...I am pleased to stand alongside them in their work to prevent these crimes."

Geoff Thompson MBE FRSA DL, Deputy Chair of the Birmingham 2022 Organising Committee Board

During the Campaign Launch, we hosted two panels with expert contributors highlighting important issues related to abuse, exploitation and trafficking.

PANEL ONE

Exploring the involvement of businesses, particularly the hospitality and tourism industry, in the fight against human trafficking

Speakers:

- Amanda Cupples - Airbnb
- Steve Kenzie - UN Global Compact
- Bharti Patel - It's a Penalty
- Dr Yanning Li - University of Surrey



"Knowing the signs is absolutely critical..If we have that awareness, then we have a chance to combat it. The travel and tourism industry is often the frontline, but every business has a role to play [in the fight against human trafficking and exploitation]."

Steve Kenzie, Executive Director,
UN Global Compact Network UK

"The fight against modern slavery is not just one for the police, it is not something that we can police our way out of. We all have a role to play, particularly around prevention. Campaigns such as the 'It's a Penalty' campaign are important."

Harjeet Chakira, Policy Manager,
West Midlands Police and
Crime Commissioner

PANEL TWO

Discussing local and grassroots efforts to combat modern slavery in the West Midlands

Speakers:

- Robin Brierley - WMASN
- Jade Hibbert - WM VRP
- Imran Suddle - Birmingham Children's Society
- Liisa Wiseman - The Adavu Project
- Harjeet Chakira - WMP&CC



CAMPAIGN REACH

In total, the potential reach of the Birmingham Campaign was a phenomenal 57,746,897 people on-the-ground in the UK and worldwide.

AIRLINES: 20.6 MILLION

British Airways and Emirates Airlines showed the It's a Penalty campaign film in-flight during the Birmingham Campaign from July-August.

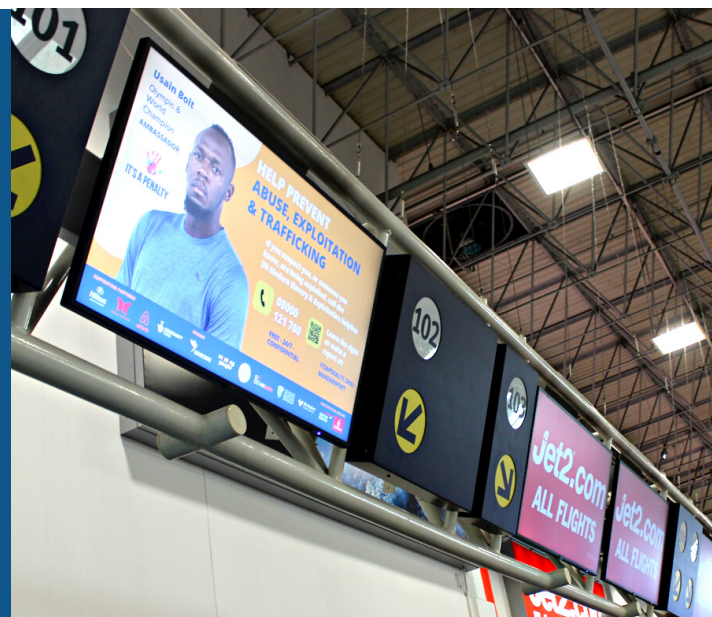


AIRPORT: 383,000

Birmingham Airport displayed our campaign poster on check-in screens throughout the terminal during the Commonwealth Games.

"We are proud to renew our support for It's a Penalty Campaign, using our global reach to make millions of people aware of this important issue by airing the Campaign's messages on ice. Modern slavery and human trafficking in any form are violations of human rights and should not be tolerated."

Patrick Brannelly, SVP Retail, IFE & Connectivity, Emirates



PUBLIC TRANSPORT: 9.4 MILLION

Campaign posters displaying helpline information and the signs to look out for where displayed in West Midlands Metro trams, on interactive information screens throughout Birmingham New Street station, and our joint campaign posters with Missing People were shown in 5 train stations across Birmingham.



AIRBNB TRAINING

Working with our partners Airbnb, It's a Penalty delivered in-person training on human trafficking awareness, the signs to look out for, and reporting information to 45 Airbnb hosts from across Birmingham ahead of the Commonwealth Games. Airbnb also distributed It's a Penalty's informative campaign materials to 115 more hosts online.



"We are proud to once again partner with It's a Penalty in the fight against human trafficking, and ensure the local Airbnb Host community is equipped with information on how to identify signs of exploitation and report any concerns."

Amanda Cupples, General Manager for Northern Europe, Airbnb

MOTO SERVICES: 1.5 MILLION

For the first time, It's a Penalty displayed huge signs outside of Moto motorway services.

Motorway service stations have been identified in previous news outlets as a key space in which lorries that illegally move human trafficking survivors in dangerous conditions have been found. For this reason, we felt it hugely important to show our campaign materials to the public at service stations.





HILTON HOTELS TRAINING & CAMPAIGN MATERIALS

It's a Penalty assisted our global partner Hilton with training on human trafficking, the signs to look out for and how to make a report to hotel managers in the run-up to the start of the Commonwealth Games. In total, **396 Hilton staff** were trained, including teams from Front Desk, Housekeeping, Maintenance, Security, Food and Beverage, and Conference and Events.

During the campaign, It's a Penalty campaign posters and informative business cards were also displayed in 6 Hilton hotels throughout the West Midlands reaching members of staff, back-of-house teams and guests.



"We're proud to support It's a Penalty on this hugely important campaign. The hospitality industry has a responsibility to work together to prevent human trafficking and we recognise our part in this. At Hilton we train Team Members at our hotels around the world on how to identify and report the signs and we will continue to work with It's a Penalty, our industry colleagues, Team Members and guests to share best practice and raise awareness."

Julie Baker, VP UK and Ireland Operations, Hilton



SOCIAL MEDIA: 221,269

Throughout the Birmingham Campaign, It's a Penalty and our partners shared impactful social media content about the campaign activities, human trafficking and exploitation in Birmingham, the West Midlands, and the Commonwealth, the signs to look out for and reporting helpline information.

Digital toolkits containing the campaign film, list of missing people in the West Midlands, posters and social media campaigns were also shared with partners, friends and supporters.



MEDIA: 25.7 MILLION

We received media coverage during the Birmingham Campaign from various news outlets including:



*Press release was also circulated by Airbnb and Missing People

GALA DINNER

In the run-up-to the start of the Birmingham 2022 Commonwealth Games, It's a Penalty were invited to attend the conference and gala dinner hosted by Birmingham Law Society and Commonwealth Lawyers Association.

We were honoured to be the chosen charity partner of the event. Our CEO Sarah de Carvalho MBE gave a powerful keynote speech to the 300 attendees, sharing why she founded It's a Penalty and how our mission to end human trafficking, exploitation and abuse continues and evolves.



LOCAL IMPACT & LEGACY

For the Birmingham Campaign, achieving long-lasting impact and contributing to a positive legacy for the Commonwealth Games were our main priorities.

To achieve this, we worked in partnership with local expert organisations including the West Midlands Anti Slavery Network (WMASN) and the West Midlands Violence Reduction Partnership. Not only did this ensure that our campaign was contextualised to fit the local need, but it also guaranteed that we were able to amplify existing anti-trafficking work in the West Midlands.



"I am extremely pleased that the West Midlands Anti Slavery Network partnered with It's a Penalty to raise awareness of exploitation during the Commonwealth Games in 2022. The exploitation of vulnerable human beings is an abhorrent crime but working with all our many partners we aim to help eradicate this in the West Midlands and beyond."

Robin Brierley, Executive Director, West Midlands Anti Slavery Network

WEST MIDLANDS SLAVERY FREE CAMPUS ALLIANCE

As a result of working collaboratively during the Birmingham Campaign, the West Midlands Anti-Slavery Network and It's a Penalty have teamed up to create a West Midlands Slavery-Free Campus Alliance to promote slavery-free university campuses across the region.

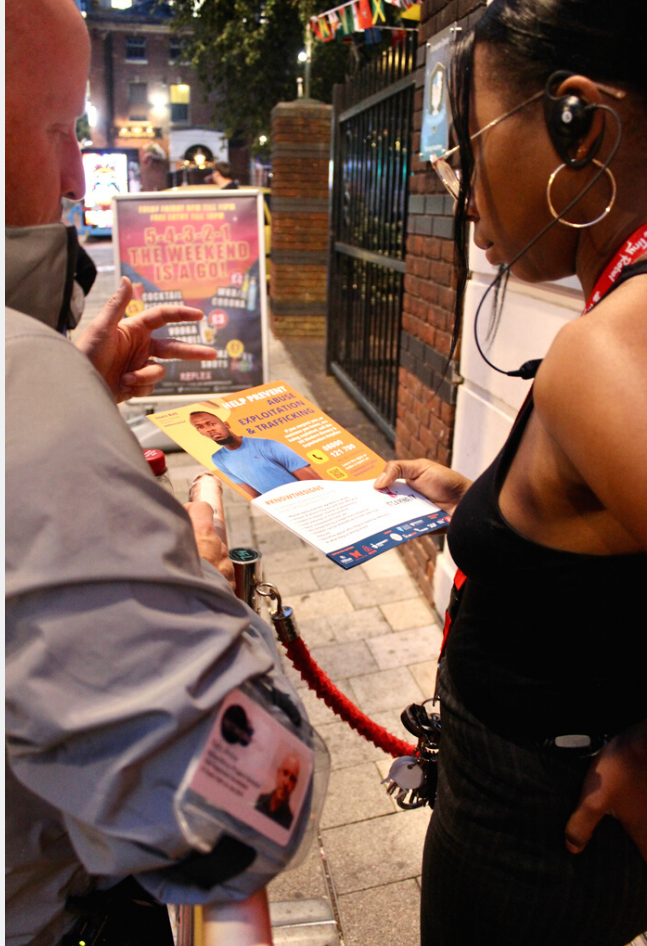
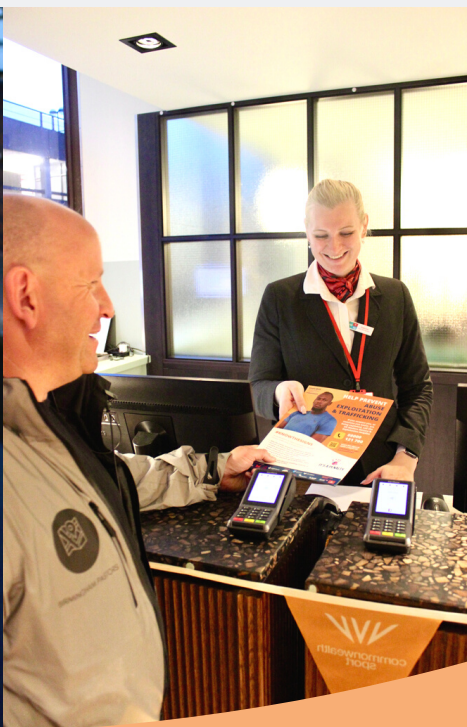
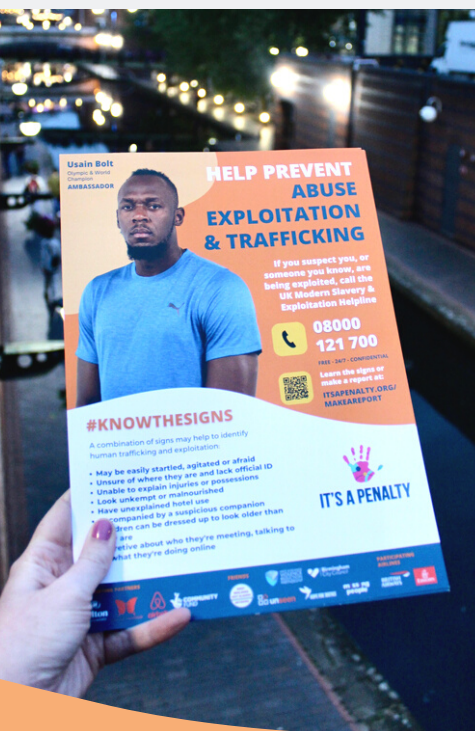
The Alliance will analyse university structures and make key recommendations for universities to tackle modern slavery, promote evidence-based targeted prevention and intervention techniques to educate students and staff on exploitation, build students' confidence and knowledge of their rights in the work environment, and address the risk of modern slavery across university activities and processes.



VOLUNTEER OUTREACH

Thanks to our partnership with community organisations such as the West Midlands Violence Reduction Partnership's Faith Alliance, NetworkFour and PitsStop, over 2500 It's a Penalty campaign posters and business cards were distributed to and displayed at 370 events and venues, including pubs, bars and restaurants, hotels, places of worship and information centres across Birmingham city centre and surrounding areas.

The NetworkFour team of trained volunteers delivered 458 volunteers hours of street outreach throughout the Commonwealth Games. This involved speaking to staff and management around the main transport hubs and inner city pubs, clubs, hotels and supermarket venues, making them aware of the signs to look out for of exploitation and abuse and how to report any suspected cases.



MODERN SLAVERY & EXPLOITATION HELPLINE



08000 121 700

OPERATED BY



"It's been a privilege to partner with It's a Penalty who work so hard to bring awareness of modern slavery and Unseen's Helpline to huge numbers of people."

Dominic Murphy, Head of Communications, Unseen

Due to the UK-wide reach of the Birmingham Campaign, we decided to work with Unseen to promote their national Modern Slavery & Exploitation Helpline (MSEH) on our campaign film and materials during the Commonwealth Games.

The MSEH provides a comprehensive service which is free, open 24/7, confidential and available in more than 200 languages.

The Helpline provides information, advice and guidance about any modern slavery issue to a range of callers, including potential victims and survivors, the public, statutory agencies, and businesses.

HELPLINE DATA

998

potential victims of modern slavery indicated to the MSEH in the UK during the Campaign.

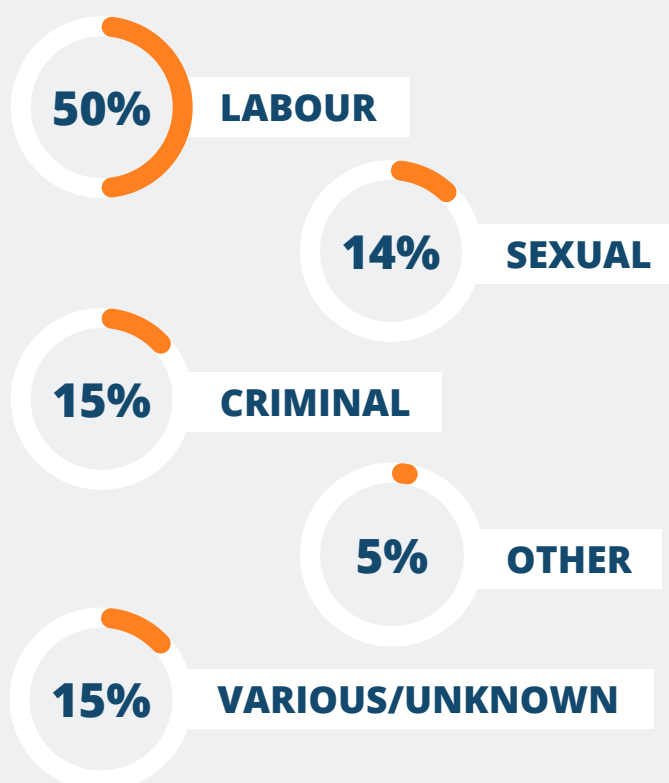
434

cases of modern slavery were reported to the MSEH during the Campaign.

23

potential victims of modern slavery indicated to the MSEH in the West Midlands during the Campaign.

TYPES OF EXPLOITATION REPORTED IN THE WEST MIDLANDS



OUR JOINT CAMPAIGN WITH MISSING PEOPLE

As an additional campaign activity, It's a Penalty was honoured to partner with Missing People during our Birmingham Campaign to raise awareness of people who have gone missing in the West Midlands and may be at risk of exploitation.

Our joint campaign posters containing a QR code linking to our informative custom webpage were displayed on 36 large screens throughout train stations for 17 days spanning over July and August.

The posters were displayed in 5 stations throughout Birmingham: Birmingham New St, Leamington Spa, Birmingham Moor St, Birmingham Snow Hill, and the University reaching a potential 7,154,495 people.



**missing
people**

IMPACT HIGHLIGHTS

22 PEOPLE

that Missing People appealed for were found safe and well during the Campaign period.

191 POSTERS

of missing people appeals were downloaded from the Missing People website - widening the reach and publicity of their work.

Publicity campaigns such as this are vital in the search for missing people.

'[The missing person] being found was a direct result of your publicity as someone recognised him from the poster and called the police and he was subsequently located.'

Shared by a police officer regarding the case of a young man who had been missing for 5 months

ELLA'S STORY

At the age of 14, Ella* experienced sexual exploitation whilst having gone missing.

Ella's home was not always a safe place for her, and she had run away from home several times. At the age of 8, she had suffered sexual abuse, and her relationship with her mother was fraught. Ella's mother had substance abuse issues, which had led to her not being able to take care of Ella as a child. When there was conflict at home, Ella would often run away.

During this time, Ella would keep in touch with Missing People's Runaway Helpline by SMS and online chat. Ella began to describe meeting some older people, and going to their flat. These people would give Ella a place to stay and often buy her presents. Ella said that they made her feel 'cared for'.

A few months later, the adults told Ella that, because she went missing, the police had come and searched their flat.

*Survivor's name changed for anonymity

They told Ella the police had found their stash of drugs and confiscated them, and that Ella now 'owed them' and that she had to pay them back. Ella described having to go to the flat and have sex with men who were there in order to 'repay' the men what she owed them. She began using drugs, to 'numb herself' and couldn't see any way out of this situation.

Missing People's Runaway Helpline continued to support Ella, discussing her safety and exploring her options. Eventually, Ella felt able to share what was happening to her. Following this, Missing People helped connect her with services who made her safe.

THE LINK BETWEEN GOING MISSING & EXPLOITATION

Like Ella, many people who go missing are at increased risk of exploitation. This is particularly relevant for children and young people who go missing.

By its very nature, exploitation is intrinsically linked with missing: it can be both a cause and effect of going missing.

1 in 7

missing children have experienced sexual exploitation.
(Missing People, 2018)

10%

of missing children have been criminally exploited.
(Missing People, 2018)

Following the conclusion of the Birmingham 2022 Commonwealth Games Campaign, we asked people to answer a short survey on our website (www.itsapenalty.org) to help us understand and assess the difference that the It's a Penalty campaign made in educating about global issues of abuse, exploitation and human trafficking, the signs to look out for to identify a crime, reporting helpline information, and increasing their confidence in making a report.



93%

of respondents felt It's a Penalty improved their awareness of the issues of abuse, exploitation and human trafficking

86%

of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty

88%

of respondents felt more equipped to report crimes of abuse, exploitation and human trafficking after being exposed to the Birmingham Campaign

81%

of respondents felt that It's a Penalty Birmingham Campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking

SUPPORTER TESTIMONIALS

"Each time I read over the signs of human trafficking, they become more embedded into my thought process."

"The statistics are clearly spelled out, the issue is every where. I hadn't realised it was so extensive."

"The issue is broader than I'd realised. And everywhere. [The] Commonwealth is good place to target."

"I am reminded to be more aware of my surroundings and those I am crossing paths with when I read if you see something say something."

"This helps to know how to report suspected cases with every little bit of wisdom & knowledge that helps along the way."

"It has really emphasised how human trafficking and exploitation can affect everyone."

OUR GLOBAL STRATEGY

It's a Penalty is making a difference to the global landscape of abuse, exploitation and human trafficking.

Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human trafficking are no longer acceptable.

Our strategic programme areas detail what we will achieve and how. Our strategic enablers will support us in effectively achieving our goals.



UPCOMING CAMPAIGNS

**SUPER BOWL
ARIZONA**
FEBRUARY 2023

**FIFA WOMEN'S
WORLD CUP**
JULY-AUGUST 2023

**LAS VEGAS
FORMULA ONE**
NOVEMBER 2023

**SUPER BOWL
LAS VEGAS**
FEBRUARY 2024

**VICTORIA
COMMONWEALTH
GAMES**
MARCH 2026

We believe that collaboration and partnerships are essential in order to achieve our aims. It's a Penalty is able to have such an incredible impact because of our collaboration with strategic stakeholders, such as high-profile sporting athletes, the travel and tourism industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporates.

We are always on the lookout for partners and sponsors for greater impact.

If you think our campaigns, programmes and projects fit with your organisation please contact hello@itsapenalty.org.

