



CHELSEA'S CHOICE

"AlterEgo's 'Chelsea's Choice' is an innovative and powerful production highlighting the very serious and emotional issue of the exploitation of children and young people. The production shows how young people, boys and girls, are groomed by adults for the purposes of 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 exploitation has on a young person's life. This is a very useful and innovative way of raising awareness of the issues relating to 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, 45-minute-long Applied Theatre Production that has proven highly successful in raising awareness around the sexual exploitation of children and young people.

The production can be targeted at three different groups:-

- Young people (year 7+)
- Parents, carers, teachers & professionals working with children & young people
- The Police & The CPS

PLEASE NOTE THAT, DUE TO THE SENSITIVE NATURE OF THE SUBJECT MATTER, THE PLAY IS NOT SUITABLE FOR YOUNG PEOPLE WHO HAVE ALREADY BEEN IDENTIFIED AS HAVING SUFFERED TRAUMA, ABUSE OR EXPLOITATION. CONSULTATION WITH THE YOUNG PERSON, THEIR FAMILY AND PROFESSIONALS SHOULD BE UNDERTAKEN AND THE YOUNG PERSON SHOULD BE GIVEN AN INFORMED CHOICE AS TO WHETHER THEY WATCH OR NOT.

The play has been seen by over 850,000 young people & hundreds of professionals around the UK & has proven highly effective at covering:-

- What makes a healthy/unhealthy relationship
- Safe Internet Use/Sexting
- What is consent
- What is grooming
- What is sexual exploitation
- Raising awareness around the risks of victim blaming
- Sign-posting relevant services

For adult audiences it also:-

- Raises Awareness of the warning signs of exploitation
- 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.

Throughout 2017 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 8000 feedback forms.	<u>Agree</u>	<u>Disagree</u>
I now have a better understanding of Child Sexual/Criminal Exploitation and the differing forms that it can take.	97.5%	2.5%
I now have a better understanding of 'The Grooming Process' and how it is used to trick, trap and manipulate people into being exploited.	98.3%	1.7%
I now have a better understanding of 'Safe Internet Use' and why I should keep myself and my personal information safe online	98.4%	1.6%
I now have a better understanding of what makes a 'Healthy Relationship'	98.2%	1.8%
I understand that 'Grooming' and 'Exploitation' can happen to young boys as well as girls.	97.8%	2.2%
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.	98.4%	1.6%
I would recommend watching 'Chelsea's Choice' to other young people my age.	98.4%	1.6%

“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 2018

- 1 week (up to 10 shows) £4,870+VAT
- 2 week (up to 20 shows) £8,540+VAT (equivalent of £4,270 per week)
- 3 week (up to 30 shows) £12,220+VAT (equivalent of £4,073 per week)
- 4 week (up to 40 shows) £15,890+VAT (equivalent of £3,973 per week)
- Extra weeks (up to 10 shows) charged at £3,520+VAT per week
- Conference/Training/One-off Performances (up to 3 shows in a day) = £1,075+VAT

Costs for 2019

- 1 week (up to 10 shows) £4,950+VAT
- 2 week (up to 20 shows) £8,700+VAT (equivalent of £4,350 per week)
- 3 week (up to 30 shows) £12,460+VAT (equivalent of £4,154 per week)
- 4 week (up to 40 shows) £16,210+VAT (equivalent of £4,053 per week)
- Extra weeks (up to 10 shows) charged at £3,800+VAT per week
- Conference/Training/One-off Performances (up to 3 shows in a day) = £1,100+VAT

Costs for 2020

- 1 week (up to 10 shows) £5,030+VAT
- 2 week (up to 20 shows) £8,860+VAT (equivalent of £4,430 per week)
- 3 week (up to 30 shows) £12,700+VAT (equivalent of £4,234 per week)
- 4 week (up to 40 shows) £16,530+VAT (equivalent of £4,133 per week)
- Extra weeks (up to 10 shows) charged at £4,000+VAT per week
- Conference/Training/One-off Performances (up to 3 shows in a day) = £1,150+VAT

When booking a week you are paying for the delivery of 10 shows during each weekly block. We cannot do more than 2 venues in any one day (unless the 3rd venue is for an evening show) and we cannot do more than 1 evening show each week. When booking one-off days you are paying for up to 3 shows in that day. The 3 shows can be split between 2 venues. We cannot travel to 3 different venues within one working day (unless the 3rd venues is for an evening show).

We have performed the play for intimate audiences of 6 and large audiences of 300+. 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 and 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 or go to www.alteregocreativesolutions.co.uk

A trailer for the play can be seen here :-

www.youtube.com/watch?v=bAo8Yly8rFk&feature=youtu.be

Kindest Regards

Sean M Grath

Sean M Grath
Creative Director
AlterEgo Creative Solutions Ltd