

2020/2021 Quetzal Key Figures

The following document present Quetzal Key Figures for the year 2020/2021.

Table of Contents

Referrals	2
Waiting lists	3
New starts	3
Referrals Sources	4
Equality Data.....	4
Website Key Figures	7
Key Campaigns, Interventions and events per month	9

Referrals

Quetzal exceeded by 3 the number of referrals (n=261) as of 2019-2020 (n=258) and this under lockdown restrictions. Between Q1 and Q3, Quetzal noticed a 20% drop in the number of referrals compared to the previous year. The drop in the number of referrals was mainly due to the COVID-19 lockdown restrictions. In Q4, Quetzal experienced a surge in the number of referrals. With the new website, the increased acceptance of having counselling online, successful communication campaigns and the easing of lockdown restrictions, Quetzal is becoming more widely recognised for its value in supporting female survivors of childhood sexual abuse.

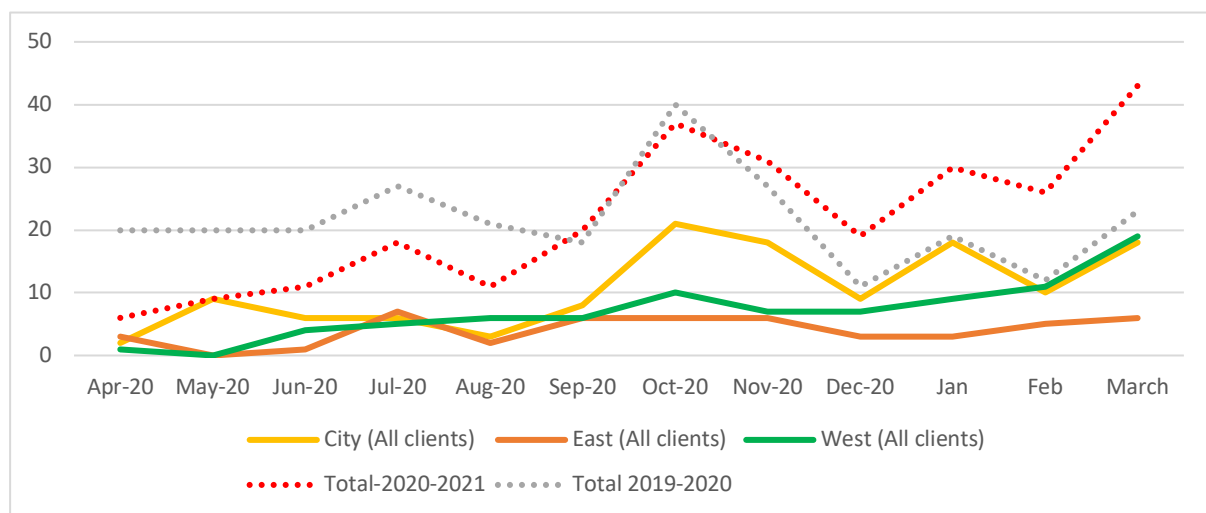


Figure 1: Number of Referrals per months and areas with comparison to previous year

49% of the referrals are from Leicester City, 33% from West Leicestershire and 18% from East Leicestershire and Rutland.

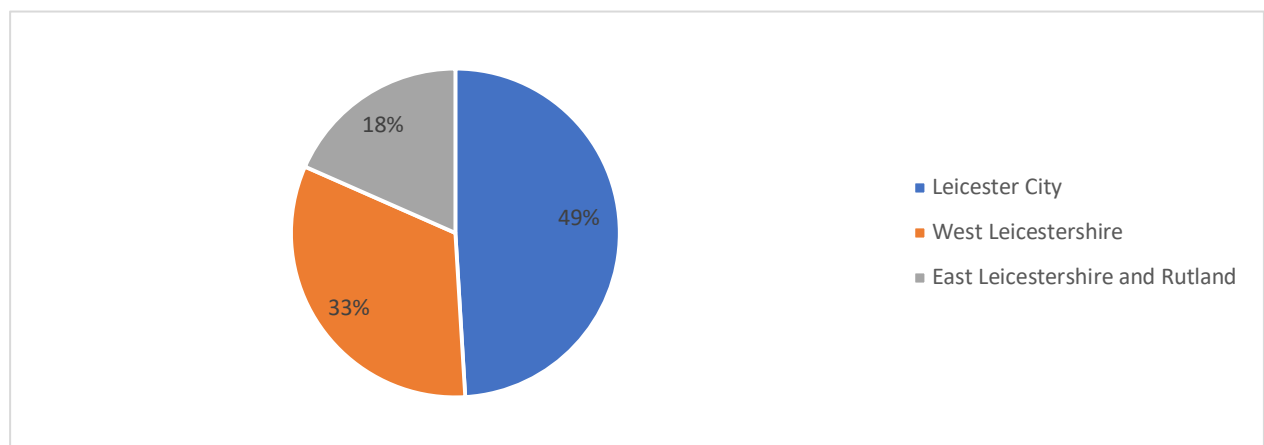


Figure 2 Percentage of referrals per geographical areas

Waiting lists

Quetzal was able to reduce its waiting list through the year by 80%. It was achieved by the capacity of counsellors to increase their caseload by working from home, the ongoing remote recruitment and training of new counsellors and the implementation of a 16-week counselling model in addition to our year counselling model. In Q4, there were approximately 17 clients on our waiting list. Quetzal went from 6-8 months wait to 2-3 month waiting time.

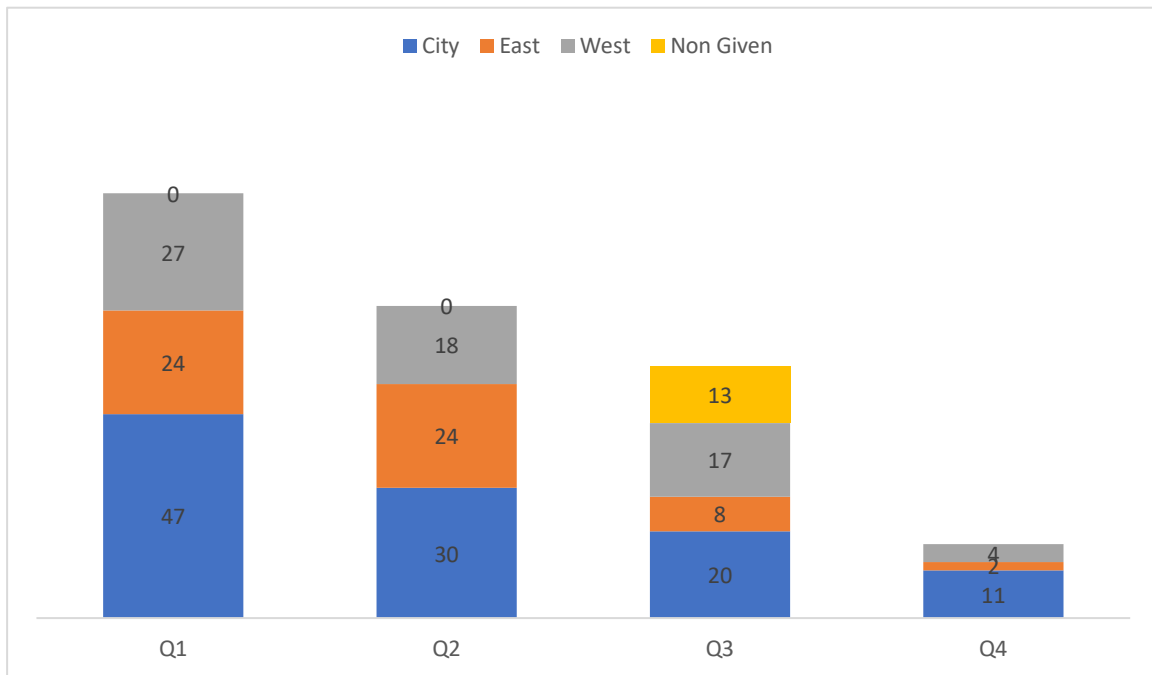


Figure 3 – Number of people on the Waiting List per Quarter and Geographical Areas

New starts

About 40% of referrals received this year went on to start counselling – it is a lot better than in 2019-2020 where only 17% of the referrals went on to start counselling. This is definitely due to the introduction of new therapeutic provision and the increase in caseloads and number of volunteers.

Referrals Sources

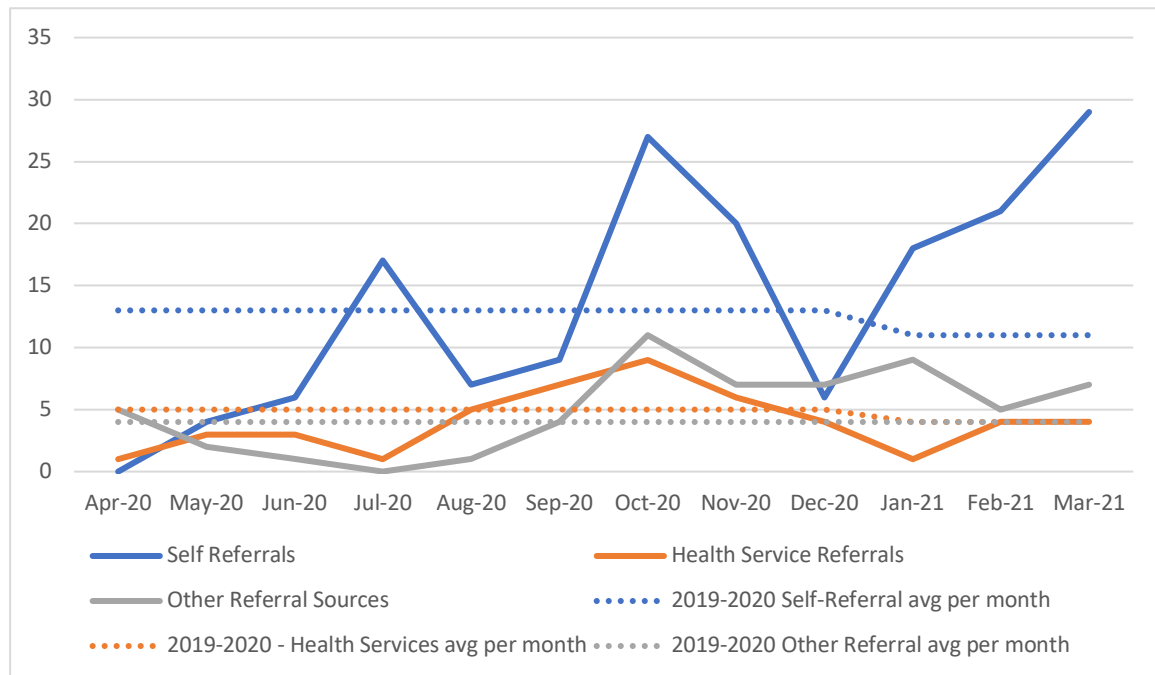


Figure 4: Number of Referrals per referrals sources with comparison to previous year

Equality Data

For the Breaking the Silence Initiative, Quetzal monitors the number of South Asian women referring themselves to the services. In the last two Quarters, Quetzal saw a surge in the number of female survivors from this cohort referring themselves to our services. It is a 60% increase of women from this community referring themselves to Quetzal compared to previous 2019-2020. Figure 3 presents the split of ethnicity per quarter.

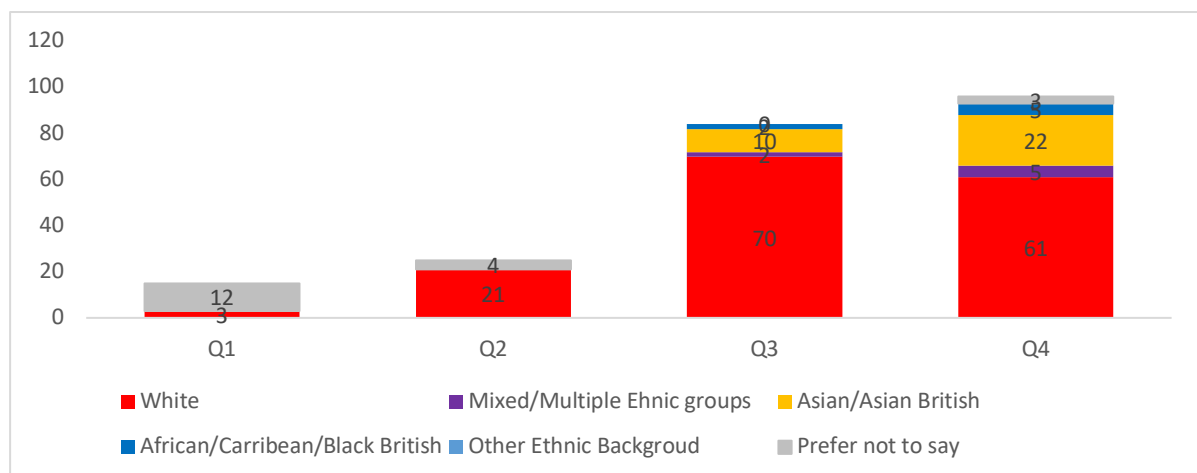


Figure 5: Ethnicity split per quarter

Quetzal saw a big increase in the number of 16-24 women coming through the service compared to 2019-2020. The number of women under the age of 24 increased by 51% the number of women under the age of 24 referring themselves to the service compared to 2019-2020. The number of women above the age of 25 decreased by 40% (see figure 4)

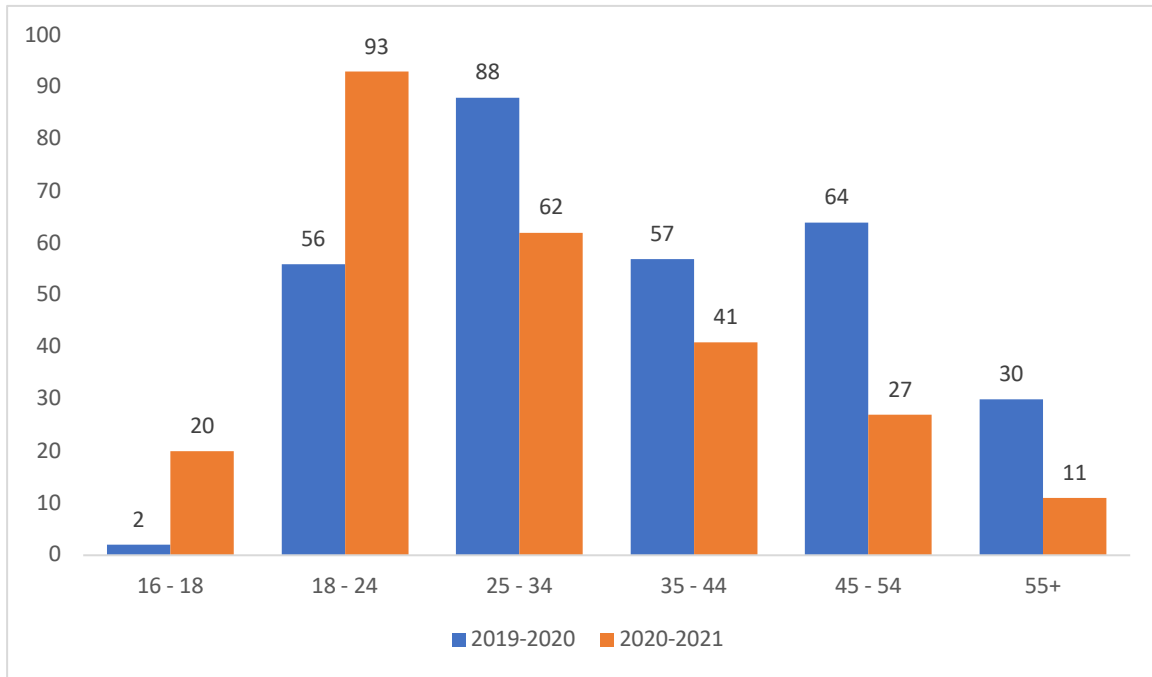


Figure 6: Age distribution and comparison to previous year

Women under the age of 34 represent approximately 69% of the women referring themselves to Quetzal.

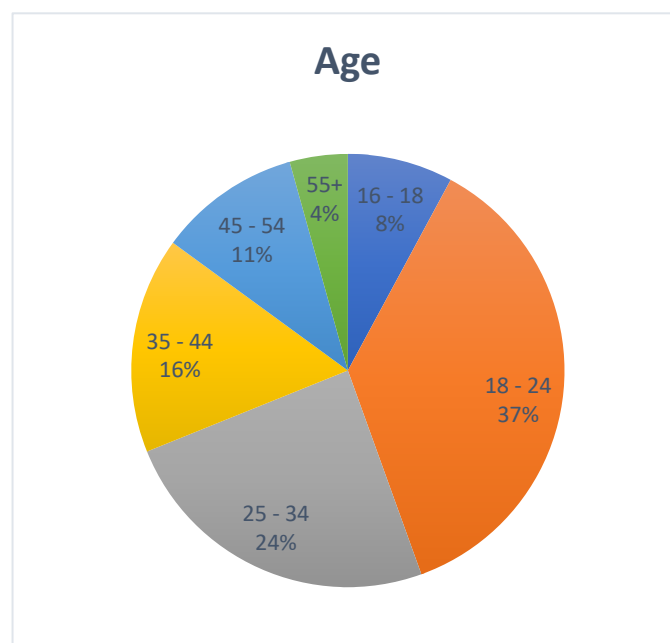


Figure 7: Age distribution (Q1 to Q3)

Quetzal saw a larger proportion of people especially in quarter 4 indicating some type of learning disabilities than in any previous quarter. It does not reflect normal trends within Quetzal. Quetzal also saw an increase in the number of referral from Muslim faith.

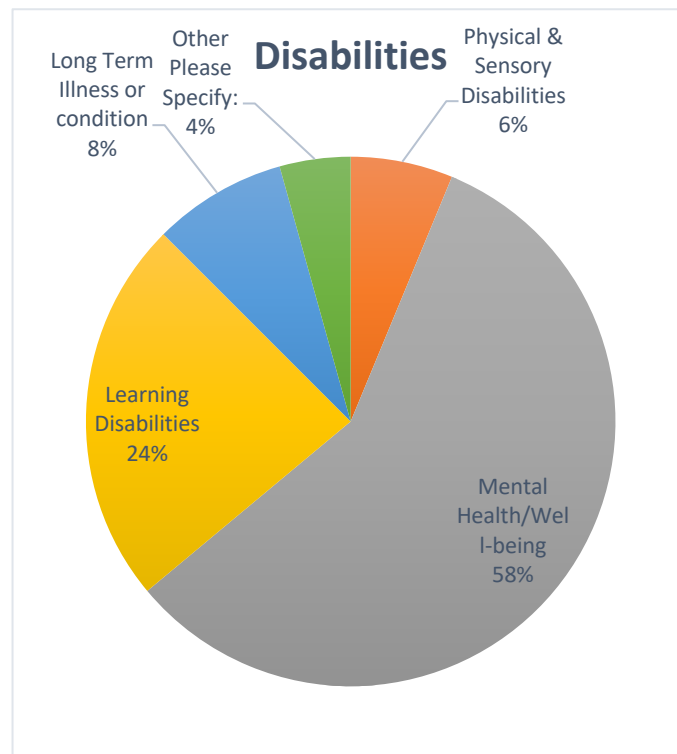


Figure 8: Disabilities distribution (Q1 to Q4)

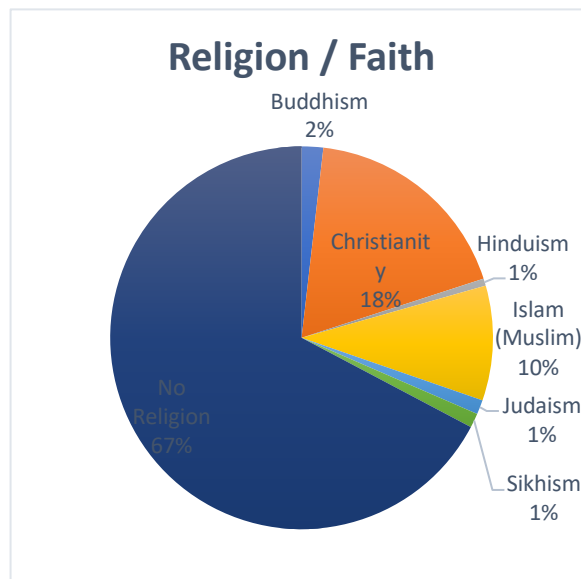


Figure 9 : Religion distribution (Q1-Q3)

Please note the figures below do not include the numbers of people who preferred not to share their age, disabilities and faith.

Website Key Figures

Quetzal has steadily increased the number of views and visitors on its website. In October and in March, it experienced a surge of visits with the launch of the new website.

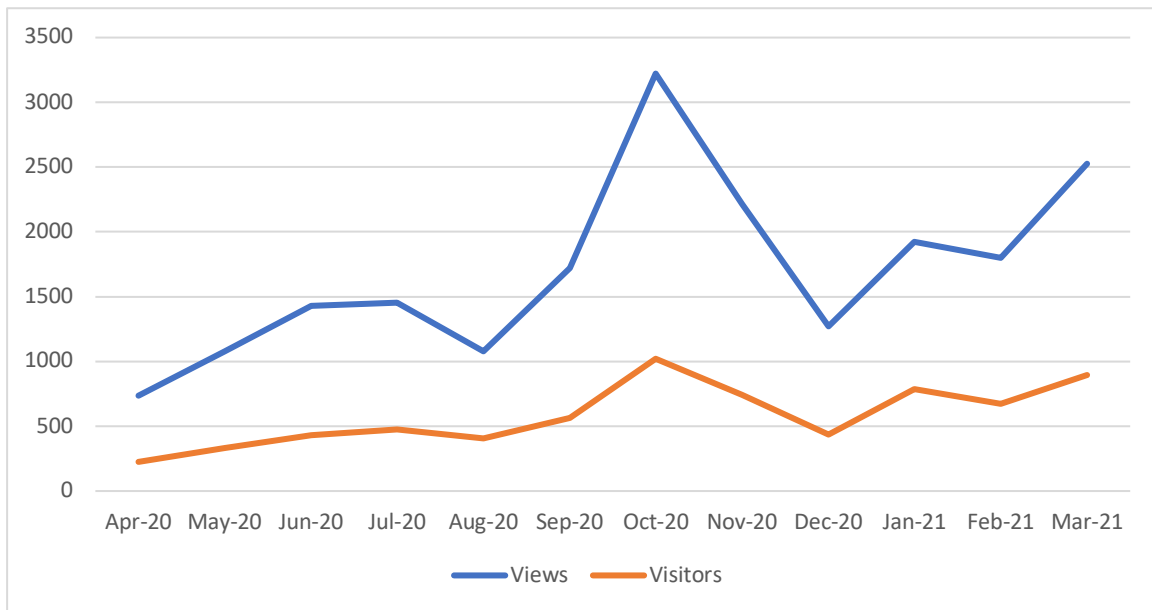


Figure 10: Website views and visitors per month

The launch of the new website was successful as we saw a surge in October in the number of views (359% increase) and visitors compared to October the previous year (274% increase). (See figure 9)

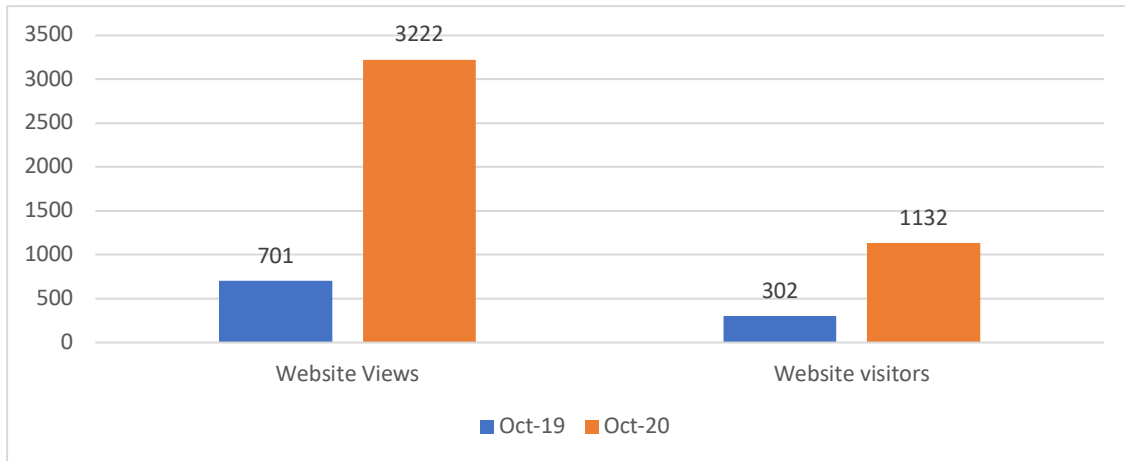


Figure 11: Website views and visitors comparison between October 2019 and October 2020

Since the launch of the website, Quetzal is now using Google analytics to understand the top channel increasing its reach. In Quarter 4, Organic Search remains the main way our audience

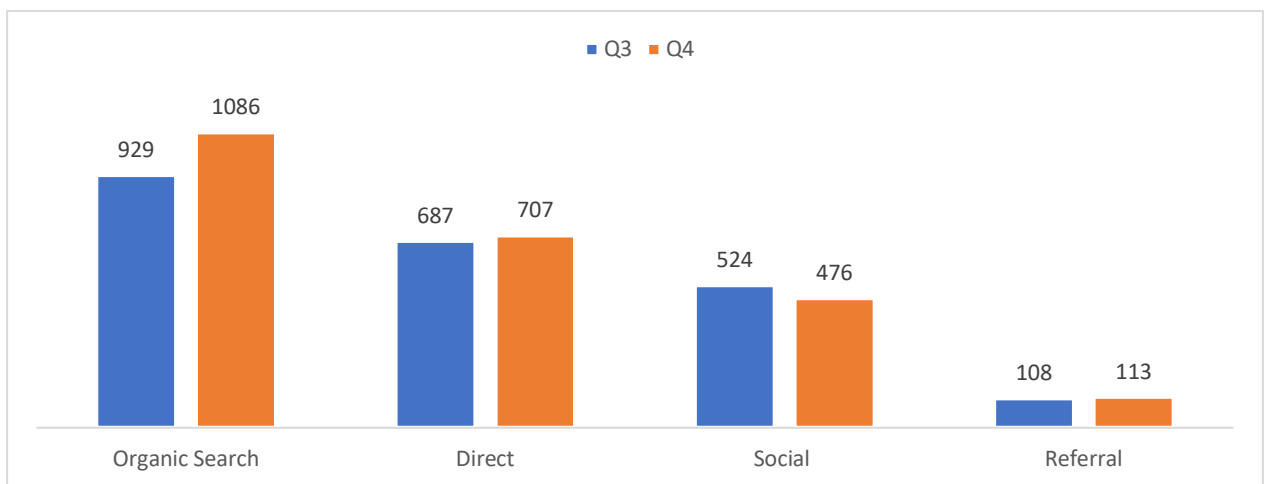


Figure 12: Top Channels

Key Campaigns, Interventions and events per month

The following table gives an overview of the campaigns and interventions carried out in the last year months providing further perspectives on Quetzal engagement with the public.

Q1	April Online Campaign: CSJ Alliance #supportsmallcharities	May Online Campaign: #MentalHealthAwarenessWeek	June Online Campaign: #PurpleSummer
Q2	July Online Campaign: #ShinetheSpotlight with Karma Nirvana Community Media: Dr Marie Lefebvre Podcast on Decentered Media Intervention: Coffee Morning with Wesley Hall	August Fundraising: Fundraising Emergency Appeal Supporting Research: Juniper Lodge Sarc Survey	September Supporting Research: Call for Participants for Research Fundraising: #Homeby10 Writing Workshop with Divya Ghelani Online Campaign: Website Launch Interventions: Adhar Project – Domestic Abuse Recovery Group
Q3	October Community Media: Hollie Venn Quetzal CEO Podcast on AVA Marie from Quetzal speaks to Claire Marie Jones on Leicester Community Radio Interventions: H.O.P.E. Meeting with Quetzal Fundraising + Interventions: #CrushtheHush2020	November Online Campaigns: Let's Talk about Sexual Violence #WhiteRibbonDay Interventions: Talk at Dosti Leicester Community Media: Shabnum Popat, Quetzal Clinical Lead on Eava.Fm Shabnum Popat Clinical Lead at Quetzal on Sabras Radio with Meera for Breakfast show	December Interventions: Online Awareness Raising Sessions with WOW Online Campaign: NCS recognition of the Crush The Hush Campaign supporting Quetzal
Q4	January	February Online campaign + Radio Intervention #ItsNotOK Week: Let's Raise Awareness of Local Sexual Assault Services Quetzal on BBC Radio Asian Network Online campaign Student Volunteering Week Community connector and staff team delivered interviewed and online interventions. Community Connector intervention DMU Sikh Society – Instagram Live	March Online campaign choose to challenge and staff Quiz International Women Day Online Face-to-Face Intervention Street Law at DMU Adhar Project Recovery toolit Get Growing this Spring Two online session with the conservation volunteers

Table 1: Key campaigns, events and interventions