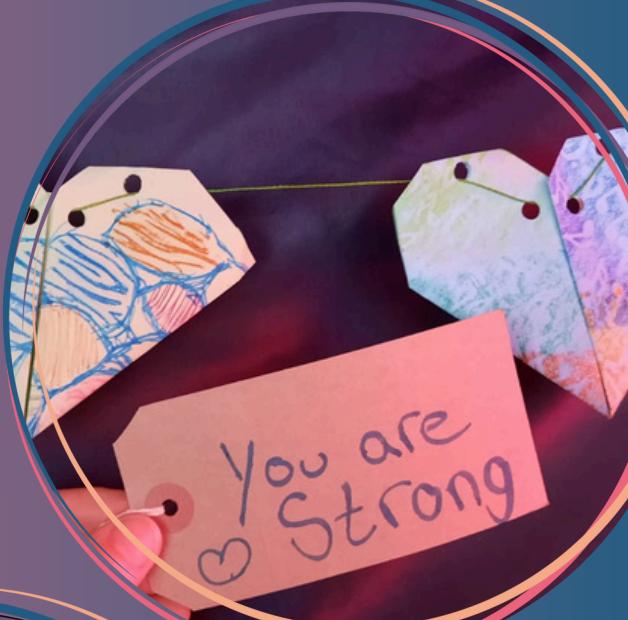


MASH

OUR IMPACT IN 2024/25





“We don’t need saving, we need empowering” - MASH Service User

Welcome to our Impact Report 2024/25

What a challenging year it has been for the women we support at MASH and our team. Not only have we witnessed a chilling rise in misogyny, worsening volatility and the inequality gap widening, we've experienced our own adversity.

We sadly had to close our building to get urgent roof repairs completed. And, to get this work done we first needed to find the funds. **We are truly grateful for the collective generosity of the MASH community** – individual donors and funders – who supported to our **Raise the Roof** campaign. This meant that MASH was fully open ahead of the colder days and months.

Our staff and volunteers worked tirelessly to adapt, ensuring we could continue providing our vital services in different ways. **Women accessing MASH were so understanding and responsive to the changes.**

This upheaval came at a very challenging time, particularly for those from marginalised communities. We hoped to witness progress in gender equality and social justice in 2025, but we've seen a worrying normalisation of misogynistic rhetoric online, in the media, politically and spilling into real life abuse and violence.



ANNIE & JACKIE
MASH CEO & CHAIR

It is always those at the sharpest end of inequality who face the greatest harms. We continue to see this in the complexity of the barriers women at MASH face and the toll this takes on people's health and wellbeing. **Women's strength, resilience and skills as they navigate these harsh times are phenomenal.**

As you'll read in our report, MASH's services are urgently needed. It has been one of our busiest ever years, as we continue to see women returning to or starting sex work to make ends meet.

You'll discover the incredible work of our lived experience experts, not only in shaping our work at MASH, but also influencing more widely to make the world a better place for people who sex work.

We look forward to consulting with women next year on how we can best flex and shape our services to continue to meet need in the face of changes we're seeing in Greater Manchester and beyond.

In everything we do at MASH, we aim to support women to experience better health, safety and wellbeing. Our activities and women's successes are a testament to the collective MASH community. Our thanks go to the women we support, our staff, volunteers and trustees, our partners, funders and supporters.

We continue in our mission until all women have choice, freedom and power.

OUR WHY



A world where all women have choice, freedom and power.

Through MASH *all* women who sex work*:

- Are healthier
- Are safer
- Have more choices
- Have improved wellbeing
- Are able to identify and achieve their goals

Through MASH in Greater Manchester:

- Women who sex work are heard, understood and experience less stigma
- Other agencies and policymakers understand the needs of women who sex work and are more effective at supporting them

* people who are, have been or might become involved in sex work

OUR YEAR

“Without MASH I wouldn’t be here today.

They have helped me a lot.

I had nothing. I was sleeping on the road and they helped me find somewhere to live.

I worked with the outreach van first, they helped me find the accommodation”

MASH Service User

WE REACHED



women

Offering face to face services in:



and supporting women across Greater Manchester

Including:



women without
secure
accommodation



street sex
workers



women with
addictions



survivors of
violence

THE CONTEXT

74%

increase in demand for support with physical health

50%

increase in demand for support with housing and accommodation

56%

increase in demand for support with mental ill-health

WOMEN'S NEEDS ARE NOT BEING MET

A safe place to live and timely, appropriate health care are essential foundations for people to live healthy and happy lives.

There is not enough safe and appropriate housing, and many women face multiple barriers to accessing the mental and physical health support they need.

The support which does exist is often patchy and hard to navigate.

As a result, more women are turning to MASH for caring support and to get their basic needs met.

As MASH we continue to speak up and advocate for women to ensure that other services consider the unique needs of marginalised women and sex workers when they are designing their support.

VIOLENCE AGAINST WOMEN

There has been an increase in violence and assault against the women we support.

Punters are increasingly using violence to avoid paying or to take back money.

A rise in misogyny and extreme porn appears to be leading to an increase in gratuitous violence.

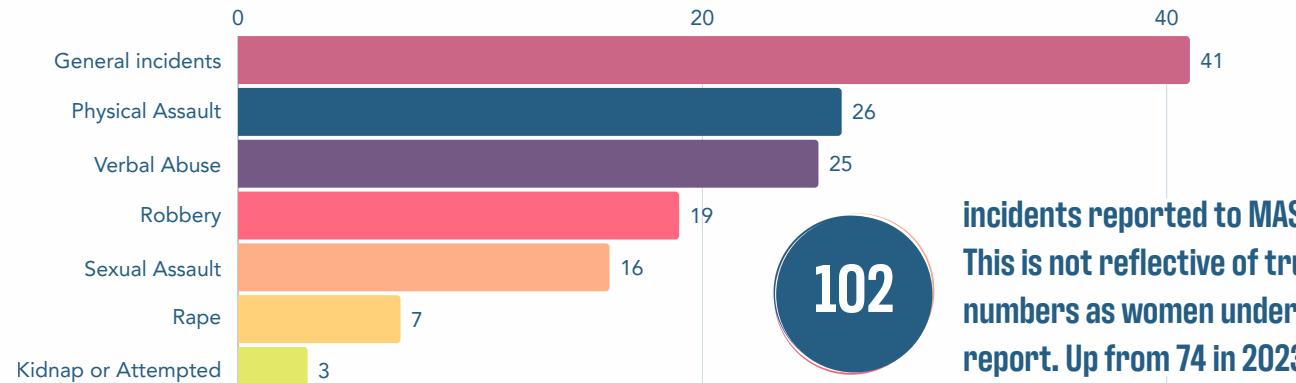
330

women accessed safety support - the highest we've ever recorded at MASH

30%

more women accessed support from MASH following violence than in 2023/24

Incidents reported to MASH 2024/25



incidents reported to MASH. This is not reflective of true numbers as women under-report. Up from 74 in 2023/24.

For several months of this year, we had to close the main MASH drop-in room due to ongoing leaks in the roof

We were unable to re-open for women until urgent repairs were completed - repairs which we also needed to secure funding for.

Our team wasted no time in coming up with alternative ways to continuing providing our crucial services at MASH. This included setting up a temporary drop-in in a side room which was safe to use.

This meant women could still speak to the team, get access to practical essentials and spend some time away from the sex work beat, but it was unfortunately a reduced service.

Over spring, we applied to funders and launched our *Raise the Roof* appeal. We were overwhelmed and so grateful for the support which meant that the cost of work was fully funded within a few months and we could finally commence the repairs.

By September we were delighted to fully open again and welcome women back into the space.

Next year we will fully refurbish the building and will be consulting with the women to make sure the space best meets their needs and desires.

TEMPORARY CLOSURES

"What I've been missing...is when women from all of walks of life sit around a table and can communicate with each other.

"Women share. It could be the personal things which are going on with them. It's like a family. The way it is at the moment [with the main room closed] it is like the family is separated.

"It would be so nice to get that roof repaired so that we can all be a family again."



OUR IMPACT

“If it wasn’t for MASH’s partnerships with GP services and their way of working I never would have gone to the doctors.”

MASH Service User

OUR IMPACT ON HEALTH

95% of women felt their health had improved as a result of MASH*



condoms were distributed



items of food and drink were distributed

*Service User Survey conducted in July and August 2025, 40 women took part (17% of service users at the time).



STIs treated



times our needle exchange was accessed



women were supported with their drug or alcohol use



women accessed treatment for addiction

OUR IMPACT ON WELLBEING AND GOALS



women accessed creative and social sessions through MASH



women were supported with their mental health



women accessed intensive one to one support with housing, mental health, criminal justice, addictions and finances



women accessed counselling

87% of women felt supported by MASH to identify and achieve their goals*

93% of women felt their wellbeing had improved as a result of MASH*



women were supported with housing and homelessness



women were supported into accommodation

* Service User Survey conducted in July and August 2025, 40 women took part (17% of service users at the time).



HEAR FROM A SUE'S SPACE MEMBER

“I wanted to give back because MASH saved my life. I was so passionate about the support they gave me all through my time being homeless and on the beat.”



“In Sue's Space, there's things that each of us women know, that no one else would know because they haven't walked that path.

You get really well-meaning organisations that come up with these ideas, that are really bad. Because they don't know.

They're trying to come from a place of sympathy, but not empathy. Sounds good to them, but they don't understand the logistics and the trials and the way it is for a person who's out there, living that life.

In Sue's Space, we collectively discuss things, we talk about it, and then we compile information for services to help them improve for the women that are still out there.

That's one of the most vital things, where we can say, this would work, this would help a woman, this is what I would've wanted, if someone could have done this for me.

It makes it worthwhile that we went through whatever troubles we went through to make it better for the next generation. That is what Sue Space is all about.”

MASH's LIVED EXPERIENCE ADVISORY PANEL - What we've been up to!



We are proud of what we have achieved this year

Delivered seven half-day **Trauma Informed Best Practice Training** sessions to statutory and voluntary services in Manchester.

Co-designed the independent evaluation of MASH services.

We developed a new MASH service **The Changing Room** to provide clothing for women moving on to a new chapter in their lives.

Created the action plan for a new strategy, ensuring Manchester City Council and partners are working together to support sex workers.

Influenced external partners; providing consultation to Rape Crisis England & Wales and Greater Manchester Mental Health.

We created the sMASH project - *read more on the next page!*

sMASHing DOWN THE BARRIERS!

This year we've been sMASHing Down the Barriers to Employment!

The idea began in Sue's Space, and with Rosa's Voices from the Frontline funding, we launched the **sMASH project** to encourage employers to be more inclusive of women with experience in the sex industry.

We developed the **sMASH Employment Charter** and a powerful video sharing women's experiences, ideas, and recommendations.



The creators explain:

“The sMASH Charter isn’t a tick-box exercise—it’s a set of principles to inspire understanding and positive change from employers.

“We are skilled, resilient, and deserving of opportunities, just like everyone else.

Too often we're overlooked or locked out of career opportunities, due to fear of being exposed (as a sex worker), exclusionary application processes, or being overlooked for gaps in our CVs and a lack of references.

Our goal is a world where women are free from judgement and supported to start new careers and flourish.”

SMASH Employment Charter

OUR PRINCIPLES

DON'T JUDGE THE PAST

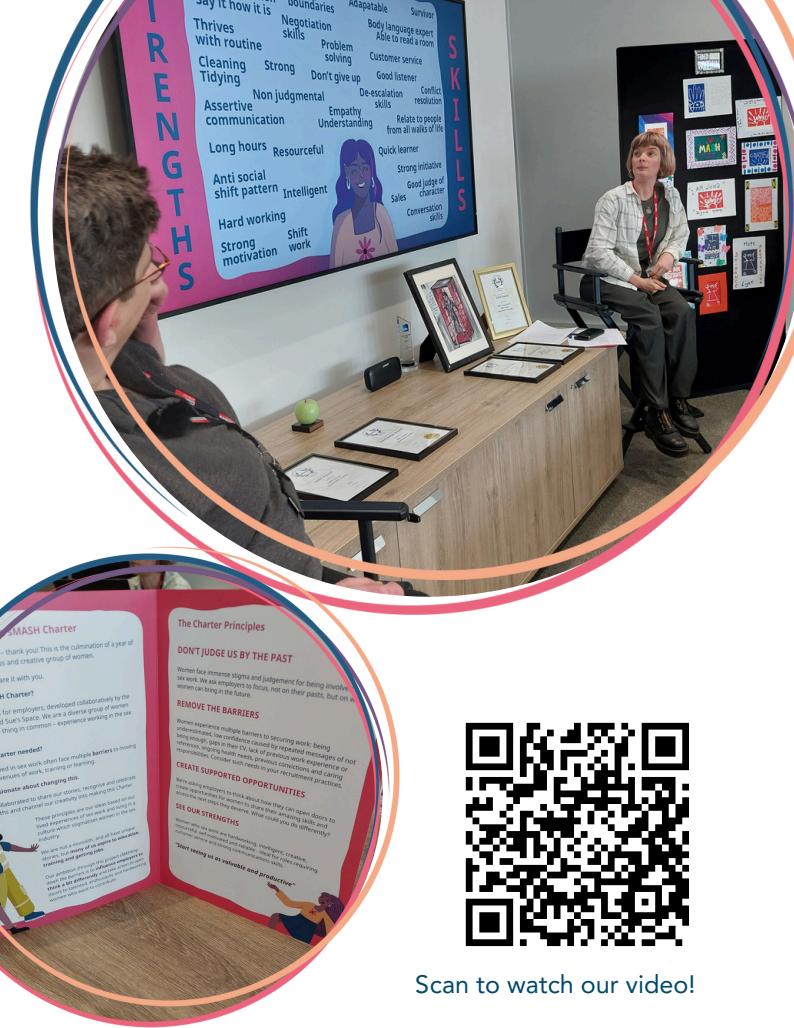
REMOVE THE BARRIERS

CREATE SUPPORTED
OPPORTUNITIES

SEE OUR STRENGTHS!!



Illustrations by
Hasia Curtis



OUR IMPACT ON SAFETY

90% of women felt their safety had improved as a result of MASH*

*Service User Survey conducted in July and August 2025, 40 women took part (17% of service users at the time).

“[At MASH] I can be open and honest without fear of repreuuccusions. This has massively helped my confidence as a sex worker”



women accessed the Outreach Van while street sex working at night



women accessed support following violence or assault



times women accessed information about Dodgy Punters



women were provided with advice around modern slavery

SERVICE USER SURVEY RESPONSES "DESCRIBE MASH IN THREE WORDS"

Charitable
Kind
Life Saving Heroes
Consistent
Well Worth It
Built On Trust
Trustworthy
Caring
Awesome
Brilliant
Diverse
Excellent
Fantastic
Lovely
Reliable
Here
Warmth
Creative
Angel
Safe
Saved My Life
Great
Resourceful
Good Girls
Always There
Community Spirited
Life Saving
Respectful
Auntie Sam's Angels
Welcoming
Empowering
I Love You
Understanding
Consistent
Well Worth It
Built On Trust
Trustworthy
Caring
Awesome
Brilliant
Diverse
Excellent
Fantastic

AMELIA'S STORY

What does having a safe home truly mean?

For Amelia, who has recently graduated from Greater Manchester Housing First, the apartment she now lives in was the 'foundation' of everything.

Four years ago, Amelia had nowhere to call home and no support network. She was addicted to drugs, sex working to survive and in her words was 'so lost'.

Here Amelia shares how she has made the most extraordinary transformations in her life with support from her MASH worker and Housing First.

"I was so lost," Amelia says when she talks about where she was in life when she met her MASH worker.

"I was heavily addicted to drugs and very into prostitution. I'd gone into rehab, but I relapsed. I had nowhere to stay.

"I was a mess. I didn't have family I could call when I was losing my mind. I was on crystal meth and GHB whilst I was sex working and it was so dangerous.

"I got a place in a specialist [accommodation] I was trying to sort my life out, but it wasn't good for me there. If I'd go downstairs people would be taking drugs and would push it onto me. It was at this time that I first met my MASH worker.

"At first, I was very wary, I was trying to figure her out...but I soon realised that I could trust her."

A short while later, Amelia met someone and got into a relationship.

"I moved in with him and he became very violent. I was scared at some points that I was going to die.

"But my MASH worker noted down every single time something happened. I thought that if something did happen to me, she had proof that it was him.

"It brought so much comfort to me.

"I eventually had the courage to break up with him and he put a gun to my head.

"MASH supported me to contact the police...I wouldn't have been here if MASH wasn't there to help with that."

Amelia was offered an apartment through the Greater Manchester Housing First scheme. It works on the principle that a home provides a stable base. Once a home is offered, unconditional support is then provided from this foundation led by the individual, their needs and their dreams.

"This apartment was the perfect sanctuary..."

because there was nowhere else I could go at that point. We cleaned, whitewashed it all and finally it was my new chapter.

"I realised the only thing you need for stability is a home. Somewhere to go that's yours.

"That no one can take away from you. There's no risk of losing it.

"Especially coming out of escorting. I'd had to rent privately for so long – having to pay rent is exhausting.

"Coming here and having a house which I didn't have to constantly worry about paying for meant I could finally stop and think. What do I want to do that's not escorting?

"For the first time I had a choice."

Once Amelia started to get settled into her home, she knew what she wanted to work on next.

"I knew that therapy was gonna help me to heal. I'm very self-aware. I'm transgender and I've transitioned. I've lost so much family because of it.

"My MASH therapist was great. She taught me about CBT (Cognitive Behavioural Therapy). She was wonderful. That was the start of my healing journey."

"MASH and Housing First were there for me...If I was to give any advice to others in a similar situation I'd say, trust them. Trust that not everyone is going to harm you.

"It's not just the house, it's the safety you guys provided me.

"It's not just about physical safety but emotional safety. Feeling safe to be yourself. Your whole self."

"Everything I want is happening. I'm glowing up. I'm finally going on a friends' holiday!...I've applied for a hairdressing course and my goal is to become a freelance hairdresser.

"I am so excited for everything. I am healed. I have no more baggage.

"It's all because I have this security. The foundation."

OUR INFLUENCING WORK MAKING SURE MASH WOMEN'S VOICES ARE HEARD

Women provided feedback for the consultation of the Manchester Sex Work Strategy.

MASH women participated in the national Women's Rough Sleeping Census. Findings continue to demonstrate a significant undercounting of women experiencing homelessness, evidencing the ongoing need for a gender-informed approach to homelessness services.

Contributed to research with the Institute for Addressing Strangulation, St Mary's Sexual Assault Referral Centre and Justlife.

Women fed into the development of Greater Manchester Women's Support Alliance health hubs.



RAISING AWARENESS, REDUCING STIGMA, INFLUENCING SERVICES

As Team MASH, we continue to proactively advocate for women who sex work, raising awareness of women's experiences and sharing best practice in a variety of forums. This included:

Housing First National Conference

Talks for students;

Manchester Safeguarding Conference

Manchester Metropolitan University

Housing First European Conference

Liverpool John Moores University

North Manchester General Hospital Safeguarding Conference

Panel events for Greater Manchester Mayor's Charity and George House Trust.

We collaborated with Manchester City Council, Our Room, NUM and LGBT Foundation on an International Day to End Violence Against Sex Workers (17th December) awareness raising event at Manchester Christmas Markets.



LOOKING AHEAD

“When I saw the van, I waved for it to stop.

I had got on quite a few times before and even though I was unsure at first, I know the ladies now and I feel I can trust them.

I was still so shaken up and I told them that the previous night I'd been raped.

They listened to me and believed me.”

MASH Service User

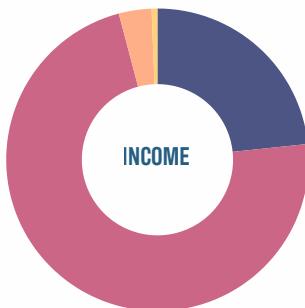
IN 2025/26 WE WILL BE

- **Refurbishing and co-designing** our centre and drop in space with women
- **Increasing the outputs of our sexual health service** to include vaccination programmes for STIs
- **Strengthening our partnerships** with homelessness services and continuing to press for increased suitable accommodation for women
- Developing our **Lived Experience Leaders** pathway including further opportunities on our Board
- **Consulting with women** on the regeneration of Manchester and how this impacts both their work and how MASH delivers services
- Planning a **stakeholder event**, bringing together partners to progress better outcomes for sex workers
- Starting **development work on our next strategy** due to launch in 2028
- Working with partners at Network Rail, National Trust and Sow the City to **develop a green space** at Piccadilly Station
- Launching our **Anti-oppression and Justice** workstream

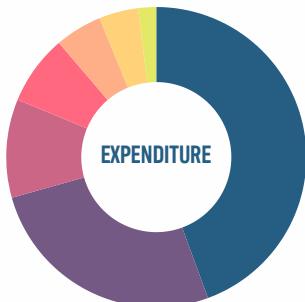


FINANCIALS

MASH IS HUGELY GRATEFUL FOR THE SUPPORT OF OUR FUNDERS AND DONORS WHO ENABLED US TO REACH AND IMPACT UPON SO MANY WOMEN'S LIVES.



Council Contracts	£352,177
Grants	£1,094,930
Donations	£52,806
Other Income	£9,355



1-1 Support	£623,701
Outreach	£368,426
Sexual Health Clinic	£149,097
Drop-in	£105,655
Involvement & Influence	£71,056
Counselling	£59,535
Thrive (recovery)	£27,176

THANK YOU



If you would like to donate to MASH's vital work supporting women in need please use the QR code.

VOLUNTEERS

A heartfelt thank you to all our **dedicated volunteers, Sue's Space members and trustees**. All the hours of time and energy that you give to MASH and the women we support makes a real impact.

We have a team of over 90 volunteers and we are very proud that the team was shortlisted for Volunteer Team of the Year at the Spirit of Manchester Awards in 2025.

If you would like to volunteer for MASH please visit our website www.mash.org.uk

FUNDERS AND SUPPORTERS

Another huge and heartfelt thanks to our amazing funders and individual supporters. Your kind financial support truly changes lives. Thank you to:

Manchester City Council
Salford City Council
Trafford Council
Bury Council
Oldham and Rochdale Borough Council
Pennine Care NHS Foundation Trust
GM Housing First Partnership
Greater Manchester Combined Authority
Greater Manchester Police
Ministry of Justice
UK Government and WEA Skills
Arnold Clark
Dowager Countess Eleanor Peel Trust
Duchy of Lancaster
Edward Holt Charitable Trust
The Evan Cornish Foundation
The Henry Smith Foundation
The Hobson Charity
Instep UK
The Leathersellers
Leeds Building Society
Manchester Guardian Society
Marsh Charitable Trust
Our Manchester VCS
Pilgrim Trust
The National Lottery
Richer Sounds Foundation
ROSA
Tudor Trust
UKH Foundation

A poem by H

Come in and take a seat inside
You don't have to be ashamed and hide

The staff will listen
Try all their might

They understand the reasons money is tight

They hold you up
At times you fall
You go to jail so they'll arrange to call

You might feel lost and want to give in

But these are situations
All girls here have been in
MASH has years of good tips and safety
ideas

Just remember when you enter
Leave the drugs and beers

MASH is safe, is real and true
They really can be there for you



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