

# METRO REVIEW

EMBRACE DIFFERENCE.  
MAKE A DIFFERENCE.  
BE THE DIFFERENCE.

LAUNCH

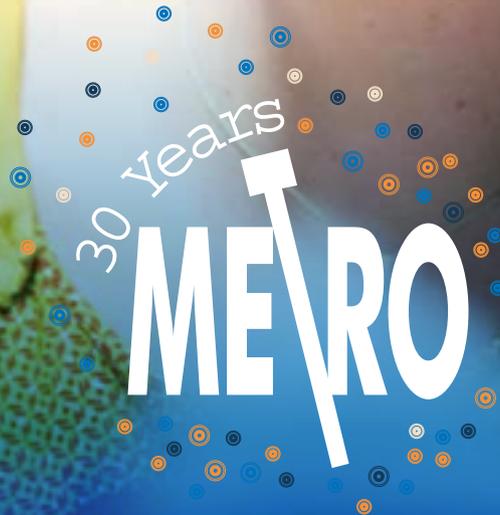


# 2014



30 years

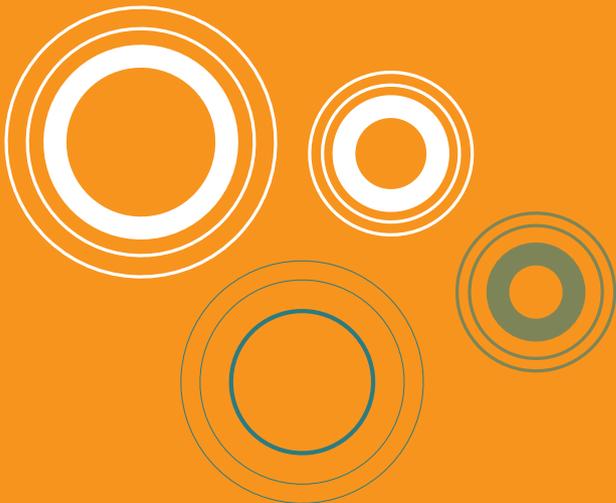
**METRO**



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# A word from our Chair & CEO

We are pleased to present this review to you in this significant year for our charity. METRO began life 30 years ago in Greenwich, to provide much needed services and support to the local lesbian, gay, bisexual, transgender and questioning (LGBTQ) communities. We continue that work to this day, albeit on a bigger scale and reaching more people and more diverse communities than ever before.

We are proud of our continued commitment to embracing difference, to equality and human rights, and to good health and wellbeing for all. Our main beneficiaries still include LGBT people and have now extended to include wider communities of young people, black African people and people living with and affected by HIV.

We have seen great strides in equality over our 30 years culminating in this year's celebration of the first legal marriages of same sex couples. Our **Youth Chances** research is a stark reminder that there is still a lot more to be done to improve the day to day experience for many: the levels of bullying, discrimination and abuse and the resultant mental health problems and poor outcomes for many LGBTQ young people are shocking. **We look forward to working with you to lobby for change and to continue to make a difference – do get involved.**

The charitable or third sector in England has contracted, and confronted significant challenges, including a rapidly changing health and social care sector. METRO has not been exempt from these challenges, as we have struggled to diversify our funding base, maintaining a strong reliance on statutory funding, and confronted

challenges integrating all of our disparate services for an improved service user experience. Additionally 2012 presented us with a number of particular challenges including the significant relocation of our base in Greenwich.

Our new **Strategic Plan 2014-18** is all about responding to these and other challenges. It commits us to continuing to make a difference to the lives of individuals facing difficulties because of gender, sexuality, identity or diversity, both through our direct services and through influencing and shaping agendas that have a direct impact on their lives; as well as shoring up and diversifying our fundraising approaches to ensure sustainability.

**We thank all of our supporters, funders, service users, volunteers and staff for 30 great years. Here's to the next 30!**

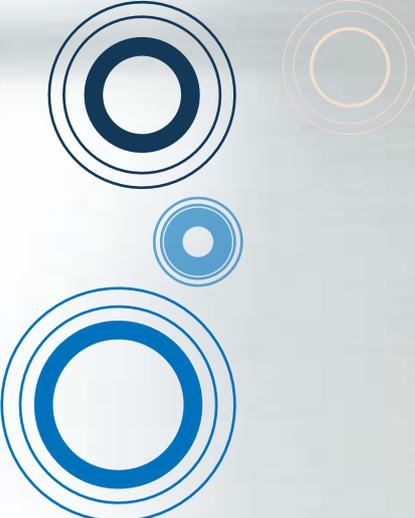
Join us and be the difference.



**Shannon West,**  
Acting Chair of  
the Board of  
Trustees

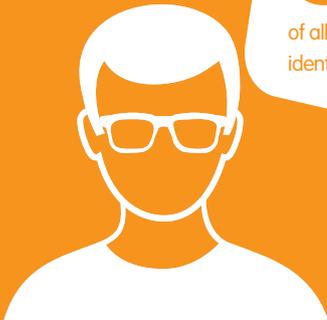


**Dr Greg Ussher,**  
Acting Chief  
Executive



# EMBRACING DIFFERENCE

METRO is a leading equality & diversity charity, providing health, community and youth services across London and the South East and with national and international projects.



**54%**

of all METRO service users  
identify as LGBT

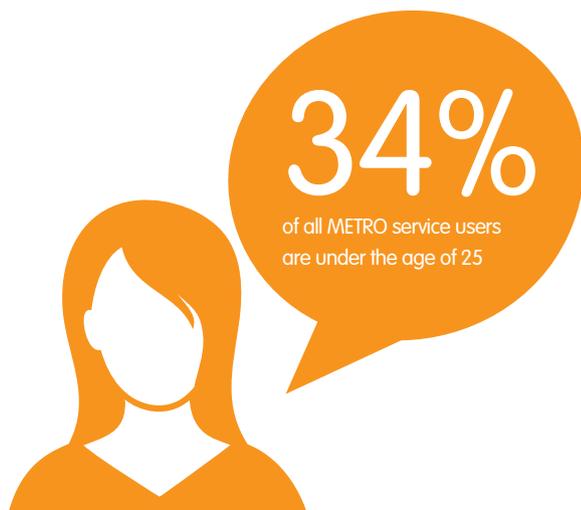


METRO works with any member of the community experiencing issues related to gender, sexuality, diversity or identity across five areas of work.

METRO promotes health, wellbeing and equality through **youth services, mental health services, sexual and reproductive health services, HIV prevention and support and through community participation and engagement.**

Listening and responding to the needs of our service users means that we have developed a diverse range of person-centred services, all connected by our passionate belief in the importance of human relationships and connection and the individual and collective capacity for change and growth.

We are committed to providing excellent and inclusive services to support people to make a real difference in their own lives and the lives of others.



## OUR SERVICE USERS

- 54% of all METRO service users identify as LGBT.
- 18% of all METRO service users identify as African.
- 34% of all METRO service users are under the age of 25.
- 5% of all METRO service users identify as HIV positive.

## OUR STAFF AND VOLUNTEERS

- METRO has 72 full time, part time and sessional staff.
- METRO's 65 active volunteers provide nearly 16,000 hours of service each year.
- 65% of METRO's full time and sessional staff identify as LGBT.
- Over 2013 METRO's Net Promoter Score (NPS) improved by 17%.



# METRO Sexual and Reproductive Health

METRO has always been committed to promoting positive sexual and reproductive health and wellbeing in the community. Originally aimed solely at the specific needs of LGBT communities, we have significantly expanded our services to offer more holistic sexual and reproductive health opportunities to a range of vulnerable communities.



16

METRO manages  
16 community  
sexual health  
clinics in London





Our services include community screening and testing, advice and information, support and advocacy, sexual health promotion and outreach, condom distribution and contraceptive services that integrate clinical and behavioural interventions. We manage 16 sexual health clinics in London ranging from testing only clinics to full sexual health and contraception clinics.

There is an increasing need to support young people and their sexual and reproductive health needs in a range of settings that suit them. In extending our work in this area we will look to support young women at risk of teenage pregnancy and young men who have very diverse and complex needs, particularly.

We believe that sexual and reproductive health is intrinsically linked to all aspects of health and wellbeing and that the primary aim of sexual and reproductive health services is to provide expert knowledge and choice for people in a non-judgemental way.

“*Just want to thank you for accommodating me last Wednesday, I felt a little bit better after that short conversation we had and Jane your nurse is lovely and kind as well.*”

## WHY?

Continuing high STI rates in England suggest too many people are still putting themselves at risk through unsafe sex, especially young adults and men who have sex with men (MSM).

- In 2012, there were approximately 450,000 diagnoses of sexually transmitted infections (STIs) made in England: the most common being chlamydia, with 206,912 diagnoses made in 2012.<sup>1</sup>
- A third of young people find the information they receive on sex and relationships unhelpful, or receive no such information at all.<sup>2</sup>

1. Public Health England, Health Protection Report Vol 7 No. 23 - 7 June 2013

2. Youth Chances: Summary of First Findings, Baker, D et al, Jan 2014

# METRO HIV



HIV prevention has been at the heart of METRO's work throughout our 30 years. We are the largest provider of community HIV services in London. Our HIV prevention and support work now includes a diverse range of community, home and online testing options, one-to-one and group based behavioural change interventions, information campaigns and training, health promotion and outreach and condom distribution, as well as holistic support for people living with HIV (PLHIV), including advice and information and advocacy and support.

We aim for an integrated flow between testing and prevention support, ensuring the moment of a positive or negative diagnosis is not the end of the client's journey.

METRO is committed to a person-centred approach in its work in HIV, and to piloting innovative approaches to both HIV prevention and support. This means we work to bring all affected communities together with the aim of eliminating HIV-related stigma, and addressing HIV related poverty. We believe that both HIV prevention and support can only be successfully achieved through mutual understanding and working together with all affected communities, whether positive or negative, MSM or African.

*“I wish this service was around when I was newly diagnosed. I felt my world had fallen apart around me and I didn't know which way to turn for support. You are offering a very valuable service.”*

## WHY?

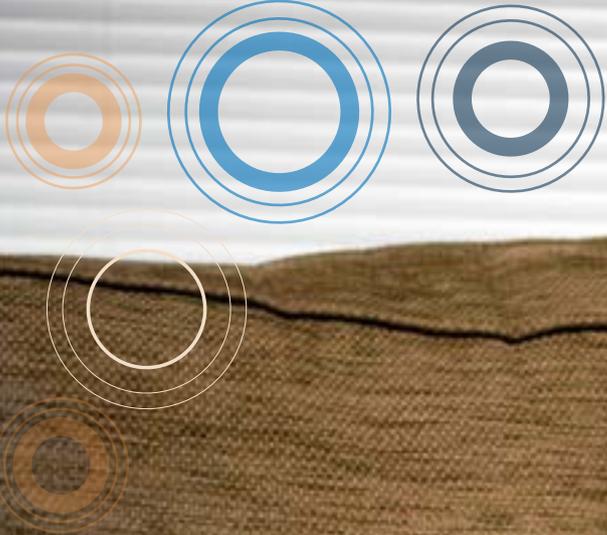
- By the end of 2012, an estimated 98,400 people were living with HIV in the UK, including an estimated 21,900 who were infected but undiagnosed.
- In 2012, 6,360 people were newly diagnosed with HIV in the UK with just under half (47%) diagnosed at a late stage of HIV infection.
- In 2012, an estimated 41,100 MSM were living with HIV in the UK, including an estimated 7,300 undiagnosed.
- In 2012, an estimated 31,800 African born heterosexuals were living with HIV in the UK of whom about 23% remained undiagnosed.<sup>3</sup>



7



3. All stats from HIV in the United Kingdom 2013, Public Health England, November 2013



# METRO Mental Health and Wellbeing

We are committed to delivering holistic mental health and wellbeing services as we have been throughout our 30 years. Our services now include LGBT counselling, peer support, group work, advocacy and crisis work, hate crime and domestic violence services, as well as the specific mental health and wellbeing support we undertake with the aim of HIV prevention and support for all affected communities.

METRO Mental Health and Wellbeing is predicated on the belief that specialist LGBT services are necessary for the good mental health and wellbeing of LGBT communities. At the root of our work is the belief that with support people can find the resources within themselves to go forward more positively with their lives.

### WHY?

- One in four people in the UK experience mental health problems each year.<sup>4</sup>
- There are significantly higher reported levels of mental health problems including depression, self-harm and suicide ideation in LGBT communities.<sup>5</sup>
- Our **Youth Chances**<sup>6</sup> research shows that over half of LGBT young people experience mental health problems and over half of LGBTQ young people have self-harmed.

*“I had a psychologist who was treating me for depression. I wanted to tell him about my trans issue, but he was treating me like ‘one of the lads’ like I was a ‘proper chap’. He had no idea I had such an issue about my gender because he was trying to build my confidence by complimenting my ‘male’ gender, which, was actually damaging.”*

9

18%

of all METRO service users identify as African



4. The Health & Social Care Information Centre, 2009, Adult psychiatric morbidity in England, Results of a household survey

5. LGBT Companion to the Public Health Outcomes Framework, Williams et al, 2013

6. Youth Chances: Summary of First Findings, Baker, D et al, Jan 2014



# METRO Youth

A commitment to providing services for young people has been an integral part of our approach since the beginning. METRO Youth provides free and confidential services to LGBTQ young people in South East London. Our work includes youth groups, work in schools to tackle LGBT-phobic bullying, alcohol advice and counselling, training and support and work to support access to education, employment and training.



We also work with whole populations of young people through a range of sexual and reproductive health services. In both our targeted and our generic work, we are committed to supporting and educating young people and empowering them to have greater control over their own lives.

We believe that young people's rights to participation, protection and provision should be respected through services informed by their needs and views. We aim to provide an integrated service model to ensure that the often complex and diverse needs of young people are caught and addressed in a way that will assure the best outcomes for them.

Our **Youth Chances** research is the outcome of our long history and expertise in providing youth services: a social research and influencing project, aimed at improving the lives of 16-25 year old LGBTQ young people across England by communicating their needs and concerns to the service providers and policy makers responsible for addressing them.

## WHY?

- Four out of five LGBTQ young people know they are LGBTQ before the age of 16 years and two thirds of trans young people know they are trans before the age of 16 years.
- LGBTQ young people want emotional support and opportunities to meet other LGBTQ people when they are coming out: most are not getting the support they want.
- LGBTQ young people are at significantly greater risk of verbal, physical and sexual abuse.
- Nearly one in ten LGBTQ young people (8%) have had to leave home for reasons relating to their sexuality or gender identity.<sup>7</sup>

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7. Youth Chances: Summary of First Findings, Baker, D et al, Jan 2014



# METRO Community

Since its inception, METRO has been committed to community participation, involvement and engagement. Our charity is built on the power of community organising and has a long history of community involvement in its development, particularly in its long history of engaging people infected with and affected by HIV.

**16,000**hrs

METRO's 65 active volunteers provide nearly 16,000 hours of service each year





Our current service offers in this area include hosting Healthwatch in Greenwich and sitting on the Board of Healthwatch in Medway; peer support and social groups; service user involvement; youth fora; volunteering opportunities; community based participatory research and membership of Citizens UK.

We believe that everyone should have equal access to community involvement and participation in shaping communities and services and that services should be informed by service user need, experiences and voices.

We seek to empower service users to be active citizens in promoting health, wellbeing and equality and supporting healthy communities, and we are committed to supporting disadvantaged communities to overcome barriers to participation.

### WHY?

- It is widely acknowledged that involving people in their own health and social care is critical for improved outcomes and wellbeing.
- Some communities face challenges in accessing formal participation and involvement structures and additionally their needs are often ignored.
- Our **Youth Chances** research highlights particular areas where LGBT young people face difficulties in participating fully in their local communities.

*“I began to volunteer for Youth Chances back in 2011. It has been by far the most rewarding work I’ve ever done... (It) has inspired me to go into work based around improving the lives of others, as I believe it is the most important work that can be done.”*

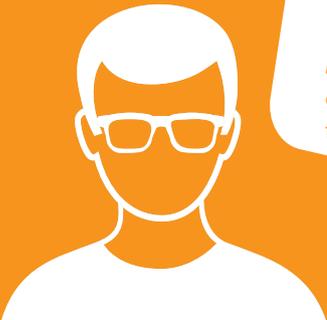


72  
METRO has 72 full time, part time and sessional staff



# MAKING A DIFFERENCE

METRO is providing more services than ever before to more people and with more impact.



**100**

METRO provides over 100 discrete services across its five areas of work.



**5000**

METRO registers over 5,000 individual service users every quarter.

# THANK YOU

We cannot do what we do without the financial and other support of our individual and corporate supporters, funders and commissioners. Your money is invested in direct activity that makes a positive and lasting difference to the lives of the people we support and we keep our support costs very low.

**Thank you to all our volunteers who give selflessly of their time and energy to support our work, including this year those who joined our new METRO Associates programme.**

**Thank you to the corporate partners who helped to steer the development of our METRO Associates programme, including representatives from:**

Standard Chartered Bank

BP

IBM

KPMG

DeLoitte

**Thank you to all of our many commissioners and funders, across the public, private and charitable sectors. Particular thanks to the Royal Borough of Greenwich for supporting us throughout our 30 years.**



# HIGHLIGHTS

## OUR SERVICES

- METRO on average provides 60,000 occasions of service<sup>8</sup> per year.
- METRO registers over 5,000 individual service users every quarter.
- METRO provides over 100 discrete services across its five areas of work.
- METRO has 97% adherence and compliance across all of its contracts and service level agreements.

METRO was the lead organisation in the partnership that delivered a hugely successful **National LGBT Health Summit** in September 2012 at the University of Canterbury attracting over 450 people over two days of speakers, workshops, exhibitions, art and music.

METRO's investment in **Kent and Medway** included establishing an office in Rochester in 2012, and has resulted in the development of the Kent & Medway LGBT Forum, support for the Kent & Medway Community Reference Group; and securing contracts to work in partnership to deliver HIV prevention programmes, Medway Healthwatch and the Big Lottery Transition Advice Fund.

METRO was successful in securing the contract with RB Greenwich to host **Healthwatch Greenwich** in 2013

We launched our Big Lottery funded **Youth Chances** survey in May 2012 and conducted an extensive national roadshow over the summer to recruit participants in the survey resulting in over 7,000 respondents, making it the largest survey of its kind, and fully representative and robust.

Our **volunteering programmes** went from strength to strength and we continued to deliver a constructive and mutually beneficial experience for all and to provide opportunities for volunteers to learn new skills and gain valuable experience. We also developed our **METRO Associates** programme with the support of corporate partners.

We launched our **Fck Equal HIV Prevention Campaign** targeting gay and bisexual men and other MSM with a very specific message about increased risks of HIV transmission. We worked with Red Sheep agency to develop a highly creative digital campaign with an interesting take on the concept of equality.

We successfully engaged with a range of national programmes and partnerships including HIV Prevention

8. An occasion service mean every time we provide a direct service to an individual



England HIV testing for gay and bisexual men and African communities; joining the **National LGB&T Partnership**, part of the Department of Health Strategic Partnership Programme; and chairing the LGBT Consortium of Voluntary Organisations.

We co-authored the **LGBT Companion to the Public Health Outcomes Framework** and we are working with the National LGB&T Partnership to disseminate it to health professionals and LGBT communities.

We worked with performance artist Tom Marshman to build an inter-generational oral history project matching older and younger LGBT people, culminating in **Move Over Darling: The Lost Gay Cockneys** theatre production.

We are now delivering the **METRO Get It!** free condoms and advice scheme for young people in Wandsworth.

As an active member of **ILGA-Europe** we contributed significantly to the development of the current ILGA-Europe Strategic Plan.

We continued to work in **Royal Greenwich** to profile and build **equality work** with third sector partners GAVs, Her Centre, GAD and GRIP.

METRO is now commissioned to manage **16 sexual health clinics** in London ranging from peer led HIV point of care testing only clinics to full sexual health and contraception clinics, increasing our reach and working

with disadvantaged communities to promote positive sexual health and wellbeing.

Our **HIV testing** and prevention work continued apace including funding by MAC AIDS Fund to provide a HIV testing and prevention service to black and minority ethnic MSM with men in south London; leading the **GMI Partnership** to deliver HIV testing and prevention to MSM across London; leading the GLC Partnership to deliver HIV testing and prevention to African communities in Greenwich, Lewisham and Croydon, in partnership with Africa Advocacy Foundation.

We partnered with University of Greenwich to secure funds from the **South London Innovation Fund** to undertake community based participatory research related to HIV in Greenwich and Lambeth.

We achieved the **London Healthy Workplace Charter** accreditation administered by the Mayor of London in acknowledgement of our work to promote health and wellbeing with our staff and volunteers.

We worked with partners to produce a **vision for the future of HIV peer support in South London** that is outcome focused and patient centred and endorsed by eleven peer support organisations.

Our **fundraising activities** included our annual Drag Race in Greenwich and entrants to the Men's Health Survival of the Fittest 10k challenge in Battersea.



# BEING THE DIFFERENCE

During 2012/13 we undertook an internal review of our identity and brand, which resulted in redefining our Vision, Mission and Values to better reflect what METRO is all about and what we are trying to achieve collectively.

5%

of all METRO service users identify as HIV positive





## VISION

METRO's vision is for a world where difference is celebrated, respected and valued, where discrimination is eliminated and where optimum health and wellbeing for all is a collective goal.

## MISSION

METRO promotes health and wellbeing through our transformative services to anyone experiencing issues relating to gender, sexuality, diversity or identity.

METRO uses its unique insight and our LGBT heritage and perspective to influence decision makers and to effect positive change.

METRO embraces difference and champions equality, and challenges others to do so too.

METRO works collaboratively with our staff, volunteers, users, partners and supporters to make a difference to people's lives.

## VALUES

### Integrity

METRO is true to its Mission and we believe in the transformative power of excellent and inclusive services, products and experiences.

### Insight

Our services and our change agenda are informed by our understanding of the power of human connection and relationship AND our unique relationship with the people and communities we work with and for.

### Innovation

METRO strives to deliver cutting edge and creative solutions to the individual and social problems we identify.

Our Vision, Mission and Values are the foundations for our new **Strategic Plan 2014-18**.

## METRO STRATEGY 2014-18

### STRATEGIC GOAL: What we aim to achieve

The goal of our Strategic Plan 2014-18 is to grow and diversify deeply into our new vision, mission and values, and to continue to consolidate and expand METRO as one congruent charity, so as to ensure consistent, high quality and integrated experiences for our service users.

### STRATEGIC OBJECTIVES: What we will do to achieve it

#### 1. Innovation

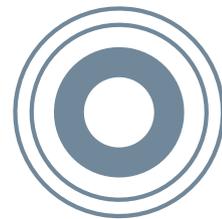
We will deliver transformative services for our beneficiaries across all our areas of work, and we will improve the quality, diversity and reach of these services.

#### 2. Insight

We will use what we learn from the delivery of our services to build our insight to influence policies, procedures and practices for the benefit of our services users and those we aim to serve.

#### 3. Integrity

We will ensure that all structures, roles, functions, policies and processes within the organisation are transparent, accountable and robust to facilitate the achievement of Objectives 1 and 2.



# BE THE DIFFERENCE TOO: ways to help

Your support really helps us to make the difference to people's lives. There are many ways to get involved

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## **Give**

We rely on voluntary donations to continue and support our work. You can make one off or regular donations or take part in fundraising events and activities

[metrocentreonline.org/donate](http://metrocentreonline.org/donate)

## **Volunteer**

We believe very strongly in investing in our volunteer workforce and have developed a supportive and comprehensive recruitment, induction and training programme.

[metrocentreonline.org/work-with-us/volunteer](http://metrocentreonline.org/work-with-us/volunteer)

**METRO Associates** is a professional volunteering network of people committed to supporting our work by providing specialised help for specific time-bound projects. It is a mutually beneficial opportunity focused on projects and goals rather than more traditional volunteering roles.

[metrocentreonline.org/work-with-us/metro-associates](http://metrocentreonline.org/work-with-us/metro-associates)

## **Corporate support**

We can help partner with you to achieve your business and Corporate Social Responsibility objectives. Working with us is an excellent opportunity to partner a respected charity brand and help even more people to better health and wellbeing.

## **Like us**

[facebook.com/METRO Charity](https://facebook.com/METROCharity)

## **Follow us**

[twitter.com/METROCharity](https://twitter.com/METROCharity)

## **Watch us**

[youtube.com/themetrocentre](https://youtube.com/themetrocentre)

[youtube.com/METROHIV](https://youtube.com/METROHIV)

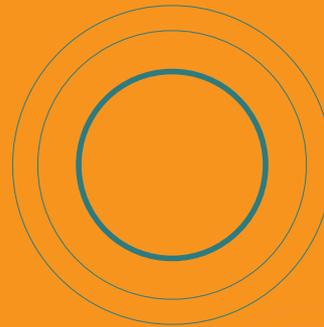


In this Review we celebrate 30 years of making a difference. We present an overview of our work, key recent achievements and future plans so you can see how we are doing.

Our statutory Annual Report & Accounts 2012/13 is available on request and online at [metrocentreonline.org](http://metrocentreonline.org) and on the Charity Commission website [charity-commission.gov.uk](http://charity-commission.gov.uk)

**[metrocentreonline.org](http://metrocentreonline.org)**

Company Registration No. 2716101 | Charity Registration No. 1070582





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