



# Nayee Shuruuat

**A Fresh Start**



Heal | Learn | Grow



## About Us

SHEWISE is a by-and-for organisation, led by women who understand the lived experiences of the women we support. Based in Hounslow, Tower Hamlets and Newham, we stand alongside women and girls who need a safe space, understanding, and practical support to move forward. Our purpose is to help women strengthen their education, build economic independence, and improve their mental wellbeing so they can take back control of their lives.

Because we come from the same communities we work in, we recognise the pressures and barriers that many minoritised women face every day, especially those from South Asian and Middle Eastern communities. That's why our approach is culturally responsive, trauma-informed, bilingual and inclusive. We also follow a 'no woman is turned away' policy irrespective to their background.

At our core, we want to challenge harmful beliefs, generational conditioning, and the silent struggles so many women carry. We want future generations to grow up free from fear, to break the cycle of abuse. To do this, we work closely with local communities, opening up conversations about abuse, inequality and women's rights, especially in places where these topics are often misunderstood or hidden. Through advocacy, signposting, casework and our specialist training programmes, we help women rebuild their confidence, their dignity and their sense of possibility.



# Domestic Abuse

Domestic abuse is a deeply traumatic experience that affects every aspect of a person's life.



SHEWISE is committed to eliminating harmful traditional practices such as forced or early marriage, so-called "honour-based" violence, female genital mutilation (FGM), faith-based violence, and other less visible forms of abuse that persist within our communities. These practices, often disguised as cultural norms, are violations of basic human rights.

At SHEWISE, we are dedicated to empowering women to rebuild their lives and regain their confidence, especially those affected by domestic abuse. We offer a safe and confidential environment where women can find understanding, support, and practical help.

## Advice & Support Helpline:

A specialist bilingual sexual and domestic abuse advice line available Mon-Fri. We offer professional, emotional support, guidance and casework

## Drop-in Services:

Free, confidential advice on domestic abuse and related issues at various sites across London.

## Awareness Campaigns:

Through our Innovative initiatives, Domestic Abuse Through the Lens of Creative Expression we bring together survivors and artists to shed light on critical issues, such as trauma, honour-based violence and trafficking.

## Trainings and Workshops:

Our initiatives include both intervention and prevention programmes designed to address the complex needs of migrant communities and the evolving challenges faced by second and third generation migrants. We work across generations, recognising and responding to domestic abuse experienced by both elders and youth, especially with in South asian and Middle eastern communities. Additionally, we provide training to other voluntary sector organisations, equipping them to identify early signs of abuse and establish effective referral pathways.

# Domestic Abuse Training Programmes

We offer a range of programmes related to Domestic Abuse.

- Nayee Shuruat (A Fresh Start)
- Domestic Abuse Toolkit - a child-centred toolkit for schools and organisations working with children
- Faith, Safety & Empowerment: Ending Domestic Abuse; workshops- for faith settings
- Domestic Abuse & Harmful Practice Pathway- for voluntary organisations.

This brochure contains information about Nayee Shuruat (A Fresh Start). If you would like information about our other programmes, please contact SHEWISE.

# Nayee Shuruaat

## A Fresh Start

Nayee Shuruaat, meaning “A Fresh Start,” is a unique and specialist 10-week bilingual programme created specifically to support South Asian women who have experienced domestic abuse. Originally commissioned by Hounslow VAWG services as an alternative to the Freedom Programme, Nayee Shuruaat was designed to address the cultural, social and structural challenges that shape women’s experiences of abuse within South Asian communities.

As a self-awareness and educational programme, Nayee Shuruaat helps women understand domestic abuse, power and control, and the impact of trauma. It is gender-neutral and highlights the many “masks” perpetrators may wear. Importantly, it recognises that abuse in South Asian families can come from intimate partners as well as parents, in-laws, extended family members and community elders.

The programme supports women to recognise the difference between unhealthy and healthy relationships, based on respect, consent and human rights, rather than cultural ideals of what a “perfect” relationship should look like. Women are given space to rebuild emotional resilience, strengthen their self-worth and move forward with confidence and clarity by cultivating new, healthier way of thinking.

Nayee Shuruaat also explores the impact of domestic abuse on children, helping mothers understand their experiences and equipping them with practical tools to rebuild safe, trusting relationships with them.

Following the programme’s successful delivery in Hounslow, we are delighted to bring Nayee Shuruaat to Tower Hamlets. With funding from Tower Hamlets CVS (Domestic Abuse and Mental Health Funds), we are able to offer this 10-week programme free of charge to South Asian survivors of domestic abuse living in Tower Hamlets.





# Participant's Journey

Nayee Shuruat aims to empower victims in their healing journey. Each session starts by looking at various facets of Domestic Abuse

## Adverse Childhood Experiences



Concepts of Patriarchy, Control and Abuse within South Asian Culture and their impact, is explored in a Trauma informed and safe way

## Abusive or Unhealthy relationships

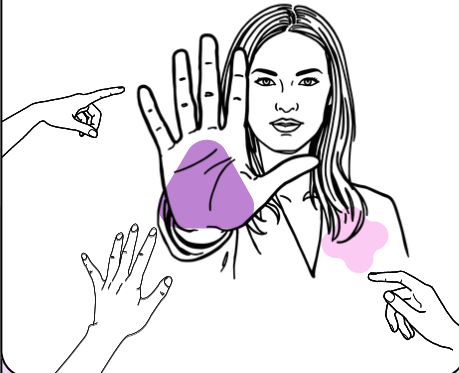


Tactics used by Abusers are discussed to increase understanding of how Abuse kept them trapped. Focus is put on *how* to heal from them

## DA and impacts on Children



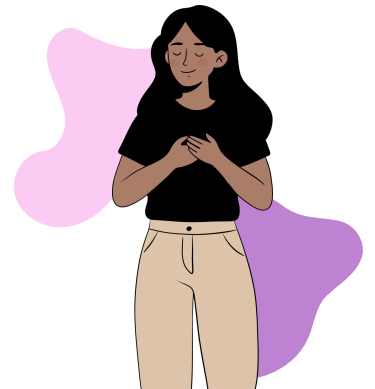
How Domestic Abuse impacts children is highlighted. Having healthy and healed relationships with them moving forward is also explored



Participants are given information, tools to spot and avoid unhealthy relationships or Domestic Abuse moving forward



Participants are made aware that they are not alone in their experience and create a kinship with those with similar experiences



Participants leave with coping strategies, goal setting and tools to move forward with their lives in an empowered way

# Nayee Shuruaat

## A Fresh Start

### Understanding the Unique Barriers

Recent evidence indicates that South Asian women in the UK experience domestic abuse within a complex set of socio-cultural, linguistic, structural, and economic constraints that can significantly restrict help-seeking. Although the Crime Survey for England and Wales (CSEW) reports that Asian or Asian British people have the lowest recorded prevalence of domestic abuse at 2.0% in the year ending March 2023, researchers consistently emphasise that this figure likely underestimates true prevalence due to substantial barriers to disclosure within minoritised communities.

South Asian women often face additional barriers when seeking support for domestic abuse, including:

- Cultural stigma, honour norms (izzat), and shame (sharam): Studies show that social expectations around family honour significantly influence survivors' decisions not to disclose abuse. Recent research from Scotland (2025) highlights how cultural expectations of being a "good South Asian woman," characterised by compliance and silence, can reinforce cycles of abuse and discourage engagement with formal services. These dynamics contribute to underreporting despite known risks, leading to isolation. ([ons.gov.uk](https://ons.gov.uk))
- Language barriers: A large scoping review (2000–2024) identified language support as one of the most critical needs when accessing specialist domestic abuse services, with inadequate provision often resulting in women being excluded from appropriate help or unable to navigate available pathways safely. ([sccjr.ac.uk](https://sccjr.ac.uk))
- Lack of culturally responsive services: Evidence consistently shows that mainstream domestic abuse services often lack the cultural competence required to understand the intersecting issues faced by South Asian women. Specialist "by-and-for" organisations are identified as essential in meeting these needs
- Patriarchal attitudes: Deep-rooted gender expectations and power imbalances can normalise abuse and make it harder to challenge.
- Socio-economic structures: Financial dependence, limited access to resources, and immigration, related abuse can prevent women from safely leaving abusive situations.



## Programme Overview

Nayee Shuruat addresses these challenges through a culturally sensitive and trauma-informed approach. It aims to empower South Asian women to recognise and overcome the challenges they face in abusive relationships, fostering a supportive environment for healing and growth.

- **Unmasking Abuse:** The programme introduces the concept of the "Mask Wearer" to help participants identify and understand manipulative behaviours and unhealthy relationship dynamics.
- **Exploring Cultural Pressures:** Sessions delve into how cultural norms, traditions, patriarchy and societal expectations intersect with domestic abuse and honour based violence, creating barriers to seeking help.
- **Building Healthy Relationships:** Participants learn to distinguish between healthy and unhealthy relationships, focusing on respect, consent, and personal rights.
- **Empowerment and Self-Care:** The programme emphasizes self-healing and self-acceptance, empowering women to rebuild their lives and make informed decisions about future relationships.
- **Multilingual Support:** Delivered in Hindi, Urdu, Bengali, and Punjabi, (written material for Bengali/Tamil speaking participants available, where required). The programme ensures accessibility for women with limited English proficiency.

## Programme Outline

<b>Week 1</b>	<b>Introduction</b>	<b>Week 6</b>	<b>Raj Karne Wala</b> (King of the House: Physical & Financial Abuse)
<b>Week 2</b>	<b>Daar ka Cherah</b> (Abuse through Fear)	<b>Week 7</b>	<b>Sex Control</b> (inc. sexual abuse)
<b>Week 3</b>	<b>Qaidee Baneywala</b> (Abuse through Control & Isolation)	<b>Week 8</b>	<b>DA and Kids</b>
<b>Week 4</b>	<b>Jazbaat se khelene wala Cherah</b> (Emotional Abuse)	<b>Week 9</b>	<b>Trauma Bonding</b>
<b>Week 5</b>	<b>Dhumki Ka Cherah</b> (Abuse through Threats)	<b>Week 10</b>	<b>Moving Forward</b> (Celebration Party)

### Cost:

FREE- Paid for by the Tower Hamlets Domestic Abuse and Health Equity Fund

### Participants:

Group Participation: Feel free to refer as many clients by completing the attached form. we aim to run the session with minimum 7 - Maximum 15 participants from different referral sources.

**Starting from:** Monday 13<sup>th</sup> April 2024

**Time:** 2.5-hour sessions: Workshop- 12:30 am to 15.00 pm.

**Location:** Nari Centre 61 Vallance Road, E1 5AB

### Participant Feedback:

*"Exceeds my expectations, more culturally relevant to me than the previous 'Freedom Programme' I attended."*

*"It opened doors to so many things that I did not know were part of building my frame. It helps me to recognise Red Flags."*

- 90% of participants rated the workshop "Very Satisfactory (9/10)."
- 90% of participants rated the facilitators' teaching methods as "Excellent."
- 90% agreed that the workshop met their expectations and more.
- 90% participants reported significant improvement in their understanding of domestic abuse and the impact of abuse on children. Especially from a cultural perspective.

## Booking Nayee Shuruuat

To find out more about Nayee Shuruuat or to book the programme, please contact Saima (details below) to discuss your needs, delivery options, and scheduling.

Saima Khan (COO & Head of Domestic Abuse Service at SHEWISE).

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