

Key Messages & Narrative

Elevator Pitch

This is the UK's first dedicated women-only detox centre. It's called The Elms, and it's being built on the Gloucestershire/ Worcestershire border. We're crowdfunding to raise £500,000 to bring it to life, because women deserve a detox space that's safe, psychologically informed, and truly built for women.

Key Messages / Talking Points

- **Drug and alcohol-related deaths among women are rising and fast.**
 - There has been a 38% increase in alcohol-specific deaths (2012–2022) and an 81% increase in drug poisoning deaths (2011–2021) among women in the UK. The need for specialist, gender-informed support is urgent.
- **Women face unique barriers to accessing treatment.**
 - Many women may be unable to seek help due to stigma, domestic abuse, caregiving responsibilities, and past trauma. Mixed-gender detox environments can feel unsafe or not suitable, which may cause women to disengage from services altogether.
- **There are no women-only detox centres in the UK.**
 - The Elms will be the first of its kind: a dedicated, medically-managed detox centre designed specifically for women, by women, offering psychologically informed and compassionate care.
- **It's built with women, not just for them.**
 - The Elms will provide a psychologically informed, safe, and nurturing space in the beautiful countryside. Everything from the facilities to the therapeutic model has been developed in consultation with women with lived experiences.
- **The need is national, but the impact starts local.**
 - The Elms will be based on the Gloucestershire/ Worcestershire border but serve women from across the UK.
- **This is a bold, hopeful campaign and we need your voice.**
 - We're aiming to raise £500,000 to make it happen. Trustees and supporters like you are key to helping us get there.

Why This Matters

- Many detox spaces are mixed-gender, which can feel unsafe for women, especially those who've experienced trauma.

- Without safe detox, women can remain stuck in cycles of harm, unable to continue their recovery. It has been identified as a specific barrier to residential rehabilitation, as detoxification is often required before women can access these services.
- Building The Elms means creating a place where women can safely take that first step and continue to rebuild their lives.

Why Via?

We have the expertise and experience. Via has a strong track record running residential detox and rehab services, including Passmores House.

We centre lived experience. From design to delivery, women who've been through detox are shaping The Elms.

We're building something sustainable. This isn't a pilot, it's a permanent, specialist service with long-term impact.