

# The Norwich Centre



## Counselling Service Annual Report 2017

**bacp** | Accredited  
Service

email: [info@norwichcentre.org](mailto:info@norwichcentre.org)  
web: [www.norwichcentre.org](http://www.norwichcentre.org)

Registered Charity No: 1005967

## Contents

<b>Daytime Clients</b>	<b>Page 3</b>	
Table 1: Client Day Breakdown	Page 3	
Chart 1: Client Day Sessions	Page 3	
Table 2: Five Year Day Breakdown	Page 3	
<b>Evening Clients</b>	<b>Page 4</b>	
Table 3: Client Evening Breakdown	Page 4	
Chart 2: Client Evening Sessions	Page 4	
Table 4: Five Year Evening Breakdown	Page 4	
<b>Client Breakdown</b>	<b>Pages 4-5</b>	
Chart 3: Total Available Sessions (Five Years)	Page 5	
<b>Exploratory Sessions</b>	<b>Page 5</b>	
Table 5: Exploratory Breakdown	Page 5	
<b>Statistics for Individual Counselling</b>	<b>Pages 5-6</b>	
Chart 4: Monthly Sessions Offered in 2017	Page 5	
Chart 5: Appointment Outcomes 2017	Page 6	
Table 6: Appointment Outcome Figures (Monthly)	Page 6	
<b>Average Fees</b>	<b>Page 7</b>	
Table 7: Average Fees Paid	Page 7	
<b>Waiting List</b>	<b>Page 7</b>	
<b>Client Presentations Day</b>	<b>Page 8</b>	
Chart 6: Client Presentations (Day)	Page 8	
<b>Client Presentations Evening</b>	<b>Page 9</b>	
Chart 7: Client Presentations (Evening)	Page 9	
<b>Where Clients Heard About the Norwich Centre</b>	<b>Page 10</b>	
Table 8: Source of Contact over Five Years	Page 10	
<b>Youth Counselling Service</b>	<b>Page 11</b>	
Chart 9: Youth Exploratory Sessions	Page 11	
Chart 10: Youth One-to-One Sessions	Page 11	
<b>Client Profiles/Demographics</b>	<b>Pages 12-15</b>	
Gender	Chart 11: Gender Identity (Percentage) 2017	Page 12
	Table 9: Gender Identity (Figures) 2017	Page 12
Age	Table 10: Age Breakdown 2017	Page 12
	Chart 12: Visual Age Breakdown 2017	Page 12
Geographical Area		Page 13
Sexuality	Chart 13: Sexuality Breakdown (Visual) 2017	Page 13
	Table 11: Five-year analysis of sexuality identification	Page 13
Disability		Page 13
Health		Page 13
Religion	Chart 14: Religious Identification 2017	Page 14
Nationality	Table 12: Nationality Breakdown 2017	Page 14
Ethnic Origin		Page 15
<b>Service Evaluation</b>	<b>Page 15</b>	
Online feedback forms	Page 15	
PSYCHLOPS evaluation	Page 20	

## Counselling Service (including Spiritual Accompaniment)

Norwich Centre provides day time counselling during office hours from Monday to Friday and during 2017 offered evening sessions on one day a week (Tuesday). The following breakdown looks at all sessions held within the counselling service and is broken down between day and evening sessions.

Spiritual Accompaniment are sessions offered by Brian Thorne and Caroline Kitcatt, these sessions are included within the daytime statistics.

### Daytime Clients

The total number of sessions available to clients in 2017 was 2111 including supervision and exploratory sessions (in 2016 this was 1859). Table 1 shows the breakdown of clients in terms of attendance. Chart 1 shows the percentage attendance of clients visually.

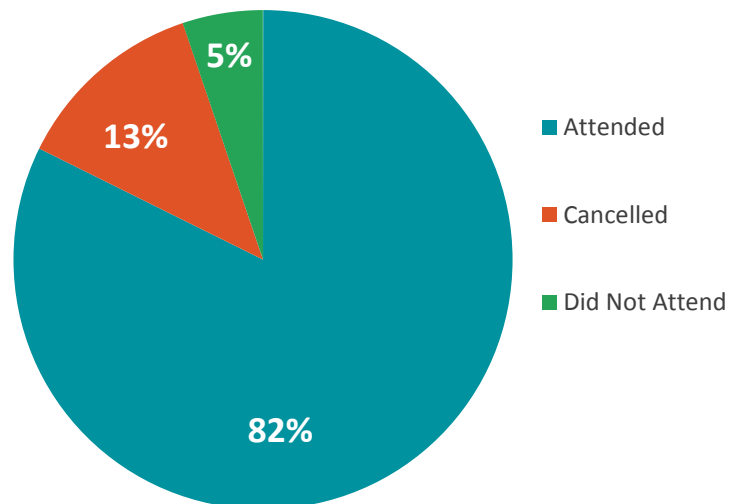
<b>Table 1: Client Day Booked Session Breakdown</b>	
Attended	1738
Cancelled	263
Did Not Attend	110

An attendance rate of 82% is slightly lower than in 2016 where the rate was 84%.

Cancelled appointments and non-attendance ran slightly higher than in 2016 (1% higher on both counts).

A full percentage breakdown for the last 5 years is shown in Table 2.

**Chart 1: Client 'Day' Sessions**  
(Does not include planned breaks, held slots and unfilled spaces)



<b>Table 2: Percentage of Booked Sessions DAY Annual Breakdown</b>					
	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Attended</b>	82%	84%	83%	82%	82%
<b>Cancelled</b>	13%	12%	13%	13%	13%
<b>Did Not Attend</b>	5%	4%	4%	5%	5%

## Evening Clients

The total number of sessions available for evening appointments in 2017 was 68, this is the same number as in 2016. Table 3 shows the breakdown of clients in terms of attendance. Chart 2 shows the percentage attendance of clients visually.

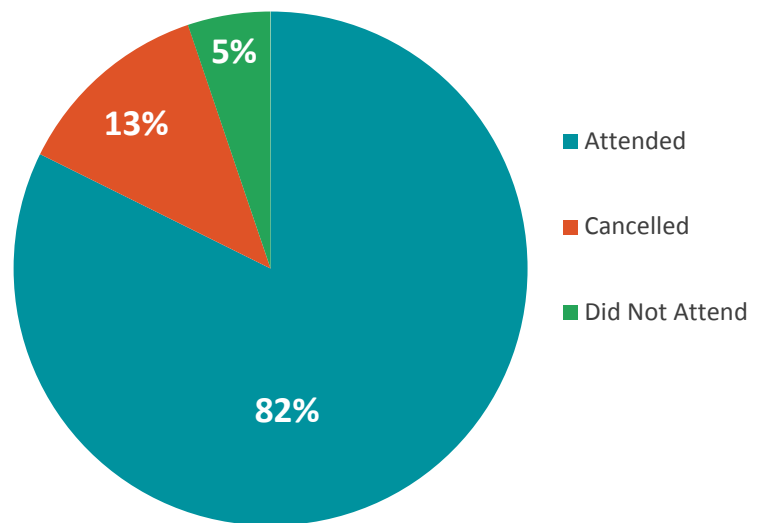
Attended	64
Cancelled	4
Did Not Attend	0

An attendance rate of 82% is slightly lower than in 2016 where the rate was 85%.

Cancelled appointments ran slightly higher than in 2016 (1% higher) and non-attendance also ran at 1% higher than 2016.

A full percentage breakdown for the last 5 years is shown in Table 4.

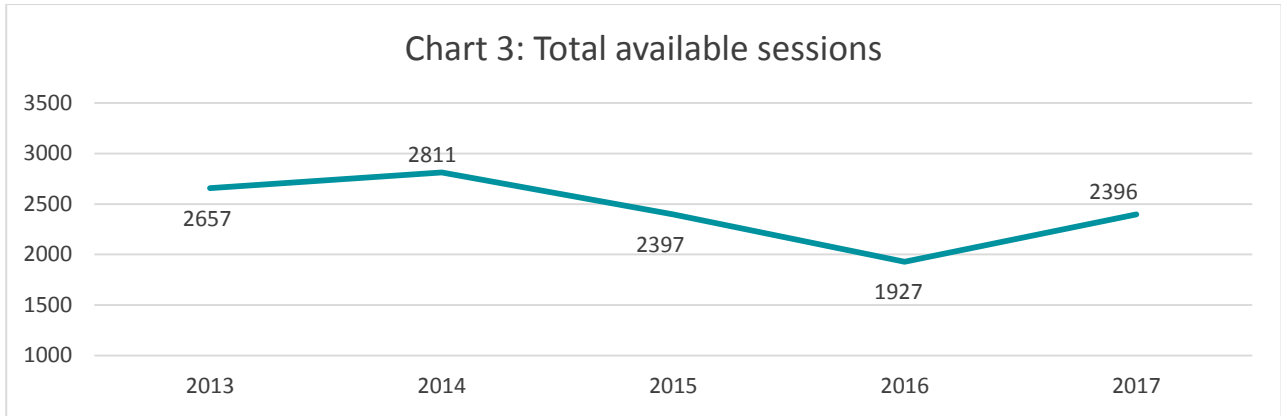
**Chart 2: Client Evening**  
(Does not include planned breaks, held spaces and unfilled spaces)



	2017	2016	2015	2014	2013
Attended	94%	85%	91%	93%	78%
Cancelled	6%	14%	8%	6%	20%
Did Not Attend	0%	1%	1%	1%	1%

## Client breakdown

In total including spaces that were held or for clients on planned breaks there were 2396 available spaces for counselling, supervision, exploratory sessions or spiritual accompaniment during 2017. This represents an increase on 2016 and brings the number of sessions back in line with those available prior to 2016, these figures are shown in Chart 3.



Looking at the number of different clients in 2017 there were a total of 221 different clients seen over both the day and evening sessions. Interestingly despite there being a higher number of available sessions this is a drop in the number different clients (in 2016 this was 249). This change in figures could be explained by clients needing counselling for longer (and therefore staying with their counsellor for more time) and perhaps is reflective of the increase on demand for low cost counselling as NHS services are more and more stretched and less able to meet the needs of this client group. Table 5 below shows a breakdown of client numbers over the last five years.

Taking day time and evening clients separately in 2017 there were 216 day clients seen and 5 evening clients. This compares to 242 and 7 clients (respectively) in 2016.

### **Exploratory Sessions**

In 2017 we offered 135 exploratory sessions, compared to 153 in 2016. A breakdown of these sessions is shown in Table 5 for both the Norwich Centre clients and for the Youth Counselling arm.

**Table 5**

<b>Service</b>	<b>Attendance</b>	<b>Norwich Centre</b>
<b>Norwich Centre Exploratory</b>	Attended	58
	Cancelled	15
	Did Not Attend	21
<b>Youth Counselling Exploratory</b>	Attended	35
	Cancelled	1
	Did Not Attend	5
<b>Grand Total</b>		<b>135</b>

### **Statistics for Individual Counselling**

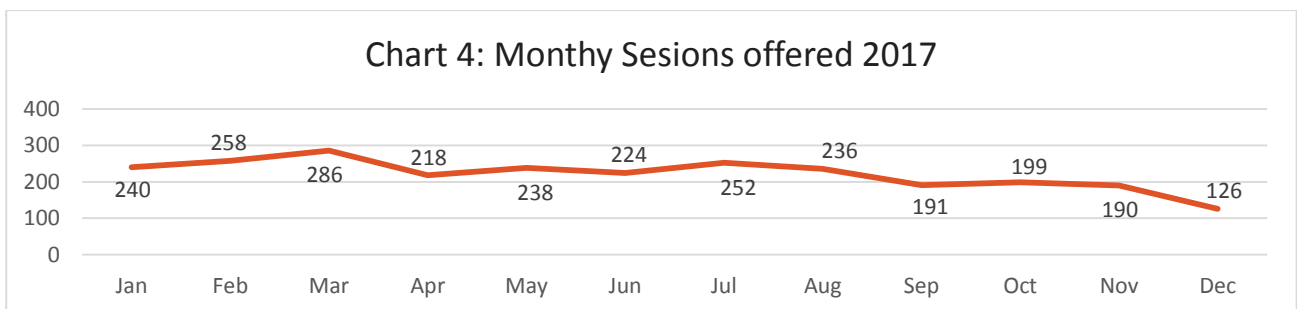
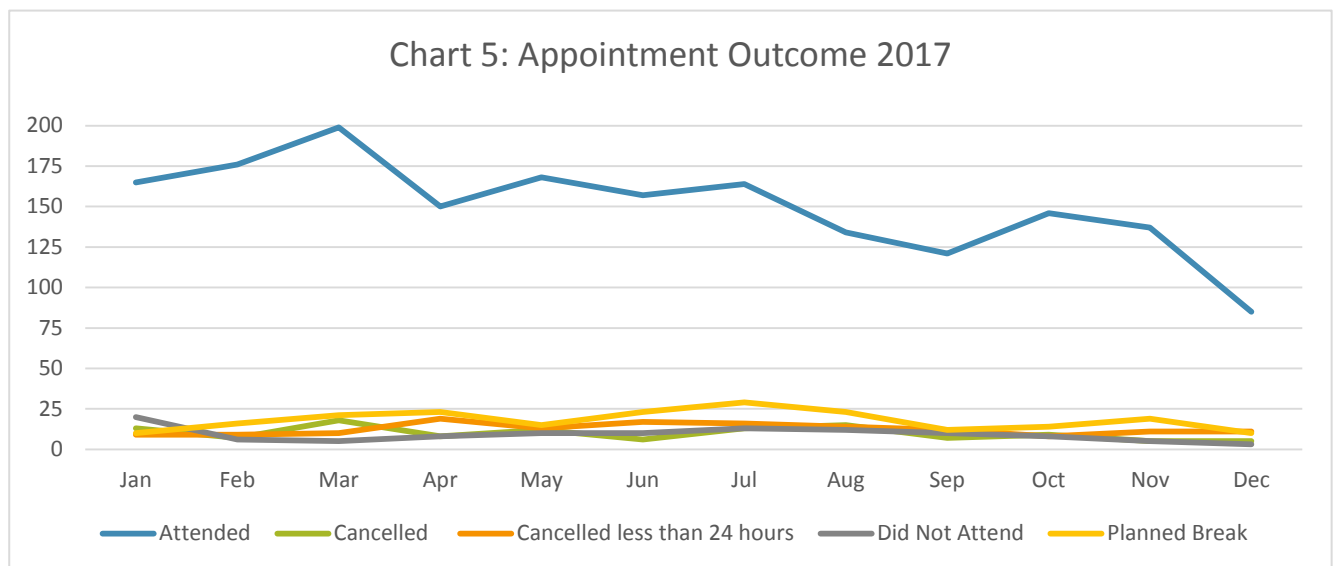


Chart 4 (above) shows the number of sessions offered during 2017 by month, as with previous years there were more sessions offered toward the start of the year and this starts to tail off toward the Christmas period. Interesting sessions during the summer holiday period (primarily August) stayed relatively constant, this is a period that normally sees a drop in appointment availability due to holiday periods.

Chart 5 (below) shows the outcomes available appointments and is broken down into attended, cancelled, cancelled with less than 24 hours' notice, client did not attend and planned break. The attendance rate is fairly similar to the appointment availability in Chart 4 suggesting a constant number of attended appointment in relation to those available.

Planned breaks peak around the Easter and Summer holiday periods (again as may be expected) whilst non-attendance rates remained fairly low. A table of the figures used in Chart 5 is also given below for transparency (Table 6).



**Table 6:** Appointment Outcome Figures 2017

Month	Attended	Cancelled	Cancelled less than 24 hours	Did Not Attend	Planned Break
Jan	165	13	9	20	10
Feb	176	7	9	6	16
Mar	199	18	10	5	21
Apr	150	8	19	8	23
May	168	12	13	10	15
Jun	157	6	17	10	23
Jul	164	13	16	13	29
Aug	134	15	14	12	23
Sep	121	7	12	10	12
Oct	146	9	8	8	14
Nov	137	5	11	5	19
Dec	85	5	11	3	10
<b>TOTAL</b>	<b>1802</b>	<b>118</b>	<b>149</b>	<b>110</b>	<b>215</b>

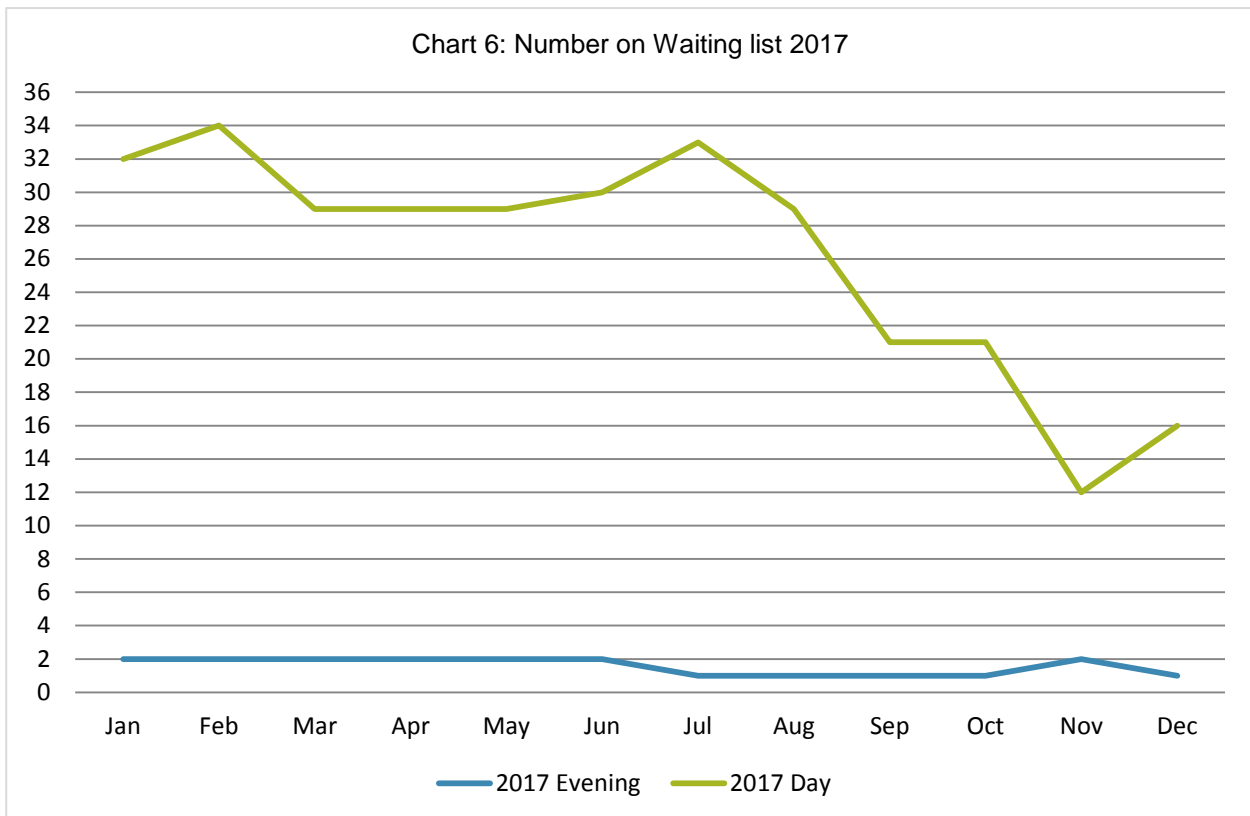
KEY: Peak Figure Lowest Figure

## Average Fees paid for 1 to 1 Counselling

<b>Sponsor</b>	<b>Service</b>	<b>Total</b>
Norwich Centre	1 to 1	16.40
Norwich Centre Evening	1 to 1	29.75
<b>Grand Total</b>		<b>17.03</b>

Average fees for Norwich Centre 1 to 1 clients are slightly lower for daytime sessions than in 2016

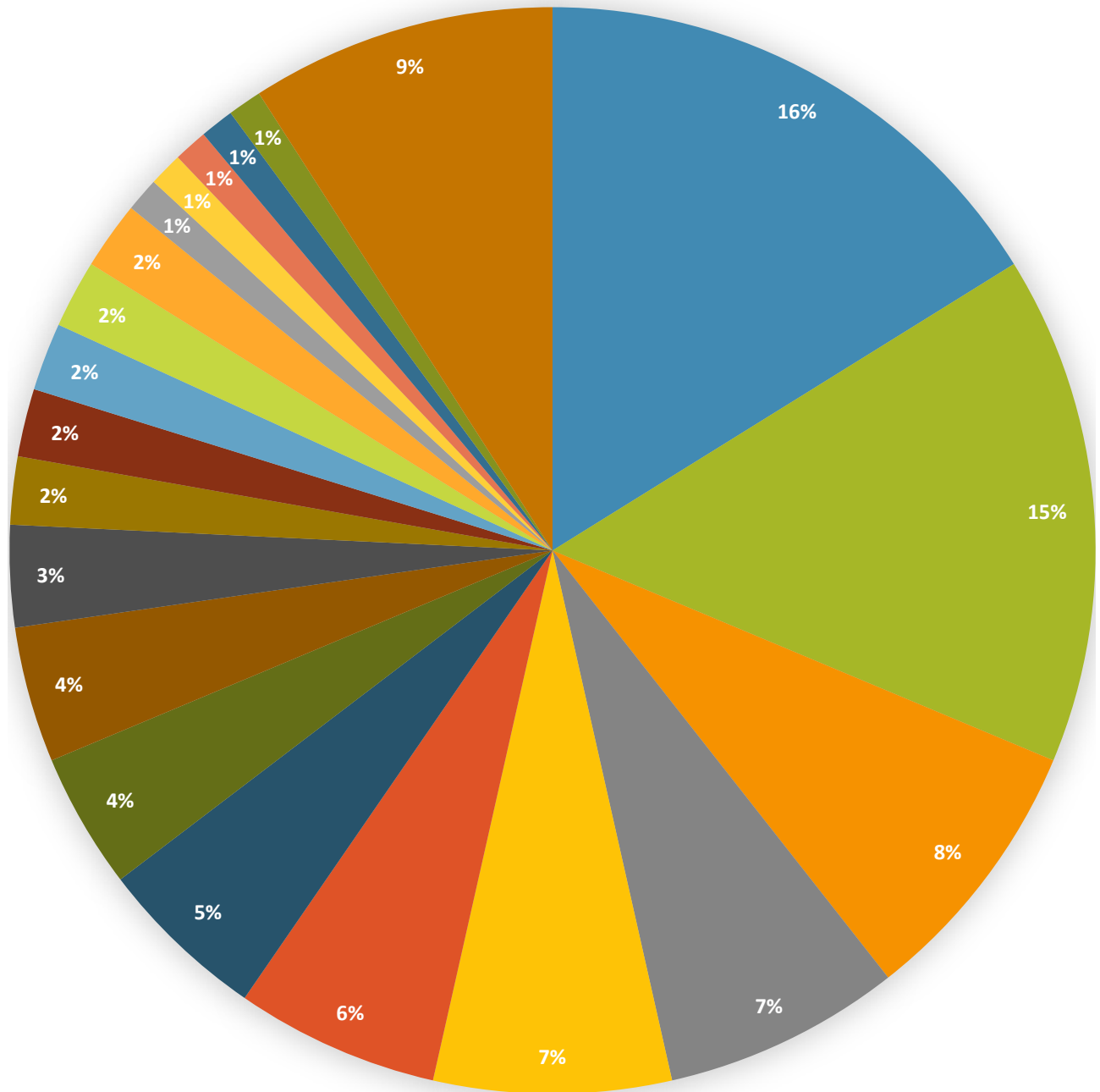
## Waiting List



# Main Focus of Sessions

Daytime

Chart 7: Client presentations 'day'

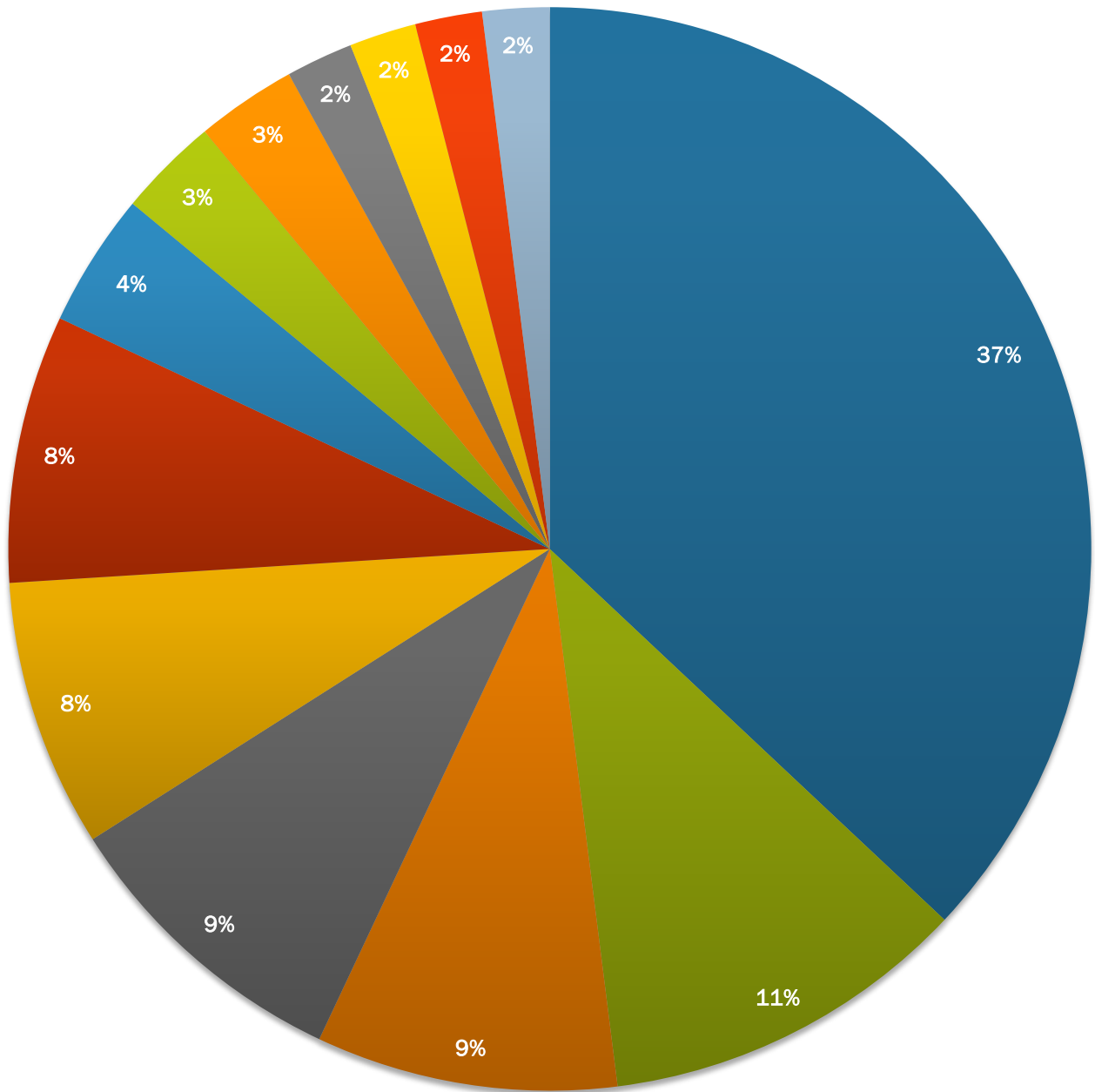


- Family
- Anxiety
- Depression
- Personal Development
- Marital/Partner
- General Relationships
- Low Self Esteem
- Work Issues (Combined)
- Spiritual Accompaniment
- Existential Issues
- Illness
- Bereavement
- Psychosis/Mental Illness
- Ending
- Supervision
- Loss
- Identity Issues
- Financial/Debt
- Spiritual Issues
- Trauma
- All Other Presentations



# Evening

Chart 8: Client presentations 'evening'



- Sexual Abuse
- Family
- Obsessive/compulsive
- Phobias
- Work Issues (Combined)
- General Relationships
- Ending
- Anxiety
- Stress
- Identity Issues
- Marital/Partner
- Depression
- Trauma

For daytime clients ‘family’ issues were the most prominent reason given for seeking counselling followed by ‘anxiety’ and ‘depression’. For evening clients, ‘sexual abuse’ was the primary reason given for seeking counselling followed by ‘work issues’ and ‘anxiety’. It should be noted that there are far fewer clients attending evening counselling than day time which will have affected the results shown in Charts 7 and 8.

### Where clients heard about the Norwich Centre (Table 8)

	2017	2016	2015	2014	2013
Advertisement/Newspaper	1%	0%	0%	1%	0%
Another Agency*	13%	15%	9%	8%	7%
GP surgery	7%	13%	10%	15%	11%
Internet	10%	10%	14%	9%	6%
Not known	3%	3%	19%	10%	28%
Other	6%	9%	13%	11%	13%
Personal recommendation	23%	26%	17%	24%	15%
Returning clients	12%	11%	10%	17%	11%
Sponsor	5%	2%	3%	1%	2%
University of East Anglia	3%	4%	3%	3%	0%
Walking past	3%	3%	2%	1%	5%
Wellbeing	14%	4%	N/A	N/A	N/A
Yellow Pages	0%	0%	0%	0%	2%

Major Referral Source Minor Referral Source

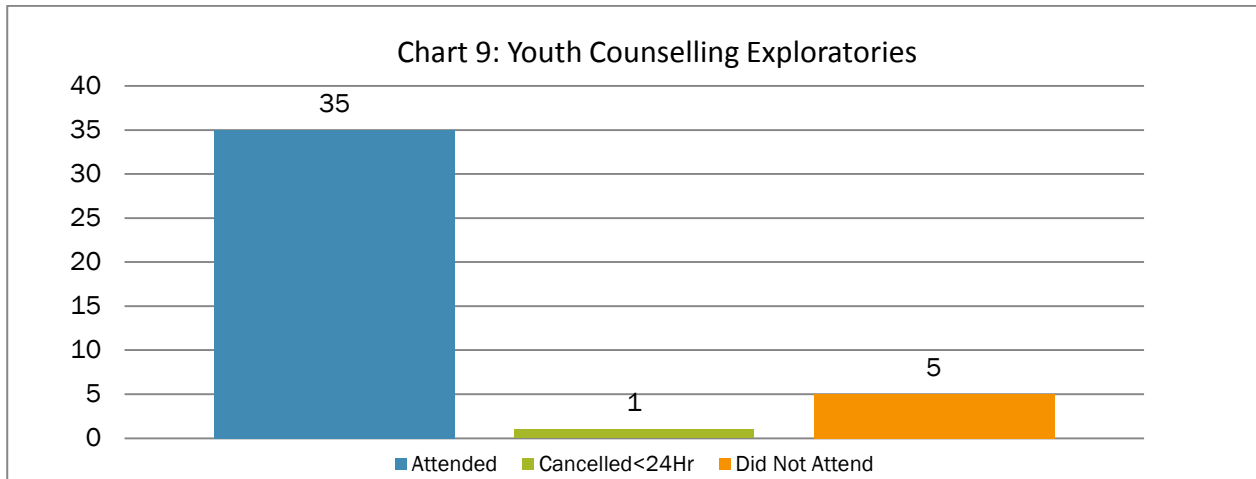
\*Mancroft Advice Project (MAP), Wellbeing (NHS), St Barnabas Counselling Centre, The Benjamin Foundation, MIND, Schools, Parents, Support Worker

The main way that clients heard about our service in 2017 was through personal recommendation (such as by previous clients of The Norwich Centre) this reflects the statistics for 2016 and 2014 where this was also the case (see Table 8). There was a major increase in clients contacting The Norwich Centre from the Wellbeing (NHS) service which primarily offers CBT based interventions as opposed to Person Centred Counselling.

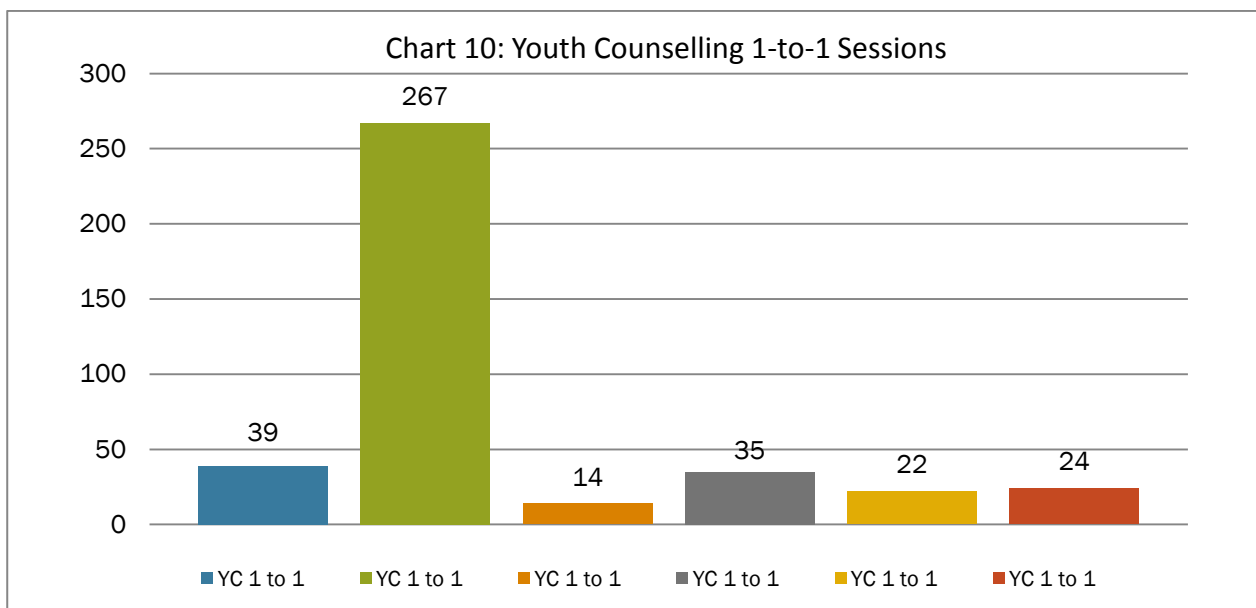
## Youth Counselling Service

The Youth Counselling service is a free (at point of access) service for 16-18 year olds.

During 2017 there was a rise in the number of exploratory sessions attended (35 in 2017 compared to 9 in 2016) representing a significant growth in this service during the 2017 period (see Chart 9).



In terms of attended sessions during 2017 (Chart 10), 267 sessions were attended (67%) of all booked sessions, which is a slight drop in attendance compared to 2016 when the figure was 73%. There were significantly more client sessions during 2017 than in 2016.



## Client Profiles/Demographics

During 2017 we collected 92 equal opportunity forms giving us a good overview in terms of the demographics of the clients attending the Norwich Centre in 2017.

### Gender

Chart 11: Gender Identification

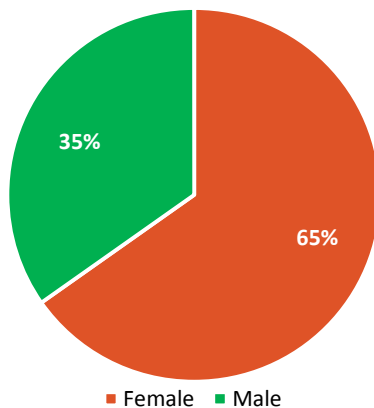


Table 09

Gender	Breakdown
Female	60
Male	32
Grand Total	92

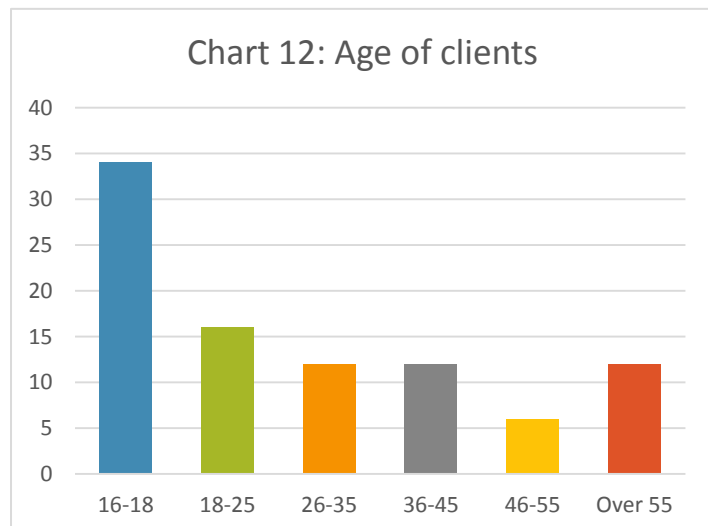
Compared to the previous 2 years there were more females accessing counselling in 2017 than males. No clients identified as non-binary.

### Age

Table 10

Age	Total
16-18	34
18-25	16
26-35	12
36-45	12
46-55	6
Over 55	12
Grand Total	92

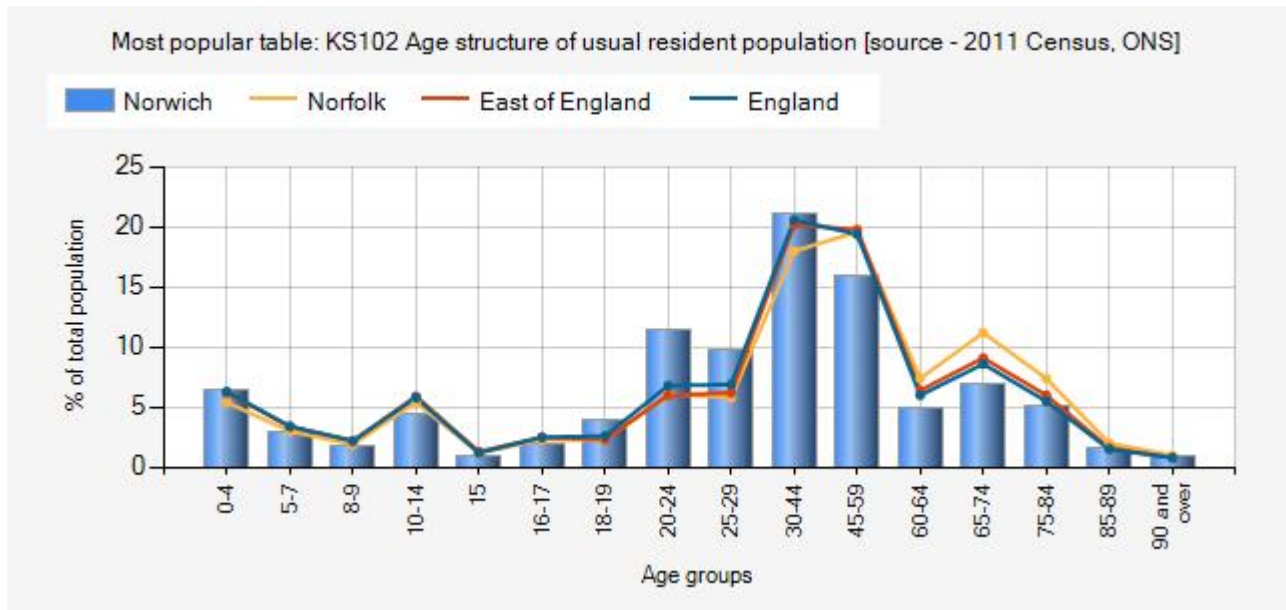
Chart 12: Age of clients



The highest proportion of clients were aged 16 -18, perhaps a reflection of the growth of the youth counselling service in 2017.

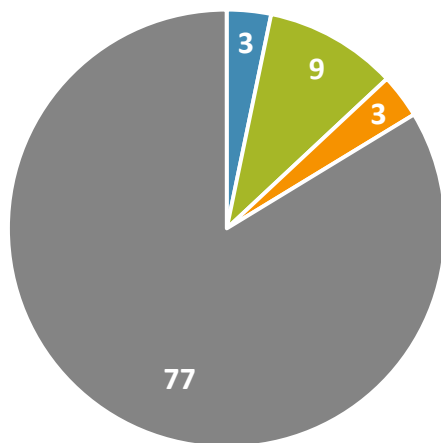
This was followed by clients aged between 18-25. These trends represent a change from 2016 where the highest proportion of clients were aged 26 -35.

## Geographical Area



## Sexuality

Chart 13: Sexuality



■ Not given ■ Bi-sexual ■ Gay ■ Heterosexual

In terms of sexuality, people identifying as heterosexual made up the largest proportion of clients in 2017. This was reflective of the previous 5 years.

Unlike 2016 no clients identified as Pan-sexual or lesbian although the percentage of people identifying as gay was marginally higher than in 2016.

**Table 11: Percentage breakdown of sexuality as identified by the client over the last five years.**

Sexuality	2017	2016	2015	2014	2013
Heterosexual	84	79	84	87	84
Bi-sexual	10	10	6	7	5
Not given	3	6	1	4	4
Gay	3	2	4	1	4
Pan-sexual	0	1	0	0	0
Lesbian	0	2	5	1	3

## Disability

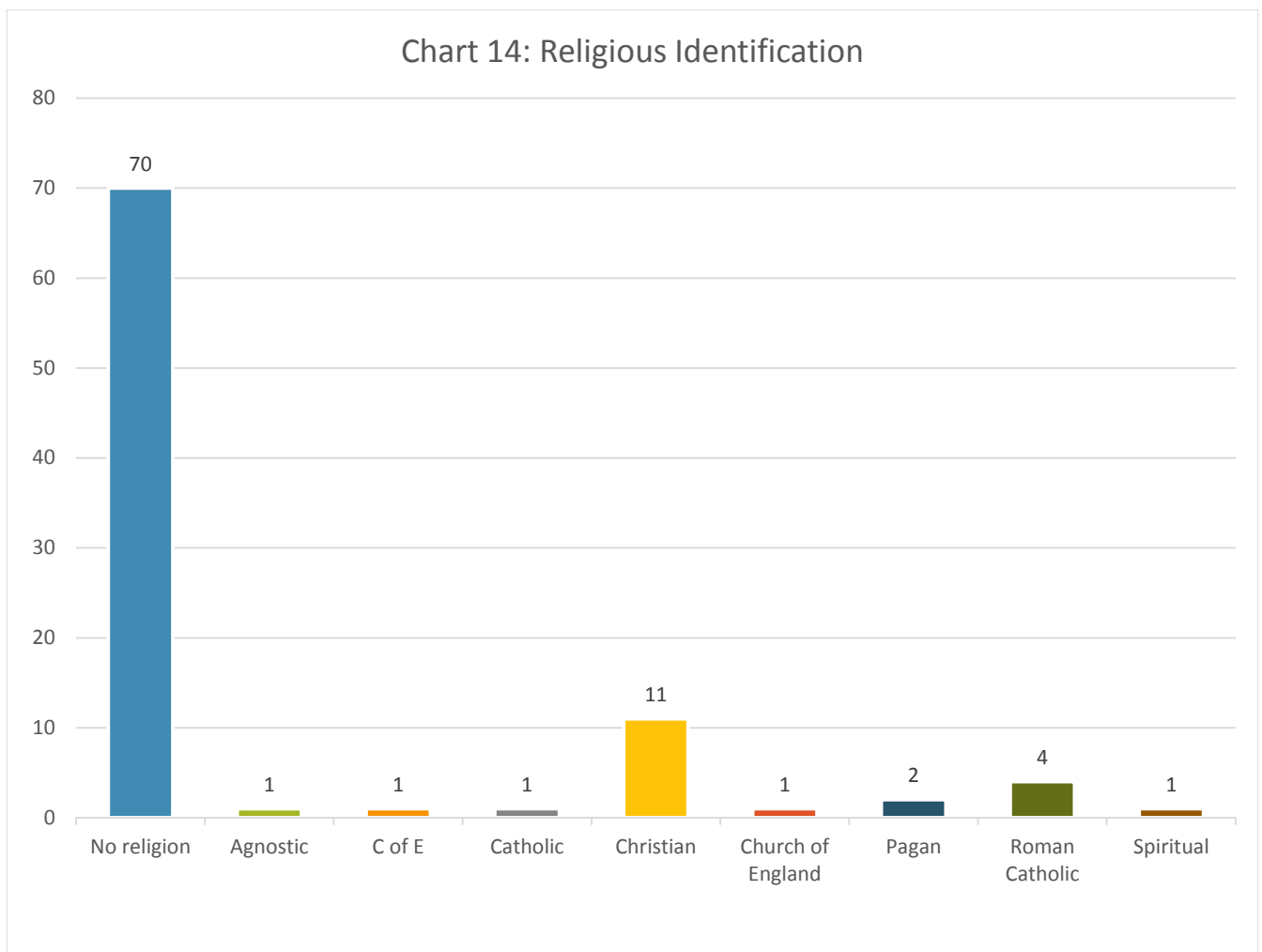
13% of clients described themselves as having a disability (less than in 2016 when 16% of clients described themselves as having a disability).

Looking at the disability act 4% of clients claimed they had a disability as defined by Disability Discrimination Act (1995), this is less than in 2016 and 2015 when 6 and 6.5 percent of clients described themselves as having a disability as identified by the 2009 Act respectively.

## Health

18% of clients that completed the equal opportunity form stated they had a long-term health condition, this is a significant decrease over 2016 figures where 30% of clients stated that.

## Religion



The majority of clients attending the Norwich Centre in 2017 identified as not religious. Of those that did identify with a religion the majority named Christianity as their primary religion. There is no representation of major world religions such as Buddhism or Muslim faiths perhaps reflecting the geographical location of the Norwich Centre within a primarily white/Christian community.

## Nationality and Ethnic Origin

Table 12: Nationality

Nationality	Count
British	53
English	28
Anglo French	1
British/Chilean	1
Polish	1
Portuguese	1
Not Stated	5
Welsh	2
Grand Total	92

Regarding Nationality, the majority of clients at the Norwich Centre in 2017 stated they were either British or English. 5 clients chose not to state their nationalities. Other clients identified as Anglo-French, British-Chilean, Polish, Portuguese or Welsh.

When asked to identify ethnic origin, those clients that completed the Equal Opportunity form primarily identified as white (85 out of 92), 1 client identified as mixed race. 6 clients chose not to answer this question.

## Service Evaluation

2017 - A total of 37 clients were emailed and 8 surveys were completed = 22%

Below are samples of feedback received which has been anonymised and edited to maintain confidentiality.

How did you hear about us?

*I had used your service previously*

What is your opinion of the reception and appointments system, including waiting time, if any?

*The wait was not long, I was offered an appointment within a few weeks. The reception was welcoming and friendly, and I was put at ease.*

*Only comment here would be that meeting someone on arrival would be nice on occasion, especially if I were not so familiar with the centre*

*No issues really. I was offered an appointment fairly quickly due to a high risk of suicide(or at least I'm guessing that's why anyway)*

*The reception area is dated and unappealing, however it is functional and is better than waiting outside. The appointments system was fine for me and I had little or no waiting time.*

*waiting time was fine for assessment and then due to my flexibility I was able to start fooling fortnight*

*I found it very good, never had to wait long*

*Very good - always keep you informed and communicate well*

*I generally had a good experience.*

*I think it is a shame people sometimes have to wait a few weeks to see a counsellor but otherwise I think your reception and appointments system is good.*

**How have you experienced the service's environment? (entrance, waiting area, counselling rooms, location etc)?**

*The waiting room is looking rather tired, but I think it is more important to spend money on providing a good service rather than having a nice waiting room!*

*the rooms could ideally be a little more welcoming and furnished to their size maybe*

*It would be nice if there was free wifi to use(although it's not exatly important). Other than that absolutely fine.*

*basic but in a way that comforting ,room are a tad old fashioned but basic and mostly you only notice on way in or way out due to nature if being there*

*The waiting room was fine. My only feedback here would be that I thought that there were maybe too many posters and flyers. It was all a bit overwhelming with so many messages often about quite difficult issues/topics*

*I feel the waiting area and counselling room could be a bit more welcoming and cosier, maybe a bit more colour and comfortable chairs in counselling rooms, all this makes u feel more at ease. I realise money is an issue but the BHF have a good selection at very reasonable prices*

*Waiting rooms are greatly improved with the new chairs. Counselling rooms are fine. Location is easy access from the city centre*

*I think the environment was Ok. The first time I came it seemed a small space, but it felt friendly and welcoming. I think having nice warm light rooms with some nice art creates a more friendly and welcoming space.*

**What are your thoughts on the privacy of sessions and the confidentiality of the service?**

*Very high levels of both, and a well managed centre as I have several touchpoints with it and some workers*



*brilliant, I have no problems, rate this service 10/10 and have recommended and will recommend, and use again if needed*

*I felt very comfortable and safe. The room was a relaxed space and didn't feel at all clinical, which was a positive.*

*Extremely professional and no apparent leaking of sensitive information*

*all very good - I was always asked if it was convenient to talk when I was called*

**Why did you originally come to the counselling service?**

*Extreme suicidal thoughts and severe depression resulting from large amounts of childhood bullying, issues relating to self esteem/confidence and anxiety*

*I attended counselling as a result of the bereavement of my Father. I just could not cope.*

*grieving for relationship*

*I didn't feel well in myself. I knew my mental state was quite confused about a big decision i had to make, however i was suppressing the need to deal with it.*

*To talk about events in. my life that I hadn't dealt with and were causing me problems psychologically*

*Issues with my relationship with my daughter*

*Because of anxiety due to mental health problems and depression due to job loss.*

**What thoughts and feelings do you have about your relationship with your counsellor?**

*I felt like my counsellor was very understanding and I felt like she supported me through some tough times.*

*Brilliant, I felt a professional closeness and was very comfortable*

*my counsellor was excellent, very strong, full of hope for me and my life. we did some amazing work together*

*Great. S was great, she was very friendly, kind and professional. I wanted to give her , for lack of a better word a 'tip', however she informed me she couldn't accept it*

*I have had a good relationship with my counsellor, which has built over a period of time. I felt quite comfortable with her, and did not feel that I had to be anything other than me. If you are to bare your soul it might as well be with someone who is non judgemental, listens, and offers understanding and encouragement. Basically all the things that had been missing in my working life, and all offered with impartiality and professionalism. Thank you.*

*He was training, and completed and passed just before I had finished my counselling. K was brilliant and even though he was still training, we covered and uncovered all sorts of emotionally baggage & things to deal with. I am to have such a brilliant, nice man to get me back into a place to which to being the new and next chapter in my life*

*I enjoyed my sessions with her. She stuck to the principles of the person-centred approach, even when I asked her for her opinion! :-) I think she was the right person to help me.*

*My relationship with my counsellor was very good.*

*I am absolutely delighted that I had N as my counsellor. She was amazingly patient and led me to understand some pretty difficult things with great empathy and understanding, very gently letting me come to conclusions in my own time. I feel that I came to have a very special relationship with N, and I will always value our sessions.*

*I feel the counsellor was very helpful. Some sessions were better than others, but it was nice for me to hear a perspective on my problems from someone from elsewhere in Europe, that hadn't just grown up locally.*

**In what ways (if any) do you feel you have changed as a result of your counselling?**

*Officially single and very happy to have found myself again, I feel more confident and happy, and back to my bubbly self.*

*I have started to explore new avenues of therapy and am able to ask for help*

*I am no longer unwell, my marriage has recovered, I have reorganised as a person, and I am going on to continue in my own training as a counsellor which was in the balance for some time*

*I'm a lot happier generally. I rarely think about killing myself these days. I experience a lot less anxiety and paranoia and feel somewhat more confident*

*I now take a more measured approach to everyday things, and am more at peace with myself*

*I feel able to trust my instincts more and make decisions based on these.*

*More confidence and able to assert myself better.*

*I feel more positive about the future*

*I have grown in so many ways, and even more importantly have become very close to my daughter. I feel equipped to move forward in my life in a much more confident and positive way, being able to let go of my past issues, and deal with any future situations with appropriate 'tools'. I can also use all the things that I have learned to help my daughter navigate her way.*

*I feel I have improved my resilience, self confidence, self esteem and feel calmer when dealing with new problems. I feel more confident in tackling difficult issues and reassured that if I need it help is available and there are people that want to help.*

How did your counselling end? (For example was it planned? did you have a final session together?)

*It was relatively unplanned unfortunately and I chose not to have a final session*

*Yes it was a planned ending, slightly forced by the counsellor ending working with adults at the centre. our final session was very very powerful*

*My counselling ended in a planned way with a two way agreement that I would not be gaining anything to continue. It was made quite clear that I would not be cut adrift, and that the counselling would be phase out gradually.*

*Yes we had a final session and both agreed that even if I had stayed on for a few more then the out come would not have been any different*

*we were in agreement that I was ready to end the counselling.*

*It was planned.*

*We both felt that it was 'time'.*

*It came as a surprise to me that it was going to end before Christmas but the counsellor gave me six weeks notice - which is longer than I have had notice for some previous jobs ending and it was reassuring that she gave me notice of it ending. The last sessions, and last session made me realise what a positive input my counsellor and counselling had had on dealing with my problems.*

Would you seek counselling again and would you recommend the service to others?

*I would highly recommend the organisation too.*

*Yes and yes, in fact I have many times!*

*I would not hesitate to take the counselling route again. I would have no hesitation in recommending counselling and have already passed on your details.*

*100% yes and absolutely 100% yes I would and have already done so. Thank you very much x*

*I really don't know where we would be without the Norwich Centre and the type of counselling that you offer. It has made everything so so much better for me. Thankyou.*

*I would recommend the service to others yes. I will have a break from counselling over the Christmas/New Year period and see how I feel in the New Year. I feel counselling has helped my life and problems, but during the process new issues have come up. I don't want to feel dependant on counselling, but feel it has helped me deal with many of the*

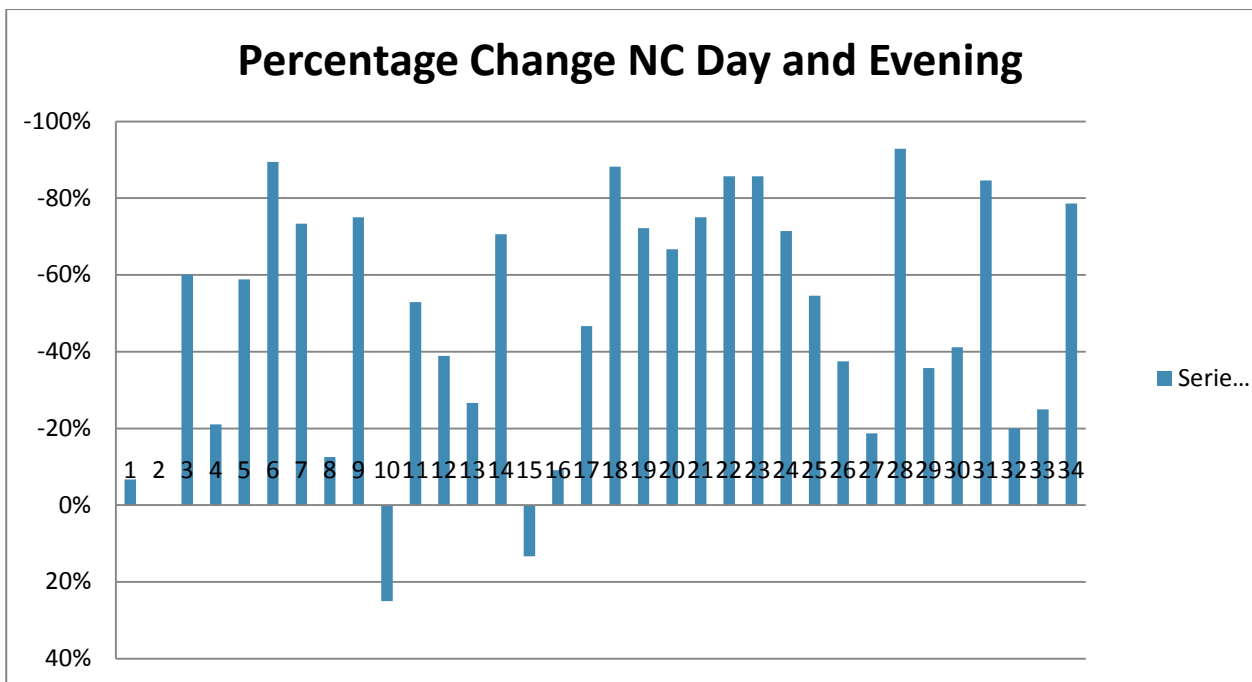
issues in my life and hope if need help in the future I can get it. Also that others I feel need the help, could hopefully get it too.

## Psychlops

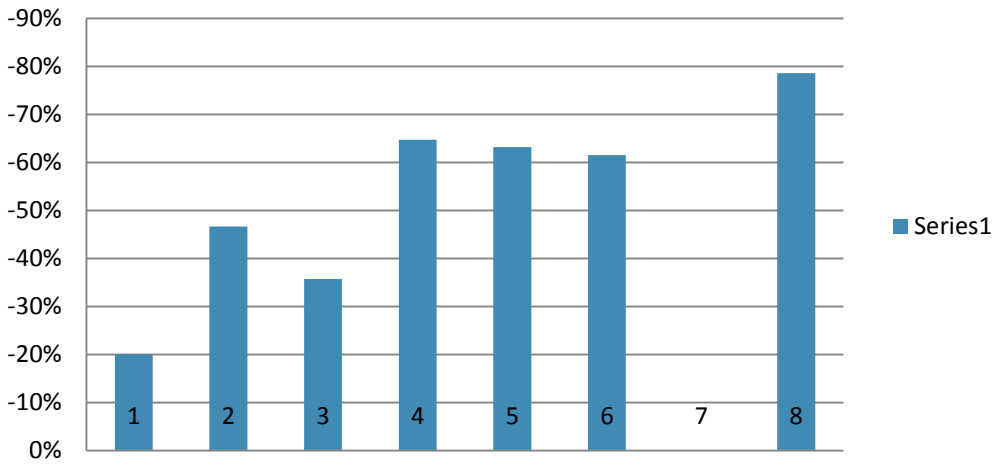
In order to evaluate the effectiveness of counselling, we use a system called PSYCHLOPS. A form is completed at the start and end of therapy in order to evaluate the degree of improvement (or not) that the client experiences as a result of therapy, so that the counselling service can review and demonstrate the effectiveness of its work. Clients are asked to identify two issues which they have and how they have been affected. The forms are scored, the maximum score is 20. This indicates the degree of seriousness that the client feels the issue has in their life, and a high score indicates a more serious level of impact.

A total of 34 clients ended counselling in 2017 and completed PSYCHLOPS forms. The scores and percentage change shown below illustrate the level of change achieved between the start and end of counselling.

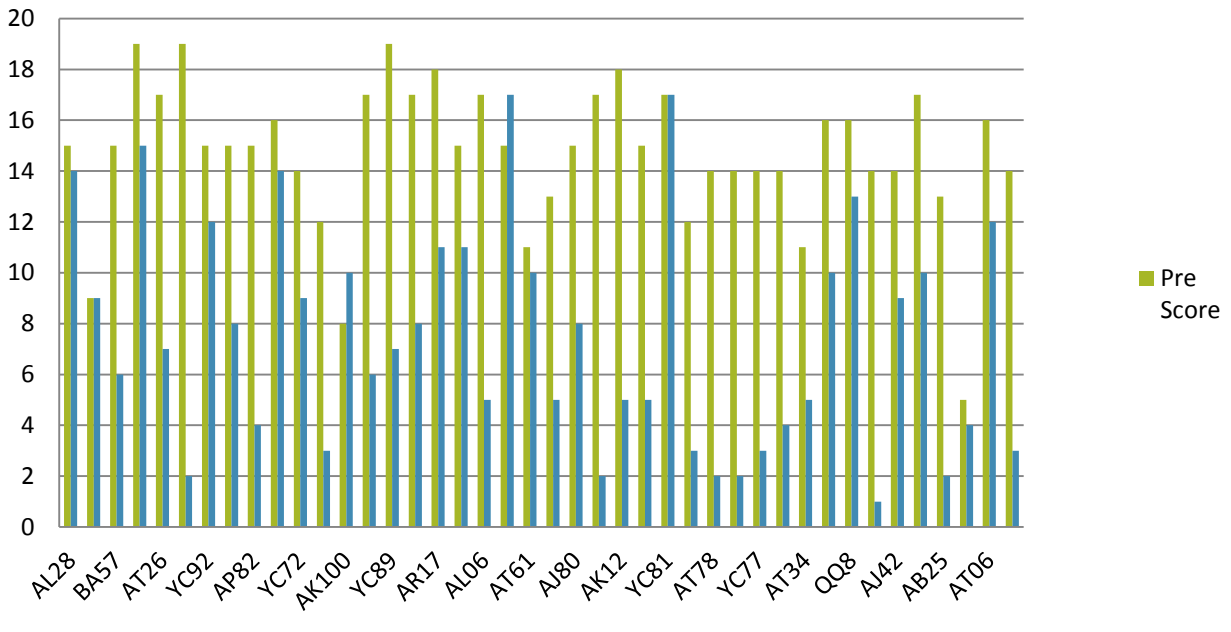
The improvement experienced by clients shown by the PSYCHLOPS percentage change is extremely good and reflects well both on the service and on the commitment of the clients. Inevitably a few clients found they felt worse but this can be because counselling did not suit them, or that they became more aware of their issues through the counselling they had. Sometimes external events make a situation worse or the causes of distress are situational and ongoing.



### Percentage Change Youth Counselling



### Pre and Post Comparison Overall





The Norwich Centre  
7 Earlham Road  
Norwich  
NR2 3RA

Phone: 01603 617709  
Fax : 01603 886999