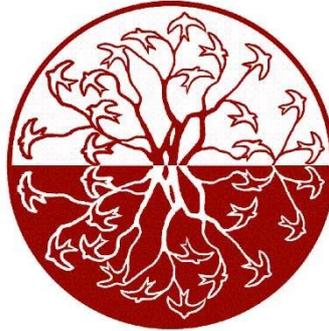


The Norwich Centre



Annual Report The Norwich Centre

1st September 2024 – 31st August 2025

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The Counselling Service offered by The Norwich Centre is BACP Accredited

Registered charity no 1005967

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Introduction

This report covers the 12 months from 1st September 2024 to 31st August 2025.

It has been a significant year at The Norwich Centre with a number of changes: We have managed to secure funding for our Youth Connect project for the next 5 years from The Lottery Fund, which is fantastic and means that the project, which had a pilot 18 months, is now establishing itself and the need continues to grow for the client group it serves. In addition, the funding enabled the creation of another counselling room at The Norwich Centre which was completed in early 2025 and is fully utilised. The centre itself has continued to undergo many physical improvements making it a more positive environment for the team. Alongside this, it feels as though we are becoming a more and more supportive, creative and collaborative team where great ideas, conversations and organisation development is fostered. Feedback from the team would seem to confirm this and, whilst we do have occasional service user issues to respond to which we welcome as they bring learning, we also receive a great number of compliments and positive feedback about the centre, the staff and the building, which are equally sources of learning. All our compliments, comments and complaints are now a regular feature on our Trustee meeting agenda.

Another improvement to the building is our accessibility. Whilst this will always remain a work in progress as there are always things to learn and improve, one of the significant changes we have made is to widen the front door allowing full wheelchair access. We felt strongly that accessing The Norwich Centre was absolutely an individual's right, for wheelchair users just as much as non-wheelchair users. There have been other access improvements and we continue to be aware of issues that may need further adaptation. Alongside changes that relate to physical accessibility, we have also been undertaking an equality impact assessment and have been assessing our services from an equality diversity and inclusion perspective. Again, we welcome feedback and continue to learn and develop in this area. Another change we have made is to up-date the equality monitoring form we use for all those accessing our services: clients, students and staff.

The majority of our counselling and training work is delivered in person in the traditional way. However, we did continue to offer online counselling where this was needed or wanted by the client but kept the exploratory sessions in person wherever possible. This has created a great balance of being able to offer both types of sessions, face-to-face or online, but also given huge flexibility for those who find accessing the centre difficult, those who had to go home due to personal circumstance or university vacations and for clients for which it is simply their preferred option. It has also been a very useful offering for our Youth Connect clients where for some simply leaving the house is challenging so being able to access counselling on-line has been a lifeline. In addition, as the diploma training is now accredited to include an on-line and telephone counselling element to the training, it is useful for trainees on placement at The Norwich Centre to have the opportunity to work with clients in this way.

The courses were delivered in person and students appreciate the opportunity to have the face-to-face experience and the community support from their fellow students and tutors.

On-line tutorials are still a valuable part of the offering within courses as on occasions this is the most practical way of meeting with students and additionally it echoes the on-line counselling element to the diploma training which has been in place since the start of the 2024 diploma course.

Counselling Services

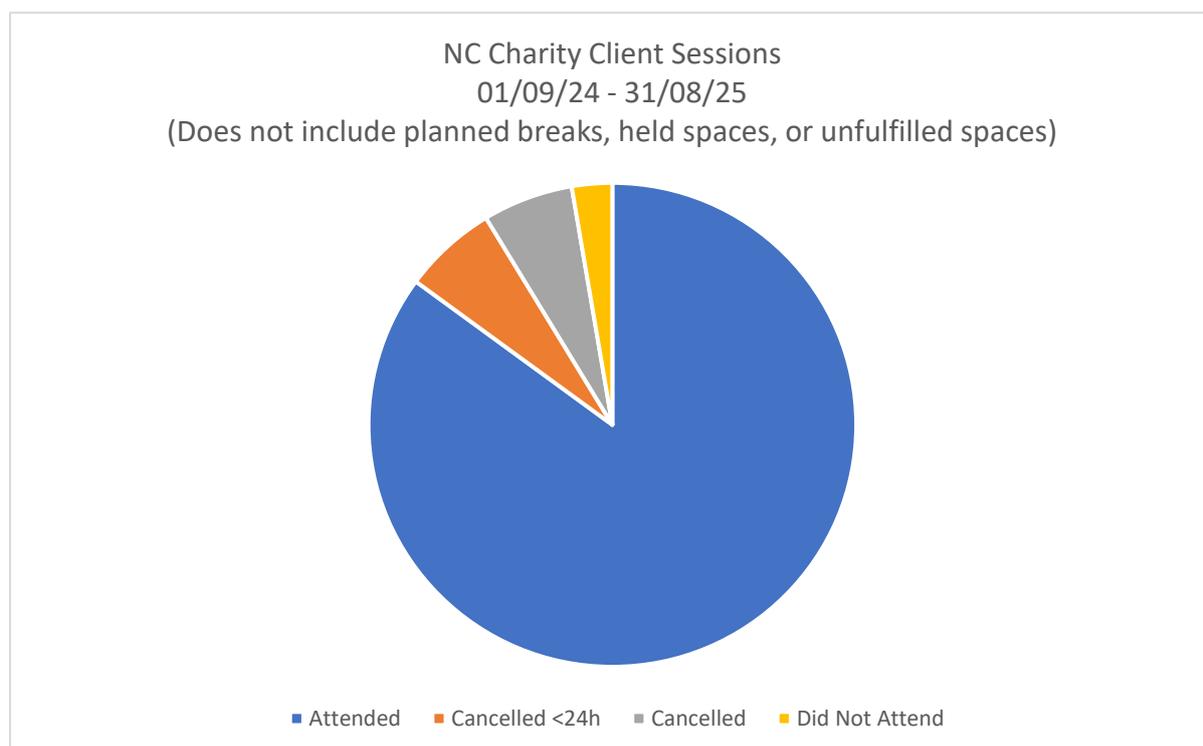
The Norwich Centre provides daytime counselling during office hours from Monday to Friday. The following breakdowns and statistics look at all sessions held within the counselling service.

The counselling offered at The Norwich Centre comes under 3 broad headings:

- Norwich Centre charity clients – Clients who access the longer-term counselling through our charity service offering accessible and affordable counselling for up to 18 months.
- Contract clients – Clients who can access no cost to the client short-term counselling through an arrangement between The Norwich Centre and their organisation which might be their employer, a charity or their educational establishment.
- Youth Connect clients – Clients accessing the free service which offers short-term counselling to young people who belong to marginalised groups in the Norfolk area.
- Spiritual Accompaniment was offered by Brian Thorne only and these sessions are included within the daytime statistics.

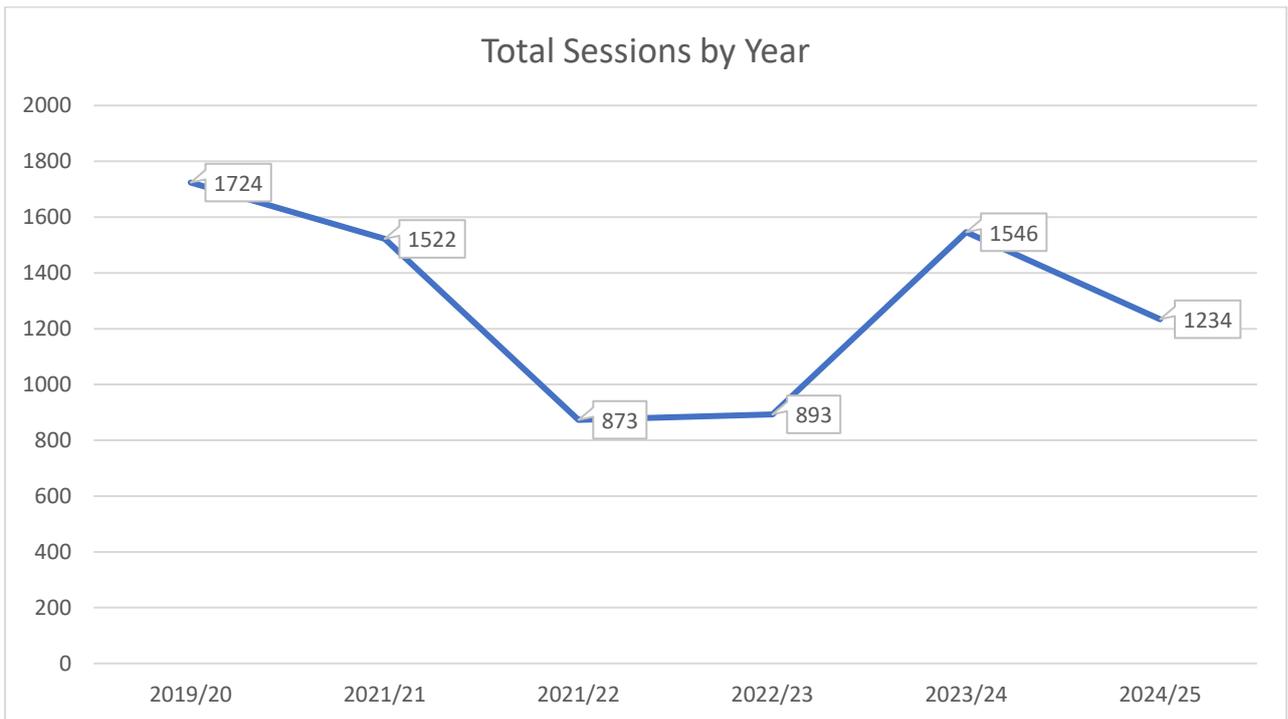
Norwich Centre Charity Clients

The total number of booked sessions available to clients from 1st September 2024 to 31st August 2025, excluding planned breaks, held slots and unfulfilled spaces, was **1234**. This includes supervision, spiritual accompaniment and exploratory sessions. This is lower than last year's total of 1546.



NC Charity Client Attendance Breakdown	
Attended	1050
Cancelled <24h	77
Cancelled	74
Did Not Attend	33

Attendance Percentage of NC Charity Clients - Annual Breakdown					
	2024/25	2023/24	2022/23	2021/22	2020/21
Attended	85%	84%	84%	88%	90%
Cancelled	12%	12%	12%	8%	7%
Did Not Attend	3%	4%	4%	4%	4%



Evening Clients

We did not have any evening clients during 2024 - 2025 as we don't currently offer this service and the centre is used for training courses for the majority of evenings.

Client Breakdown

In total, including spaces that were held for clients, unfilled spaces and planned breaks, there were 1330 available sessions for counselling, supervision, exploratory sessions or spiritual accompaniment.

A total of 249 different clients accessed The Norwich Centre's services between 1st September 2024 to 31st August 2025. 84 individuals made contact and booked exploratory sessions, however 3 of these didn't attend their booked exploratory session. There were a further 24 clients who contacted us for initial information and then never followed through to book an exploratory.

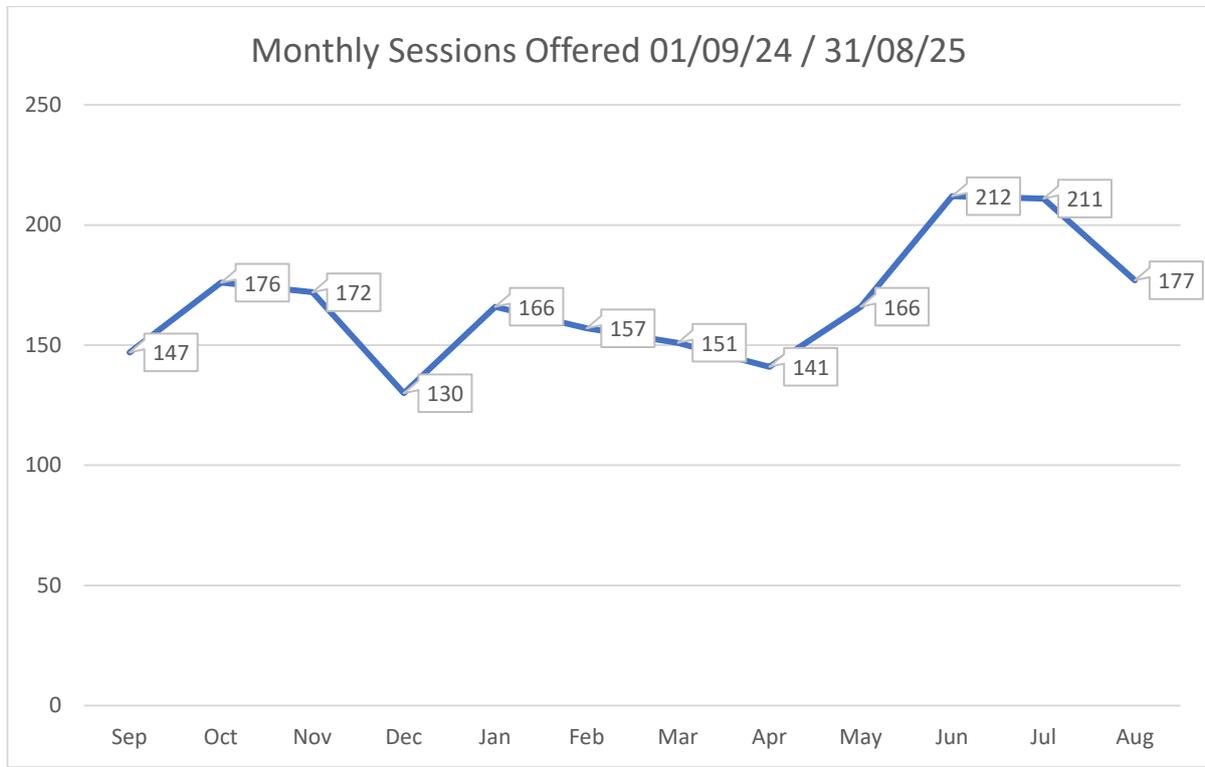
Of those who did have counselling, including those who started before 1st September 2024 and those who are still current clients, 46 had 6 sessions or less, 21 had 7 to 12 sessions, 11 had 13 to 18 sessions and 18 had 19 or more sessions. Of these, 7 clients accessed the centre for spiritual accompaniment (these are included in total numbers).

Exploratory Sessions

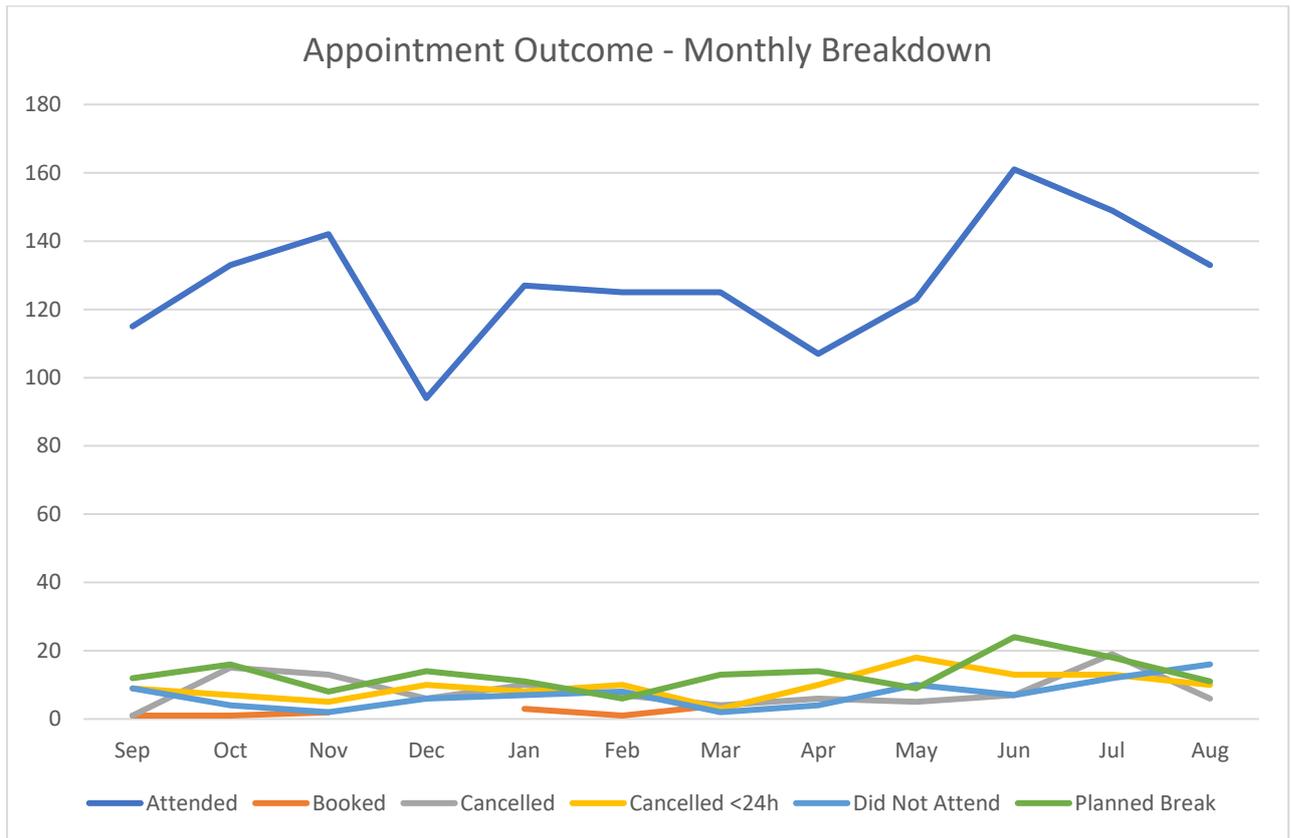
A total of 103 exploratory sessions were offered between 1st September 2024 and 31st August 2025.

Service	Attendance	24/25	23/24
Norwich Centre Exploratory (all types)	Attended	87	53
	Cancelled	10	10
	Did Not Attend	6	5

Individual Counselling Statistics



Year	Month	Attended	Booked	Cancelled	Cancelled <24h	Did Not Attend	Planned Break	Monthly Total
2024	Sep	115	1	1	9	9	12	147
	Oct	133	1	15	7	4	16	176
	Nov	142	2	13	5	2	8	172
	Dec	94		6	10	6	14	130
2025	Jan	127	3	10	8	7	11	166
	Feb	125	1	7	10	8	6	157
	Mar	125	4	4	3	2	13	151
	Apr	107		6	10	4	14	141
	May	123	1	5	18	10	9	166
	Jun	161		7	13	7	24	212
	Jul	149		19	13	12	18	211
	Aug	133	1	6	10	16	11	177



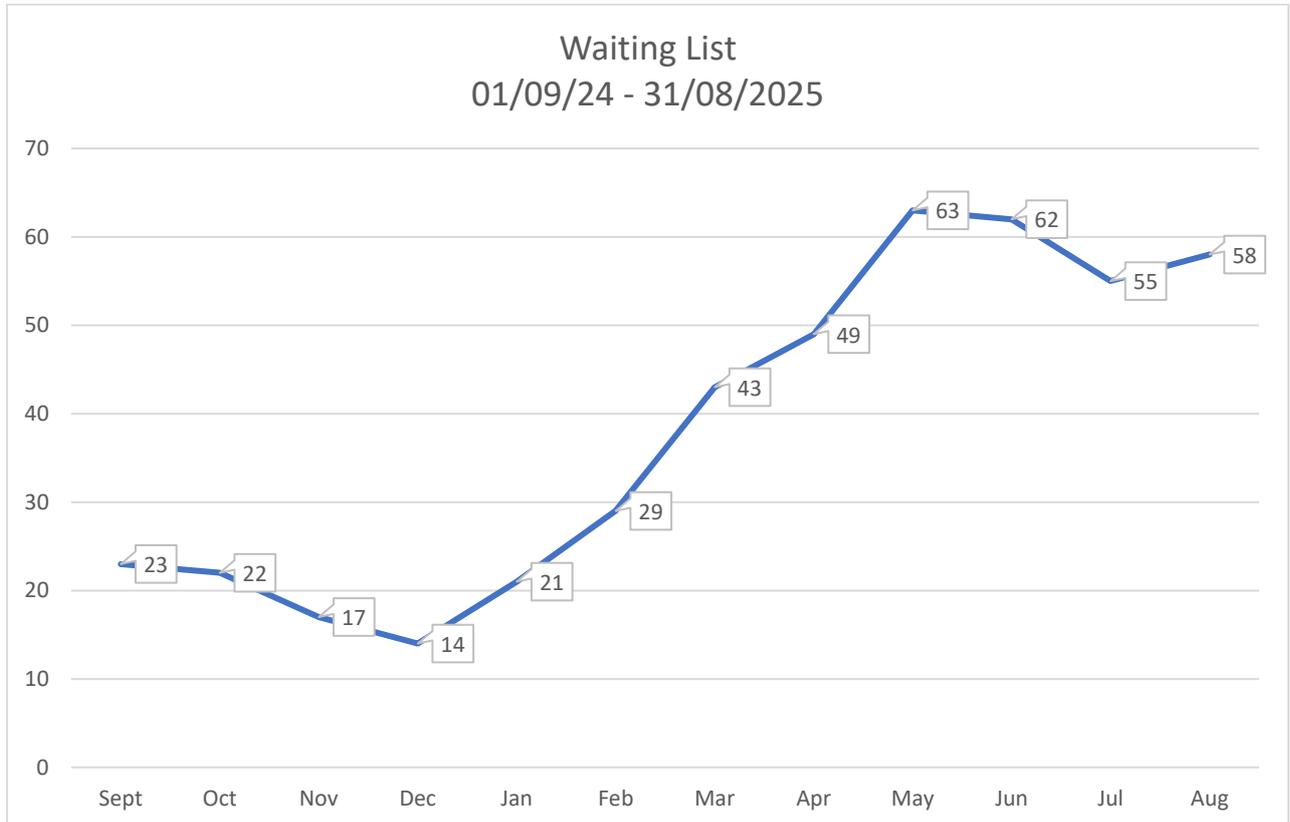
Average Fee for 1-to-1 Counselling

Average Fee Paid per Session		
Sponsor	Service	Total
Norwich Centre Day	1 to 1	£19.85

The average fee per session for our 1-to-1 Norwich Centre Charity clients was £19.85, which is lower than 2023/24 when it was £20.30. In 2022/23 the average fee was £18.57.

Waiting List

The waiting list opened to enquiries late November 2024, with Exploratories being booked from Jan 2025. It has remained open since. We have welcomed a new group of trainees, who started working in the late spring/early summer, and have been slowly opening up their available spaces.



Main Focus of Sessions

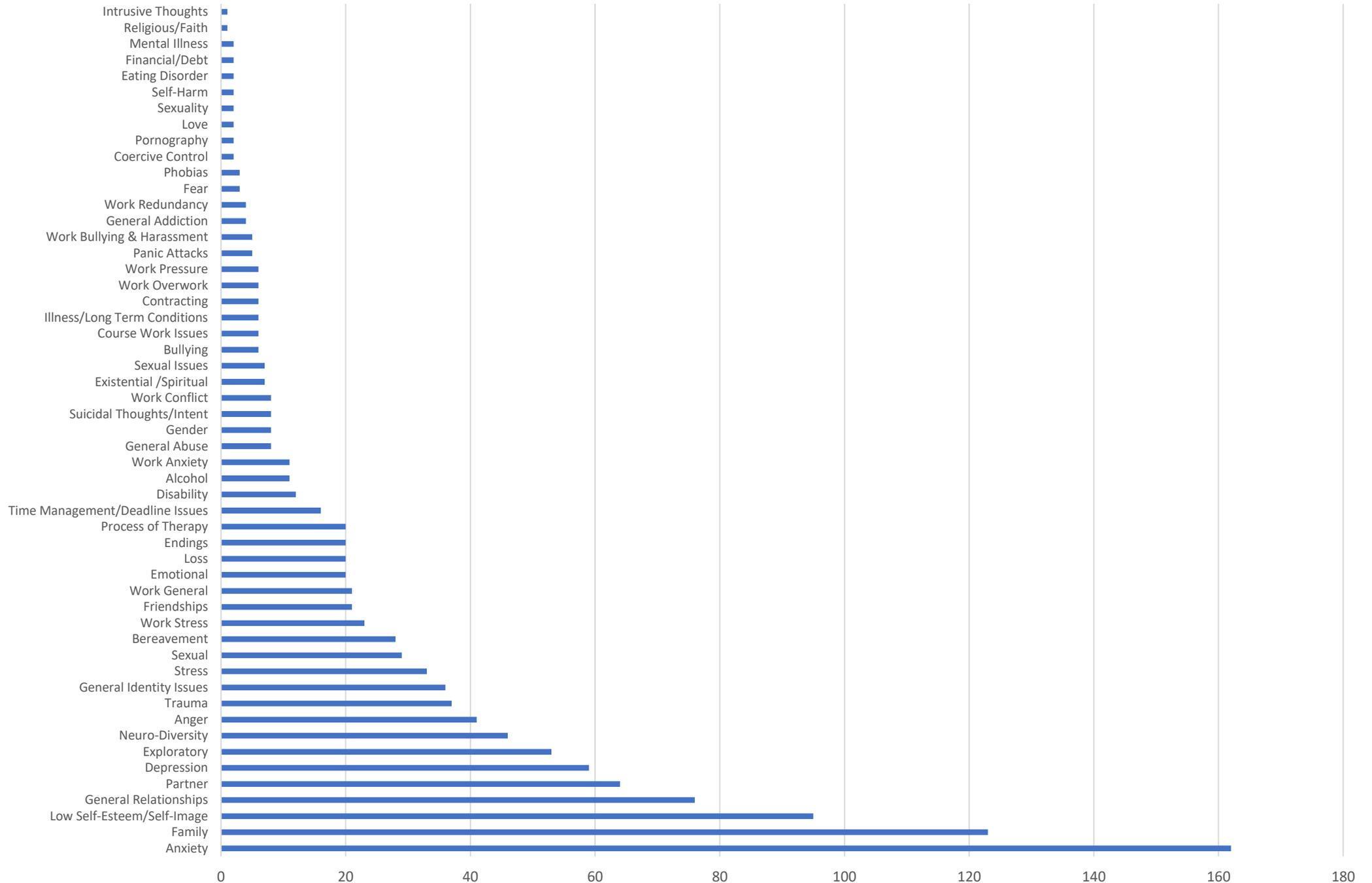
Please note that we can record up to 2 main presenting problems per session.

In January 2025 we did a complete review of our MPPs and made some big changes. This means that the MPP statistics this year are only from January onwards, but they should now include more comprehensive and accurate headings. In future reports we will be able to provide the full years' worth of MPP statistics.

<u>ABUSE</u>	
General Abuse	8
Bullying	6
Coercive Control	2
Emotional	20
Religious/Faith	1
Sexual	29
<u>ACADEMIC</u>	
Course Work Issues	6
Time Management/Deadline Issues	16
<u>ADDICTION</u>	
General Addiction	4
Alcohol	11
Pornography	2
<u>EMOTIONS</u>	
Anger	41
Anxiety	162
Depression	59
Fear	3
Love	2
Stress	33
<u>IDENTITY</u>	
General Identity Issues	36
Disability	12
Gender	8
Low Self-Esteem/Self-Image	95
Sexuality	2
Neuro-Diversity	46
<u>RELATIONSHIPS</u>	
General Relationships	76
Family	123
Friendships	21
Partner	64

<u>RISK</u>	
Self-Harm	2
Suicidal Thoughts/Intent	8
<u>SPECIFIC EXPERIENCES</u>	
Bereavement	28
Eating Disorder	2
Existential /Spiritual	7
Financial/Debt	2
Illness/Long Term Conditions	6
Intrusive Thoughts	1
Loss	20
Mental Illness	2
Panic Attacks	5
Phobias	3
Sexual Issues	7
Trauma	37
<u>SPECIFIC TO THERAPY</u>	
Contracting	6
Endings	20
Exploratory	53
Process of Therapy	20
<u>WORK</u>	
Work Anxiety	11
Work Bullying & Harassment	5
Work Conflict	8
Work General	21
Work Overwork	6
Work Pressure	6
Work Redundancy	4
Work Stress	23

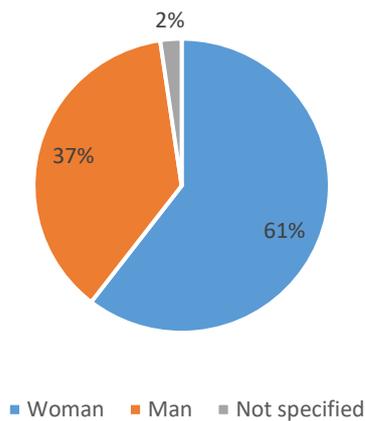
NC Charity Client Main Presenting Problems 2024/25



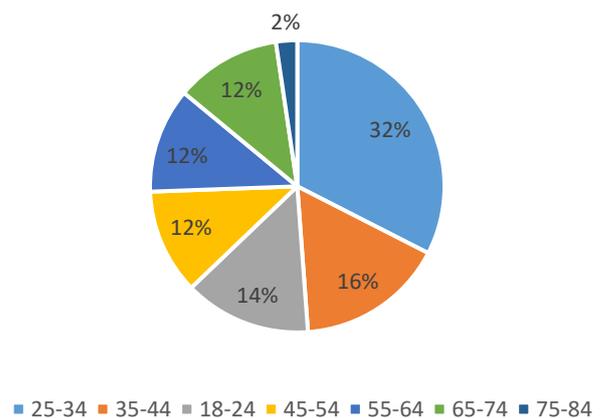
Client Profiles/Demographics

43 Equal Opportunity Monitoring Forms were collected between 1st September 2024 to 31st August 2025.

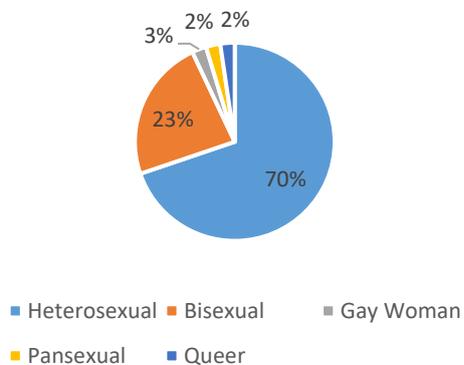
How would you identify your gender?



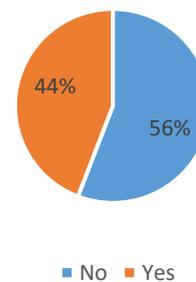
What age group do you belong to?



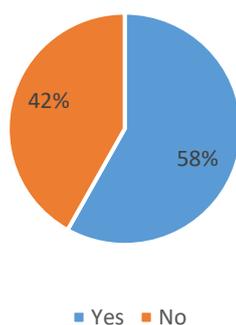
How would you describe your sexuality?



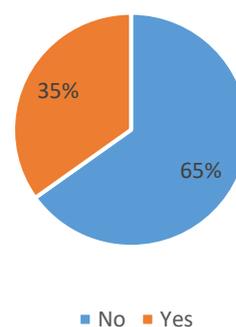
Do you consider that you have a disability or long-term condition?



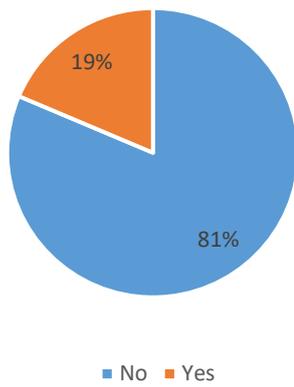
Do you consider yourself to have a mental health condition?



Do you consider yourself to have a neurodivergence?



Do you have a faith?



Clients who said they have a faith provided the following answers:

Christian	3
Islam	1
Love	1
Spiritual	1
Spiritual / Christian	1

How would you describe your nationality?

British	33
English	4
Canadian (English)	1
Irish	1
Irish, Swedish, Persian	1
Latvian	1
Portuguese	1
Scottish	1

How would you describe your racial identity?

White	35
Mixed Heritage	6
Asian	2

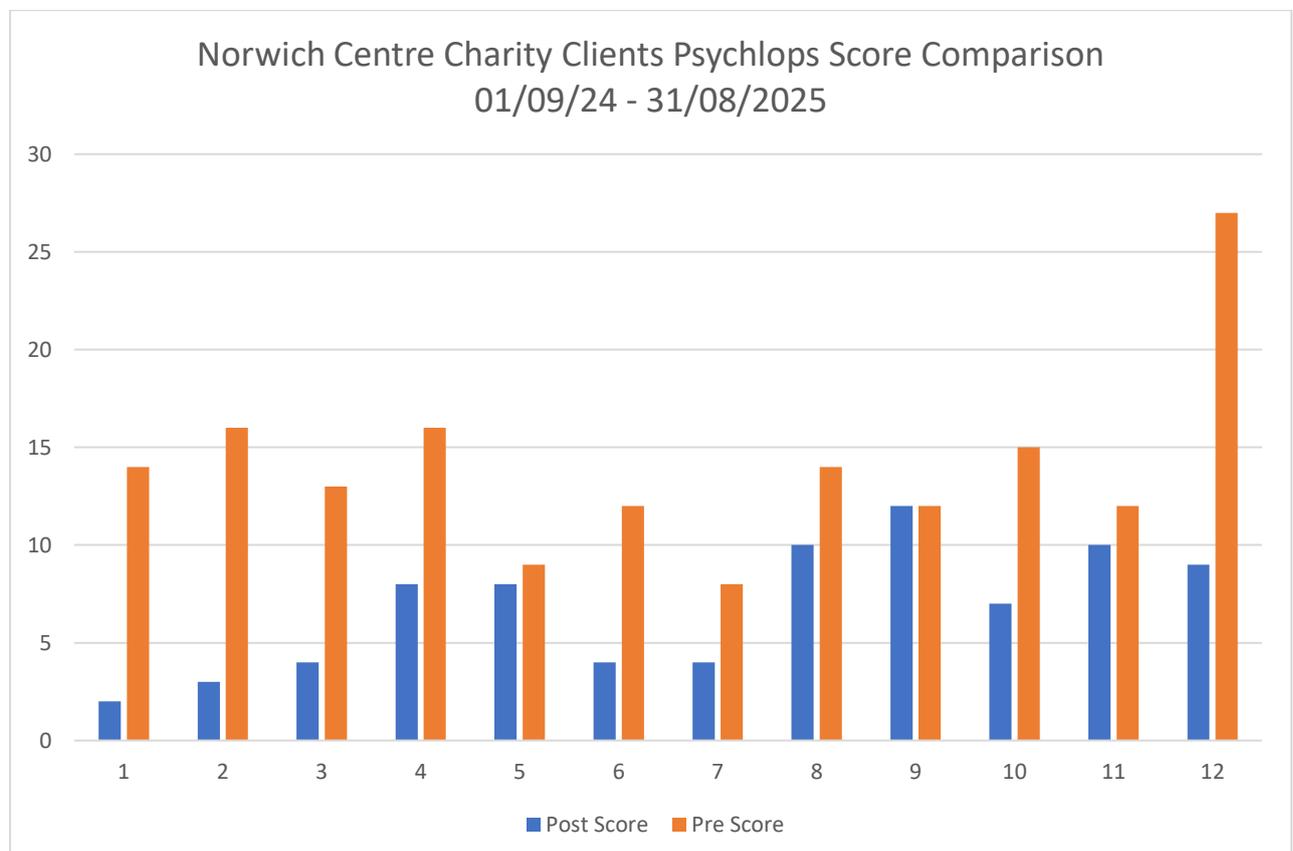
Client Feedback

We were using an online form to collect client feedback anonymously, but unfortunately there was an error with our system that meant we lost all our responses. This is extremely disappointing and we hope to have this working properly again in the coming year.

Psychlops

In order to evaluate the effectiveness of counselling, we use a system called PSYCHLOPS. A Psychlops Form is completed at the start and end of therapy in order to evaluate the degree of change 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 main issues and score how they have been affected by them. The forms are scored, the maximum score being 20. This score 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 perceived impact.

12 long term clients ended counselling and completed PSYCHLOPS forms between 1st September 2024 to 31st August 2025. The chart below shows their pre and post scores and how they changed. All clients showed an improvement, as their post scores are lower than their pre-scores, with the exception of one who stayed the same.

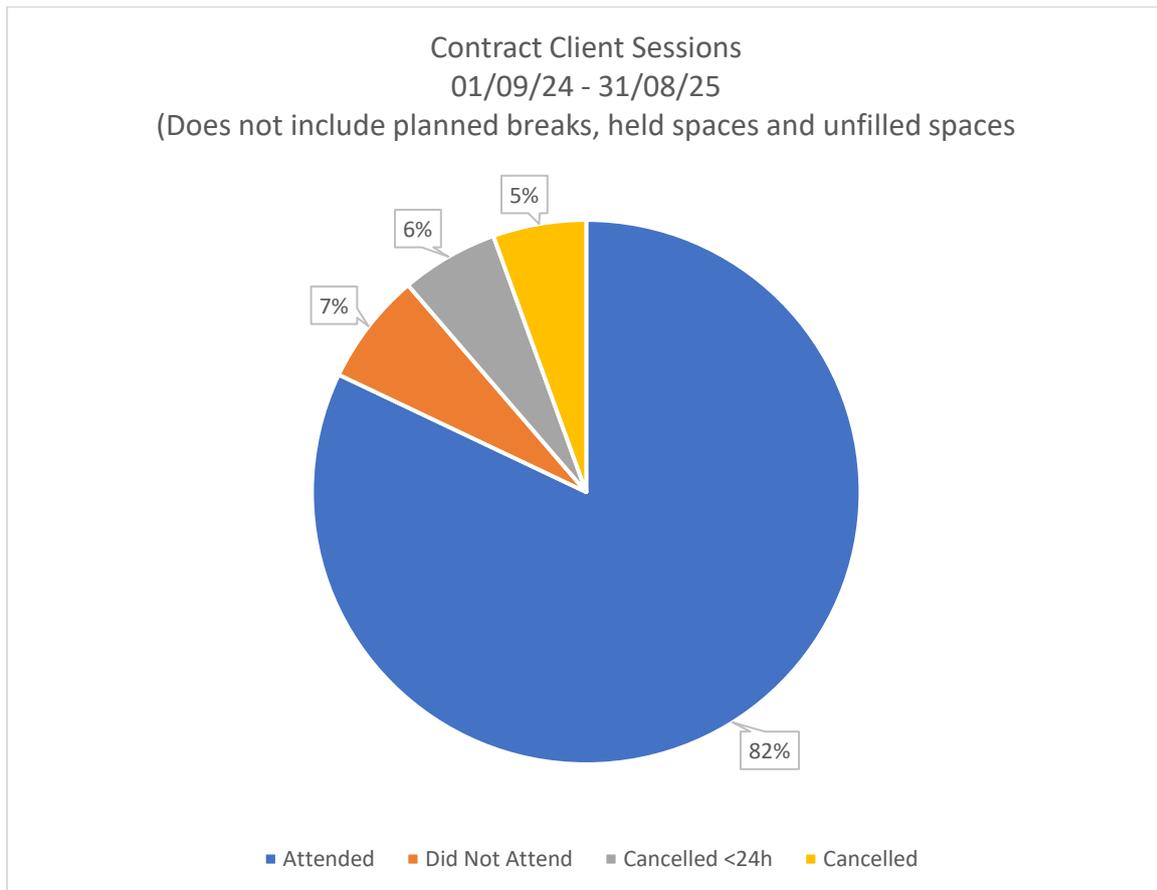


The Norwich Centre Contracts

Contract Clients

The total number of booked sessions for Norwich Centre contract clients between 1st September 2023 to 31st August 2024, excluding planned breaks, held slots and unfilled spaces, was 866 including exploratory sessions. This was a small decrease in sessions from the previous year (1050).

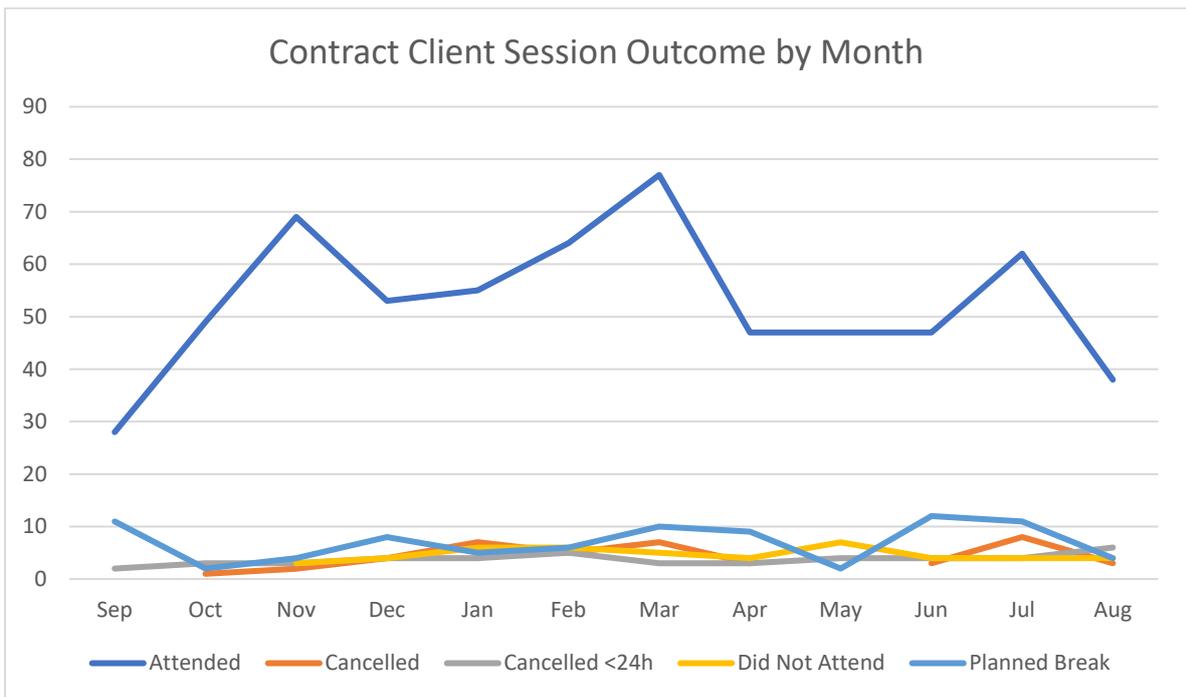
Client numbers for 01/9/24 – 31/8/25 = 138



Contract Client Booked Sessions Breakdown	
Attended	642
Cancelled	43
Cancelled <24h	45
Did Not Attend	52

NCP Percentage of Booked Sessions Day Annual Breakdown			
	2024/25	2023/24	2022/23
Attended	82%	81%	79%
Cancelled	11%	11%	13%
Did Not Attend	7%	8%	8%

Contract Clients - Individual Counselling Statistics



Contract Clients - Main Focus of Sessions

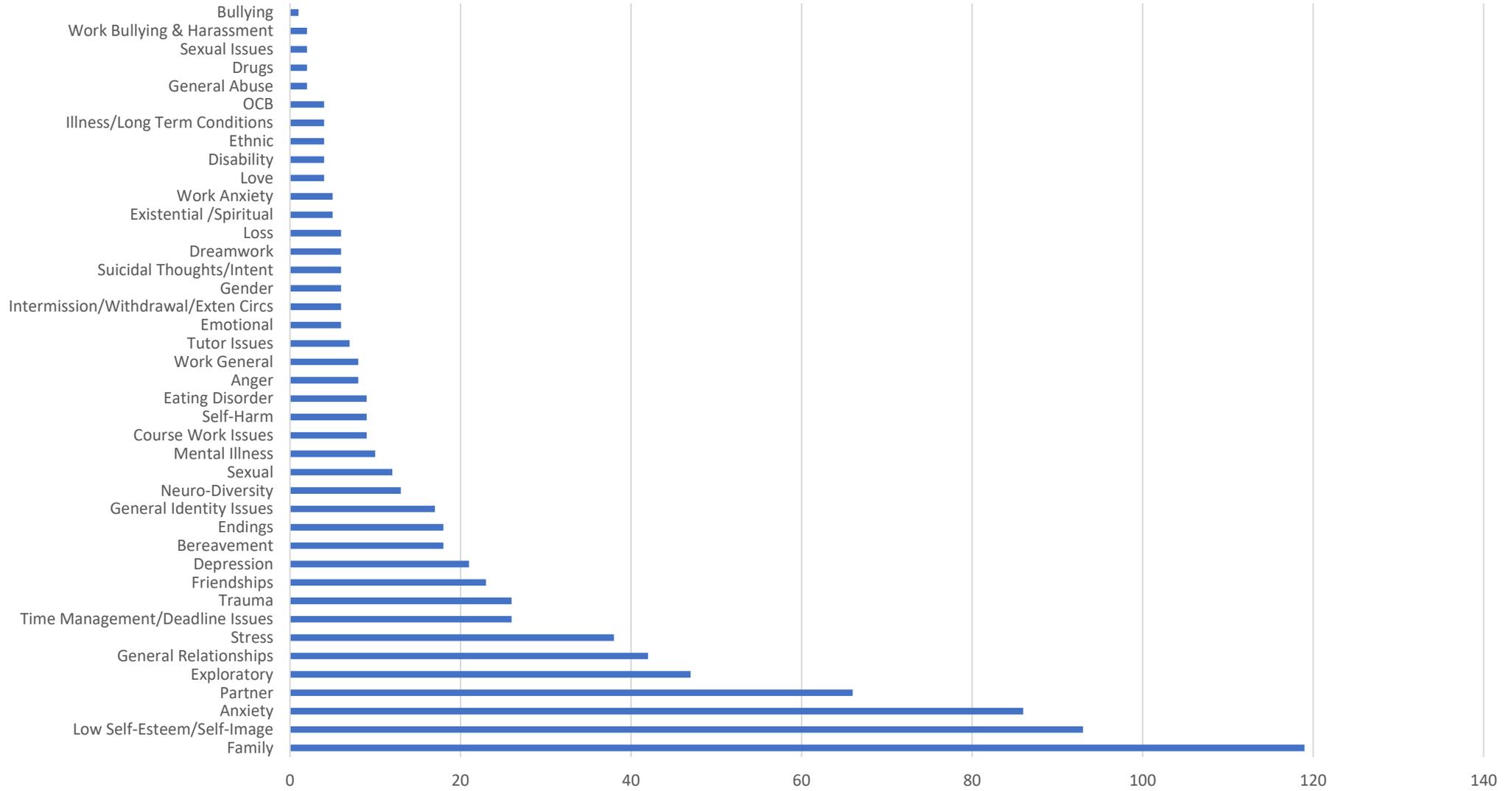
Please note that we can record up to 2 main presenting problems per session.

In January 2025 we did a complete review of our MPPs and made some big changes. This means that the MPP statistics this year are only from January onwards, but they should be more comprehensive and accurate headings. In future reports we will be able to provide the full years' worth of MPP statistics.

<u>ABUSE</u>	
General Abuse	2
Bullying	1
Emotional	6
Sexual	12
<u>ACADEMIC</u>	
Course Work Issues	9
Intermission/Withdrawal/Exten Circs	6
Time Management/Deadline Issues	26
Tutor Issues	7
<u>ADDICTION</u>	
Drugs	2
<u>EMOTIONS</u>	
Anger	8
Anxiety	86
Depression	21
Love	4
Stress	38
<u>IDENTITY</u>	
General Identity Issues	17
Disability	4
Ethnic	4
Gender	6
Low Self-Esteem/Self-Image	93
Neuro-Diversity	13
<u>RELATIONSHIPS</u>	
General Relationships	42
Family	119
Friendships	23
Partner	66

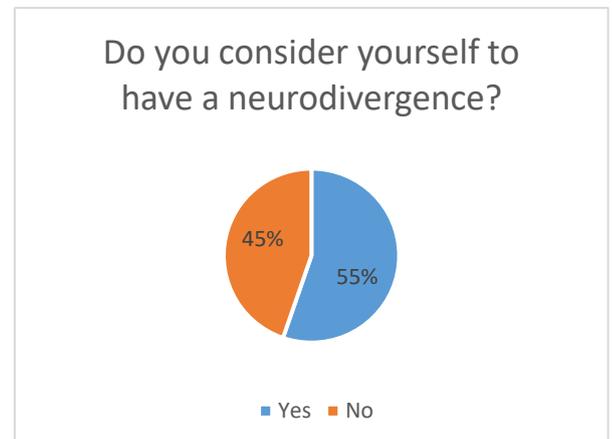
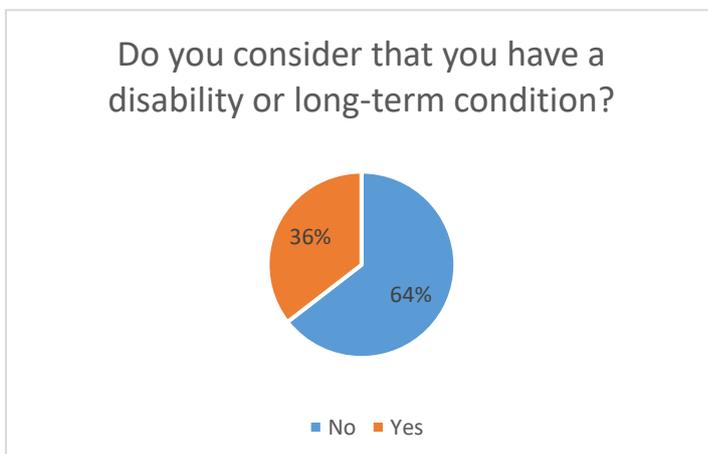
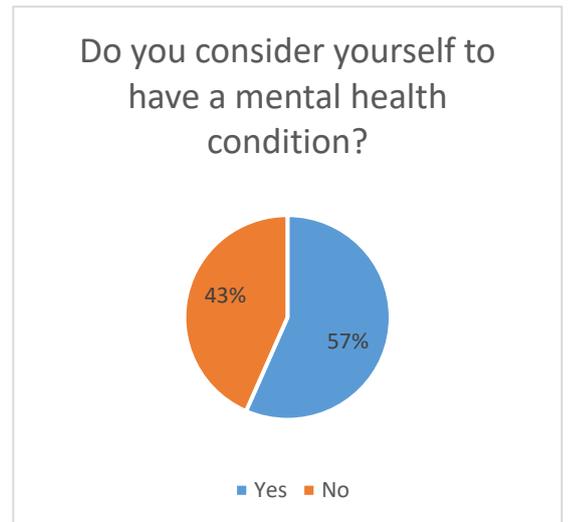
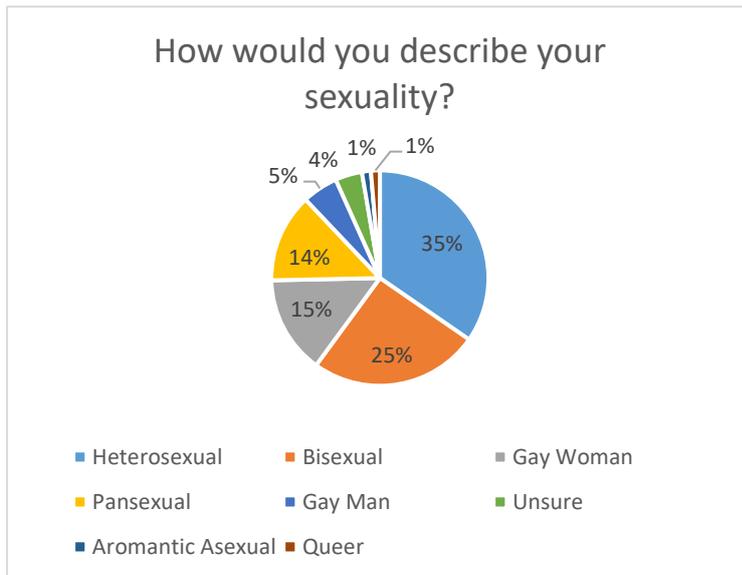
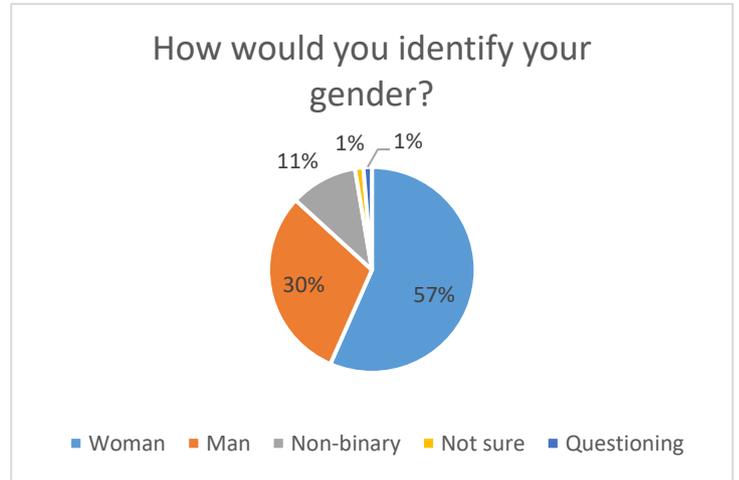
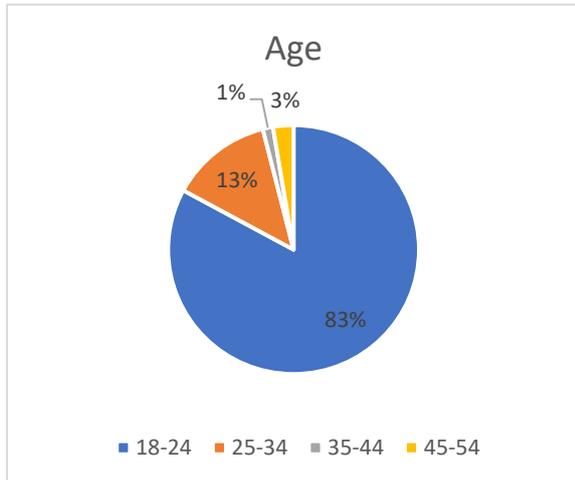
<u>RISK</u>	
Self-Harm	9
Suicidal Thoughts/Intent	6
<u>SPECIFIC EXPERIENCES</u>	
Bereavement	18
Dreamwork	6
Eating Disorder	9
Existential /Spiritual	5
Illness/Long Term Conditions	4
Loss	6
Mental Illness	10
OCB	4
Sexual Issues	2
Trauma	26
<u>SPECIFIC TO THERAPY</u>	
Endings	18
Exploratory	47
<u>WORK</u>	
Work Anxiety	5
Work Bullying & Harassment	2
Work General	8

Contract Client Main Presenting Problems 2024/25

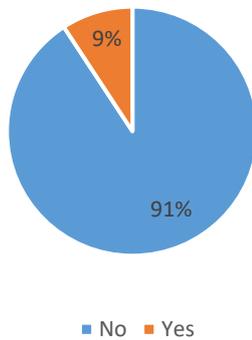


Contract Clients - Profiles/Demographics

78 Equal Opportunity Monitoring Forms were collected between 1st September 2024 and 31st August 2025.



Do you have a faith?



Clients who said they have a faith provided the following answers:

Christian	2
Islam	1
Pagan	1
Raised Catholic but complicated faith	1
Spiritualist	1
Jewish	1
Unsure	1

How would you describe your nationality?

British	54
English	13
Lithuanian	2
Chinese	1
German	1
Hong Kong	1
Mexican	1
Polish	1
Spanish	1
Welsh	1
Latin American	1

How would you describe your racial identity?

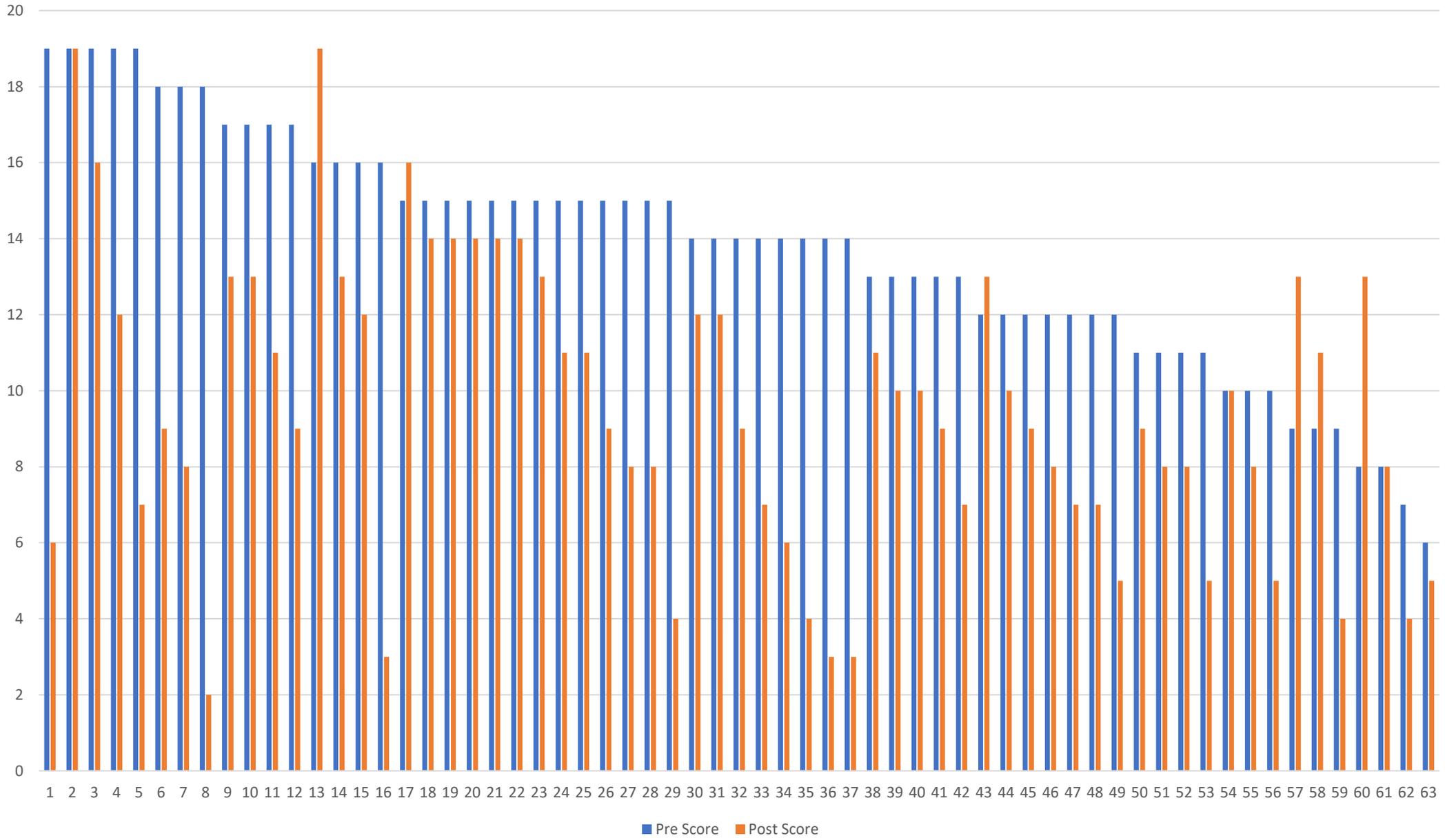
White	59
Mixed Heritage	9
Asian	3
White other	2
Arab	1
Black	1
White/Asian mix	1
Latin American	1

Contract Clients - Psychlops

63 clients ended counselling and completed PSYCHLOPS forms between 1st September 2024 and 31st August 2025. The chart below shows their pre and post scores and how they changed. 86% showed an improvement. 5% showed no change, and 9% were slightly worse. Overall, the scores demonstrate the effectiveness of the service.

Norwich Centre Charity Clients Psychlops Score Comparison

01/09/24 - 31/08/2025

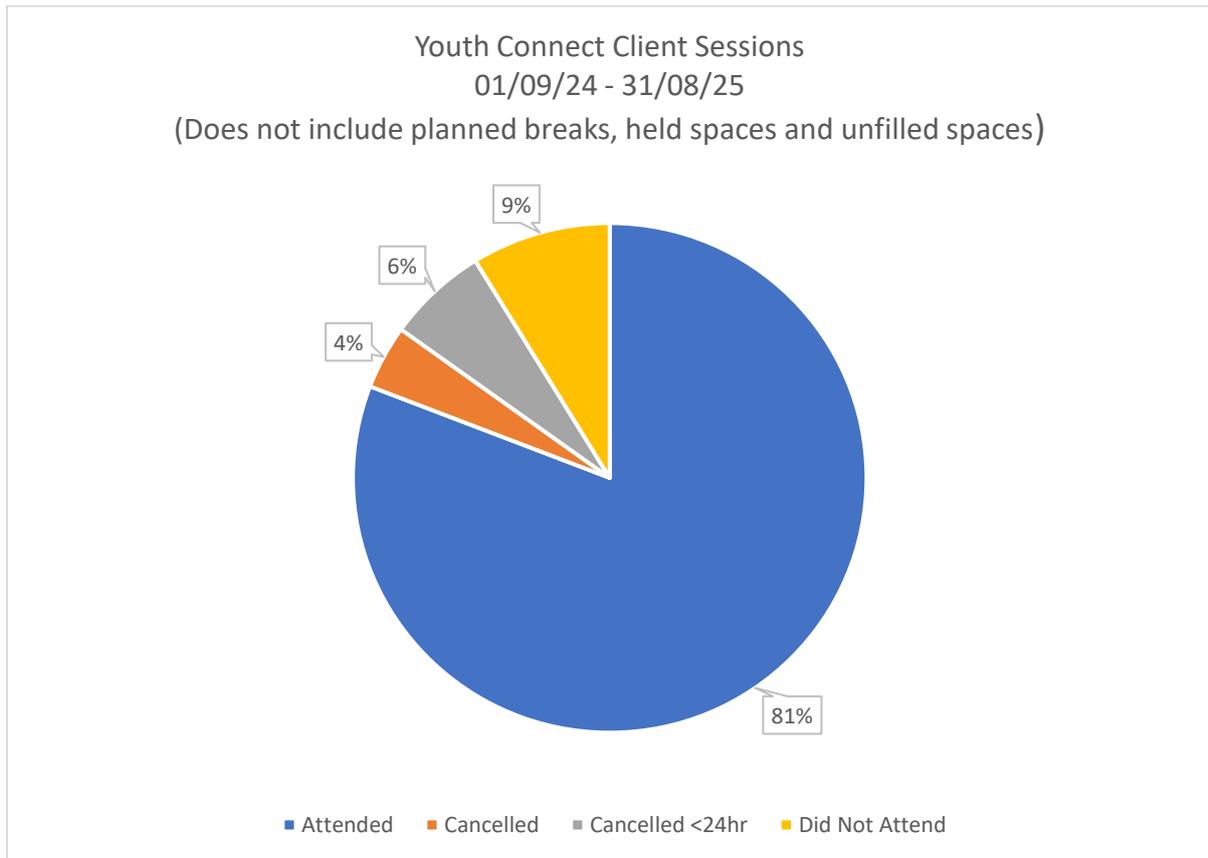


Youth Connect Service

Youth Connect - Clients

The total number of booked sessions for Youth Connect clients between 1st September 2024 to 31st August 2025, excluding planned breaks, held slots and unfilled spaces, was 616 including exploratory sessions. This is higher than last year, which was 474, since the service was slow at first while setting up.

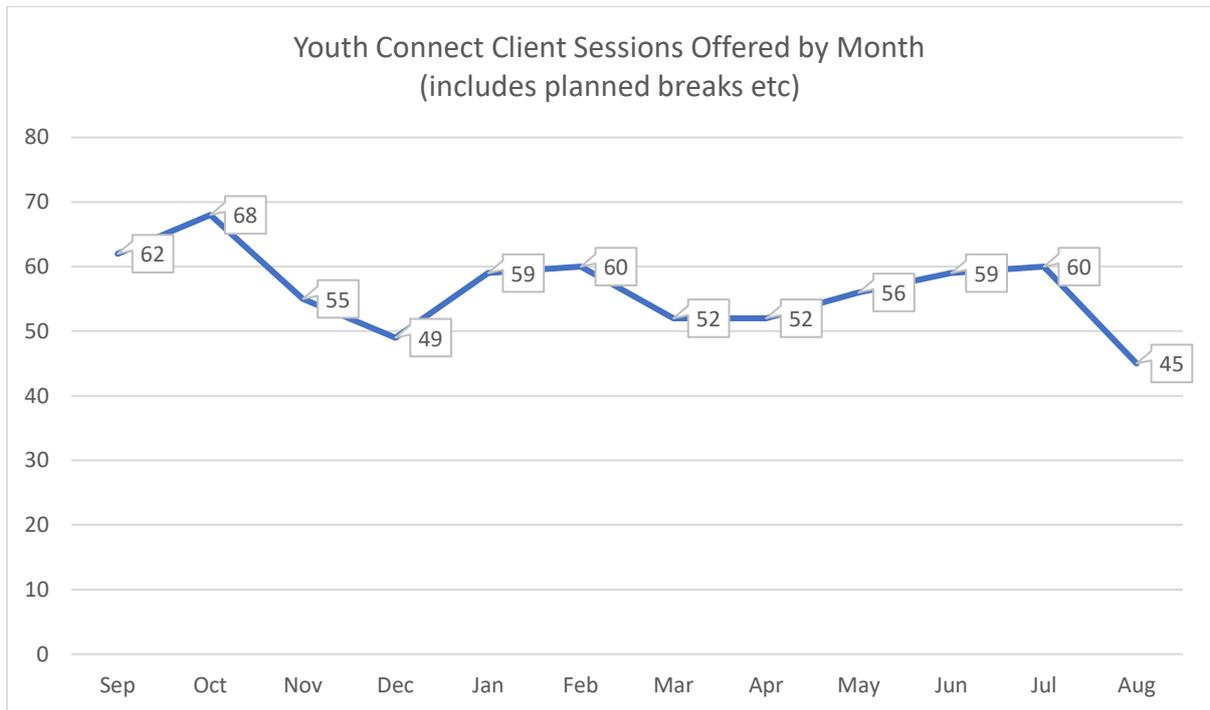
Client numbers for 01/9/24 - 31/8/25 = 109



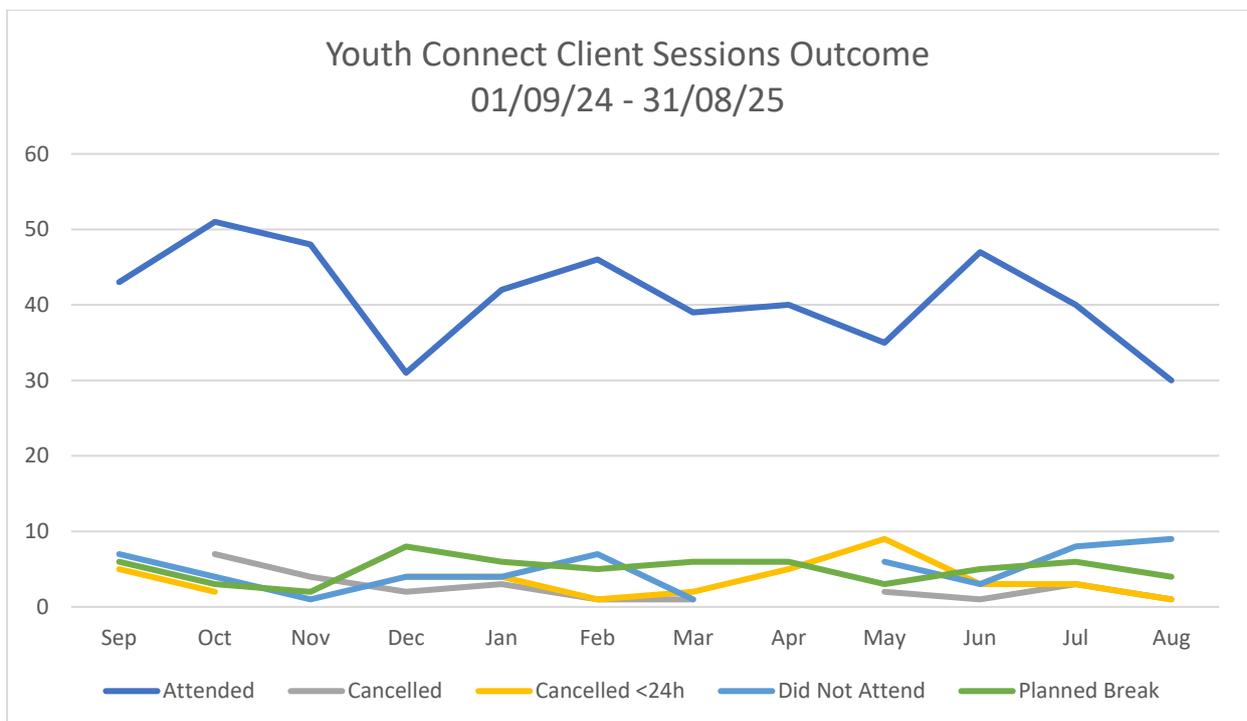
Youth Connect Client Booked Sessions Breakdown	
Attended	498
Cancelled	25
Cancelled <24h	39
Did Not Attend	54

Youth Connect Client Booked Sessions Breakdown		
	2024/25	2023/24
Attended	81%	74%
Cancelled	4%	7%
Cancelled <24hr	6%	9%
Did Not Attend	9%	10%

Youth Connect Clients - Individual Counselling Statistics



There was a dip in sessions over the summer, which was expected as many of the Youth Connect clients have academic breaks and holidays.

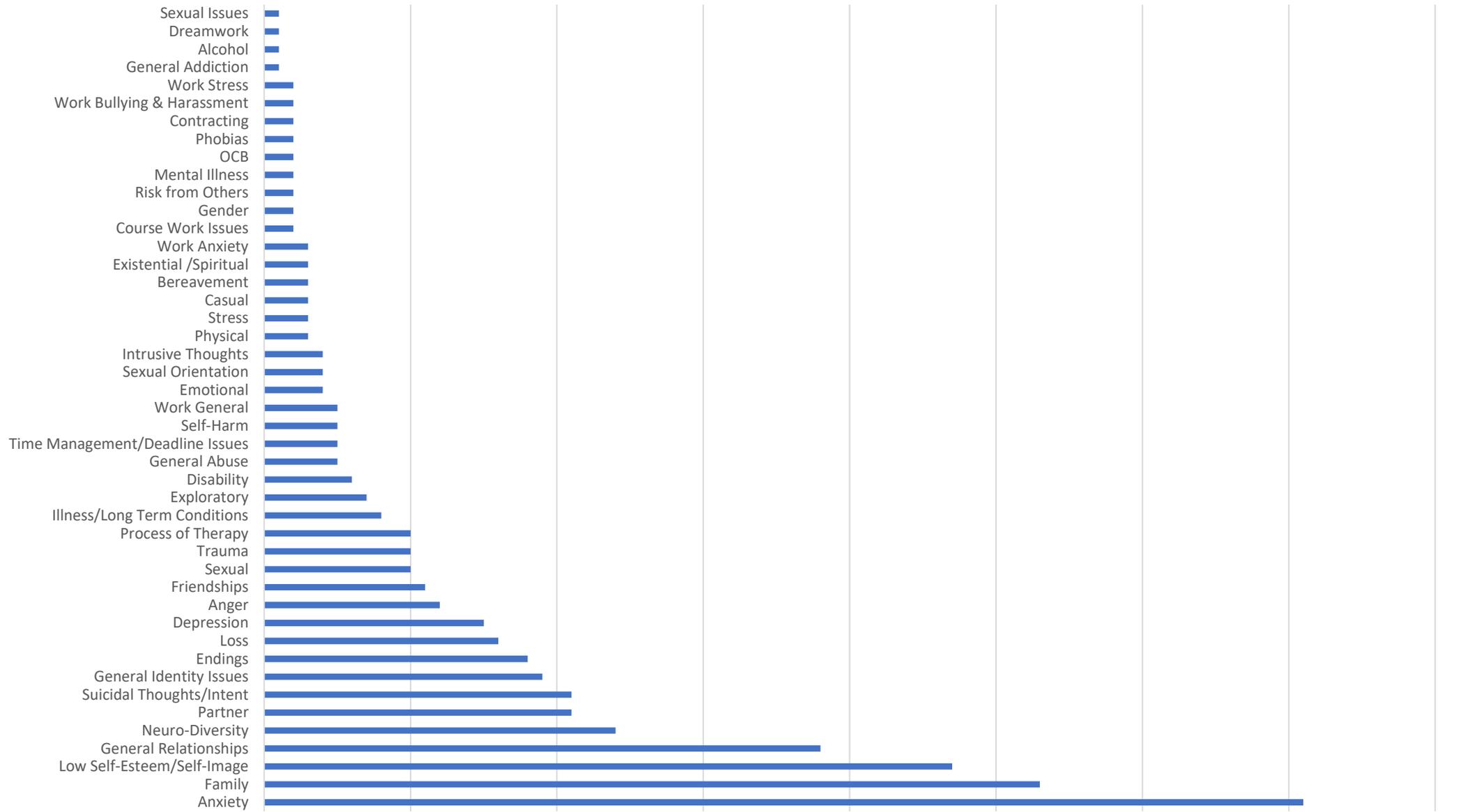


Youth Connect Clients - Main Focus of Sessions

Please note that we can record up to 2 main presenting problems per session.

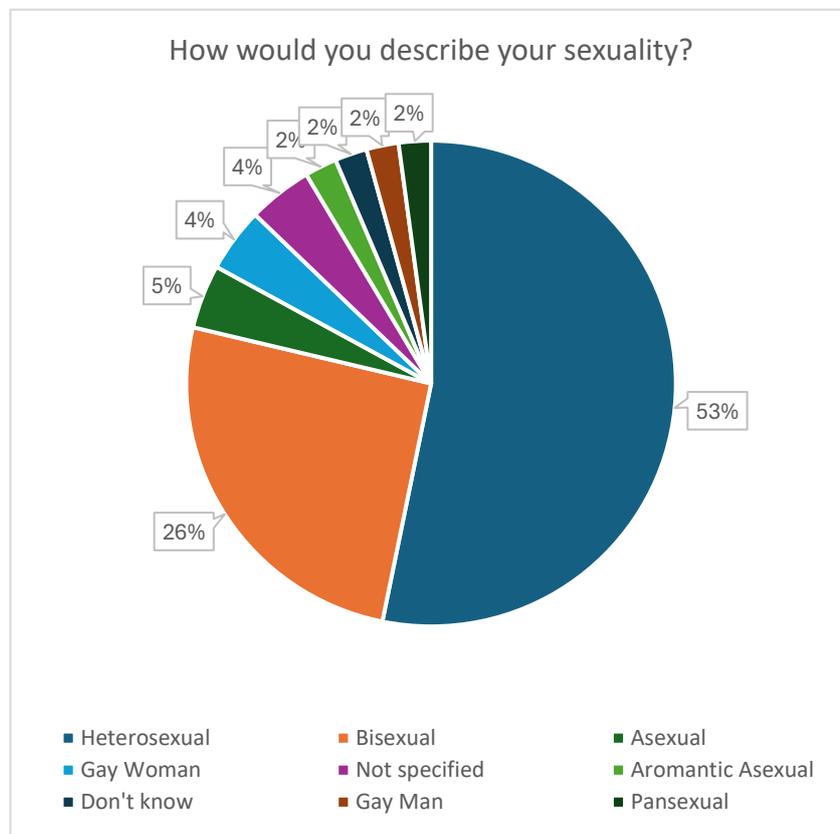
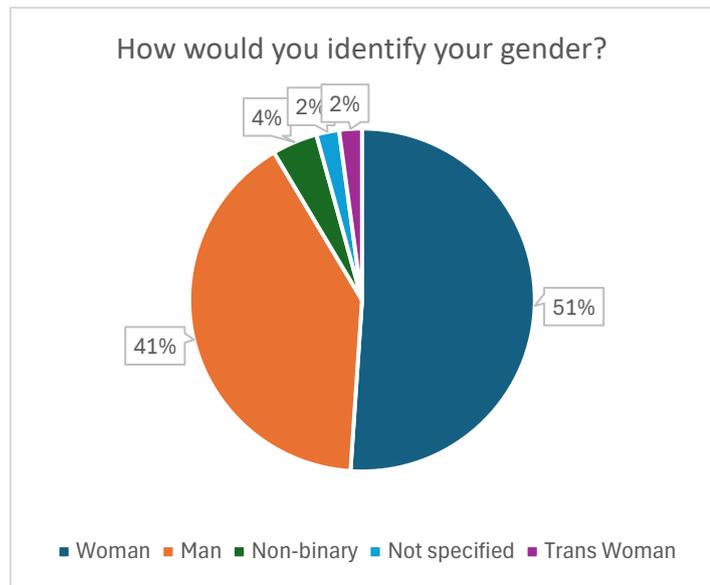
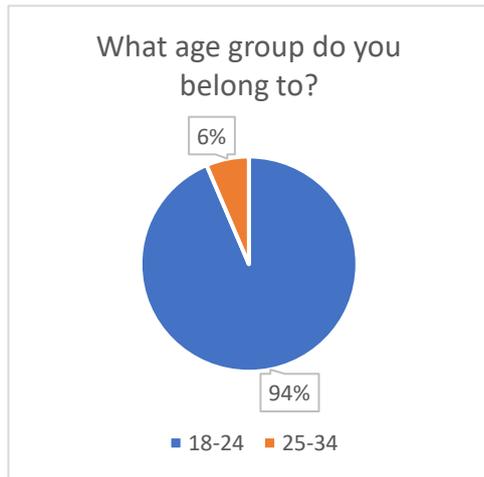
In January 2025 we did a complete review of our MPPs and made some big changes. This means that the MPP statistics this year are only from January onwards, but they should be more comprehensive and accurate headings. In future reports we will be able to provide the full years' worth of MPP statistics.

Youth Connect Client Main Presenting Problems 2024/25

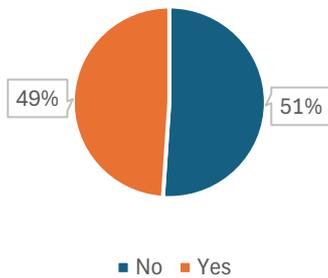


Youth Connect Clients - Profile/Demographics

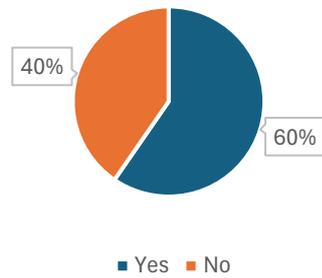
46 Equal Opportunity Monitoring Forms were collected between 1st September 2024 – 31st August 2025. This has produced a fairly representative view of the clients we saw.



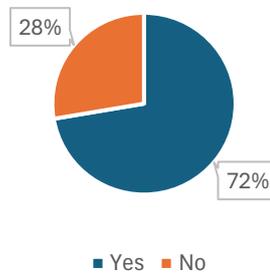
Do you consider that you have a disability or long-term condition?



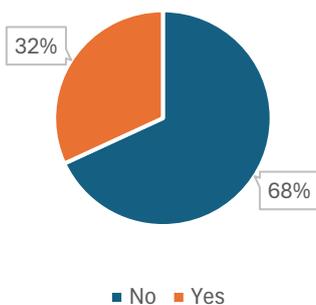
Do you consider yourself to have a neurodivergence?



Do you consider yourself to have a mental health condition?



Do you have a faith?



Clients who said they have a faith provided the following answers:

Christian	7
Unsure/Undecided	2
Spiritual	2
Catholic	1
Roman Catholic	1
Spiritual/Buddhist	1

How would you describe your nationality?

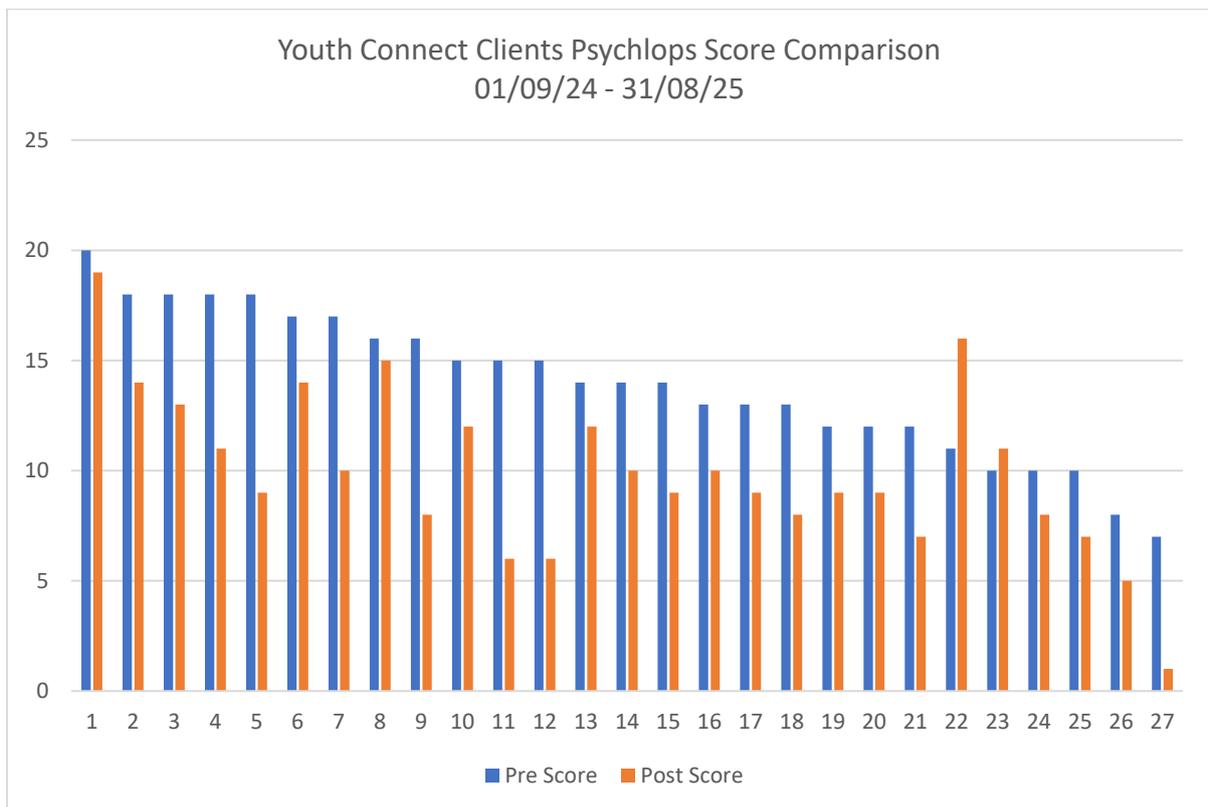
British	27
English	16
Chinese	1
Nigerian	1
Northern Irish	1
Other	1

How would you describe your racial identity?

White	35
Mixed Heritage	6
Asian	3
Black	3

Youth Connect Clients – Psychlops

27 clients ended counselling and completed PSYCHLOPS Forms between 1st **September 2024** to 31st **August 2025**. The chart below shows their pre and post scores and how they changed. 92% showed an improvement, and 8% were slightly worse. Overall, the scores demonstrate the effectiveness of the service.



Training Courses

The Norwich Centre ran a variety of different training courses between 1st September 2024 and 31st August 2025.

Introduction to Counselling Skills – 14 spaces

- Autumn 2024 – 13 students completed successfully
- Spring 2025 – 14 students completed successfully
- Summer 2025 – 8 students completed successfully

Certificate in Counselling Skills 2024/25 – 14 spaces

- Wednesday Group (14 students) – 13 students completed successfully
- Thursday Group (12 students) – 10 students completed successfully

Diploma in Counselling 2022/24 – 22 spaces

- The course started with 21 students, and all have now completed successfully.

Diploma in Counselling 2024/26 – 22 spaces

- The course started with 21 students, 19 of which completed their first year successfully. 2 students are no longer on the course.

Conclusion

The Norwich Centre continues to provide counselling and training opportunities to a wide variety of individuals. The majority of our counselling sessions and training is conducted in person. However, a really positive consequence of the pandemic is that the option of on-line working is fully embedded within the service which allows for more clients to access the service, particularly when coming to the centre is a challenge for a variety of reasons; this increases our accessibility for clients and also allows us to be flexible on those occasions when coming to the centre is difficult or if on-line working is the preferred modality.

We continue to be grateful to all our staff, volunteers and trainees who give their time and help us continue to provide the great services that we do. The Norwich Centre has continued to grow and develop over the last year, we have increased our contract clients, reach a larger number of Norwich Centre clients and our young person provision, Youth Connect, has continued to develop and, with longer term funding from the National Lottery, will go from strength to strength. The physical surroundings at The Norwich Centre have definitely improved over the past year with the addition of another counselling room, the creation of a new kitchen and some decoration and general improvements. All this makes for a more comfortable and positive working environment. Additionally, we have a fantastic team of counsellors and tutors who are our biggest asset. The Norwich Centre staff and volunteer team is a brilliant team of person-centred counsellors and trainers with the essential admin team, working alongside, and it is a great privilege to be part of such a positive and professional team. Equally, we are thankful to regularly have Brian in the building to offer spiritual guidance which brings a considerable revenue to The Norwich Centre.

We continue to be able to offer placements to the trainees on our Diploma course and have enjoyed having 9 new trainees this year, most of whom started on placement with us in spring 2025 and will work with us until summer 2026. In addition, we have welcomed a trainee from another local person-centred training course.

A number of the trainees from the previous diploma which finished in July 2024 have stayed on at the centre as both volunteer counsellors and paid counsellors and we continue to be grateful for their loyalty and continued support. In addition, we have a small number of long-term volunteers who make a brilliant contribution to the team and we are thankful for their continued commitment to the centre.

Our courses have continued to recruit strongly and were run effectively through 2024-2025. They represent a valuable resource to local counselling organisations by providing trainees and well-trained professional counsellors and they support us in our charity work.

Maggie Southworth
Director – The Norwich Centre
September 2025