

END OF YEAR 1 PROJECT REPORT

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Date issued: 31/03/2013

1. EXECUTIVE SUMMARY – SOUTH OF TYNE COUNSELLING PROJECT, END OF YEAR 1 REPORT

1.1 BACKGROUND

Following identification of a gap in counselling service provision in South Tyneside and an invitation from South of Tyne PCT, North East Counselling Services developed a proposal to extend the already successful model of counselling delivery in Gateshead to the borough of South Tyneside. North East Counselling Services was successful in attracting funding for 1 year to implement the proposal submitted. Four other counselling service providers were also invited to participate.

In June 2012, at a meeting of all of the participating organisations and representatives from the PCT, it was agreed that three of the organisations would focus their service delivery in specific parts of the borough and two, due to their existing model of delivery, would see clients from across the entire borough. The split aimed to divide the number GP practices in the borough as equally as possible between the three organisations.

- North East Counselling Services focused on Jarrow and Hebburn
- Tyneside Mind focused on South Shields North
- Sunderland Counselling Services focused on South Shields South
- Women's Health in South Tyneside (WHIST) and Cruse would both see clients from across the borough.

Information about the increased availability of counselling for residents in South Tyneside was sent to all South Tyneside GP practices via a central newsletter distributed by the PCT and via each individual organisation's own efforts. Project participants met together periodically across the year to discuss the progress of the project, share information and to update PCT representatives.

1.2 DELIVERY

North East Counselling Services' ethos is to try to reach those clients who are often hidden; who don't necessarily attend their GP practice regularly and for that reason, outreach services are offered in addition to services within GP surgeries.

The 10 surgeries in Jarrow and Hebburn were contacted directly and through various networking activities, several outreach venues suitable for delivery of counselling services were arranged. We began seeing clients in July 2012. Information regarding sources numbers of referrals and clients engaged has been closely monitored (see section 5 and appendix 3).

In the period July 2012 to end March 2013, 94 referrals were received

1.3 OUTCOMES

North East Counselling Services use the Adult Mental Health Outcome Star to collect data regarding client outcomes (See section 6). On ending counselling 100% of clients reported having improved coping strategies, 80% improved self esteem, 70% reported reduced anxiety and 60% reported improved confidence and reduced depression. Other reported outcomes include improved communication with family, reduction in prescribed medication, reduction in use of alcohol and keeping the family together.

Feedback from clients is excellent and is collected via an exit form. Partner organisations and others we work with are also invited to feedback their comments and experience of our services.

1.4 PROJECT DEVELOPMENT

The South of Tyne PCT came to an end on 31st March 2013 and has been replaced by the South Tyneside Clinical Commissioning Group (CCG). The CCG has provided funding to continue the project to March 2014, albeit with a reduced budget. North East Counselling Services has agreed to provide the same level of support and service as 2012/13 with the caveat that the limited funding may result in longer waiting times for clients. We will continue to monitor the service and feed information into the CCG. We will also work collaboratively with our partner organisations to explore opportunities to work together to create an efficient joined up service.

2. PROJECT STATUS – END OF YEAR 1 (31 MARCH 2013)

2.1 SUMMARY OF CURRENT STATUS

Year 1 completed. All planned activities completed according to the project proposal submitted in May 2012.



3. BUDGET STATUS

3.1 UPDATE

The project was delivered on budget.

4. SCHEDULE STATUS

4.1 STATUS

STAGE / MILESTONE	PLANNED END DATE	COMMENT
Phase 1	14 May to 22 June 2012	Complete
Phase 2	22 June to 21 Dec 2012	Complete
Phase 3	31 March 2013	Complete

4.2 NOTES

Year 1 of the project ended at the end of financial year 2012/13 which coincided with the end of the South of Tyne and Wear PCT. The project participants were informed in December 2012 that the project would be funded for a further year by the incoming Clinical Commissioning Group (CCG) who would be evaluating and commissioning counselling services for 2014 onwards. In January 2013 project participants were informed that whilst funding would be provided for 2013/14, it would be cut by approximately one third.

5. PROJECT OUTCOMES

5.1 SUMMARY

SET UP

All GP practice managers in surgeries in Jarrow and Hebburn were contacted and informed about the service. A meeting took place with 4 of the 10 practice managers attending. All surgeries were provided with leaflets and referral information.

Contact was made with South Tyneside Council's Area Coordinator for Jarrow and Hebburn and a number of possible outreach venues for counselling visited.

NECS leaflets and referral information were continually distributed to relevant agencies over the course of the first year of the project.

DELIVERY

OVERALL SUMMARY TO 31 MARCH 2013

Referrals received	94
Currently engaged	40
Completed/withdrawn	38
Waiting list	14
On hold	2
Referral sources	22
Counselling venues	11
Counsellors engaged	17

DETAILED BREAKDOWN

Existing NECS counsellors and new trainees were identified who would like to work in South Tyneside – 11 in total (plus an experienced counsellor carrying out all of the South Tyneside initial client assessments). As referral numbers increased additional counsellors took on South Tyneside clients. Currently 17 counsellors are engaged with South Tyneside clients.

Counselling has been delivered in 5 GP surgeries (Mayfield Surgery, East Wing Surgery, Albert Rd Surgery, Hebburn Health Centre and Wear Street Medical Practice) and outreach venues (Age UK, Mountbatten Centre, Primrose Community Centre and South Shields, Jarrow and Hebburn Libraries, West Harton Action Station, home visits).

Mayfield Medical Centre	5 referrals	2 clients completed
		1 client did not engage
		2 clients engaged
Hebburn Health Centre*	5 referrals	2 clients completed
		3 clients engaged
East Wing Surgery	29 referrals	10 clients completed
		9 clients engaged
		7 clients did not engage
		3 clients assessed and waiting for counselling
Albert Road Surgery	12 referrals	7 clients engaged
		2 clients did not engage
		3 clients assessed and waiting for counselling
Wear Street Surgery	1 referral	1 client engaged
Tyneside MIND 2 referrals		2 clients engaged
Washington MIND	1 referral	1 client engaged
Age UK 3 referrals		1 client completed
		1 client engaged
		1 did not engage, engaged with counselling at WHIST
S.T. Health Trainers	11 referrals	6 clients engaged
		5 clients did not engage
S.T. Carers (CAST)	7 referrals	5 clients engaged

2 clients assessed and waiting for counselling

Mental Health Team – CPN	1 referral	1 client assessed and waiting for counselling
Mental Health Concern	1 referral	1 client engaged
Family works	1 referral	1 client completed
Stroke Association	1 referral	1 did not engage
De Paul UK	1 referral	1 client assessed and waiting for counselling
Diabetes Clinic	1 referral	1 client engaged
Jobcentre Plus Jarrow	1 referral	1 client did not engage
Low Simonside CA	1 referral	1 client did not engage
Self-Referral	8 referrals	4 clients engaged
		2 clients did not engage
		2 clients assessed and waiting for counselling
W. Harton Action Station	1 referral	1 client assessed and waiting for counselling
Places for People	1 referral	1 client assessed and waiting for counselling

94 referrals

*Due to the lack of availability of room space within Hebburn Health Centre, clients were seen elsewhere (1 at NECS Gateshead, 3 at Mountbatten Centre Hebburn and 1 at Primrose Community Centre Jarrow). Similarly due to client and/or counsellor availability when a room was available, some clients referred by Albert Road Surgery were seen in community outreach venues.

At the end of March 2013, use of the Mountbatten Centre came to an end as the building is due for demolition as part of the Town Centre Regeneration Programme.

COLLABORATION/PARTNERSHIP WORKING

A lot of time was spent networking within South Tyneside as the project grew and developed. Links were made with a large number of support organisations, several of whom offered space for outreach counselling (marked with *).

Age UK*

Alzheimer's Society

Cancer Connections

Mental Health Concern – Carer's Support

St Claire's Hospice

Family Works – Jarrow*

Family Works – Hebburn* (Mountbatten Centre)

Primrose Community Association*

Low Simonside Community Association*

Bliss-ability

South Tyneside Health Trainers

Carers Association (CAST)

HealthNet

Royal British Legion

Norcare

SAAFA

Jobcentre Plus

Key Project*

De Paul UK

Places for People*

South Tyneside Council

South Tyneside Libraries* (South Shields Central Library, Jarrow and Hebburn)

Stroke Association

Escape Interventions

West Harton Action Station

WHIST

Primrose Community Centre offered a space for the project manager to work on Friday afternoons, aiming to raise awareness of the service and take any referrals.

Attempts were made to meet with Stephen Hepburn, MP for Jarrow, however these were postponed. This meeting will be brought forward as an activity for year 2 of the project.

NECS made great efforts to continually collaborate with and communicate with the other participant organisations within the South of Tyne Project:

- As agreed at an early project meeting, NECS made visits to each of the organisations' premises to become further acquainted with partners and reinforced the reciprocal invitations to them however; visits to NECS premises were not taken up.
- AR investigated an opportunity to pursue a joint funding bid (DH Innovation, Excellence and Strategic Development Fund) for the organisations involved in the South Tyneside project. However, it was decided that although there was interest in a joint bid, the timing was not right for this project and that this particular funding stream was not ideal for this purpose.
- Following the announcement regarding 2013/14 funding, NECS instigated a joint meeting of the participating South of Tyne Counselling Project providers on 11/02/13 to discuss the changes and any ideas around continuing and helping to shape future counselling provision in South Tyneside. All participants attended and agreed in principle to meet again in the new financial year.

NECS successfully linked with South Tyneside HealthNet and has been represented at all monthly meetings, as well as contributing to the Annual Conference 06/07 March 2013.

NECS is represented at all Local Engagement Board meetings in Gateshead and South Tyneside and at the New Horizons Partnership Meetings in both Gateshead and South Tyneside.

NECS has been represented at all of the PCT project meetings throughout the course of the project.

6. EVALUATION AND FEEDBACK FROM CLIENTS AND STAKEHOLDERS

CLIENT OUTCOMES

Throughout the lifetime of the project, data has been collected from clients at the beginning and the end of their counselling journey, using the Adult Outcome Star.

The figures below show the outcomes clients report on ending counselling and the changes in their initial and final outcome scores.

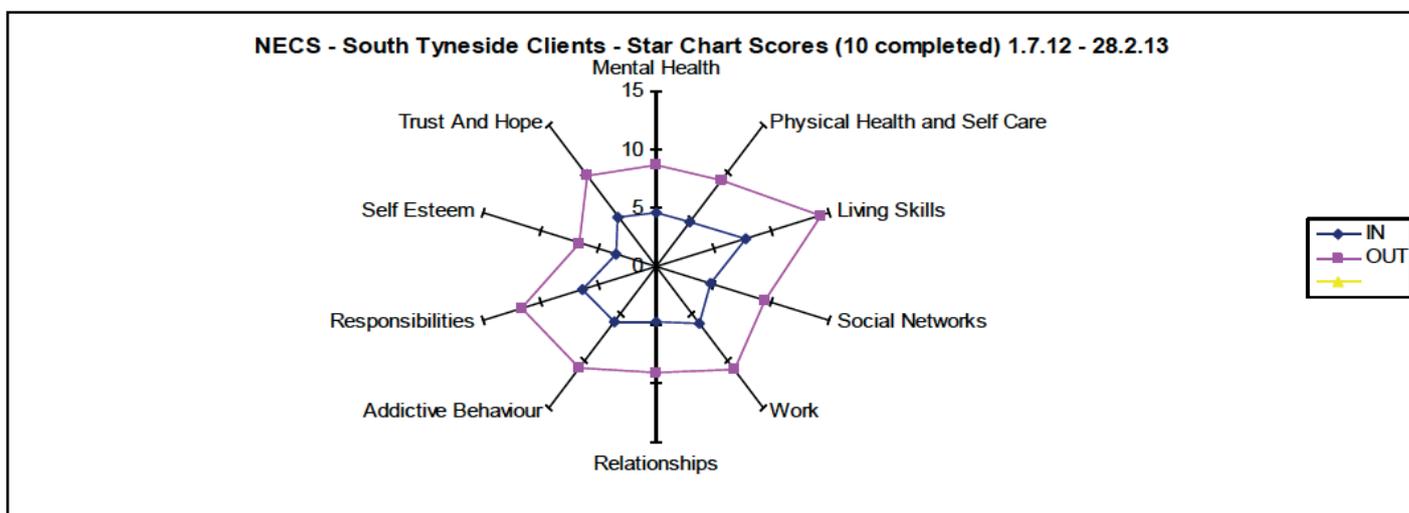
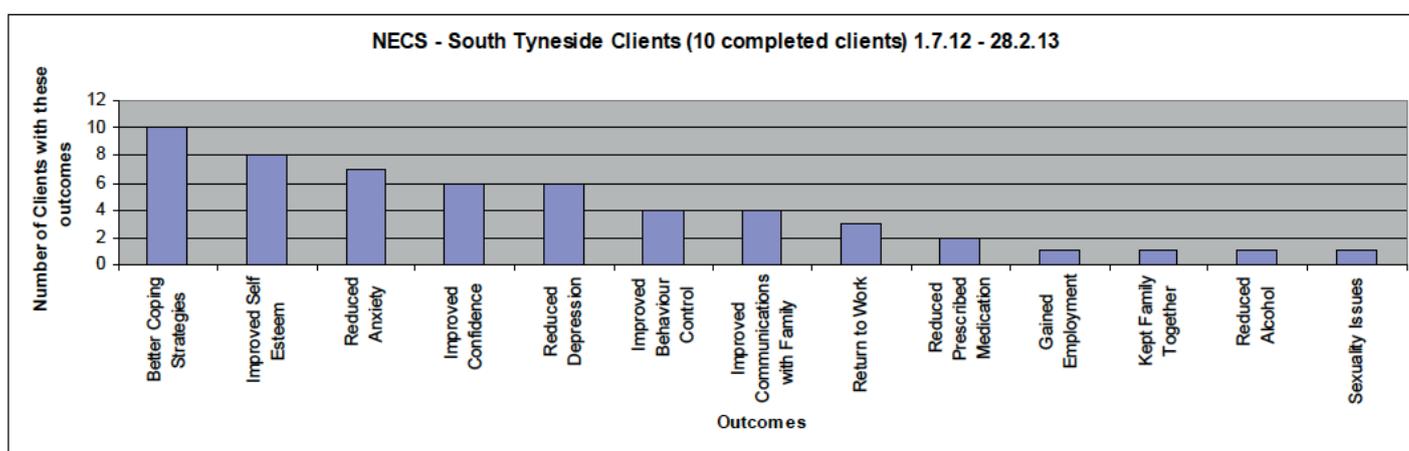
Clients are invited to complete an exit form asking them about their experience with NECS and the "Friends and Family Test" (see Appendix 1). There is also a space for free text. Comments have included:

- I have had a first class service from Alistair and I am over the moon with the results that have been achieved.

- Excellent Service, counsellor very easy to talk to
- Excellent Service, helped me a lot. Thank you Rowena for your help and time.
- This service is invaluable and just perfect. Donna has been a great help and very encouraging
- Sean has helped me immensely.

We also note feedback from partner organisations and others we work with:

- Mary Davies, practice manager, East Wing Surgery, Jarrow, commented that the project has gone very well and she is particularly happy about the quick response time to referrals, and that patients can be seen in their own GP practice, where they feel comfortable.
- Sue Topping, manager Primrose Community Centre commented that she is particularly impressed with NECS' aim to provide services where people need them and she has supported us by providing a place for us to work one



afternoon a week as well as a suitable counselling space available during the centre's opening times.

- John Young, South Tyneside Health Trainer, echoes these comments he welcomes a service that will reduce waiting time and see people where and when they need support. He supports NECS community approach, agreeing that often people are reluctant to visit their GPs for emotional support. People are often more comfortable to access support in less formal settings.
- Maria Laben – Carer Support Project Coordinator at Age UK said “Thank you for the support NECS gave one of my ladies who I referred to your project for counselling. The counsellor has done a fantastic job working with the lady. The lady rang me today sounding totally better in herself and she’s now working towards the future”

7. ADDED VALUE

North East Counselling Services CIC is a not for profit organisation and we rely heavily on the work of qualified volunteers who are also local residents, to deliver our services. In return we provide in-house clinical supervision and a range of training opportunities to our counsellors. As an organisation we encourage knowledge sharing and our learning and experience continually shape and improve the services we provide. As a result our social return on investment factor is one of the most significant indicators of our performance and effectiveness.

In addition to seeing clients in GP surgeries, our unique approach to outreach counselling also adds value to our counselling service. Seeing people out of normal GP practice hours and in community venues close to where they live or work improves accessibility for clients. It also helps to 'normalise' counselling, reducing the stigma to seeking help for mental health issues. Finding services in the local library or community centre makes counselling a part of everyday life, no more out of the ordinary than borrowing a book or attending a fitness class.

- Client 33ST was delighted with the quick response to her referral and the flexibility of the service, appointments available when she is available, around her working hours.
- Client 23ST had limited availability due to work commitments to be seen at his doctor's surgery, he offered a suitable room at his place of work (a local secondary school) and our outreach counsellor was able to see him there.
- Three clients were unable to attend sessions at any of our venues due to their personal circumstances; these clients were offered home counselling.
- In addition:
- NECS has counsellors trained in Critical Incident Response
- NECS has counsellors trained in Suicide Prevention
- NECS has counsellors experienced in working with ex-service personnel (NECS is currently delivering a funded project in Gateshead for ex-service personnel and their families which has provoked interest, further opportunities are being explored)
- NECS has counsellors with specialist experience in working with PTSD
- NECS has provided counsellors with smoking cessation training
- NECS counsellors have attended train the trainer training regarding Lesbian and Bisexual Women's counselling needs and will share this learning with volunteers.
- In partnership with a number of other agencies in Gateshead, NECS is involved in an innovative plan to provide family support services to Gateshead residents. This experience and learning will be used to shape services provided by NECS elsewhere.
- NECS has recently reinforced its links with the local colleges and counselling training providers across the region by visiting and presenting to students regarding trainee placements with NECS. Feedback has been very positive from lecturers and students with a large number of students already submitting CV's for consideration in the next trainee placement recruitment round.
- NECS is involved in a project in Gateshead with Jobcentre Plus supporting individuals who are experiencing difficulty engaging with the Government Work Programme due to emotional or mental health issues. The project is proving to be very successful and has provoked interest from other agencies. Further opportunities are being explored.
- NECS provides counselling to 11 to 19 year old young people in schools within Gateshead, funded by the Big Lottery. The project is very successful and our dedicated counsellors are gaining invaluable experience which will be used to develop future opportunities.
- NECS is working with Hassockfield Secure Training Unit in County Durham providing counselling support to young offenders. Around 30% of Hassockfield residents are from the South of Tyne area. Again our dedicated counsellors are gaining invaluable experience to develop future opportunities.
- One of our children's therapists has written a resource paper complete with case studies reflecting the outcomes of his work with young people with multiple and complex needs.
- A meeting has taken place with the owners of a gym in South Shields which has recently been taken over via asset transfer from the local authority. Ideas are being discussed around provision of a holistic wellbeing service.

- As a matter of course our clients are asked if they have been offered an NHS Healthcheck and if not they are signposted.
- Similarly, if clients are eligible they are signposted to access NHS flu jabs.
- A short article on NECS services in South Tyneside has been featured in the CAST newsletter (South Tyneside Carers Assoc.)
- North East Counselling Services has been shortlisted for an award in the VONNE North East Voluntary Sector Awards 2013. The results will be announced in May 2013.

8. OBSERVATIONS AND LESSONS LEARNED

- Five of the ten GP practices listed in Jarrow and Hebburn have now engaged with the service. All were invited to meet with NECS via the Lead Practice Manager and have received emails and leaflets.
- Of the five, only East Wing Surgery and Albert Road Surgery have fully engaged providing around 45% of our total number of referrals. This suggests that if all practices had engaged to the same extent our referral numbers could have been significantly increased. We could reasonably surmise that there is an estimated 200 more potential clients from the remaining GP practices. (We would obviously need to factor in practice size, patient lists etc. for a more accurate estimate).
- Some GP practices already have in-house counsellors operating who are separate from the South of Tyne Counselling Project and this may affect the take-up rate. Is the PCT/CCG aware of this provision?
- Our feedback is telling us that half of our service users have come from referral sources other than their GP. This suggests that there is a demand for an outreach counselling service for those people who, for whatever reason, are unable to access services via their GP.
- There are very many organisations across Jarrow, Hebburn and South Shields who would be very interested in working more closely with NECS, making referrals and providing space within their premises for counselling to take place. Whilst NECS is keen to engage and provide the requested services, we have limited capacity and limited resources to do so.
- The demand for services in GP practices is limited and demand for outreach services is growing continuously.
- We are limited only by the number of appropriate community venues we are able to use free of charge and by our counsellor/supervision capacity.

9. FUTURE PLANNING

9.1 SUMMARY OF ACTIVITIES PLANNED FOR YEAR 2

Continue to network and link with relevant organisations in South Tyneside to encourage referrals and to secure use of appropriate venues for counselling.

Continue to work closely with the CCG to help shape the provision of counselling services in South Tyneside, sharing information and collaborating with partners.

Continue to work with CCG to establish use of Felix and meaningful standards for measuring counselling services.

Continue to explore additional sources of funding to allow NECS to make available counselling services more established and sustainable, and to create paid jobs for counsellors.

Explore opportunities to acquire a venue within Hebburn or Jarrow in order to have an administrative base and to deliver community counselling services.

10. APPENDICES

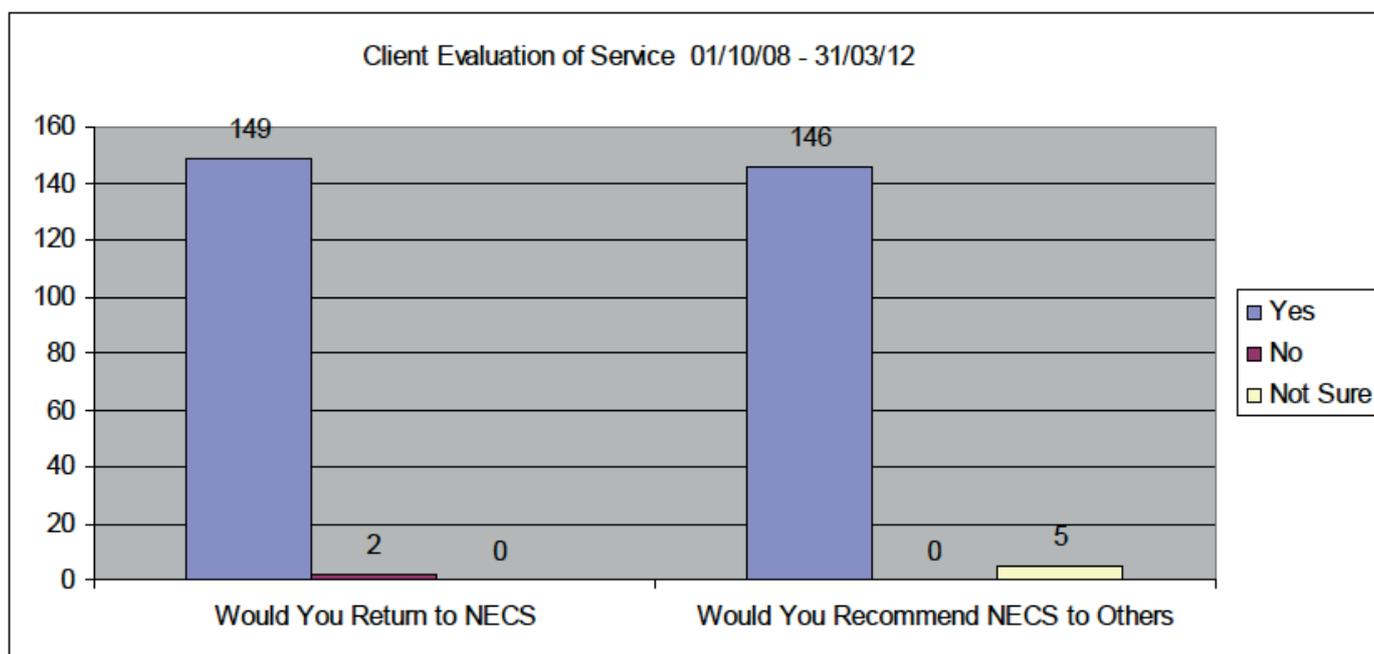
10.1 APPENDIX 1 – NET PROMOTER SCORE (“FRIENDS AND FAMILY TEST”)

The following is an edited extract from the Leader Article of the 31st May 2012 edition of the Health Service Journal:

“An emerging mechanism in the NHS for assessing the perceived value of health and social care provider services is the Net Promoter Score which dominates the measurement of customer satisfaction in corporations across the world. Customers and service users are asked if they would recommend a service or product to others. The number who say they would not is subtracted from those who would and an overall score is produced.

The score arrived in the NHS via NHS Midlands and East, the laboratory for many of the radical ideas now being spread across the service. It was disguised under the ‘friends and family test’. Results are broken down by ward and specialty and performance will affect funding under the commissioning for quality scheme. Prime Minister David Cameron confirmed his interest in the idea last week and the NHS Commissioning Board has sent a clear message in appointing Dr Foster founder Tim Kelsey as its director for patients and information. Mr Kelsey is a fierce champion of using data to inform patient decisions with a track record of challenging accepted wisdom. He is likely to work hard at ensuring clinical commissioning groups embrace measures of ‘customer satisfaction.’ ”

If the Net Promoter Score becomes a key measurement across wider health and social care services to be commissioned by Clinical Commissioning Groups, including mental health provision, North East Counselling Services are particularly well positioned. The graph below shows a sample of client satisfaction data with NECS services over a three and a half year period giving a NPS rating of 100%, discounting the five clients who were not sure.



10.2 APPENDIX 2 – CASE STUDIES SHOWING BENEFITS OF WORKING IN PARTNERSHIP WITH OTHER SERVICE PROVIDERS

Client A was referred to NECS via an Occupational Therapist based at the Psychiatric Unit, South Tyneside Hospital following his discharge and a consequent home visit. The OT felt the client may benefit from some counselling to address his hoarding and isolation issues. She initially approached Tyneside Mind who referred her onto NECS as the client lives in Jarrow. The Project manager and counsellor accompanied the OT to the client’s home for an initial assessment meeting and agreed an intervention programme of weekly 1 hour sessions at the client’s GP practice in Jarrow. Initial work was focused on the client’s home keeping and excessive hoarding, moving on to his feelings of isolation and how to build up a programme of social engagement and activities. The client now attends art classes, tai chi, choir practice and regularly connects with friends new and old. He recently organised a trip to London for himself to visit art galleries and has organised another trip to Glasgow for next month.

Client B lives in a domestic violence refuge and has been attending therapy at NECS since November to work through her past and how to rebuild her life. Counselling was going well but it became apparent that some additional structured support would help the client to re-build her independence and trust in others. NECS contacted WHiST to introduce the client to their extensive training and activity programme and social contact via their drop in and volunteer opportunities. The client was accompanied to WHIST for a first visit and has since engaged with various activities.

10.3 APPENDIX 3 – SUMMARY REPORT PREPARED FOR PROJECT MEETING HELD 18 MARCH 2013 (UPDATED TO 31/03/13)

North East Counselling Services – Project Update Information

1. Month by month activity since service began.
2. Number of referrals
3. Which GP practices have referred.
4. What intervention was offered.
5. How many sessions per person if possible.
6. DNAs.

May / June 2012	<ul style="list-style-type: none"> • Initial proposal submitted to PCT for provision of counselling services in South Tyneside • PCT Workshop meeting took place. Project scope was discussed and geographical areas for working agreed. A newsletter was drafted and distributed to South of Tyne GP's to inform them of the service provision. • NECS met with practice managers and distributed information to surgeries
July 2012	<ul style="list-style-type: none"> • NECS began taking referrals • Total number of referrals 3 2 - Mayfield Medical Practice 1 - Hebburn Health Centre
August 2012	<ul style="list-style-type: none"> • Total number of referrals 8 4 – East Wing Surgery 2 – Hebburn Health Centre 1 – ST General Hospital OT 1 – Age UK
September 2012	<ul style="list-style-type: none"> • Total number of referrals 17 8 – East Wing Surgery 1 – Hebburn Health Centre 1 – Age UK 6 – South Tyneside Health Trainers 1 - Carers Association South Tyneside (CAST)
October 2012	<ul style="list-style-type: none"> • Total number of referrals 19 9 – East Wing Surgery 1 – Hebburn Health Centre 2 – Mayfield Medical Practice 1 – Age UK 3 – South Tyneside Health Trainers 1 – Carers Association South Tyneside (CAST) 1 – Mental Health Concern 1 – Self-referral

November 2012	<ul style="list-style-type: none"> Total number of referrals 7 1 – East Wing Surgery 2 – South Tyneside Health Trainers 1 – Carers Association South Tyneside (CAST) 1 – Family Works Jarrow 1 – Tyneside Mind 1 – Stroke Association
December 2012	<ul style="list-style-type: none"> Total number of referrals 2 1 – East Wing Surgery 1 – Carers Association South Tyneside (CAST)
January 2013	<ul style="list-style-type: none"> Total number of referrals 17 1 – East Wing Surgery 6 – Albert Road Surgery 1 – Wear Street Medical Practice 1 – Carers Association South Tyneside (CAST) 1 – Jobcentre Plus Jarrow 1 – Diabetes Clinic 1 – Low Simonside Community Centre 5 – Self-referrals
February 2013	<ul style="list-style-type: none"> Total number of referrals 15 3 – East Wing Surgery 5 – Albert Road Surgery 1 – Mayfield Medical Practice 1 – Carers Association South Tyneside (CAST) 1 – De Paul UK 1 – Washington Mind 1 – CPN 2 – Self-referrals
March 2013	<ul style="list-style-type: none"> Total number of referrals 6 2 – East Wing Surgery 1 – Albert Road Surgery 1 – Carers Association South Tyneside (CAST) 1 – West Harton Action Station 1 – Places for People

Clients are seen in a number of GP Surgeries and a variety of outreach venues, these include:

- Albert Road Surgery
- East Wing Surgery
- Wear Street Surgery

(Clients referred from Hebburn Health Centre and Mayfield Medical Practice are generally seen in one of the outreach venues below due to difficulty/lack of availability of rooms within the practice)

- Primrose Community Centre
- Hebburn Library
- South Shields Library
- Mountbatten Centre Hebburn (Closed down as of 25/03/13 – part of Hebburn Town Centre Regeneration Programme)
- NECS offices in Gateshead
- Home visits – only where necessary

Total number of referrals to date (31/03/13) 94

GP Practices that have referred	East Wing Surgery	29
	Mayfield Medical Practice	5
	Hebburn Health Centre	5
	Albert Road Surgery	12
	Wear Street Medical Practice	1
		56

Interventions offered Full range of counselling interventions offered, as appropriate (person centred, psychodynamic, CBT, Transactional Analysis, Gestalt...)

Sessions per person Clients are offered 10 sessions initially and this is continually reviewed between the counsellor and the client. Should additional sessions be necessary, these can be added.

The average number of sessions a client has with NECS is 8

DNA's

Over the last 6 months:

- 6 clients did not attend their initial assessment meeting
- 9 clients DNA'd sessions.