Our vision is a world that does not stigmatise young people’s mental health but accepts it as a normal part of human development.

Annual Report 2018/19
Chair of Trustees Statement

First and foremost, I would like to say a big ‘thank you’ to the people behind No5; our staff, trustees, volunteers, counsellors, stakeholders and supporters. Without your commitment, resilience and support much of what we do just wouldn’t be possible.

We continue to see a national increase of mental health illnesses and conditions in our young people. It comes as no surprise that the demand for No5’s counselling has also increased from seeing 388 young people in 2016/17 to 843 young people in 2018/19! So we are have developed our services in line with this growth to see more young people in different ways and educate them to provide tools they can use to prevent an occurrence of mental health problems in later life.

In addition, we are providing specialist professional training enabling more counsellors to provide expert support to young people aged 11-18. We are very proud of the quality of our counselling and the reputation we have built as a service to replicate.

You will see in the report that we have implemented and have plans for delivering support in different ways to reach more young people early on and when they ask for help. We are developing our Parent Ambassadors Scheme to support other parents and young ambassadors to be our ears and talk peer-to-peer.

We are building strong and lasting relationships in the community with businesses, schools and partner organisations to increase awareness of No5, but more importantly to increase awareness of what they can do to keep their minds, and those of others, healthy. No5 are supporting and educating young people and their parents through online resources as well as a physical presence at local events such as Reading Pride and the Santa Run.

This year I’d like to give a warm welcome to Liz Barry and Ryan Garnett who join me on the board. I would like to thank all our supporters and volunteers, including our Trustees, for funding our important work in supporting young people and creating a more hopeful and happier future for them.

Ben
Ben McEwen
What has changed for the young people counselled by No5?

“I have stopped thinking these thoughts about killing myself.”
“I’m more confident and know how to make my life better – it’s been brilliant.”
“I’m able to self-evaluate – it has been great, supportive and insightful.”
“It’s helped me deal with my stress and it’s been very good.”
“It was helpful and I looked forward to counselling.”
“I feel more confident about myself and my goals in life – I can get through it now.”
“The experience has been positive. I’ve been able to talk about things I haven’t been able to before.”
“I understand and value my personality now.”
“Ability to look at situations from a different perspective.”
“I’ve become stronger and know why things happen.”
“I’ve built up my resilience and don’t really care about what people say to me. It’s been good,
“I’m not judged and it’s someone to talk to as my friends won’t listen.”
“My self-esteem has changed and it’s been very good.”
“I’ve been more able to reflect and address problems, it’s been very therapeutic.”
“I connect with my feelings now. It’s been amazing and so supportive.”
“I’ve been able to open-up and my way of coping has changed. It’s been helpful and friendly.”
“I feel more normal than before.”
“I feel more secure and have learnt to take control of things.”
“My relationship with my Dad has got better.”
“How I organise my thoughts.”
“I am happy.”
“I understand my problems and the experience has been good.”
“I’m more aware of some of my issues and feel positive.”
“My ability to express things verbally – it’s been very good.”
“My way of dealing with things, building bridges. I have achieved what I wanted.”
“I started to speak about my emotions.”
“My control over things.”
“Improved confidence, contentment and better self-esteem.”
“The way I see myself.”
“My anger and stress have decreased.”
“I can sometimes tell people how I’m feeling without writing it down.”
“I’ve become calmer.”
I feel more secure and have taken control of things.”
Very helpful. I haven’t had thoughts about self-harm and suicide for a while.”
“The way I react to situations has changed.”
“I can do more things on my own.”
“I’m more assertive and enjoying life more.”
“My confidence has changed and having someone to talk to.”
“I manage my thought patterns better.”
“My anxiety and low mood are better.”
“I am more confident in looking after my health and have achieved progression.”
About No5 Young People

No5 Young People has been delivering services to children and young people since 1971. We provide emotional and mental health support to anyone age 10 to 25 living, working or studying within the RG post code area. In our 48 years of existence, No5 has supported thousands of local children and young people. In 2017 No5 became a CIO and changed its name from ‘No5 Youth Counselling and Information Service’ to ‘No5 Young People’ to reflect our intention to provide more flexible and preventative services, adapting them to match what young people tell us they want. In the same year we updated our Vision and Mission to reflect the values young people told us were important to them.

Our Vision is for a world that understands that mental health difficulties are a normal part of human development.

Our Mission is to challenge the stigma associated with mental health difficulties by; engaging with, listening and responding to children and young people’s mental health needs by providing flexible and timely interventions and professional support. To do this we work with other service providers and community partners to deliver and develop innovative mental health services.

No5 is committed to delivering a free, confidential counselling service in Reading and the surrounding area with children and young people at the heart of everything we do.

Our Values

- Trust
- Responsibility
- Confidentiality
- Professional
- Approachable
- Understanding
- Respect
- Inclusivity
- Equity.

Outcomes children and young people tell us they want to achieve:

- Wanting to live
- More trust in yourself
- Self-understanding
- Seeing a future in ourselves
- Optimistic point of view
- Positive view on life.
- Happiness.

The Vision, Mission, Values and Outcomes above have been developed and written by young people.

Our work falls into two broad categories:

1. Delivering free, professional, confidential counselling at our house in central Reading and in six local schools.
2. Practical preventative work in response to what our Young Ambassadors and young people tells us they want and need.

I came to No5 because “I wanted to die.”

After my counselling “I feel happier and more in control” (aged 15)

I came to No5 because “of bullying and phobias” – After counselling “I felt amazing!
More happy and confident and hell, yeah - I'd recommend it to a friend” (aged 17)
Our achievements 2018/19

Our counselling work included the following services:

- A one-off counselling appointment as soon as possible so a young person can see what counselling involves and the clinical team can assess their difficulties and match them with a suitable counsellor.
- Six sessions of counselling for young people who can take a more practical approach to their difficulties and learn to self-support.
- Up to 20 counselling sessions for young people who need more support.

Our preventative outreach services include:

- A Young Ambassadors scheme which supports young people to help each other by sharing their experiences and stories and making videos and writing case studies. This is extremely helpful to the young people who join the scheme. Our current Operations and Relationship Officer joined us having been a Young Ambassador following having counselling at No5.
- This Young Ambassadors Scheme supports both the young people who take part and their peers, through the writing and delivering of Mental Health Workshops in local schools. Feedback tells us that young people taking to their peers about their experiences of recovery is a very effective and practical way to deliver support young people. It empowers and educates both the Young Ambassadors and the young people attending. The Young Ambassadors bring the invaluable and vital authenticity needed to reach out, particularly to their ‘hard to reach’ peers.
- An annual Young People’s Performing Arts Concert. This enables young people to learn the practical and emotional skills vital to staying well through adolescence and developing key skills such as empathy, self-awareness, including the effect of behaviours themselves and others, and perspective allowing the possibility to change and develop. It also develops self-confidence.

Our corporate partnerships

Throughout this year we have increased our collaborative partnerships and worked to strengthen our relationships with other local businesses, organisations and groups and were delighted to have been chosen as ‘Charity of the Year’ for both Shoosmiths LLP Thames Valley office and Reading Roadrunners for 2018/19.

“No5 have been one of our best Charity Partners... They are extremely proactive and easy to work with... We couldn’t have asked for a better charity!”
Shoosmiths LLP, Corporate Partner 2018/19

With the need to diversify our income streams in mind, we created the ‘Outreach, Communications and Fundraising Assistant’ post in July 2018, which was filled by Carly Newman. Carly has worked hard to build and maintain corporate and community relationships and partnerships over the last year. Through doing this, Shoosmiths have chosen No5 as their ‘Charity of the Year’ for the second year running and we are looking forward to continuing to develop our partnership into 2019/20.

Carly was previously our Lead Young Ambassador and joined the scheme after having counselling aged 15. You can read her full story by visiting https://no5.org.uk/2019/09/20/carly-shares-story-growing-mental-health-issues-counselling-no5/.
Rising Demand

In line with the national picture, demand for our services has continued its unprecedented rise in the last three years. This increase has led many service providers to reduce the number of sessions they offer to one off sessions, online only support or a maximum of six Cognitive Behavioural Therapy sessions. We have worked hard to maintain our core service offer of more than six sessions to those who need it, while increasing our preventative work.

The chart above shows:

- 2016/17 saw a 3% increase in number of young people seen which equalled 388.
- 2017/18 saw an 38% increase in number of young people seen to 536.
- In 2018/19 there was a 57% increase in the number of young people seen to 843.
- Looking ahead we have received 49 referrals in March 2019!

I came to No5 because “I was struggling with relationships and the past.” After counselling “I feel I have improved a lot and no longer feel angry and have less urges to self-harm and many of my issues have basically gone.” (aged 14)

During the year we have supported 475 young people via our outreach programs, and 100 through phone and text support. We also provided ad hoc support to 98 parents and carers, bringing our total direct beneficiaries in 2018/19 to 1,516.

Our website gets on average 925 users per month, our Facebook posts reach 750 users per month, and our Tweets get an average of 12,000 impressions per month.

As well as increasing the preventative work we do, we have focused our resources on addressing the largest rise in need of young people; the 13 to 16 age group, who make up two thirds of our waiting list. In 2017 we set up a training course to train our current counsellors in the specialist work of counselling this younger age group. Most of our counsellors come to us on placement and are
qualified to see over 18’s. We wanted to ensure that the younger age range are seen by counsellors with the specific specialist skills needed.

During 2018/19 the British Association for Counselling and Psychotherapy introduced a new training curriculum for counsellors seeing young people age 11 to 18 and we were able to meet this new requirement quickly and our Certificate in Counselling Children and Young People runs twice a year. By subsidising the cost to our counsellors, we can ensure that they provide three voluntary counselling sessions per week, as part of their training placement, to help reduce the waiting list and the waiting time for this key demographic.

Our next step is to raise the funds to pay these counsellors after the have completed their 12-month voluntary placement. In the last 12 months we trained 25 professionals in counselling children and young people and carried out 288 professional supervision sessions for our 50 counsellors.’

I came to No5 because of “Long-standing depression and anxiety.” After counselling “The experience has been positive. I’ve been able to talk about things I haven’t been able to before.” (aged 14)

How Young People Find Us

We offer a self-referral, open access service at No5. This is because it’s what young people tell us they want and is a vital prerequisite to our approach of early intervention. Early intervention is vital if we want to prevent children and young people from suffering with long-term mental health problems and passing them down through the generations.

Our open access, self-referral service mean that predominantly young people refer themselves, however, we ask how they heard about us and below is the breakdown:

![How Young People Hear about No5](chart.png)
Impact

We use a self-reporting outcome framework to measure the impact and benefits of the services we provide. In 2018-19 the young people we saw for counselling told us that following their counselling they experienced:

- A 41% reduction in their presenting symptoms
- A 52% improvement in their emotional wellbeing

and 100% of children and young people felt supported and listen to.

We also ask the young people we see to provide qualitative feedback by asking ‘What brought you to No5?’ and ‘What has changed for you now you counselling is finished?’ This feedback is interspersed throughout our annual report.

I came to No5 because “To help me understand the best way to control the urges to hurt myself.” - After counselling I am “I’m able to self-evaluate – it has been great, supportive and insightful.” (Aged 15)

Young People in Reading

There are rapidly increasing numbers of children and young people experiencing emotional and mental health difficulties nationally. There may be many reasons for this increase, for example, changes in the way we live, causing increasing pressure in all areas of our lives, including those of children and young people. Whatever the reasons, we need to provide the support they need. Early intervention services are crucial in avoiding the development of more serious problems later in life and reducing the chance of difficulties perpetuating through generations.

The long-understood link between poor mental health and the impact on physical health has recently been evidenced by in-depth, long-term research undertaken by the Centre for Disease Control and Prevention and championed locally by The Wave Trust. This research shows how a young person who has experienced 4 or more ‘Adverse Childhood Experiences’ (ACEs) is at a much higher risk of poor physical health. Without support at the crucial time of adolescence young people will likely grow up lacking the vital skills of caregiving needed to stop the cycle of disadvantage. One young male client said “The help I have received will last me a lifetime and if I ever have children and they needed help with their mental health I would not hesitate to get them support.”

Some of the children and young people we see are referred to us by CAMHS, and we know we are a great support to a range of statutory providers. For example, we were one of the 5 top referral agencies for the national Troubled Families Program in 2017/18, and this year have worked with Reading Voluntary Action on the planning and implementation of the ‘OneReading’ Social Impact Bond. With statutory services becoming increasingly stretched, voluntary sector providers like No5 are becoming more and more vital to offer the crucial support needed.

Key issues that children and young people have brought to No5 over the past year are:

- Anxiety
- Depression
- Self-Harming
- Feelings of anger
- Difficulties with family and relationships
- Issues of self-esteem
- Bereavement, loss and grief
- Sex and Sexuality
How counselling helps?

Counselling provides an opportunity for children and young people to tell someone how they are feeling. It can help them to think about their life in a different way and to find their own solutions to their problems. By talking to a counsellor, a child or young person can make sense of their feelings, which can help them to deal with the challenges that they face.

Counselling can provide an opportunity for early intervention in a neutral setting, allowing problems to be addressed before they escalate into more serious mental health issues.

Counselling at No5 does not involve a counsellor telling a young person what to do or how to resolve their situation, rather young people are offered the time and space they need to talk through their concerns allowing them to come up with their own solutions - develop ‘problem-solving’ skills for life and understand themselves and others better. Being listened to with understanding and without judgement is a transformative experience. It validates our thoughts and feelings which in turn offers the space for change.

As an organisational member of the British Association for Counselling & Psychotherapy (BACP) No5 abides by the Ethical Framework for Good Practise in Counselling, including ensuring that the counselling process remains confidential. Where young people do not trust their counsellor, they will be less likely share or consider their problems in an open manner. Within that framework, No5 takes its responsibilities towards child protection and the safeguarding young people very seriously, liaising with statutory safeguarding services regularly.

Our Plans for 2019/20

As in past years, in 2018/19 we have held focus groups during the year and once again young people told us they want the following key features from any support they are offered.

- To be taken seriously at the first step
- To be listened to without being asked lots of questions
- To be helped to understand themselves and their feelings

Additional concerns in this year’s focus groups were:

- The lack of provision for young people with additional needs, such as, visual or hearing impairment
- Long waiting times to access support
- Lack of flexibility of support offered
In light of this we are developing more innovative and alternative ways of supporting young people, such as:

- Further developing our **Young People’s Performing Arts Concert** in 2020 to include, a 3-month period of video making and spoken word workshops. In partnership with *Berzerk Productions* young people will make spoken word videos about their experiences of struggling with mental health. This has been inspired by one of the performers at last year’s concert who made a spoken word video about being transgender and talked to the audience about the experience. This was so powerfully received by the audience and other performers that we knew we needed to build on it to offer other young people the same opportunity. Following the success of our 2019 concert we have been asked to be the opening event at next year’s Reading Children’s Festival in May 2020.

- We will run **Comedy Improv workshops** with our partners *Improv4Business*. These will offer young people the opportunity to; increase their confidence, self-esteem and resilience. They will be better able to cope with change, develop better listening and communication skills. Participating in improv comedy is shown to; relieve tension, boost immune system, lower blood pressure, improve cardiac health, increase blood oxygenation, improve morale, reduce stress, reduce anxiety, lower inhibitions, increase psychological safety and release ‘happy chemicals’ - dopamine, oxytocin, serotonin, and endorphins.

- We will increase the number of corporate partners we engage with and deliver adapted **Mental Health Workshops** in the workplace, helping both their employees directly and their children.

- Pilot **Group Counselling Sessions** – groups of 8 young people on our waiting list with similar difficulties.

- Increase the number of counsellors taking our **Certificate in Counselling Young People** training course.

- With funding for Postcode Community Trust, we will increase the number of **Mental Health Workshops** we deliver in local schools from 19 to 72.
We have been delighted to work alongside Kendrick School for many years.

“Having worked your counsellor this last year, I would like to say that we have had an excellent service from her and feel that she has supported the school in her most discreet and modest way and has been doing some very effective counselling work with students. At my request, we met with your counsellor last week and she gave us an anonymised report on the counselling she has done this year and the key issues that have come up with students so that we can address anything in school in general terms. She has settled in so well and become part of our extended staff so we are delighted that she will be working with us again next year and is able to provide 3 more hours of counselling as well.

I would also like to take this opportunity to thank you Martin for the help and support you have given us over the last couple of years and hope that No5 continues to be the strong force it is in counselling in Reading.”

Ms Christine Kattirtzi, Headteacher, Kendrick School, Reading

• **Young Voices initiative** in partnership with Emma Jane Taylor – our Young Ambassadors will share their stories and journeys of their mental health issues and recovery through a year-long programme of podcasts, Youtube and Instagram TV videos. Young people sharing their stories with other young people about their experiences of mental health helps to reduce stigma and isolation and build confidence.

• **Launch a Parent Ambassadors Scheme** – This idea grew out of meeting the parent of a young person who came to us for counselling and the profound feedback she gave to us – “For a parent sometimes it’s hard to accept that we can’t do everything for our children and that there are others that can do these things. This does not mean that we are giving up being a parent, but that we are doing more as a parent by seeking help for our children. If other parents could realise this it would make the process of asking for support for their child and supporting them when they are receiving that support easier and this in turn will help the whole family dynamic.”

• **A new website** launching in 2019 aimed at both hard to reach young people and those waiting for appointments with us. It will contain videos made by our Young Ambassadors along with written case studies and fact sheets. There will be information and links to immediate support as well as educational content allowing anonymous support which is vital for those who are experiencing stigma about asking for help. Being able to read stories written by their peers will support young people to feel less isolated and empowered with information to self-support or ask for help if
they need it. We will further develop the content of the website to include videos and blogs by our Parent Ambassadors.

**The Next Three Years?**

With our 50th Anniversary approaching we are planning to hold collaborative events and partnership celebrations across 2020 and 2021.

In January 1970 a group of professionals working with young people across Reading realised that the local provision was not sufficient to meet their needs. They brought together a range of people and sought funding from the local authority and Reading Lions and to set up a counselling and advise service in Central Reading, at No5 Sackville Street. The doors of No5 were opened on 12th January 1971.

Our celebrations will span the years 2020 and 2021 and we are timing our events to match key dates/happenings in that planning and implementation year and the first year of operation.

**We are forming partnerships with Reading Museum to plan the following activities:**

- Commission a local artist to work with young people who have engaged with No5 to create 3D objects to depict and represent their stories.
- Develop a series of educational talks and lectures aimed at parents and young people – the content will be devised and driven by participants.
- Museums and Social Prescribing – the aim of improving wellbeing and reduce isolation, a key component of emotional health difficulties.
- A reflective piece on No5’s attendance at Reading Rock Festival in its early years, as a part of the festivals anniversary exhibition. This will offer young people the opportunity to co-create an element of this exhibition alongside Reading Museum’s curators.
- Build on the work we have planned for 2019/20; holding more Improv Comedy workshops and performances and increasing the reach of our Young People’s Performing Arts Concert.
- With Reading Football Club and Reading Rock Festival celebrating anniversaries in 2021, 150 years and 50 years respectively, we will join them in some shared celebrations throughout 2021.

I came to No5 because “Sexual identity, emotional abuse, trust issues” – After counselling “It has been great to talk to someone freely and in confidence” (Aged 15)
Our Young Ambassadors

Hi I’m Abbie and I’m 19 years old. I attended counselling at No5 in 2014 and they helped so much, I decided to become a young ambassador after revisiting the charity with the National Citizenship Service as I found out more about it and was reminded of the great work No5 do. I became Lead Young Ambassador in 2018.

I’m Nurika, I’m 21, and I became a Young Ambassador in 2014. I’d had a really positive experience of having counselling at No5, and was keen to help promote the service and raise awareness of mental health and emotional wellbeing among other young people in Reading.

I’m Sanjana and I’m 18 years old. I was introduced to No5 as part of my social action project on NCS. Being a Young Ambassador gives me the opportunity to give back to my community and be part of an incredible charity.

I’m Tom, I’m 18, and I joined Young Ambassadors because I really care about and wanted to support the work No5 is doing. I am very passionate about mental health and want to contribute to this spread of hope and support.

My name is Jemma and I came to be a young ambassador for No5 through the community work I did through NCS. I love being a part of a charity that really helps people and hope that I can use my enthusiasm to do just that.

Hi I’m Elii, I'm 19, and I chose to be a Young Ambassador because of my interest in changing the attitude towards mental health issues of society and government in the UK. I am also aspiring to be an Art Therapist, and wished to know more about various counselling and therapy for mental health problems.
Our Young Ambassadors programme provides young people who are concerned about issues surrounding mental health, and have experienced mental health challenges themselves, an opportunity to have a voice and provide valuable feedback to us as a service provider, and to garner the views of their peers.

Projects they take part in include:

- Significant contribution to our new website design
- Giving talks to their peers and professionals in schools and other institutions
- Telling their stories in media interviews
- Contributing content and presentations at our AGM’s
- Representing No5 Young People at local events

“To me being a Young Ambassador is something I am very proud of and find it very rewarding as it allows me to tell my story and experience of mental health difficulties, whilst raising awareness and helping people understand mental health throughout the local community.

As well as this I have learnt, grown and developed as a person which I wouldn’t have achieved without this scheme. My confidence has grown hugely in my time here and this has allowed me to develop my public speaking skills as well as presenting and delivery skills which are put into use frequently with the work we do.

In addition to these, taking on the role of Lead Young Ambassador is something I take pride in. Being able to assist with leading and working directly with the wonderful team of young ambassadors to achieve our aims is something I am very grateful for and find inspiring.”

- Abbie Trussler, Lead Young Ambassador
Who we are

Staff members
Alyson Brickley - Director
Helen Thompson – Training and Development Manager
Martin Fox - Clinical Lead
David Edwards – Counselling Coordinator
Dushka Novakovic – Clinical Administrator
Carly Newman – Operations and Relationship Officer
Hayley Chapman – Senior Outreach and Social Media Officer
Jenny Jenkins – Receptionist
Marie Jackson – Receptionist
Mary Matchwick – Accounts Assistant

Supervisors
Jane Clark
Katrina Likhtman
Jo Hopkins
Vanessa Bunting-Palmer
Declan Farrell
Maxine Cooke
Helen Thompson

Volunteer Counsellors
Angela Johnson
Anna Pearlman
Chris Recknell
Clare Scott
Danielle Harris
Dee Aspell
Dilly Baxter
Dorothy Swift
Eeva Van Looy
Emma Beasley
Fouzia Choudhry
Gillian Parker
James Penny
Jennifer Otunnu
Jo Salojarvi
John Gardiner
Jordan Gooding
Katie Steele
Kirsten Willis
Laura Bottomley
Mike Randall
Peter Gardner

School and Specialist Counsellors
Kate Booker
Sarah Fuller
Anna Albert
David Edwards

Trustees for 2018-19

Name                      In post                        
Ben McEwen (Chair)        Since 30th September 2011
Nelson Walters (Honorary Treasurer and Secretary) Since 1st February 2015
Birgit Lundgren (Safeguarding) Since 30th January 2015
Liz Barry                 Since 22nd January 2018
Ryan Garnett             Since 17th July 2018

Bank                      Independent Examiner
Cooperative Bank          BV Accountancy
1 Balloon Street          Chartered Certified Accountants
Manchester               29 Porton Road, Surbiton
M60 4EP                   Surrey, KT6 4HZ
With huge thanks to our main funders and supporters in 2018/19

And to the many individuals who have generously given their time, expertise and donations to support our work.
How YOU can support No5

Make a Direct Donation
https://justgiving.com/no5

To give a one-off donation text NOFIVE followed by the amount you would like to donate to 70085 – Text NO5FIVE 5 to 70085 to donate £5.

To give a regular donation text FIVEFORNOFIVE to 70085 to donate £5 a month.

Cheques can be made payable to No5 Young People

Sponsorship

You can participate in an event and raise money through sponsorships. There are so many ways you can get sponsorship e.g. swimming, dancing, run a marathon, walking, cycling, being silent, cake sales. There is always something that you can do to raise much needed funds for us, or maybe you can get together with your friends and make it a really fun event.

Fundraise as you shop online

Do you shop online? If you do go to the link below which will take you to No5’s Give as you Live page. When you shop online a donation from Give as you Live will be given to No5, at no extra cost to you!

http://www.giveasyoulive.com/join/no-5

Employee Nomination Scheme

Some Employers have an employee nomination scheme, where employees can nominate a specific charity for a donation from their employer. You can find out if your employer has such a scheme by asking them.

If you would like more information on how you can donate or support No5 please contact Carly Newman, Operations and Relationship Officer
07324 355425
carly.newman@no5.org.uk

We’re a Social Bunch!

Please support us on Facebook, Twitter, Instagram or LinkedIn!