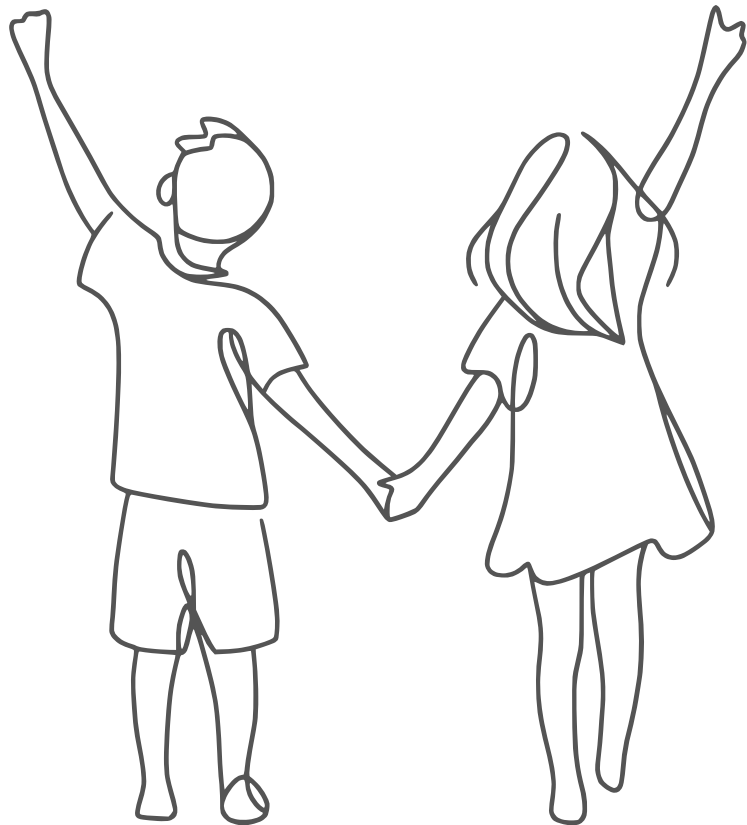




You and Me Counselling's 2024 - 2025 Impact report



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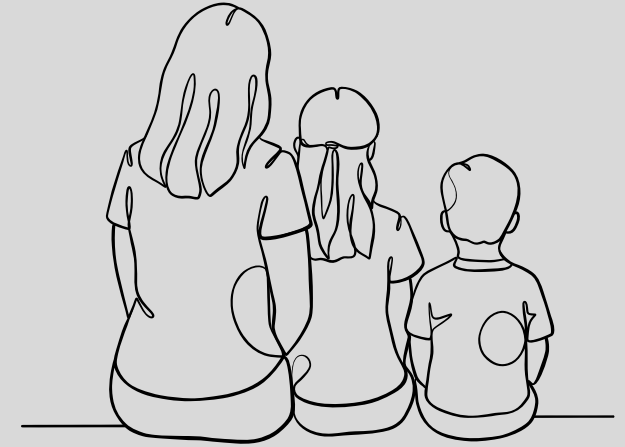
**Accredited
Service**

You and Me Counselling
Together we can find solutions



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Foreword from our Chief Executive Officer

You and Me Counselling was created from a deeply personal journey. When my teenage son began to struggle, I discovered that there were no services in the Borough able to support him. Concerned about his antisocial behaviour and desperate for guidance, I reached out to numerous professionals, yet most were unsure how to help either of us. Faced with this gap in support, I made the difficult decision to resign from my job and visit Colleges and Universities to explore qualifications that could help my son. I eventually chose to study CBT and Person-Centred Therapy. After completing my first year of training, I committed to a further four years of CBT study. This knowledge enabled me to support my son more effectively, and it also opened my eyes to how many other families were facing similar challenges without adequate help.

Founding You and Me Counselling allowed me to turn that experience into something meaningful. Since then, I have dedicated myself to supporting children, young people, and families affected by mental health difficulties and environmental pressures that can lead to behavioural issues and school exclusion. You and Me Counselling provides counselling and psychotherapy services designed to promote emotional wellbeing, strengthen family relationships, and offer early intervention where it is most needed. Our mission is to ensure that disadvantaged or vulnerable families - particularly those affected by poverty or limited access to support - receive compassionate, accessible, and effective care.

The organisation's roots remain personal. My son's struggle to access timely mental health and behavioural support inspired me to retrain as a psychotherapist, and that experience continues to drive my commitment to advocacy, service improvement, and creating better outcomes for young people and their families.

Bolaji Olagunju BSc Hons CBT (MBABCP), BACP Accredited
Chief Executive Officer (CEO)

Executive summary

About You and Me Counselling

Founded in 2011 and based in Hornchurch, Essex, You and Me Counselling provides accessible, community-based mental health support to children, young people and their families across North East London - in Havering, Redbridge, Waltham Forest, Newham, and Barking and Dagenham. Operating in schools, therapeutic spaces, at home, online and by phone, we work to prevent emotional difficulties escalating into serious mental health problems, reduce school exclusions, and strengthen family relationships.

Our year at a glance

396

individuals
supported

3,504

hours of counselling
delivered

9 hours

average per
client

93%

from Havering and 3
neighbouring boroughs

92%

parent satisfaction
rating

93%

child & young person
satisfaction



Who we served

Our 396 clients reflected the rich diversity of our communities. 60% identified as female and 40% as male. By ethnicity, 43% identified as White, 12% as Asian/Asian British, 11% as Black/African/Caribbean, and 9% as Mixed heritage. The most common concerns bringing clients to us were anxiety (28%), emotional and behavioural difficulties (21%), and low mood (13%), alongside family changes, bereavement and trauma.

Clients reached us through multiple routes: 39% via CAMHS, 21% via schools, and 27% self-referred - a testament to the trust our communities place in us.

Executive Summary

Our outcomes

Using Outcomes Stars tracked at the start, mid-point and end of counselling, we measured meaningful, sustained progress across every area of young people's lives:

Children and young people aged 5–15 years

- 39% average reduction in depression and anxiety
- 26% improvement in managing school work
- 23% improvement in confidence levels
- 16% average improvement across all eight life areas

Young people aged 16 years and above

- 44% reduction in depression
- 44% improvement in relationship with self
- 43% reduction in anxiety levels
- 28% average improvement across all eight life areas
- 100% of children and young people said their counsellor helped them

"I've become more confident and I've accepted what happened and forgave my nine year old self." Young person, aged 16+

Supporting families

Parents received their own counselling support and shared the impact on their families — from improved communication and emotional regulation to the stopping of self-harming behaviours. Three out of five areas in our parent survey received a 100% positive rating for punctuality, consistency, and professionalism. 43% of parents gave a perfect satisfaction score.

Working with schools and partners

Over fifteen years we have built trusted relationships with schools across North East London, CAMHS, social workers, and funders including the Mayor of London, NHS, BBC Children in Need, the National Lottery Community Fund, and CityBridge Foundation. Schools tell us: *"Our students hugely benefit from your funded sessions and the amazing service you provide."*

Introduction to You and Me Counselling

In November 2025 Mind's Care before Crisis report shone a spotlight on the scale of the UK's mental health crisis with **1 in 5 young people having a probable mental health problem, up from 1 in 9 in 2017**, and **over half a million young people still on waiting lists for support**.

This report responds to these challenges by sharing a positive way forward, and how impact has been created through You and Me Counselling's approach to community-based counselling, providing support in schools, at our office base, online, over the phone and through home visits.

Between April 2024 and March 2025 the work of You and Me Counselling helped to successfully address the ongoing support gap across North East London, meeting the needs of 396 young people and family members through over 3,504 hours of counselling. We did this by going to where young people are, providing early intervention and on-demand counselling, preventing emotional needs from developing into mental health issues.

This is the story of our work and impact, championing the voices and rights of vulnerable young people and supporting their journeys to independence. We are grateful to every client and partner who took the time to share their experience with us. Their voice shapes how we work and how we grow.



Our social purpose

You and Me Counselling aims to address the root causes of behavioural and mental health problems for young people.

We were established in 2011 and have been providing mental health support to children, young people and their families for over fifteen years.

We work with vulnerable children, young people and their families across a wide range of North East London Boroughs, providing support and outreach in Havering, Newham, Waltham Forest, Barking and Dagenham and Redbridge. We take a holistic approach by working with the whole family to improve relationships at home, which in turn increases the effectiveness and sustainability of our counselling work with young people.

We understand the importance of tailoring our support to individual needs, and offer a range of counselling options including one-to-one and group sessions, home visits, working with young people and their families in person, in schools and in therapeutic spaces in each borough, online and over the phone.

Through our work we provide vulnerable young people and their families with information, advice, psychoeducation, role modelling, mentoring, counselling and psychological therapies.

We work closely with children, young people and their families who display disruptive, anti-social and school refuser behaviours in school and could be at risk of being excluded or have already been excluded from schools. We are passionate about working with children and young people to establish an understanding of their situation and lived experiences. We also work with adult clients, providing support for a wide range of issues.



Who we are

You and Me Counselling was born as a result of our founder's personal experiences, when she found there were no services out there to support her troubled teenage son. Worried about his anti-social behaviour, she spoke to as many experts as possible, most of whom recommended CBT. After gaining a degree in CBT and experiencing the profound impact her journey had on her son, she wanted to help young people and their families in similar situations. Originally based in Romford, in October 2015 we moved to our new office in Hornchurch town centre and since then have grown to work across satellite centres in Waltham Forest, Barking and Dagenham, Redbridge.

Today we are a large, diverse and passionate team of male and female counsellors and psychotherapists who bring a valuable range of differing perspectives and practice knowledge. We are flexible and adaptable and respond proactively to change. We take a CPD-led approach focusing on the importance of reflective practice, safeguarding, accurately accessing needs and risks, and empowering people. Together we have extensive experience around psychoeducation and a wide range of counselling orientations, including person centred, creative and play based therapy, cognitive behavioural therapy (CBT) and integrative therapy.



All of our therapists are members of either the British Association of Counsellors and Psychotherapists (BACP) or the National Counselling and Psychotherapy Society (NCPS), and work in accordance with their ethical frameworks. All therapists have an Enhanced DBS, and undergo regular training and supervision to ensure both personal and professional development.

Our work with counsellors in training

We support the professional growth and development of counsellors in training through offering placements that take an outcomes focused approach to building real world practice skills and confidence.

Counsellors in training are unsure of what to expect, as real world practice experience is unknown.

Interview to ensure competence level. Staff liaise with training provider to ensure individuals are 'fit to practice' including DBS checks and references



Self and professional development is undertaken to begin client work. Individuals are nervous but ready for their first real client.

Counsellors in training participate in organisation induction, training, shadow/ practice assessments and group supervision.



Individuals start to overcome their anxieties and begin to develop and understand the counselling process.

Work with first client is accompanied by supervision to support individuals to reflect on and develop their practice while starting their journey.



Individuals develop in confidence, both professionally and personally within their individual practice.

Continued CPD and supervision to review individual readiness to progress to working with more clients.



Individuals develop their own theoretical way of working to adapt and meet the client's need.

Sharing of progress reports with training providers and continued provision of reflective spaces to share good practice and learning amongst counsellors



You and Me Counselling
Together we can find solutions

Outcomes journey for **counsellors in training**

Our values-driven approach

You and Me Counselling is passionate about young people's mental health and working with, and for, children and young people who do not have a voice. We meet clients where they are, supporting their changing needs and recognising the ongoing impact of the COVID-19 pandemic on the lives of children, young people and their families. We focus on being person centred, providing early intervention support through play and talking therapies. We work for the benefit of children and young people in and throughout London aged between 5 - 25 years. We seek to relieve psychological distress among young people, supporting their advancement in life and helping them to develop the skills, capacities and capabilities that can enable them to participate in society as mature and responsible individuals. We work for communities, through the preservation of public order by providing counselling services for the rehabilitation of young offenders.

We are committed to:

- Giving young people a voice.
- Enabling healthy development in young people.
- Avoiding family relationship breakdowns.
- Strengthening relationships and understanding between schools, children, young people and their families, particularly those that are separated and from disadvantaged backgrounds.
- Helping young people feel better equipped in life.
- Reducing school exclusions due to behavioural concerns.
- Increasing the independence of young people.
- Reducing the number of young people proceeding to offending behaviour.
- Improving the self-esteem, confidence and emotional wellbeing of children, young people and their families
- Reducing reoffending amongst young people.

We create change by:

- Reducing counselling support waiting times for young people.
- Reaching as many clients as possible.
- Working alongside local schools to provide early intervention for young people at risk.
- Filling the gap in local services by providing on-demand counselling support.
- Working in partnership with local youth offending and youth inclusion panels.
- Working with young people and parents to break cycles of negative behaviour.
- Providing positive role models for young people to help them manage risks and challenges as they transition into adulthood.
- Increasing access to anger management support, encouraging young people with peace-building processes, promoting conflict resolution, management and prevention.

Our services

We provide counselling for all types of psychological issues including depression, self-harm, social anxiety, parental separation or divorce, anger management, abuse, bereavement and relationship breakdowns within families. We deliver this support through a wider range of counselling service offers including:



One-to-one counselling - direct support for children and young people with emotional issues such as anxiety, depression, self-harm, anger and trauma.

Counselling in schools - working in partnership with local schools in the local community to identify and provide early intervention for potential children or young people at risk of developing anti-social and other behavioural issues.



Group counselling sessions - group therapy sessions provided within the primary or secondary schools setting, to support students with emotional, mental, social and academic development.

Family counselling - providing accessible family counselling, helping families strengthen communication, deepen understanding, and support one another's wellbeing.



Training in schools - delivering age-appropriate psychoeducation training for CYP and staff, helping school communities build emotional understanding and practical wellbeing skills.

Supervision to schools and pupil referral units - providing schools with professional supervision that supports staff wellbeing and enhances the quality of care offered to students.

Our partners and projects

Our partnerships

We are grateful for the support of our partners and funders who have helped to ensure You and Me Counselling can provide early intervention, on demand counselling and mental health support to children, young people and their families across North East London at their time of need. For their vital support in 2024 - 2025 we would like to recognise and thank:

Our strategic partners and projects:



- **Compass Wellbeing - NCEL – StrongMinds.** Early intervention for young people who do not meet CAMHS thresholds.
- **Compass Wellbeing - NCEL – Reboot** (ended March 2025)
- **NHS – CAMHS - ClearMinds Havering** (ended July 2025)
- **NHS Inequalities Fund - ClearMinds Redbridge** (ended April 2025)



- **GLA - Civil Society Roots 3, Reboot Havering** (ended May 2025).
- **Go! London – Sporting Reboot**



- **The National Lottery Community Fund - Stronger Together** (ended April 2025)



- **BBC Children in Need – Change Through Choice**

Our local funders and partnerships:



- **Redbridge CVS (now Community Action Redbridge) - Safer Neighbourhood Fund, Redbridge United** (ended January 2025)



- **Hornchurch High school – First Give.** Grant funding to provide counselling for 6 children from Havering.



- **CityBridge Foundation – Reboot Redbridge.** Working to support young people and families who are unable to afford counselling in their time of need

Our clients

Between April 2024 and March 2025, we had the privilege of supporting **396 individuals** through **3,504 hours of counselling**, with **clients receiving 9 hours of counselling on average**. The following section provides insight into the young people and families who trusted us with their care.



The genders of our clients

In 2024-25 our client community included 60% of people who identified as female and 40% as male. We remain committed to providing inclusive, affirming support for young people and family members of all gender identities.



The ethnic diversity of our clients

Our clients reflect the rich diversity of our local communities. Among those who shared ethnicity information, **43% identified as White, 12% as Asian/Asian British, 11% as Black/African/Caribbean, and 9% as Mixed heritage**, with **3% identifying with other ethnic backgrounds**. We respect that 22% of clients preferred not to provide this information.

Our geographic reach

Our geographic reach

You and Me Counselling has become a vital pillar of support across East London, serving **396 clients** with **93% drawn from Havering and three neighbouring boroughs**. Our deepest roots are in Havering itself, where 57% of our clients—225 individuals—have found the help they need, with Romford (102 clients) and Hornchurch (60 clients) forming the heart of our community reach.



This hyperlocal presence speaks to the trust we've earned in our local neighbourhood. Yet our impact extends meaningfully beyond, through our work across **Redbridge (73 clients, 18%)**, **Waltham Forest (40 clients, 10%)**, and **Barking and Dagenham (32 clients, 8%)**.

What these figures reveal is more than geographic spread, they tell a story of how our counselling service has become genuinely embedded in the fabric of East London's outer boroughs, meeting young people and their families where they are and providing accessible, compassionate mental health support to communities that need it most.

Client referral routes and primary concerns



Our clients are signposted to our support services through a wide range of referral routes - reflecting our strong professional partnerships and high level of community trust.



While many young people came to us through **Child and Adolescent Mental Health Services (CAMHS) (39%)**, **schools (21%)**, and **social workers (4%)**, **over a quarter of families reached out directly (27%)**, demonstrating confidence in seeking support. These varied pathways ensure no young person falls through the gaps.

Clients sought our support for a wide range of concerns.



Many young people came to us experiencing **anxiety (28%)** or **low mood (13%)**. Others needed help managing **difficult emotions and behaviours (21% combined)**, while some were navigating complex life circumstances including **family changes (6%)**, **bereavement (4%)**, or **past trauma (4%)**. We also supported young people dealing with more acute distress, including those experiencing thoughts of self-harm or struggling with particularly difficult periods in their lives.

How we measure impact

We understand the importance of evaluating the work we do to ensure we are making a difference and a long-lasting impact on the lives of our clients. This way, not only can we evaluate the monitor of our work, but we can capture and share back with clients their reflections, so they can see the progress in their therapeutic journey and the positive changes and outcomes they are making in their lives.

Our approach to impact measurement captures information systematically for all our clients through a range of methods, and at key points in their support journeys e.g. before or at the start of counselling (baseline), as part of the client's mid-point review (progression), and at the end of their counselling sessions (impact). As part of this we use the following evaluation methods:



- **Outcomes Stars** - we ask clients to complete Outcomes Stars at the start, middle and end of their counselling sessions.
- **Regular Reviews** - every six weeks we conduct a review with the parent and child to check progress. We share the review with the school, so they are able to support the child in their development.
- **Client Feedback** - we collect client feedback through surveys, interviews and observation. We ask clients about their experience of counselling and ask them for suggestions about how we could improve the service.

Our impact evaluation framework

	Baseline data	Progression data	Impact data
When is the data collected?	Before or whilst clients are waiting for counselling.	During counselling after every 6 sessions.	At the end of a client's therapy journey.
What does the data cover?	Client demographics (age, ethnic background, gender, location), availability, referral reasons, referral dates and sources, and presenting issues.	Changes or improvements to clients' feelings about their life as they go through their counselling journey, records of client attendance or allocation by project.	Client views of the effectiveness of their therapy, changes or improvements to clients' feelings about their life at the end of their counselling journey, records of client attendance or allocation by project.
What data collection tools are used?	Client information form (initial assessment), client waiting list, funded client list and Outcomes Star.	Outcomes Star and funded client list	Client feedback form, Outcomes Star and funded client list.

How we create change

We work at an individual child or young person, family or community and system levels to ensure children, young people and their families have the mental health support they need to achieve their goals.

In this section we share what we have learnt from our clients and partners about their experience of working with us, what they valued about our approach and the outcomes they achieved as a result.

Our Theory of Change is shown on the following page.

This brings together our vision, who we work for, our services and approach, and the the outcomes created for children and young people, their parents and siblings, and the broader education and mental health systems.



Our Vision

We believe in positive futures for young people and working holistically to support the whole family

Our Clients

We work with children, young people and their parents and help to develop the next generation of counsellors

Our Services

We provide mental health support and outreach across a wide range of North East London Boroughs

Our Approach

We tailor our approach to our clients individual needs and offer a range of counselling options

Our Outcomes

We support children, young people and parents to feel empowered and have better relationships

Our Impact

We create system change in partnership with families, CAMHS and schools and other referral organisations



Our aim

To address the root causes of poor mental health for children, young people and their families

Our objectives

To ensure children, young people and their families can access the support they need locally including:

- Mental health information and advice
- Tutoring
- Psychoeducation
- Role modelling
- Mentoring
- Counselling and psychological therapies



Children and young people

Aged five to twenty five years old

Parents and carers

Of vulnerable children and young people

Schools

Teachers and staff across Havering, Waltham Forest, Barking and Dagenham and Redbridge

Trainee counsellors

Undertaking their therapy practice placements with You and Me Counselling



One-to-one counselling

Support for children and young people with emotional issues such as anxiety, depression, self-harm, anger and trauma

Counselling in schools

Ensuring early identification and counselling for individual students in school settings

Group counselling

Supporting primary and secondary school students at schools with emotional, mental, social and academic development

Parental support

Helping caregivers strengthen their relationships with children and young people

Staff Training

Specialist training for educators and school professionals to understand the emotional needs of children and young people



Our counselling expertise includes:

- Psychoeducation
- Person-centred, creative and play-based therapy
- Cognitive behavioural therapy (CBT)
- Integrative therapy

Our range of support options includes:

- In person
- Online
- Over the phone
- One-to-one
- Group
- Home visits
- In schools
- Borough based therapeutic spaces



Children and young people:

- Feel listened to
- Are more confident
- Have greater agency
- Are empowered
- Can self-manage
- Have reduced anxiety and depression
- Are happier at home and school

Parents and carers:

- Feel reassured
- Feel listened to and heard
- Have increased understanding of their child's needs
- Have access to information to make informed decisions
- Develop skills and confidence to support their child
- Improved personal and family wellbeing



Increased community access to mental health support

Improved mental health amongst children, young people and parents

Improved family relationships and well-being

Increased confidence and agency amongst children and young people

Improved educational outcomes for young people



Outcomes for children and young people

Our approach working with children and young people recognises the importance of counselling as supporting a journey towards personal empowerment. At each stage we focus on taking a child-centric and flexible approach to help children and young people develop their own strategies, grow personal agency and build self confidence to make positive change in their daily lives.



The counselling experience of children and young people

At the end of their counselling journey we ask children and young people to rate their experience of working with You and Me Counselling. Our clients rated four aspects of the support they received, using a simple scale from 1 (poor) to 4 (excellent), in terms of:

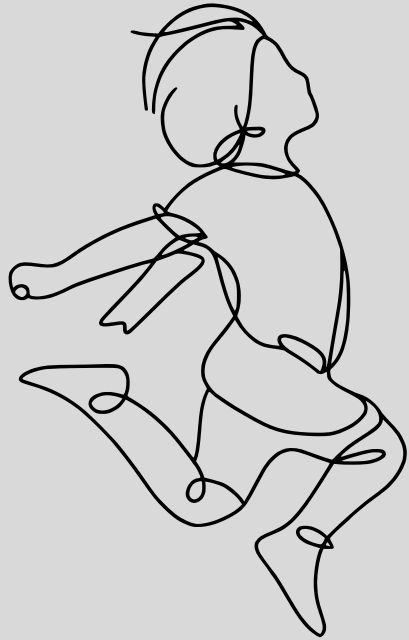


- **The way your counsellor listened**
- **How your counsellor made you feel**
- **How often you saw your counsellor**
- **How much your counsellor helped you**

Children and young people gave their counselling experience **93% overall satisfaction rating** with our average score from children and young people across all questions being 14.9 out of a maximum of 16. 40% of children and young people gave us a perfect score of 16 out of 16, and 85% scored You and Me Counselling 14 or above out of 16.

The counselling experience of children and young people

Every single child or young person who responded said their counsellor had helped them - a 100% positive rating for the most important question we ask - with the table below showing how clients rated each aspect of the support they received:



The way your counsellor listened

96% of clients rated this positively

How your counsellor made you feel

97% of clients rated this positively

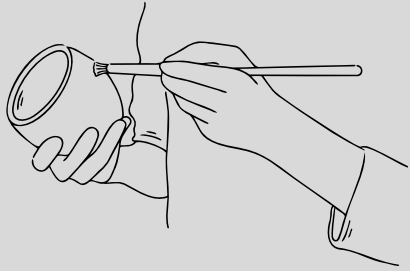
How often you saw your counsellor

97% of clients rated this positively

How much your counsellor helped you

100% of clients rated this positively

The counselling experience of children and young people

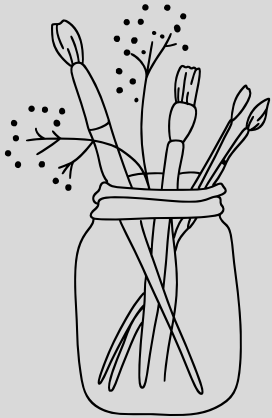


Many children described how having a **focus on play and creativity** in their sessions made them feel at ease and able to be open with their counsellor:

"The counsellor let me do a story with the Barbies. It makes me feel better when I'm sad."

"Seeing weekly and playing games has helped me feel better."

"Speaking about my feelings, doing arts and crafts."



Alongside the **importance of being listened to**:

"It has helped me get out stuff I wouldn't be able to tell others"

"Helped change things for me by having someone to speak to outside of friends and family."

"They have helped me by listening to my problems and feelings."

"Patience while I either yapped or struggled to explain. Also, highly refreshing to have someone finally listen instead of dismiss."



The counselling experience of children and young people

In addition we asked young people aged 16 years and above about the quality of their counselling experience - in terms of effectiveness, consistency and counsellor practice and professionalism - using a simple scale from 1 (poor) to 4 (excellent).

90% of young people were satisfied overall, with our average score across all questions being 13.5 out of a possible 15 and 78% of young people scoring You and Me Counselling 13 or above out of 15. 24% of clients gave a perfect score of 15 out of 15.

Counsellor practice and professionalism received the highest rating of all. 96% of young people gave a positive score, and 78% awarded the maximum rating of 5 out of 5:



"I found it helpful that she gave me targets/ tasks to feedback on in the upcoming sessions and the future."

"She is a lovely, considerate person and understanding."

"Trust in confidentiality."

The counselling experience of children and young people

The table below shows how young people rated each aspect of the counselling they received:



Effectiveness of counselling sessions	90% of clients rated this positively
Consistency of counselling sessions	84% of clients rated this positively
Counsellor practice and professionalism	96% of clients rated this positively

Across all three questions, **an average of 90% of clients gave a positive response**. Scores were consistent throughout, with very few clients rating any area as poor.

For every child and young person we work with, we also track progress across eight areas of their life from how they are managing at school, to how they feel about themselves and their relationships. Counsellors record scores at the start of support, at a mid-point review, and when a young person leaves the service.

Outcomes for children and young people

Our Outcomes Star data from children and young people aged 15-15 years, showed improvements between the start and end of counselling across a range of areas of everyday life and feelings about their mental health.

These results are based on the scores given by children and young people who provided Outcomes Star data at both the start and end of their counselling journey. They show average percentage change between when a young person started and when they finished their counselling journey. A positive percentage means improvement. For depression and anxiety, a reduction in symptoms is the positive outcome.



39% reduction in depression and or anxiety symptoms

26% improvement in time spent in lessons or managing school work

23% improvement in confidence levels

11% improvement in creating boundaries or managing anger

7% improvement in relation to time at school

7% improvement in relation to time at home

7% improvement in relation to time with friends

5% improvement in relationships with parents / siblings

Outcomes for children and young people

The most significant change was in levels of depression and anxiety, which reduced by an average of 39%. This is the area that most often brings a child or young person to counselling in the first place, and it is where the impact of support is clearest. A reduction of this scale represents a meaningful shift in how a young person experiences their day-to-day life

"It has helped me understand my feelings and not shut them away."

"I feel much more confident now and I know what to do when I feel anxious."

"I am a lot happier."

Managing school work improved by an average of 26% the second largest change. For many young people, difficulties in school are both a cause and a consequence of poor mental health. This result suggests that as emotional wellbeing improves, young people are better able to engage with their education.

Confidence levels improved by an average of 23%. This is a particularly important outcome for children and young people, whose sense of self is still developing. Greater confidence has a ripple effect as it shapes how young people relate to others, approach challenges, and see their own future:

"I used my confidence and made new friends."

"They have made me feel like the sun."

"I've become more confident and I've accepted what happened and forgave my nine year old self."

"I feel more confident, safe and more in control."

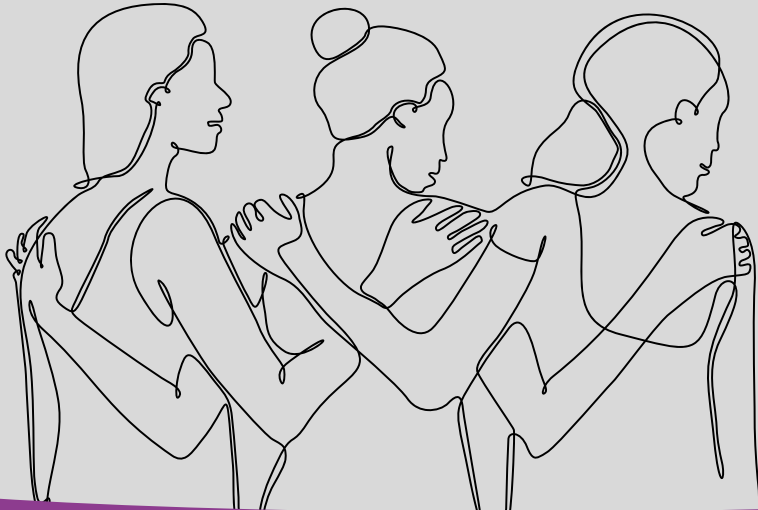
"Going out more, socialising with mum."



Outcomes for young adults

This positive story is also reflected in the outcomes achieved for young adults aged 16+ years with highlights including:

- **28% average improvement across all eight areas of life**
- **44% average reduction in depression**
- **44% average improvement in relationship with self**
- **43% average reduction in anxiety levels**



Depression levels

44% reduction in symptoms

Relationship with self

44% improvement

Anxiety levels

43% reduction in symptoms

Goals

28% improvement

Anger levels

26% reduction in symptoms

Time at work

14% improvement

Relationship with family

11% improvement

Addiction

10% reduction

Outcomes for young adults

Depression and anxiety are the experiences that most often bring young adults to seek counselling support and our results show that the support provided by You and Me Counselling is making a profound difference in how a young person experiences their daily life:

"Helped lower anxiety levels and learnt coping skills."

"Helped with things like intrusive thoughts and arguments."

"It has made me happier and eat properly too."

Young adults relationships with themselves, improved on average by 44%. This tells us that counselling is not only reducing distress, but actively building a more grounded, compassionate and confident relationship with oneself:

"It has helped me feel better about myself and view things in a different way."

"It made me realise my self worth, [and] made me able to talk about my emotions and feelings more openly."

"Counselling has helped me to see positives where once I saw only negatives."

Young adults also showed a 28% improvement in working toward their goals, and a 26% reduction in anger levels. Both of these outcomes speak to a growing sense of agency - young adults are not just feeling better, but taking more positive action and managing their responses to difficulty more effectively:

"It helped me learn to accept and move on from things."

"I think she has made me improve in life to become a better person."

"I'm learning to deal with my emotions better and how to cope with them when it comes to interacting with other people."

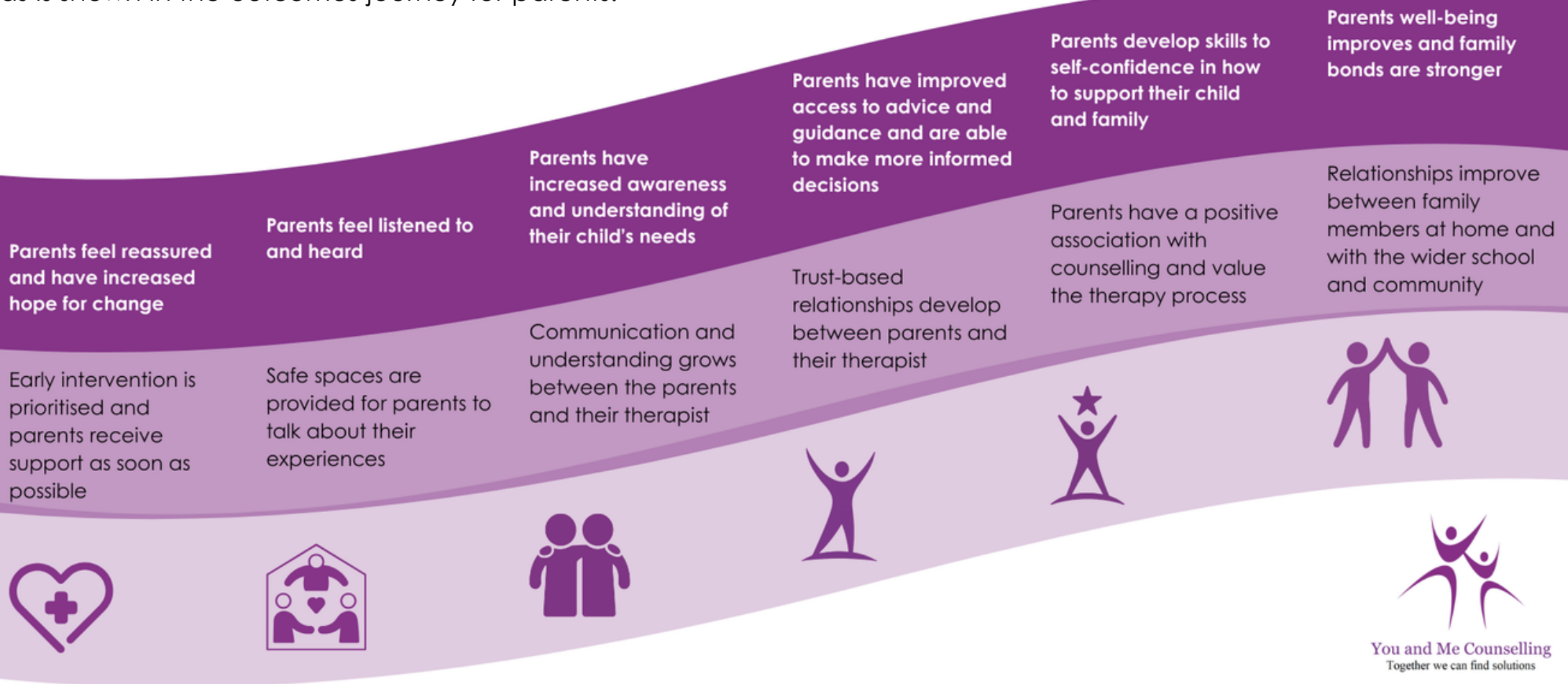
"I know how to not be angry and instead do other things."

"They have calmed me down and made me more peaceful."



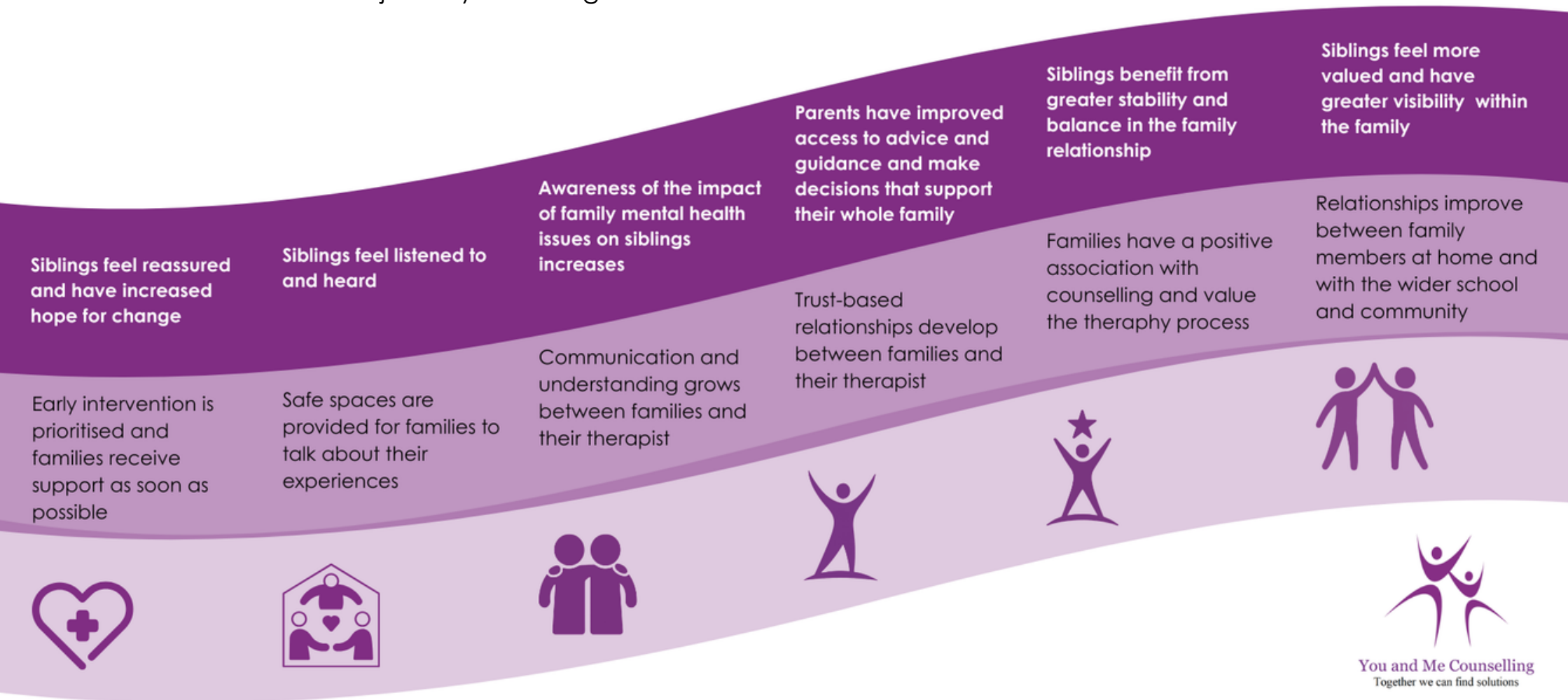
Outcomes for parents

Our outcomes focused work with parents confirms the feedback we've received about the effectiveness of our person-centric and holistic approach. Through our counselling work we provide a supportive structure for the whole family, which enhances the outcomes created working with children and young people, as is shown in the outcomes journey for parents:



Outcomes for siblings

As a result of increasing parental awareness and shared understanding of how to support their children better, this has a wider halo effect, by creating positive outcomes for siblings of clients and strengthening the overall family dynamic, as is shown in the outcomes journey for siblings:



The counselling experience of parents

As with children and young people with whom we work, we also ask parents for feedback and to share their experience of You and Me Counselling. Parents are asked to rate five aspects of the support provided - *effectiveness, punctuality, consistency, counsellor practice and professionalism and outcome for the young person* - using a scale of 1 to 5, where 5 is excellent.

Parents gave a 92% overall satisfaction rating, with the average score across all questions being 23.1 out of a possible 25. 43% of parents gave a perfect score of 25 out of 25, whilst 79% of parents scored 21 or above out of 25.

Three out of five areas received a 100% positive rating - meaning every single parent who responded rated punctuality, consistency, and professionalism as good or excellent.

86% rated the effectiveness of counselling sessions positively

100% rated the punctuality of booking sessions positively

86% rated the outcome for the young person positively

100% rated the consistency of counselling sessions positively

100% rated counsellor practice and professionalism positively



The counselling experience of parents

The qualitative feedback we received from parents further highlighted a number of key elements they valued about our approach such as **being seen as soon as possible** (especially for parents who had struggled to access support previously), alongside the **consistency, punctuality** and **quality of the counselling support** they received:

"We were given 9 sessions which has been really helpful over the period of time- we would not have had this opportunity unfunded. My child took to the counsellor immediately and felt comfortable and safe around her, and says sessions are fun and a great diversion."

"Effective, friendly, easy to book, good communication."

"The frequency and staff was helpful & accommodating. My child was happy to attend."

Parents shared how they valued You and Me Counselling's **friendly and professional approach** was in terms of:

"His counsellor has been a great support to our son. He found him easy to talk to as if talking to a friend rather than feeling like he has to talk."

"The support and understanding given to my child."

As a result parents talked about the **immediate benefits** of their counselling sessions, such as:

"Seeing a change in our daughter."

"Listening to me as a parent and my concerns."

"Giving my child a space to discuss things away from the home."

Outcomes for parents and families

Together this created many positive outcomes for parents and their children. This included **improved communication between family members**, **children being able to manage their emotions better**, the **stopping of self harming behaviors**, and **greater openness** and **increased self confidence**:

"I'm very happy with the counselling my child has had. I've seen big progress and improvement in his confidence and ability to face his fears and get on with day to day tasks. The counsellor has been brilliant and professional throughout and has helped my child to understand his feelings and given him tools to cope and manage his fears and worries. Thank you.."

"Our son has made excellent progress in talking to myself and my husband more, and really controlling his feelings when something is bothering him.."

"My daughter has learnt to open up more and not hold everything in."

"Our daughter had become introverted and had started self-harming. Over the period we have seen more smiles, and the self-harming has ceased so I believe that counselling has been effective.."

"It has led to better communication between my child and myself. It has helped to start "awkward" conversations.."

"My child suffered from aggression and separation anxiety due to issues with her father. With the counselling sessions these areas have improved."

"I think it has helped our daughter to understand her emotions better and to develop the coping skills she needs when feeling triggered."



Outcomes for the mental health and education systems

We aim to provide counselling support to as many children and young people as possible, so their mental health is prioritised, they thrive in their education journeys and achieve their personal goals.

Therefore our successful partnerships with schools and other referral organisations such as CAMHs are critical to ensuring we can reach children and young people who are struggling with unmet mental needs, and provide responsive and accessible support - going to where they are, and creating spaces where they feel safe and listened to.

Children and young people have timely support available when they need it or are in crisis

Children and young people feel listened to and heard

Children and young people feel informed and supported to make decisions

Children and young people grow in self-confidence and feel more empowered

More young people are able to support themselves better

More young people advocate for the mental health rights of young people based on lived experience

Early intervention is prioritised

Safe spaces are provided

Communication and understanding grows

Trust-based relationships are developed

School attendance and engagement in education increases

Personal dreams are achieved and positive social connections grow



You and Me Counselling
Together we can find solutions

Outcomes created for the mental health and education systems

Outcomes for the mental health and education systems

Over the last fifteen years we have invested in growing our relationships with CAMHS and schools across North East London.

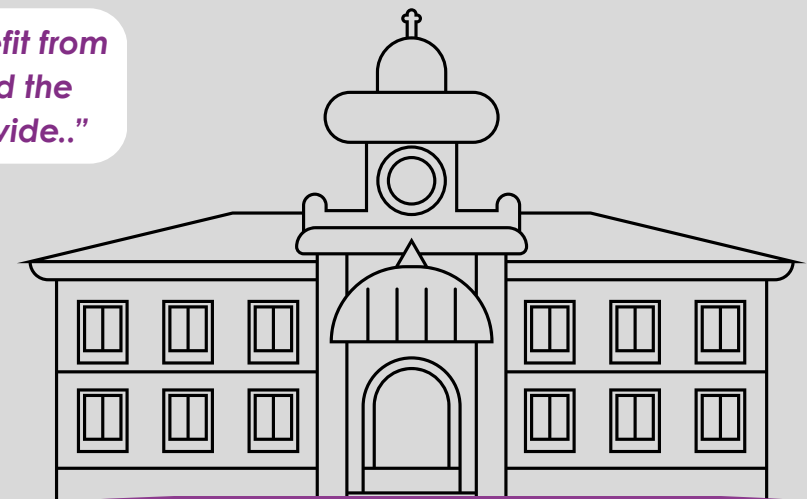
Working together we have seen the impact for thousands of children and young people, with feedback from school partners highlighting both positive changes for individual students and the whole school community with the desire to scale an embedded approach to working with You and Me Counselling across more school to address further unmet mental health needs:

"We are extremely happy with the support that the play therapists are providing our pupils. We truly appreciate the support that all of the therapists provide our pupils. Due to working with the therapists over a period of time, we have developed working relationships with them and value their feedback and support. Thank you for your ongoing support that is provided to both our pupils and our staff, it is greatly appreciated."

"Service is communicative and professional. We would like to see more funding available to be offered to Havering schools so we can access the fantastic service."

"Our students hugely benefit from your funded sessions and the amazing service you provide.."

"You and Me counselling has helped lots of children from our school with their services and we have seen the impact it has made."



Stories of change from funded programmes

Beneath the anger: a creative therapy case study

Stronger Together, the National Lottery Community Fund



A 12-year-old girl, was referred to You and Me Counselling for support presenting with anger, anxiety, depression, and school refusal, alongside a history of bullying, a single incident of self-harm, and a difficult family background. She attended all 9 weekly funded sessions. Using a combination of art and play therapy, she was supported to explore and express her emotions in a safe, creative environment.

Over time, she developed insight into the root causes of her anger, identifying underlying feelings of sadness and fear, and began to reflect more clearly on the impact of bullying, friendships, and family dynamics on her wellbeing.

By the end of therapy, the girl showed meaningful progress: improved emotional regulation, renewed social engagement, greater confidence, and a stronger sense of self-worth. She also began using self-care tools independently between sessions. The case study highlights the value of You and Me Counselling's early intervention and creative therapeutic approach in supporting the psychological wellbeing of young people.

Stories of change from funded programmes

Shaping a story: a healing through creative expression case study

Change Through Choice, BBC Children in Need



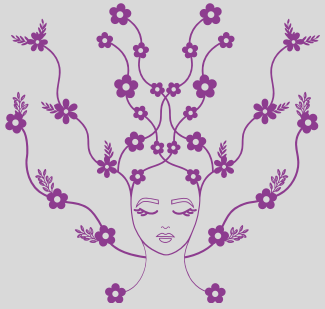
A 14-year-old young man was referred for therapeutic support during a period of acute family crisis. Living in temporary hostel accommodation with his mother and younger siblings following domestic instability, he had become involved in suspected criminal activity, behaviour that reflected not recklessness, but unprocessed distress and a desperate need to be heard.

From the outset, he engaged with genuine openness. Sessions were built on empathy, consistency and a non-judgemental space where he felt truly validated. A turning point came through Play-Doh. This simple, tactile medium became his preferred way of communicating, allowing thoughts and feelings to surface that words alone could not carry. Through this creative approach, he began to articulate long-held anger toward his father; emotions he had silently buried to protect his mother. As trust deepened, so did his self-awareness. He started to recognise how his environment had shaped his responses and began exploring healthier ways to manage his emotions. This case powerfully demonstrates that when young people are met where they are with creativity, patience, and unconditional positive regard, meaningful change becomes possible, even amid significant adversity.

Stories of change from funded programmes

Finding her voice: one girl's journey through play and healing

Clear Minds Havering, NHS/CAMHS



At just 11 years old, a young girl was carrying a weight far beyond her years. Referred following emotional dysregulation and self-harming behaviours, her distress was rooted in something profound - the painful absence of her father, separated from her by a court order, and the ongoing tension between her parents.

Yet from the very first session, her spirit shone through. Talkative, energetic, and eager to engage, she arrived with a clear sense of what she needed: help navigating the grief of missing her dad. Using an integrative, child-led approach, sessions drew on sand tray work, sensory slime-making, singing, and imaginative play. Through toy characters, she gave her emotions a name and a voice - transforming feelings that had once surfaced as self-harm into something she could explore safely and creatively.

Her journey was not without challenges. Significant changes at home, including Social Services involvement, tested her trust in adults. Yet she showed remarkable resilience. By the end of her 14 sessions, she had developed stronger personal boundaries, healthier coping strategies, and most significantly had stopped self-harming entirely.

Stories of change from funded programmes

From head down to head up: one young person's journey to confidence **Reboot, NCEL/Compass Wellbeing**



When this young person first arrived, he was quiet and anxious, head down, eyes averted, his feelings too difficult to put into words. Yet from the very beginning, he showed up. His therapist met him without pressure. Mood cards offered a gentle, nonverbal way to begin expressing himself, and although his emotions were initially entirely negative, the simple act of naming them marked the start of something important.

In time, he was introduced to the "poison parrot" - a powerful metaphor that helped him identify his inner critic and, crucially, fight back against it. Learning that those harsh internal voices could be challenged and reframed was a turning point. As trust deepened, so did his willingness to engage; he began making eye contact, speaking more openly, and bringing more of himself into the room. Games became an unexpected catalyst. Playful yet purposeful, they created a space where he could explore his triggers, discover his strengths, and build practical coping strategies, all without feeling under the spotlight. By the end of his sessions, he had moved from withdrawn silence to confident self-expression, leaving with tools he could carry far beyond the therapy room.

Stories of change from funded programmes

Becoming herself again: a young woman's journey through trauma and healing **Strong Minds Waltham Forest, NCEL/Compass Wellbeing**



At 15, a young woman arrived carrying an enormous weight. She had been forced into harmful sexual experiences, leaving her withdrawn, isolated, and afraid of school, of public spaces, of the world beyond her front door. She was also navigating the grief of losing her nan, instability at home, and a strained relationship with her father. That she walked into that first session at all speaks to a quiet, remarkable courage.

She was nervous initially, but open, willing to engage, and clear about what she needed: to manage her anxiety, rebuild her confidence, and begin processing experiences no young person should ever have to carry. Using a person-centred approach woven with art and play therapy, her therapist created a space that felt safe and entirely her own. Some sessions took place in her school's sensory room, offering additional calm. Gently and at her own pace, she began to open up articulating emotions more freely, challenging negative thoughts, and developing healthier ways of communicating with those around her.

By her final session, the transformation was profound. Her confidence had grown, her connections with others had strengthened, and she reflected on her journey with these words:

"You have helped me to feel more like myself again."

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