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in shropshire  
telford & wrekin  
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change  
respect  
listening  
choice  
gambling  
hope  
accepting  
experienced  
talking



**IMPACT**

Alcohol and Addictions Services

Annual Review 2010/2011

“I can start living my life, and once again be the person I was, and not the one I was slowly becoming due to the alcohol problem”

Quote from Client

## what we do:

**IMPACT Alcohol & Addictions Services is an independent charity promoting positive change for people affected by alcohol and other addictions. We provide advice and support for those who are affected by their own or someone else's addiction.**

**Our services are accessible, confidential, professional and effective. We are proud of our sensitive, supportive and caring staff.**

**People are at the heart of all that we do.**

**We continue to provide more help, more sessions, more venues, more support.**

**In 2010/11, we worked with 2,022 individuals.**

## Chair's report

Reaching our 10th anniversary is a significant landmark for IMPACT.

We are very proud of our achievements and our response to an increasing demand for our services. We have a reputation for consistently delivering results above our targets.

We're delighted to welcome new trustees to the Board and new staff members and volunteers to our operational team. Our funders continue to demonstrate their trust and belief in our work by increasing and diversifying our funding. IMPACT is a vital agency and partner within the pathways to recovery in our communities.

There are challenges ahead: a changing commissioning framework within health, new government priorities and pressure on public sector budgets. With strong and creative leadership from Board and management, service user involvement, and an effective, caring team of staff and volunteers, we will continue to help more individuals and families across Shropshire and Telford & Wrekin who are concerned about their own or another's drinking and gambling

## Board Members who served during 2010/11

Jean Garner (Chair)

Hazel Jacques (Vice Chair)

Dave Jones (Membership Secretary)

Martin Beardwell

David Bell

Cllr Gerald Dakin

Sue Jenkins

Cllr Simon Jones

Val Lewis

Liza Morgan

Mark Walton

Keith Whitton



**Jean Garner**  
Chair

## IMPACT celebrated its 10th birthday this year!

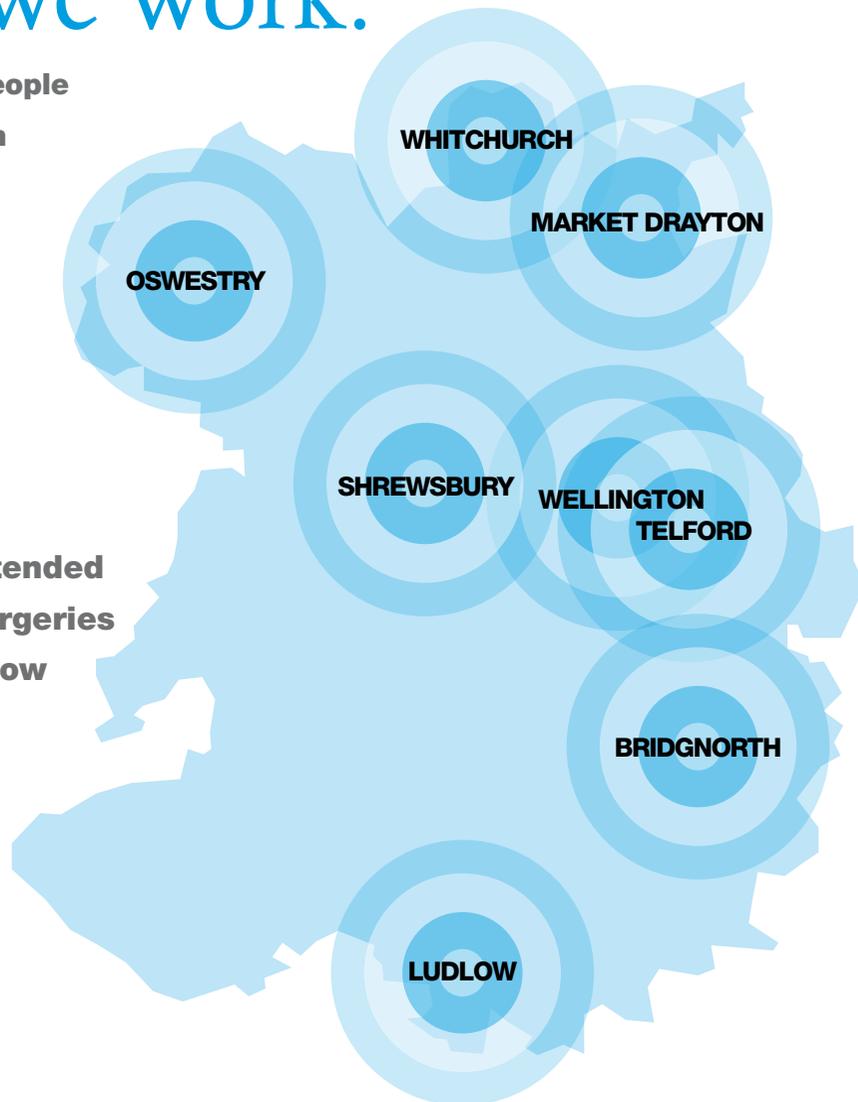
**To mark the occasion, we invited current and former staff, volunteers, board members, commissioners and partner agencies to an Open Day at our Shrewsbury office. Our non-alcoholic cocktails were very well received!**



## where we work:

We strive to reach people who can benefit from our support and advice by offering our services from a number of locations in Shropshire and Telford & Wrekin.

In 2010/11, we extended our reach to GP surgeries in Bridgnorth, Ludlow and Oswestry.



“IMPACT is uniquely positioned in our local area, well linked in with wider networks both in the voluntary and statutory sector”

**Head of Probation Service  
Shropshire**

## GP surgeries & Royal Shrewsbury Hospital

According to official statistics, the number of hospital admissions due to alcohol misuse in England was nearly 1.1 million in 2009/10. Alcohol misuse is estimated to cost the NHS £2.7 billion a year.<sup>1</sup>

Our services at Royal Shrewsbury Hospital and in GP surgeries are targeted towards improving health and wellbeing and reducing hospital admissions. In 2010/11 we worked with 1,077 individuals.

The Alcohol Shared Care Project works in conjunction with GPs and healthcare staff in offering patients information about lower risk drinking, and support in reducing their alcohol intake. On average patients are reducing their drinking up to 70%.

We provide initial and refresher training to GPs and medical staff, complete triage assessments and then tailor support to meet individual patient needs, offering structured brief advice, extended brief interventions, psychological interventions and appropriate onward referrals.

Our service in Telford & Wrekin is provided in six surgeries: Donnington, Stirchley, Sutton Hill, Wellington, Woodside and Oakengates. We have also developed similar services in Shropshire in Oswestry, Shrewsbury, Bridgnorth and Ludlow.



client artwork

We are further developing our Alcohol Shared Care Project in line with NICE public health guidance PH24 Alcohol Use Disorders : preventing harmful drinking.

Our hospital liaison service at Royal Shrewsbury Hospital is targeted at patients admitted and under treatment because of their alcohol use. Our alcohol liaison worker has completed the Preparing to Teach in the Lifelong Sector qualification (PTTLS) which has been very beneficial when training staff to use the screening tool and in delivering Identification and Brief Advice.

The counsellor **listened to me** and was **supportive and encouraging**

**100% AGREED**

I **felt valued** as a person

**100% AGREED**

The service I received **helped me** to consider making a **change**

**100% AGREED**

Service Evaluation Feedback January 2011

# core service:

**The demand for our counselling service continues to increase and we have expanded our team of counsellors to meet that demand.**

**This year, our role within the Care Pathways has been extended to become the first point of contact for people with alcohol issues across Telford & Wrekin. Across our region, in 2010/11, we worked with 816 individuals.**

**The Service Users Group has continued to meet in their role of monitoring our service from a client's perspective. Our client Support Groups continue to meet regularly with great success.**

**We wish to thank the Mayor of Wellington and Mayor of Shrewsbury who awarded funds to us in the year. We ran a series of workshops for clients to improve their understanding of issues around their problem drinking, covering areas such as assertiveness, healthy eating to combat depression and effects of alcohol on the body.**

**We also received a donation in memory of a member of our Wellington Support Group. We have used some of the money to buy a table and chairs for the garden which the group enjoy and maintain.**

## Helping Sam to trust

Sam is in his early fifties. From the moment we met he seemed very defensive and suspicious. It was clear that he must have had some bad experiences to be so on edge.

He was drinking vast amounts of strong lager and had decided that the time had come to stop. He had tried to stop several times without help, and was irritated that he couldn't do so on his own. His army training had left him with the belief that he could overcome any problem if he set his mind to it, and anything that seemed like weakness was a stain on his character.

He didn't trust people. Coming for counselling was therefore a major challenge.

It soon became apparent that he couldn't stop drinking without a detox. This led to another challenge: a detox at home was out of the question, so he would have to go to a residential unit for two weeks. He hated the thought of having to mix with people, but his drive to stop drinking was such that he eventually decided to go through with it.

We helped prepare Sam for his detox, and supported him through it and afterwards.

For several weeks after the detox his recovery was extremely fragile and was sustained by three factors: a determination not to give in, the distance between his

home and the nearest place selling alcohol, and our sessions. He eventually trusted us enough to share and process the issues that had troubled him for so long with a mind no longer befuddled by alcohol.

One day, after some serious disappointments, it all became too much. He bought himself some vodka and binged for three days. This experience was so horrendous that his resolve not to have another drink became stronger than ever.

From that point until we stopped working together Sam became increasingly resolute that no matter what life now threw at him, he would not have another drink.



client artwork

## Concerned Others

For every person coming to us for help and support with their drinking, there is often at least one person who is concerned and worried. We deliver a “Concerned Others” support service, providing emotional and practical support, both on an individual basis and as group support in Shropshire and Telford & Wrekin.

We work on extending our reach by networking and maintaining good contacts with Victim Support, local colleges, police, Stonham, the Witness service, and hospitals. We take an active role at the Carers Forum and advertise our services at a diverse range of venues. In 2010 / 11 we worked with 75 individuals.



“IMPACT has been a lifeline for me and consequently my family – not as an addict but affected by one”

Quote from Concerned Other

## Probation

We work alongside Offender Managers across Shropshire and Telford & Wrekin in supporting offenders who are screened and are deemed to be dependent on alcohol. Our experienced workers are adaptable in addressing the needs and personalities of the offenders they work with, within the structured Alcohol Treatment Requirement (ATR) programme.

We have surpassed our targets for completed ATRs this year in both Shropshire and Telford & Wrekin. In 2010/11 we helped 54 clients complete their ATRs.

“I would recommend IMPACT to anyone that wanted help with a drinking issue”

Quote from Client

## Transforming a family

Pat had lost her family through her drinking. She could only see her children under the supervision of social services. She had not experienced an alcohol free day for over five years.

Pat attended every appointment with our probation worker, even though sometimes under the influence of alcohol, and she tried very hard to steady her alcohol to the same amount each day and then worked it down by reducing a small amount every 3 days with our worker's support.

Her de-tox place came up in New House, where we visited her to reassure her that our support was still there. Since leaving New House eight months ago Pat has been abstinent.

Pat and her children now enjoy unsupervised quality time together every weekend and school holidays.

# gambling:

**IMPACT works in partnership with Gamcare, a national charity, supporting people who have gambling problems or who are affected by someone else's gambling addiction. In 2010/11 IMPACT provided counselling for 44 people with issues relating to gambling, across Shropshire, Staffordshire, Telford & Wrekin.**



client artwork

## Student Social Workers

Every year, we offer placements to student social workers, who quickly provide an invaluable broad-ranging service to our clients. In one case, an elderly lady with several disabilities was using a table top cooker on an old unstable table. She had been waiting for six years for a new kitchen. Our student social worker contacted the relevant agencies on her behalf and the work will be completed.



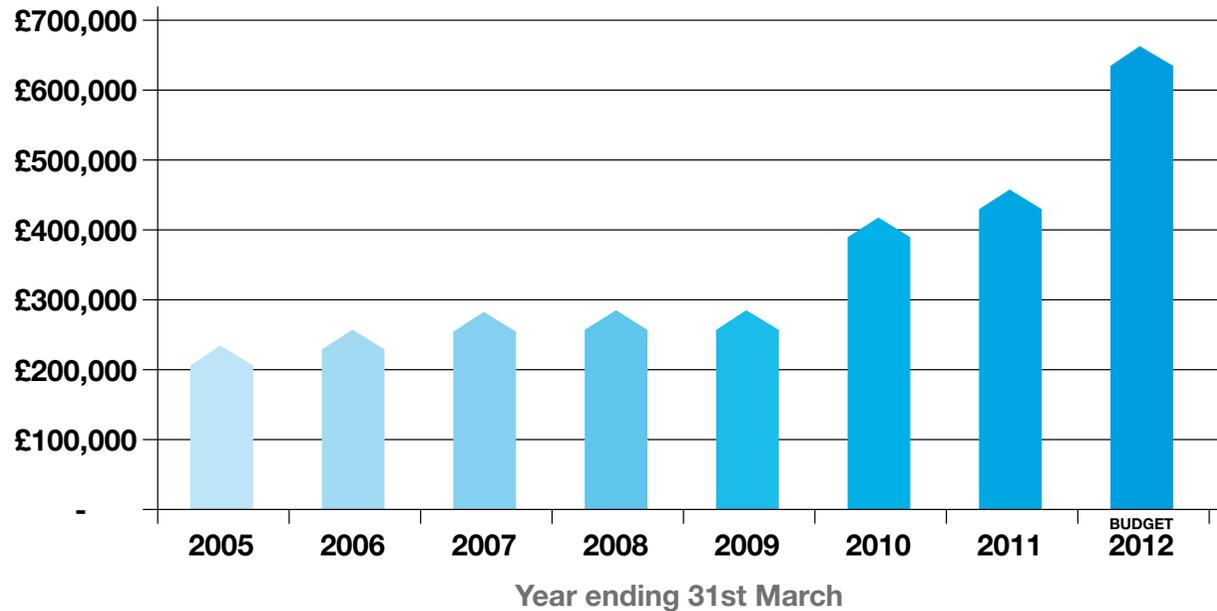
## Money In

Our income continues to rise, enabling us to help more people. In 2010/11, we worked with 2,022 individuals.

Each £1 invested in specialist alcohol treatment, £5 is saved on health, welfare and crime costs.\*

**In 2010/11 IMPACT saved the public purse £2.2 million.**

## Annual Income

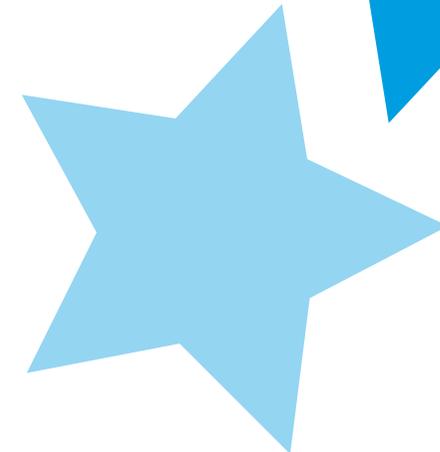
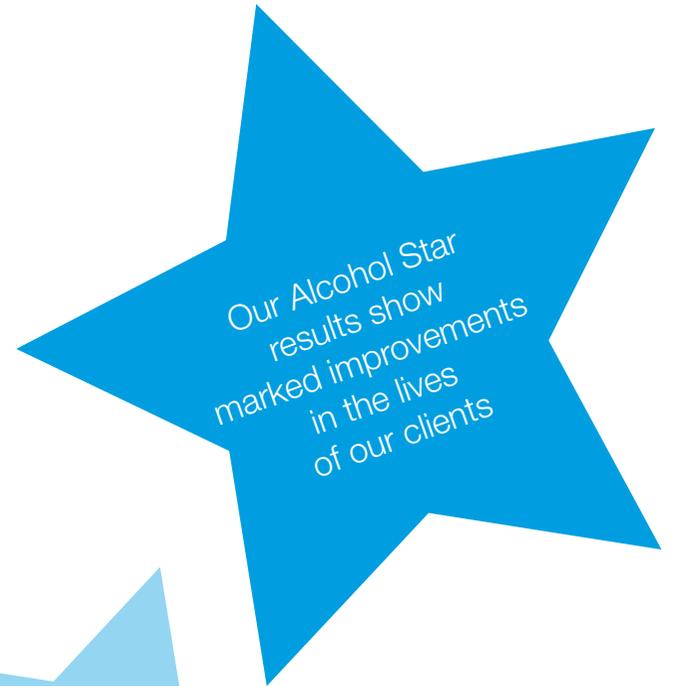


\*Review of the effectiveness of treatment for alcohol problems (2006) National Treatment Agency of Substance Misuse

## Outcomes

We use the Alcohol Star<sup>1</sup> outcome monitoring tool to measure our clients' progress in many areas of their lives, including their physical health, reducing alcohol consumption and in their relationships. In all aspects, clients feel that they experience improvement.

It is good to acknowledge the achievements of our clients in moving on in their lives. Some have returned to education (one studying for a fine Arts degree) including new skills in computing, nursing and counselling. Other clients have decided to give time to charities as volunteers as a way of easing themselves back to work.



<sup>1</sup>Alcohol Star Copyright Triangle Consulting & Alcohol Concern

# next steps:

Looking ahead, our vision is to reach more people. We are diversifying our service and extending our venues to continually improve our accessibility.

**Our aim is to continue to be the first point of contact for anybody in Shropshire and Telford & Wrekin seeking help, advice and support for their own or another's drinking or gambling. We continue to aim to be preventative as well as responsive.**



## Our team

We could not help our clients without the energy, professionalism and care of our diverse, experienced team. Thanks go to all of our counsellors, supervisors, project workers, administration staff, trustees and volunteers.

Maria Bagley  
Sandra Bateman  
Rose Baxter  
Martin Beardwell  
Angela Bell  
David Bell  
Natalie Berelowitz  
Julie Bott  
Annie Catling  
Judy Cawley  
Jill Cavalier  
Sue Chalk  
Emma Cross  
Gerald Dakin

Irene Ferguson  
Jean Garner  
Joanne Gerrard  
Geraldine Griffiths  
Hilary Harrison  
Darren Hubbard  
Bridget Hurcomb  
Hazel Jacques  
Sue Jenkins  
Michelle Johnson  
Dave Jones  
Simon Jones  
Jazz Kaur  
Julia Kaya

Claire Kendrick  
Linda Law-Moore  
Michelle Lee  
Val Lewis  
Shirley Madeley  
Fleur Maidment  
Jay Mason  
Liza Morgan  
Sue Morris  
Paul Newton  
Tina Owen  
Debbie Palmer  
Gill Paulley  
Carol Pearce

Paul Perry  
Joanne Pettitt  
Jolanta Pocwiardowska  
Elizabeth Quester  
Janet Scovel  
Enid Smith  
Rose Stockwell  
Neville Tomlinson  
Brian Turner  
Mark Walton  
Karola Weinand  
Keith Whitton  
Dot Wilson  
Sven Warrow

IMPACT is committed to developing our staff and we aim to achieve the highest professional standards in our counselling and supervision practice. We are committed to continual professional development.

Our work cannot happen without the support of our funders who continue to show trust and confidence in our work. Our thanks go to:  
Shropshire Primary Care Trust  
Telford & Wrekin Primary Care Trust

The Mayor of Wellington  
The Mayor of Shrewsbury  
Gamcare  
and all clients, past and present, who have freely donated money and time to the service

We were delighted to receive the Investors in Volunteers quality kite mark standard in 2011. It is a great testimony to our commitment to the role of the volunteer.



To contact our team: Shrewsbury 01743 245 552 Wellington 01952 223 165

[www.impactaas.co.uk](http://www.impactaas.co.uk)



IMPACT Alcohol & Addictions Services  
15 College Hill  
Shrewsbury SY1 1LY

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Wellington 01952 223 165  
[www.impactaas.co.uk](http://www.impactaas.co.uk)



Artwork featured in this Annual Review has been created and donated by clients