

# YMCA



## Wellbeing and Therapeutic Services

**Supporting children, young people, families and schools**

Bespoke pastoral and therapeutic care delivered where it matters most – in schools, homes, and communities.



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# Welcome to YMCA Norfolk's Wellbeing Matters Service

At YMCA Norfolk, we understand that a young person's ability to learn, grow, and engage in school is directly influenced by their emotional wellbeing. That's why our Wellbeing Matters Service exists – to walk alongside schools, families, and communities to offer the right support, at the right time, in the right way.

For more than 10 years, our Wellbeing Team has been a trusted provider of pastoral and therapeutic support across Norfolk. We've worked in partnership with schools across the county, supporting hundreds of children, young people, and families through a wide range of challenges – from anxiety and low self-esteem to family breakdown, disengagement from education, or school refusal.

Our core mission is to empower children, young people, and families to **belong, contribute, and thrive** within their communities – and we know that thriving starts with accepting ourselves for who we are and being understood.



Whether we are offering 1:1 emotional support to a pupil struggling with friendships, counselling for a teenager navigating identity or loss, coaching for parents, or reflective sessions for teaching staff, we always begin by listening.

## We believe in:

- > **Putting relationships first.** Consistent, respectful relationships are the cornerstone of meaningful support.
- > **Early support, not late intervention.** We aim to prevent problems from escalating, not just respond to crisis.
- > **Collaborative working.** We work alongside the people who know the child or young person best, so our support complements existing provision.
- > **Creating safe spaces.** Emotional safety and trust are foundational to healing, learning, and resilience.

Our support is flexible, creative, and responsive because wellbeing is not 'one-size-fits-all'.

We're proud to offer a service that's rooted in community, built on evidence, and delivered with care. Whether you are a headteacher exploring options for a whole-school approach to mental health, a SENCO looking for practical support, or a family in need of guidance you are welcome here.

**Let's work together to build a future where every young person feels safe, valued, and ready to thrive.**

# Why choose YMCA Norfolk?

We don't offer one-size-fits-all solutions we offer tailored therapeutic and pastoral support that reflects the uniqueness of each individual and school environment we work with.

Our service is built on four core pillars:

## 1. Holistic understanding

We consider the whole person their emotional world, school life, friendships, family dynamics, cultural background, and any additional needs or life events affecting their wellbeing. This allows us to design support that is responsive, respectful, and realistic.

## 2. Flexible delivery

Support is delivered in the setting that suits the child, young person or family best whether that's:

- > in school
- > at home
- > in the community, or
- > online

This flexibility means we can engage more meaningfully, reduce barriers, and work within the child's natural environment.

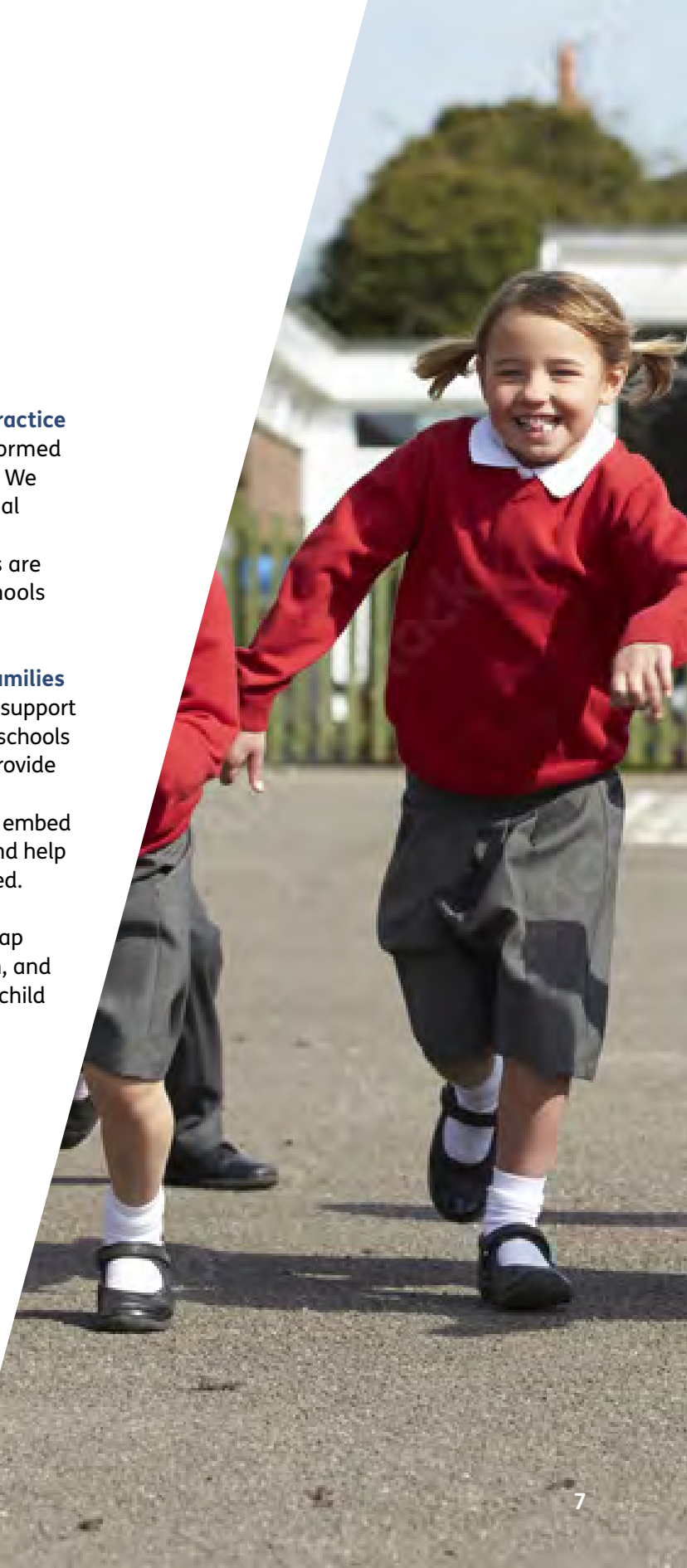
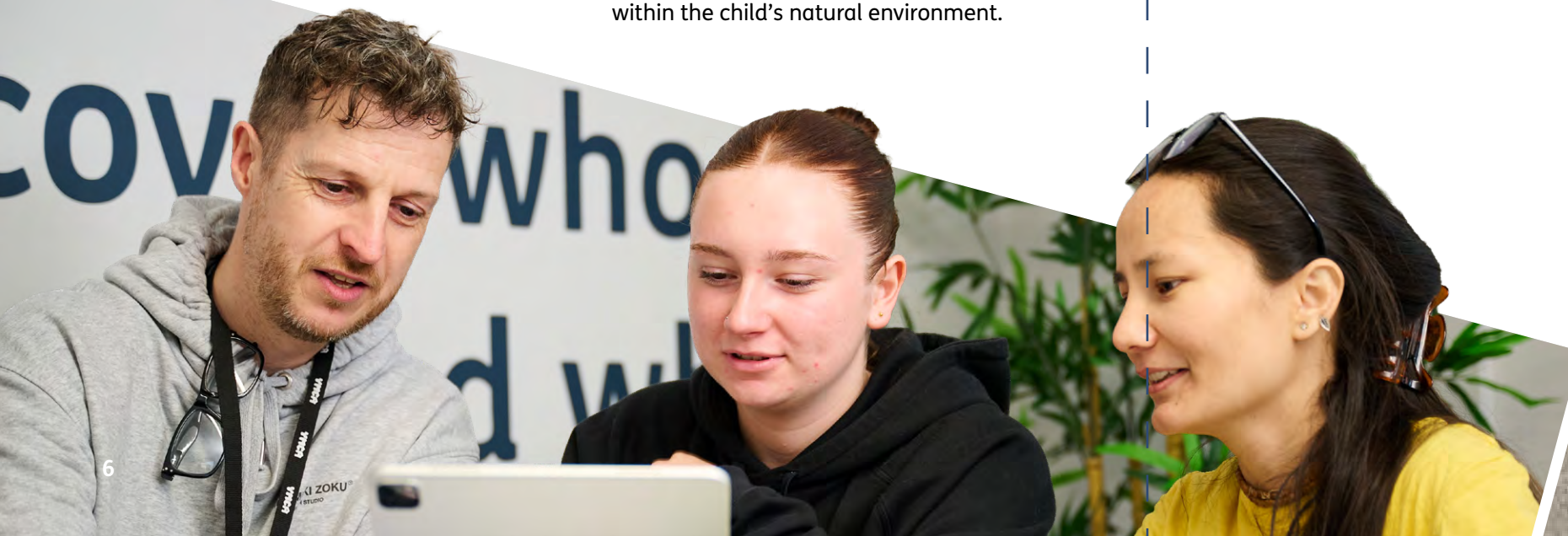
## 3. Relational, trauma-informed practice

Our team is trained in trauma-informed and strengths-based approaches. We prioritise relational trust, emotional safety, and consistency. We also understand that some behaviours are communications, and we help schools and families respond accordingly.

## 4. Collaboration with schools & families

We believe that the most effective support happens when we work alongside schools and families, not in isolation. We provide practical strategies, guidance, and reflective feedback to help schools embed wellbeing into everyday practice and help families feel empowered, not judged.

In essence, our work bridges the gap between mental health, education, and the family home ensuring that no child slips through the cracks.



# Our team

## Skilled, compassionate professionals supporting emotional wellbeing

**At the heart of the Wellbeing Matters service is a diverse, multi-disciplinary team of practitioners who are deeply committed to supporting the mental health and emotional wellbeing of children, young people, families, and education staff.**

Our team brings together a wide range of professional backgrounds, lived experience, and training to ensure that the support we provide is not only relational and responsive, but also safe, effective, and ethical.

### Our team includes:

#### Therapeutic support practitioners

Delivering 1:1 and group-based emotional support in schools, homes and communities. They use a variety of evidence-informed approaches including emotional literacy work, behaviour support, and early therapeutic strategies. Practitioners are trained in safeguarding, trauma-informed care, emotional regulation techniques, and creative approaches to engagement.

#### Qualified counsellors

Our counsellors are fully trained, experienced professionals accredited by the British Association for Counselling and Psychotherapy (BACP) or equivalent ethical frameworks. They are trained in a variety of approaches, such as person-centred counselling, integrative therapy, and cognitive-behavioural strategies.

#### Reflective practice & staff wellbeing practitioners

Supporting school staff to process the emotional demands of their role, our facilitators deliver reflective practice sessions. These sessions help education professionals build resilience, increase self-awareness, and enhance their capacity to support others.

#### Family engagement practitioners

Experienced in working with families at all stages of need, these practitioners operate in solution-focused approaches, restorative practice, and practical parenting tools. They provide guidance during Family Support Plans (FSPs), offer structured parenting sessions, and work collaboratively with other services.

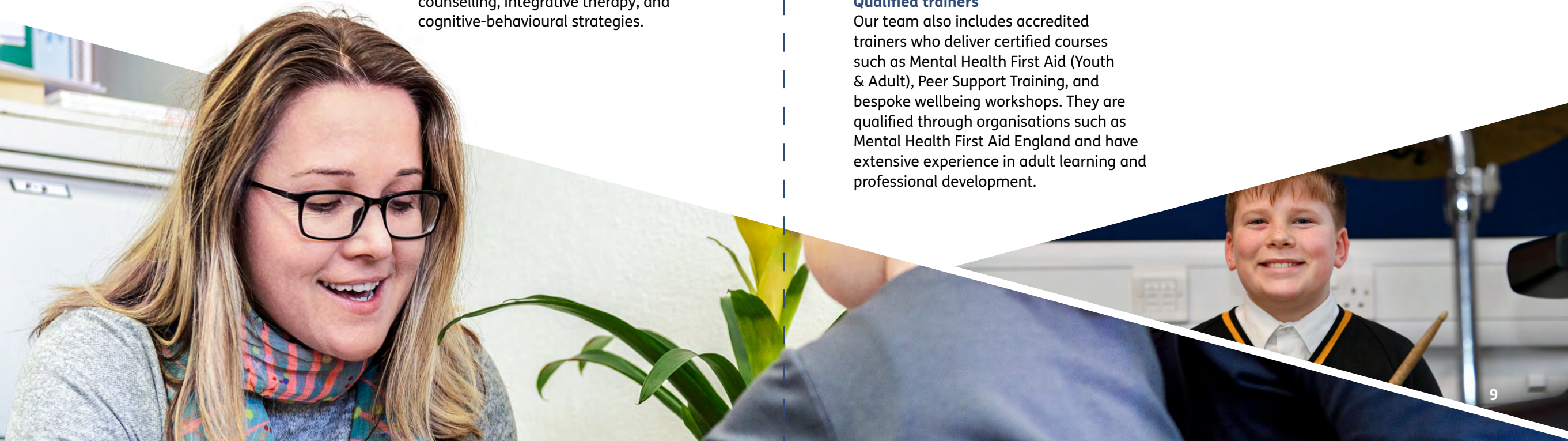
#### Qualified trainers

Our team also includes accredited trainers who deliver certified courses such as Mental Health First Aid (Youth & Adult), Peer Support Training, and bespoke wellbeing workshops. They are qualified through organisations such as Mental Health First Aid England and have extensive experience in adult learning and professional development.

### All team members:

- > Hold enhanced DBS clearance
- > Receive ongoing supervision and CPD
- > Work within clear ethical and safeguarding frameworks
- > Are experienced in working with schools, young people, families, and multi-agency networks.

Whether providing short-term support or a more sustained intervention, our team is united by a shared commitment: to provide compassionate, skilled and impactful wellbeing support that are easily adaptable to meet the needs of each child, family and school we serve.



# Affordable excellence

## Our points system – flexible, transparent and cost-effective access to wellbeing support

We understand that schools and organisations need clarity, flexibility, and value when investing in external support services. That's why the YMCA Norfolk Wellbeing Matters Service operates using a transparent and flexible points-based system, designed to help you make the most of your resources while meeting the emotional and wellbeing needs of your pupils, families and staff.

### How it works

- > When your school, MAT or organisation purchases a package of points, you gain access to our full suite of services, with the ability to choose what support is needed, when, and for whom.
- > Points are allocated to each service according to the time, staffing, and preparation involved. For example:
  - 1:1 Wellbeing Support = 525 points per session
  - Counselling or Family Support = 650 points per session
  - Mediation (2 hrs) = 1,300 points
  - Assemblies and Peer Support Training = from 650 points

### What makes it different

- > **Complete flexibility** – Use your points across different services, settings, or groups.
- > **Shareable across sites** – Points can be shared across schools in a cluster, trust or academy group, ensuring maximum impact and collaborative use of resources.
- > **Longer timeframes** – Depending on the amount purchased, points remain valid for 12 months, giving you time to assess needs and respond accordingly.
- > **Tailored to your context** – Whether you're supporting one child in crisis or embedding a whole-school wellbeing programme, the points system allows you to build a bespoke package that meets your setting's unique challenges.

### Benefits for your school or setting

- > **Transparent budgeting** – Clear point values and no hidden costs mean you can plan with confidence.
- > **Scalable support** – Add more points as needed throughout the academic year, allowing you to increase support in response to emerging needs.
- > **Strategic investment** – Allocate points where they will have the greatest impact for example, to support reintegration following absence, provide reflective practice for staff, or deliver preventative wellbeing workshops for a year group.

### Next Steps

Once points are purchased, we'll work collaboratively with you to:

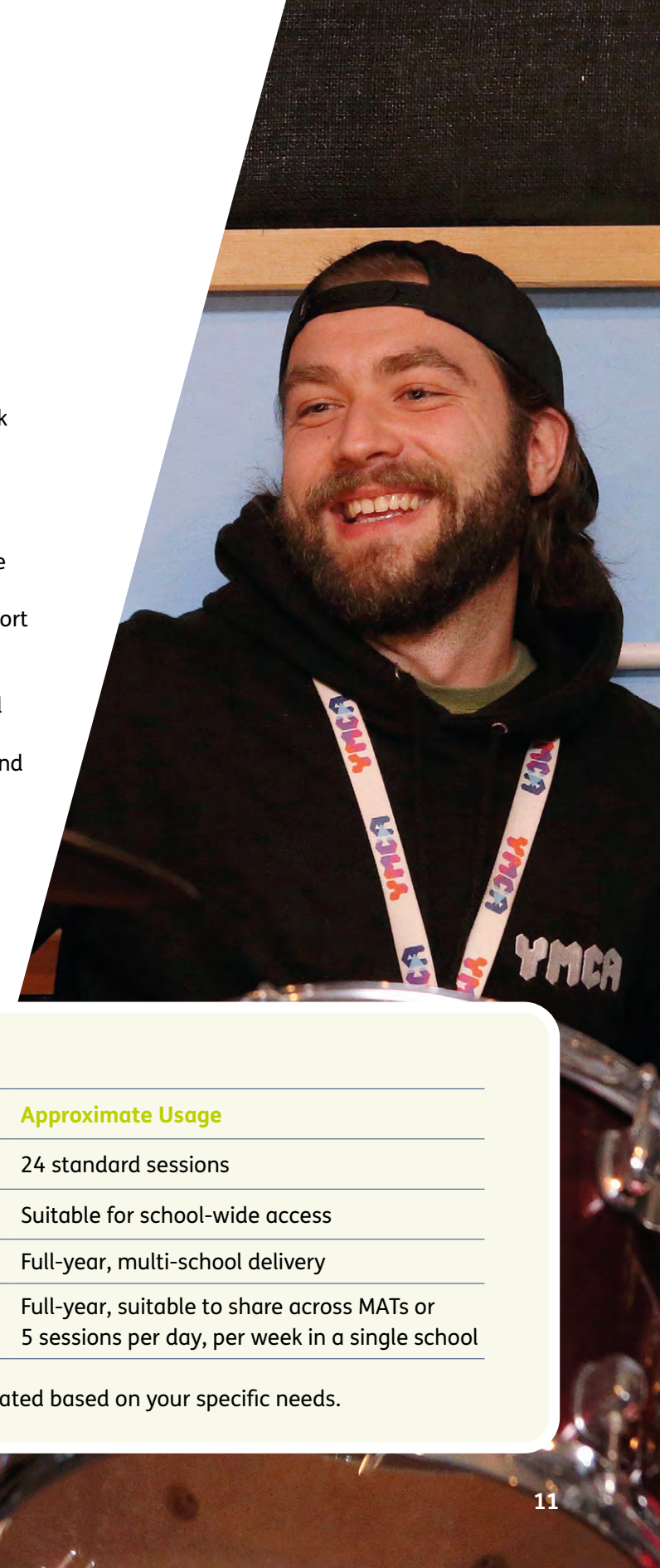
- > Identify needs across your school or MAT
- > Develop a delivery plan
- > Match the right practitioners to the right individuals or groups
- > Monitor outcomes and adapt support as needed

The points system puts you in control enabling a responsive, effective and sustainable approach to emotional and mental wellbeing across your school, academy trust or organisation.

### Example Packages

Points Purchased	Value	Approximate Usage
12,600 points	£1,260 + VAT	24 standard sessions
21,000 points	£2,100 + VAT	Suitable for school-wide access
47,250 points	£4,725 + VAT	Full-year, multi-school delivery
94,500 points	£9,450 + VAT	Full-year, suitable to share across MATs or 5 sessions per day, per week in a single school

Note: Custom packages can be created based on your specific needs.



# Who can benefit from our services?

## No two children, families or schools are the same and neither is our support!

YMCA Norfolk Wellbeing Matters Service is designed to meet the diverse needs of children, young people, families, and school communities. Our flexible and responsive approach ensures we can support individuals at all stages of need from early intervention through to more intensive therapeutic input.

### Children and young people (CYP)

Our services are suitable for pupils of all ages, from primary through to secondary school and college. We support children and young people who may be:

- > Struggling with anxiety, low mood, or emotional dysregulation
- > Experiencing social or peer relationship difficulties
- > Navigating bereavement, trauma, or family breakdown
- > Finding it hard to engage in education or reintegrate after absence
- > Identifying with a different gender or sexual identity and need support
- > Living with diagnosed or emerging neurodiverse needs (e.g. ASD, ADHD)
- > Showing signs of stress, withdrawal, anger, or school-based avoidance

Support is available for those with emerging concerns as well as those with existing plans such as EHCPs, My Plans, or Family Support Plans (FSPs).

### Parents and families

We offer individual or whole-family interventions to help:

- > Improve parent-child relationships
- > Manage behaviour and emotional outbursts in the home
- > Navigate complex co-parenting or blended family dynamics
- > Understand and respond to emotional or neurodevelopmental needs
- > Access support at FSP or multi-agency meetings
- > Build parental confidence and promote wellbeing across the household

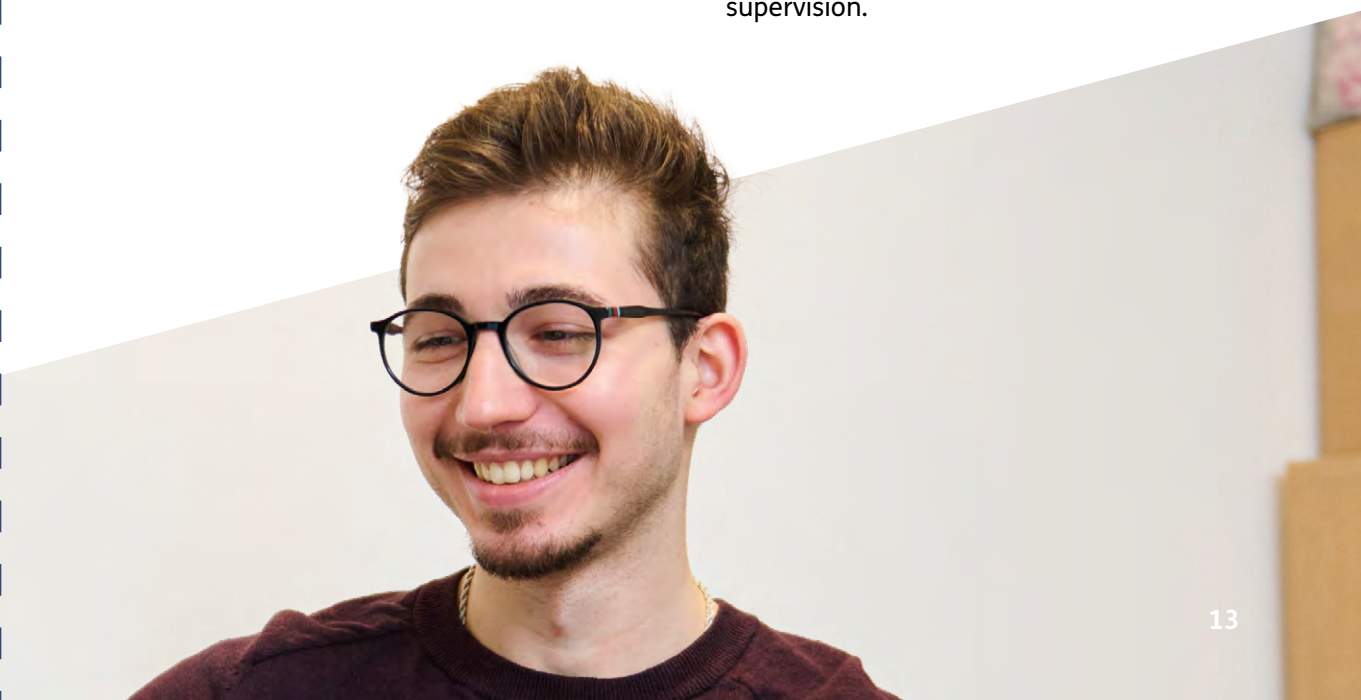
Support is available to families at any stage, whether they are seeking early advice or already engaged in statutory or multi-agency processes.

### School staff and educators

We recognise that school staff are often at the frontline of supporting pupil mental health while also managing their own emotional wellbeing. Our services for staff are suitable for:

- > Teachers, teaching assistants and support staff experiencing stress or burnout
- > Safeguarding leads, pastoral staff or SENCOs needing reflective space
- > SLT members seeking a culture of wellbeing across the school
- > New staff adjusting to the emotional demands of education
- > Teams working in challenging or trauma-affected environments

We offer both individual and group-based staff wellbeing sessions, as well as mediation, coaching and reflective supervision.





### **Whole school communities, MATs and clusters**

Through our group programmes, training, assemblies and peer-led initiatives, we support:

- > Schools implementing a whole-school approach to mental health
- > Trusts aiming to embed consistent wellbeing practice across multiple sites
- > Schools responding to particular incidents or emerging needs
- > Educational settings preparing for Ofsted or needing evidence of impact in pupil wellbeing provision

Whether you're looking to supplement your existing pastoral team or want a bespoke wellbeing plan for your setting, our services are designed to meet you where you are.



### **Personalised support for every individual**

At YMCA Norfolk, we believe that effective wellbeing support starts with understanding the unique story, strengths, and challenges of each individual we work with. Our approach is person-centred and context-aware recognising that emotional needs don't exist in isolation, but are shaped by relationships, environments, and life experiences.

### **Individualised assessment and planning**

Every engagement begins with a conversation. We take time to:

- > Understand the child or adult's lived experience
- > Identify their goals and what matters to them
- > Consider their strengths, support networks, and challenges
- > Collaborate with families, schools or referring professionals as appropriate

This ensures that the support we provide is meaningful, relevant, and sustainable.

### **Flexible delivery tailored to need**

Support can be delivered:

- > In-school, at home or in the community
- > Face-to-face or online
- > As a stand-alone intervention or as part of a wider plan
- > In collaboration with wider networks (e.g. SEN, social care, safeguarding)

We adjust our pace, content, and communication style to meet the needs of:

- > Neurodiverse children and young people
- > Families with multiple or layered needs
- > Schools with complex timetabling or staffing demands
- > Individuals with sensory, cultural or language considerations

### **Working collaboratively**

Personalised support also means ensuring our work complements what's already in place. We liaise closely with:

- > School pastoral and SEND teams
- > Family support services
- > Health professionals
- > Social care and early help teams
- > The wider multi-agency network

Together, we co-create plans that put the child or individual at the centre, ensuring continuity and consistency of care.

# Our core services

## Tailored wellbeing, therapeutic and pastoral support for children, young people, families and schools

We offer a comprehensive range of 1:1 support sessions, group interventions, staff-focused services, and family-based support.

Each service is designed to be adaptable and responsive to individual and organisational needs.

## Standard Packages

### 1:1 Wellbeing support for children, young people and families

#### 525 points per session

These sessions provide young people with a safe, informal space to explore their thoughts, feelings, behaviours and relationships. Using trauma-informed and emotionally responsive approaches, our practitioners help children and young people develop self-awareness, emotional regulation strategies, and improved resilience.

We work with a wide range of issues, including:

- > Anxiety and low mood
- > Peer relationships and bullying
- > Emotional resilience and self-esteem
- > Behaviour management
- > Life transitions and family changes

Our support is holistic, engaging both the young person and, where appropriate, their wider family or educational setting to ensure a joined-up approach.

### 1:1 School reintegration support

#### 650 points per session

This targeted intervention supports children and young people returning to education after a period of absence whether due to mental health needs, school-based anxiety, or other complex factors.

Sessions are tailored to:

- > Build confidence and reduce anxieties around reintegration
- > Support the emotional impact of absence
- > Re-establish routines, friendships, and a sense of belonging
- > Strengthen resilience and engagement in learning
- > Address barriers such as school-based trauma, bullying, or unmet needs

We work collaboratively with schools and families to develop an agreed reintegration plan, offering tools, strategies, and practical guidance throughout the process.

### 1:1 Parenting and family support

#### 650 points per session

Our family support practitioners offer solution-focused, practical interventions that help parents and carers enhance their parenting confidence, strengthen relationships within the home, and respond more effectively to their children's emotional and behavioural needs.

Support may include:

- > Parenting tools and techniques
- > Emotional coaching and behaviour strategies
- > Conflict resolution within the home
- > Support during Family Support Plan (FSP) meetings
- > Written observations, letters or reports for agencies working with the family

Sessions are suitable for families at early stages of identifying needs as well as those already engaged in more complex support systems.

## 1:1 Counselling sessions for young people

### 650 points per session

Delivered by qualified counsellors who are members of appropriate professional bodies (such as the BACP), these sessions offer confidential, early-stage therapeutic support for young people experiencing a range of emotional or mental health difficulties.

Counselling is provided either:

- > Face-to-face (typically in school or community settings), or
- > Online, where appropriate and safe to do so.

Our counsellors work within an ethical framework and draw on integrative, person-centred, and creative approaches, always adapting their practice to the individual needs of the young person.

## Mediation for families and staff

### 650 points per hour

Mediation offers a structured, facilitated space to repair and improve relationships affected by stress, conflict or breakdown whether between family members or within school staff teams.

Common scenarios include:

- > Tensions between parent and child
- > Co-parenting or family conflict
- > Breakdown in communication between staff or management
- > Emotional strain impacting wellbeing or work/home dynamics

Our mediators are skilled in trauma-informed communication, de-escalation, and neutral facilitation. Preparation and follow-up support are included as standard.

## 1:1 Staff wellbeing support

### 525 points per session

We provide safe, confidential support for education staff who are navigating the emotional and psychological demands of their roles. These sessions offer a non-judgemental space for staff to explore stressors, develop coping strategies, and build resilience.

Sessions typically include:

- > Exploration of work-related anxieties
- > Strategies for managing stress and emotional exhaustion
- > Tools to prevent burnout and compassion fatigue
- > Support for difficult conversations or complex pupil issues

This is a valuable resource for supporting staff retention, morale, and professional sustainability.

## 1:1 Reflective practice sessions for school staff

### 650 points per session

Reflective practice sessions provide a structured, supportive space for staff to think critically about their practice, emotional responses, and professional challenges.

Key outcomes include:

- > Strengthening emotional resilience
- > Enhancing insight and reflective capacity
- > Building self-awareness around triggers and responses
- > Improving confidence and decision-making
- > Reducing risk of burnout

These sessions are ideal for Designated Safeguarding Leads (DSLs), SENCOs, pastoral staff, and any professionals in emotionally demanding roles.

# Group interventions and training

## Wellbeing assemblies (single or series)

### 650 points per assembly

Our assemblies offer engaging, age-appropriate content that introduces key wellbeing themes, reduces stigma, and promotes emotional literacy. They are designed for children, young people, families, or staff audiences.

Topics may include:

- > Mental health awareness
- > Recognising and expressing emotions
- > Coping strategies and help-seeking
- > Healthy relationships and peer support

Assemblies can be delivered as stand-alone sessions or as part of a themed series.

## Peer support training

### 6-session block | 650 points per session | minimum participant numbers apply

This structured training equips young people with the skills to support their peers while protecting their own wellbeing. It is particularly valuable for schools seeking to establish peer mentoring or pupil-led wellbeing initiatives.

Participants will learn:

- > Active listening and empathy skills
- > How to signpost safely and responsibly
- > Boundaries, confidentiality and self-care
- > Confidence-building and peer leadership

Training is interactive, creative, and tailored to the school's age group and culture.

## Wellbeing advocate and resilience training

### (Max. 8 per group)

### 6-session block | 650 points per session

Small group work designed to help children, young people, or school staff build emotional resilience, increase emotional literacy, and strengthen social and relational skills.

Group sessions focus on:

- > Identifying and understanding emotions
- > Building self-esteem and empathy
- > Navigating social challenges and conflict
- > Developing positive communication skills
- > Promoting a culture of respect and support

Groups can be delivered in schools, with families, or in community settings, and are often used as early intervention for pupils at risk of exclusion or disengagement.



# Belong, Contribute, Thrive

## Wellbeing Matters part of the YMCA family.

The Wellbeing Matters Service is part of a YMCA legacy spanning over 180 years, dedicated to transforming young lives and building stronger communities.

YMCA Norfolk provides a wide range of services, including housing for homeless young people, youth work programmes, children's nurseries, youth mental health services, and family support initiatives.

Together, these services reflect a commitment to meeting the diverse needs of young people and their families, offering tailored support to help them overcome challenges and achieve success.

At the core of YMCA Norfolk's mission is the belief that when young people feel a sense of belonging, have opportunities to contribute, and are supported to thrive, the entire community benefits. Through education and beyond, the Wellbeing Matters Service contributes to this vision by empowering students to reach their potential, fostering confidence and resilience, and inspiring hope for a brighter future.



“We have always found the YMCA support to our children to be reliable and receptive to their needs.

It is clear the children benefit from the additional level of support, and it is appreciated by the parents”

Feedback from school

[wellbeingmatters@ymcanorfolk.org](mailto:wellbeingmatters@ymcanorfolk.org)  
[www.ymcanorfolk.org](http://www.ymcanorfolk.org)



Here for young people  
Here for communities  
Here for you

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

FAMILY & YOUTH WORK

HEALTH & WELLBEING

HOUSING

TRAINING & EDUCATION

SUPPORT & ADVICE