

Analysis of Client Referral Information & Client Feedback 2021-2022

LIFE-FORCE Counselling Service monitors the level of service it is providing and service users through two systems:

A. The Appointment Register

B. Client Feedback Forms

Below is our report from 1st April 2021 to 31st March 2022 for each of these systems.

A. Analysis of Appointment Register

The Appointment Register gives a full picture of client referrals to the counselling service throughout the year and details the number of clients seen, their age, gender, and how they heard about LIFE-FORCE. These details are taken during the client referral process for all clients and then entered into the Appointment Register database.

1. Total Number of Clients

- 545 Clients
- An increase of 17% (+82 clients) from last year when the number of clients was low due to Covid restrictions and lockdown
- The number of clients is still lower than previous years which typically saw around 600 to 700 clients but is similar to 2016-2017 where we saw 560 clients

Whilst the number of clients has picked up since last year, the impact of covid can still be seen on client numbers and it must be remembered that in April to June 2021 England was following the roadmap to the easing of restrictions. We see a boost in client numbers as these restrictions were removed in June, then client numbers follow more seasonal trends with August and December being typically quiet months but with higher numbers in September & October and a particular high volume of clients in January 2022. As 2022 progresses it will be worth observing if client numbers are impacted by the cost of living crisis that is currently happening.

Allocations Month by Month April 2021-March 2022	
April	26
May	44
June	61
July	43
August	37
September	43
October	58
November	49
December	30
January	79
February	32
March	43

Allocations by volume per month	
January	79
June	61
October	58
November	49
May	44
July	43
September	43
March	43
August	37
February	32
December	30
April	26

2. Gender

In 2021-2022 the trend for the client base to be slightly more female centric than male has continued, with 60% of clients being female and 40% of clients being male.

2020-2021	Number of Clients	Percentage
Female	332	60.92
Male	212	38.90
Other	1	0.18
Total	545	100

History - Number of Clients and Gender

Year	Female		Male		Other		Total No. Clients
	No.	%	No.	%	No.	%	
2021-2022	332	60.92	212	38.90	1	0.18	545
2020-2021	275	59.52	187	40.48			462
2019-2020	425	61.33	268	38.67			693
2018-2019	341	56.46	263	43.54			604
2017-2018	241	37.66	399	62.34			640
2016-2017	258	46.07	302	53.93			560
2015-2016	196	41.70	274	58.30			470

3. Age Range

The data shows that this year the age range of clients coming for counselling follows a similar pattern to those we have seen in the past. Over 50% of clients are aged between 20 to 40 years old. With approximately 25% being younger than 20 years old, and the remaining 25% being older than 40 years of age.

2021-2022

Age	No. Clients	Percentage
<6	2	0.37%
6-16	100	18.3%
17-19	31	5.7%
20-29	157	28.8%
30-39	124	22.8%
40-49	74	13.6%
50-59	37	6.8%
60+	20	3.7%

2020-2021

Age	No. Clients	Percentage
<6	3	0.65%
6-16	72	15.62%
17-19	20	4.34%
20-29	155	33.62%
30-39	103	22.34%
40-49	45	9.76%
50-59	42	9.11%
60+	21	4.56%

2019-2020

Age	No. Clients	Percentage
*6 - 16	80	11.66%
17 – 19	32	4.66%
20 – 29	193	28.13%
30 – 39	175	25.51%
40 – 49 ~	114	16.62%
50 – 59	63	9.18%
60 or above	29	4.23%
Not known	7	

4. How did you hear about LIFE-FORCE?

Last year we did a marketing drive targeting local GP surgeries and as a result we have seen a substantial increase in the number of referrals from GPs. In addition, we have also seen an increase in the number of referrals from Educational based organisations, which we attribute to our presence on the Essex University Website. We have also seen a decrease in the number of referrals coming from workplaces. However, the main sources of clients continues to be word of mouth from family members or friends, followed by those that have been before and then clients who have found us through our website.

2021-2022

FF	Family Member / Friend Acquaintance	229	42.49%
BB	Been Before	104	19.29%
WS	Website	60	11.13%
IC	Independent Counsellor / Psychotherapist	36	6.68%
EO	Education Based Organisation	29	5.38%
GP	GP Surgery	25	4.64%
VO	Voluntary Organisation (e.g. Mind / Relate)	16	2.97%
NHS	Other Doctor / NHS	11	2.04%
WP	Walked Past	11	2.04%
EW	Employer / Work	10	1.86%
LP	Legal Profession (e.g. Solicitor)	5	0.93%
OT	Other	3	0.56%

2020-2021

FF	Family Member / Friend Acquaintance/Colleague	188	41.50%
BB	Been Before	87	19.21%
WS	Website/Internet	75	16.56%
VO	Voluntary Organisation (e.g. Mind / Relate)	23	5.08%
EW	Employer / Work	18	3.97%
IC	Independent Counsellor / Psychotherapist	16	3.53%
EO	Education Based Organisation	13	2.87%
GP	GP Surgery	9	1.99%
OT	Other	9	1.99%
NHS	Other Doctor / NHS	6	1.32%
WP	Walked Past	6	1.32%
SS	Social Services	2	0.44%
LP	Legal Profession (e.g. Solicitor)	1	0.22%

5. Reason for Attending

Anxiety/stress, relationship issues and depression continue to be the top three reasons for attending counselling, making up over 50% of reasons stated during the referral process.

The next key categories, making up 5% to 10% of referrals each, are general/everything/past issues, anger issues, bereavement/loss and trauma/abuse/bullied/rape. Then we see other reasons making up less than 5% each of referral cases such as addictions, crisis, self-esteem, OCD and health issues. A smaller number of clients attended counselling for issues such as adoption, eating disorders and domestic violence with each of these categories making up less than 1% of all referrals. This could be because specialist counselling services are sought for these areas. This overall pattern is typical of previous years.

Code	Reason for Attending	No.	Percentage
A/S	Anxiety / Stress/ Panic / PTSD	97	21.00%
I/R	Relationship / Family / Redundancy / Divorce	72	15.58%
DE	Depression / Post-Natal Depression	68	14.72%
GE	General / Everything / Past Issues	38	8.23%
AI	Anger Issues	28	6.06%
B/L	Bereavement / Loss / Separation / Death & Dying	27	5.84%
T/A	Trauma / Abuse/ Bullied / Rape	26	5.63%
MH	Diagnosed Mental Health Condition	20	4.33%
AUT	Autistic Spectrum Disorder	16	3.46%
C/L	Cognitive / Learning Disability	13	2.81%
A/A	Addictions / Alcohol & Drugs / Gambling	10	2.16%
CS	Crisis Situation/Suicidal	10	2.16%
SE	Self-Esteem / Low Confidence	8	1.73%
OCD	OCD	6	1.30%
HI	Health Issues	5	1.08%
CI	Childhood Issues	4	0.87%
SH	Self-Harm	3	0.65%
W/A	Work / Academic / Training Requirement	3	0.65%
ED	Eating Disorder	2	0.43%
SG	Sexuality / Gender	2	0.43%
OT	Other	2	0.43%
AD	Adoption	1	0.22%
DV	Domestic Violence	1	0.22%
L/W	Living / Welfare / Special Needs	0	0.00%

B. Analysis of Client Feedback Forms

The Client Feedback Form asks clients 6 questions which enable clients to rate their experience of counselling with LIFE-FORCE. This is given to clients as hard copy towards the end of their counselling sessions. They can also complete an online feedback form.

5% of clients (28 clients out of 545 clients) who attended counselling during 1st April 2021 – 31st March 2022 provided feedback.

This is a further drop of 2% on last year which saw 7% of clients provide feedback, and a considerable drop from previous years which typically saw around 25% of clients respond. Last year we thought the introduction of an online form was partly responsible for drop in response rate, however even though paper copies of the Client Feedback form were reintroduced, this does not seem to have helped increase the response rate.

Question 1 - In addition to your recent counselling sessions at LIFE-FORCE, have you had counselling before?

The majority of clients 92.8% had not visited LIFE-FORCE previously and were therefore new clients to the Service. Just over half of our clients 57.1% had previously been for therapy elsewhere and it is encouraging that people choose to seek counselling out again and felt drawn to explore counselling at our Centre. It is also positive to see 35.7% being new to counselling. This breakdown is similar to those of previous years.

In addition to your recent counselling sessions at LIFE-FORCE, have you had counselling before?		
Answer	Submissions	Percent
Yes, at LIFE-FORCE	2	7.1%
Yes, elsewhere	16	57.1%
No	10	35.7%

Question 2 - Was the Client Information Leaflet, that was provided on the first session, helpful?

The Client Information Leaflet is given to clients on their first visit and gives clients information about what to expect from counselling including the process and professional standards. We can see that most of our clients do tend to read the Client Information Leaflet and find it to be helpful.

Was the Client Information Leaflet, that was provided on the first session, helpful?		
Answer	Submissions	Percent
Yes	24	85.7%
No	1	3.6%
Haven't read it	3	10.7%

Question 3 - Was the website helpful?

The LIFE-FORCE website is constantly monitored and evolving to meet the needs of our clients and it seems to be doing this job very well. It is important to note that 32% of clients have not visited the website indicating that the paper versions of the Client Information Leaflet and Client Evaluation Forms are still needed at this current time.

Was the website helpful?		
Answer	Submissions	Percent
Yes	16	57.1%
No	3	10.7%
Not visited	9	32.1%
Client Comments		
Good		
It was very easy to find everything		

Question 4 - Please indicate your ethnic origin

The data shows that in terms of clients we are continuing to see historic patterns continue with White British & Other White Background making up 95% of clients, which matches the ethnicity of Colchester as an area. We do have quite a number of foreign students using the service but it seems that this client group do not complete the client feedback form.

Please indicate your ethnic origin		
Answer	Submissions	Percent
White British	24	85.7%
White Irish		0.0%
Other White Background	3	10.7%
White & Black Caribbean		0.0%
White & Black African		0.0%
White & Asian		0.0%
Other Mixed Background		0.0%
Asian Indian		0.0%
Asian Pakistani		0.0%
Asian Bangladeshi		0.0%
Other Asian Background		0.0%
Black Caribbean		0.0%
Black African		0.0%
Other Black Background		0.0%
Chinese		0.0%
Other Ethnic Group	1	3.6%
Unknown		0.0%

Question 5 - Please indicate your religion

Last year we saw a drop in the number of people identifying as Christian and an increase in those identifying as either Agnostic or Atheist. This year that trend has continued with more people now identifying as Agnostic or Atheist than identified as Christian. This follows a trend that we have seen in the UK according to the 2021 Census. This found that the proportion of people who said they were Christian in 2021 was 46.2%, down from 59.3% in the last census in 2011. In contrast the number who said they had no religion increased to 37.2% of the population, up from a 25% in the previous census.

Please indicate your religion		
Answer	Submissions	Percent
Agnostic	5	17.9%
Atheist	7	25.0%
Buddhist	1	3.6%
Christian/C of E/R. Catholic	8	28.6%
Hindu		0.0%
Jewish		0.0%
Muslim		0.0%
Spiritualist	1	3.6%
Other	6	21.4%
More Details for Other		Submissions
Not religious		1
Humanist		1
None		1

Question 6 - Please indicate any special needs or physical learning disabilities

LIFE-FORCE Centre has a dedicated therapy room which is mainly used for clients with disabilities/requiring wheelchair access, along with a disabled friendly toilet and disabled access.

Please indicate any special needs or physical learning disabilities		
Answer	Submissions	Percent
Epileptic		0.0%
Physical Injury		0.0%
Walking Stick	1	3.6%
Learning Disability		0.0%
Blue Badge Holder	1	3.6%
Other		0.0%
None	27	96.4%

Question 7 - How did you find the general approach of the LIFE-FORCE office staff e.g. were they helpful and sensitive etc? How do you rate their overall professional approach?

93% rated LIFE-FORCE staff as excellent/good

LIFE-FORCE is pleased to hear that our referral staff continue to provide a professional and caring service.

How did you find the general approach of the LIFE-FORCE office staff e.g. were they helpful and sensitive etc? How do you rate their overall professional approach?

Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average	2	7.1%
4 - Good	8	28.6%
5 - Excellent	18	64.3%

Client Comments

The staff were conscientious and professional. They helped me fill in the form over the phone with no problems.

Mum spoke to one lady, she was very helpful.

The lady at the office got straight back to me and was very helpful in arranging a convenient time.

Professional, Friendly

Question 8 - After contacting LIFE-FORCE, how long did you wait for your first appointment? How do you rate this level of service?

93% of clients felt the level of service they received from LIFE-FORCE was excellent/good regarding how long they waited for an appointment.

“I couldn’t believe how quick the process of getting my first appointment was.”

The Service always aims to contact clients within 24 hours of initial contact and tries to arrange an appointment within a week whenever possible.

After contacting LIFE-FORCE, how long did you wait for your first appointment? How do you rate this level of service?

Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average	2	7.1%
4 - Good	6	21.4%
5 - Excellent	20	71.4%

Client Comments

I couldn't believe how quick the process of getting my first appointment was! I have been referred for counselling through GP before, with the wait being up to 12 weeks and so the couple of days I waited for my phone call from Life-Force was such a relief.

I waited one week which I thought was fast.

I don't remember exactly but I think it was only a couple weeks that I had to wait

Less than a week

2 weeks

Approx 1 week - was offered earlier

The next week

Waited around a week

5 days

I waited for less than two days, it was really fast

Not very long at all.

Days

Question 9 - How did you find the general approach of your counsellor e.g. warm, open, skilled? How do you rate their professional ability?

100% of clients rated the professional ability of their counsellor as excellent/good.

“I couldn’t have wished for a better counsellor than XXXX- she made me feel so at ease and safe in my sessions at Life-Force”

The Service always appreciates positive comments from clients regarding the quality of the therapeutic work provided by our Counselling Team.

How did you find the general approach of your counsellor e.g. warm, open, skilled? How do you rate their professional ability?

Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average		0.0%
4 - Good	4	14.3%
5 - Excellent	24	85.7%

Client Comments

I couldn’t have wished for a better counsellor than XXXX- she made me feel so at ease and safe in my sessions at Life-Force. I never felt like I was being judged and at times it felt as though I was talking to a friend, which made the whole process a lot easier. XXXX used analogies to help me visualise my feelings in ways that gave me a better understanding, I found this very helpful.

XXXX was brilliant with me. He was patient, understanding, caring, and genuinely interested in helping me. I honestly can’t fault him at all. We said goodbye today after months of sessions and it sad to realise that our time had come to an end. I know whoever XXXX helps next will be in the best hands.

XXXX is absolutely wonderful. She instantly put me at ease and each session had been incredibly helpful.

Really warm and listened to me, offered a safe and welcoming environment

Very warm

Good, no problems

Really helpful approach

It was really great and felt safe and open minded
Very understanding
Amazing, love her.

Question 10 - Upon reflection, please rate to what extent you found the counselling to be beneficial, or not. Please comment accordingly.

93% found counselling to be beneficial, with 7% finding it only of average benefit.

“I found the counselling extremely beneficial. I could get everything out of my head that was bothering me without judgement and be fully listened to.”

Upon reflection, please rate to what extent you found the counselling to be beneficial, or not. Please comment accordingly.

Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average	2	7.1%
4 - Good	5	17.9%
5 - Excellent	21	75.0%

Client Comments
I found the counselling extremely beneficial. I could get everything out of my head that was bothering me without judgement and be fully listened to.
After previously having CBT which wasn't as helpful as I'd hoped. Counselling was a lot better for me and today was when I realised how good it was. I left my final session with a smile on my face with a sense of achievement. Overall I am very happy with my decision to have counselling and to have this experience.
Extremely beneficial.
Very beneficial
Found it very helpful

Have learnt a lot about myself. Has helped me and my family deal with recent loss/grief
Yes it's been helpful
Really helped to get in touch with myself
It has made me feel more sure of myself and the steps I need to take. I've been given many coping strategies.
It was really beneficial to me, it helped me a lot
Feeling a lot more positive and some great tips and help for the future.
So beneficial - couldn't be without.

Question 11 - How good did you find the Centre’s facilities, atmosphere, therapy rooms and the environment?

78.9% found the Centre’s facilities and atmosphere to be excellent/good. This remaining 21.4% found the Centre to be average.

“The facilities were good, clean, tidy etc. The room where I had my sessions were open and welcoming”.

The Centre is continually updating, decorating and maintaining the building which is usually carried out when the premises are closed during bank holidays, for a brief period in August and Christmas week.

How good did you find the Centre’s facilities, atmosphere, therapy rooms and the environment?		
Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average	6	21.4%
4 - Good	7	25.0%
5 - Excellent	15	53.6%
Client Comments		

I love the privacy I had in my room and also how I didn't have to wait in a room with other people before my sessions, which I had to do at my previous centre for counselling.

The facilities were good, clean, tidy etc. The room where I had my sessions were open and welcoming.

Good

Nice and quiet and warm but some areas felt a bit clinical rather than homely.

Question 12 - Would you consider recommending the Counselling Service to others? Rate how good overall you found the Service to be.

96.4% found the overall service provided by LIFE-FORCE counselling to be good/excellent, with only one person rating it as average.

"100% would recommend".

As 42% of clients come to LIFE-FORCE via word of mouth from friends & family it is important that such a high percentage of clients would recommend the Service.

Would you consider recommending the Counselling Service to others? Rate how good overall you found the Service to be.

Answer	Submissions	Percent
1 - Poor		0.0%
2 - Fair		0.0%
3 - Average	1	3.6%
4 - Good	4	14.3%
5 - Excellent	23	82.1%

Client Comments

I would definitely recommend the Counselling Service and have done so.

100% would recommend others to Life Force. As I've mentioned before, it was a great experience and I was very well looked after

Yes, I would recommend

Yes, I would
Yes
Definitely
100% would recommend
Very good. I would recommend to a friend in need of help.
Excellent
100%

Client Feedback Conclusion

The Client Feedback Questionnaire enables us to see that LIFE-FORCE continues to provide an excellent service from initial contact with our warm and professional staff during the client referral process, to timely provision of a first appointment and then supportive and beneficial counselling provided by our team counsellors.

Action Points

1. **Create a 'Referral Source Details' form**
Office to collect contact details of new referral people/organisations as new client referrals come in.
2. **Historic Collection of Referrals Information**
Office to use Referral Source Details form to go back over old referral forms and collect the information of where referrals have come from. This will enable us to be able to write to the GP or Educational institution and send them more leaflets and flyers and find new marketing opportunities.
3. **Review of Client Appointment Register & Client Feedback Questions**
It is important that we review the information we take from clients, and the feedback questions we ask to ensure that the information is still necessary and beneficial for analysis.
4. **Promoting the return of Client Feedback Forms.**
Receiving feedback from clients is very important to us as an organisation. This will help us ensure we keep on providing the professional counselling service expected from LIFE-FORCE. We will continue to remind counsellors to ask clients to complete the form either in paper copy or online.