

We are

10!



TRANSFORMING
CHOICE



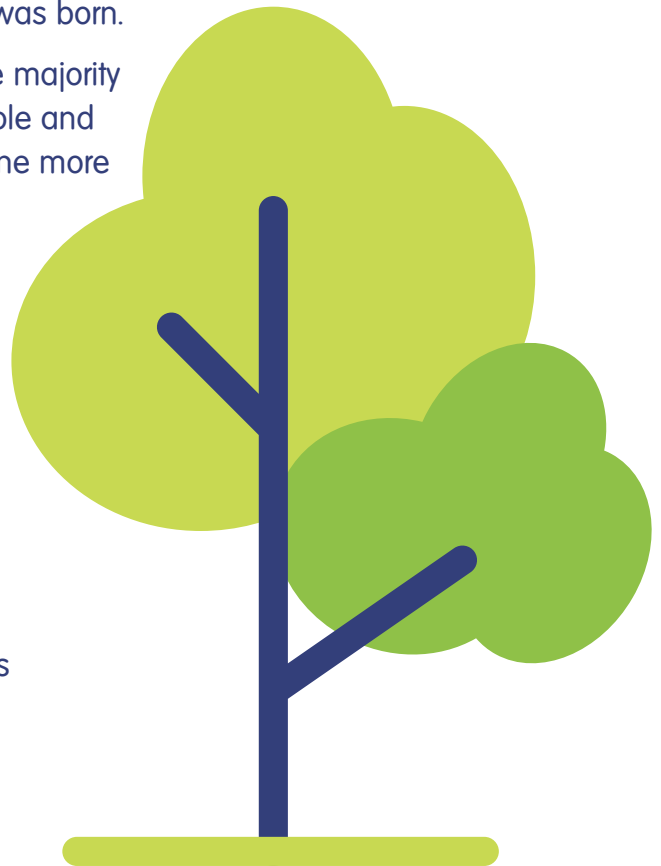
Welcome...

In 2012, we embarked on a journey to provide people who were dependent on alcohol and other substances, with a safe space in which they could overcome their addictions, understand and better manage their emotions and rebuild their lives.

After trialling ideas on residential trips to Wales, In July 2013, we welcomed our first group of 14 people to our 12 week programme. Carol and Donna, alongside a team of nine staff and volunteers worked around the clock to deliver a safe, tapered alcohol withdrawal detox, and Transforming Choice was born.

In 10 years, we've worked with over 350 people - the majority of who would have been described as having 'multiple and complex needs' or 'hard to reach'. Many were only one more drink away from losing their lives.

The past 10 years have been filled with highs and lows - celebrations of life, achievements, love and learning, coupled with intensely difficult times and loss of life, including that of one of our exceptional founders, John Mayhew. John's belief in people, and specifically in the ability of residents at Transforming Choice raised the bar, and the quality of the classes that form our programme. His legacy lives on in the Transforming Choice team and their unwavering commitment to and belief in, every person who walks through the doors of Transforming Choice.



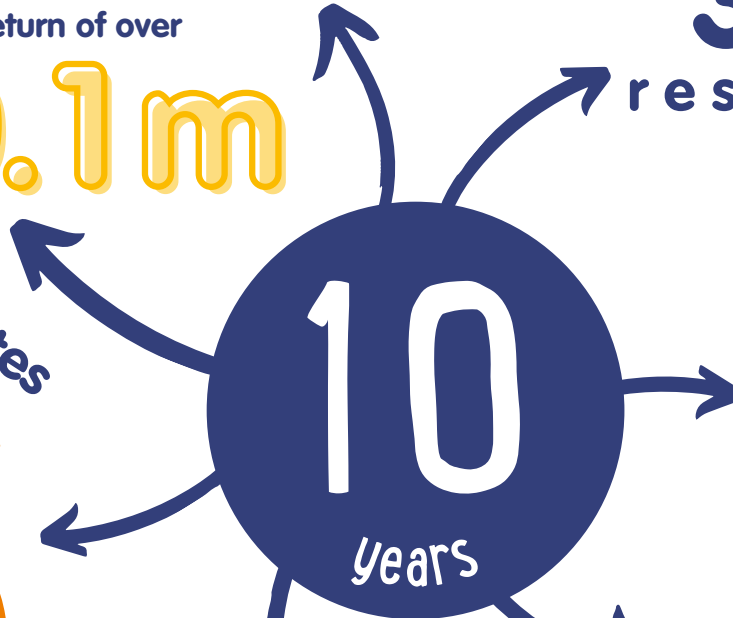
IMPACT



*Est social return of over

£10.1m

398 residents



330 graduates



38 graduations

17 graduates recruited into paid employment at Transforming Choice

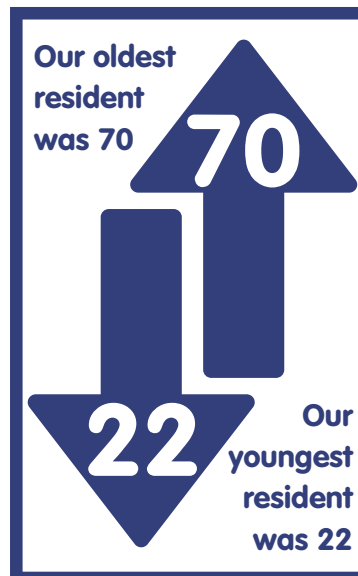
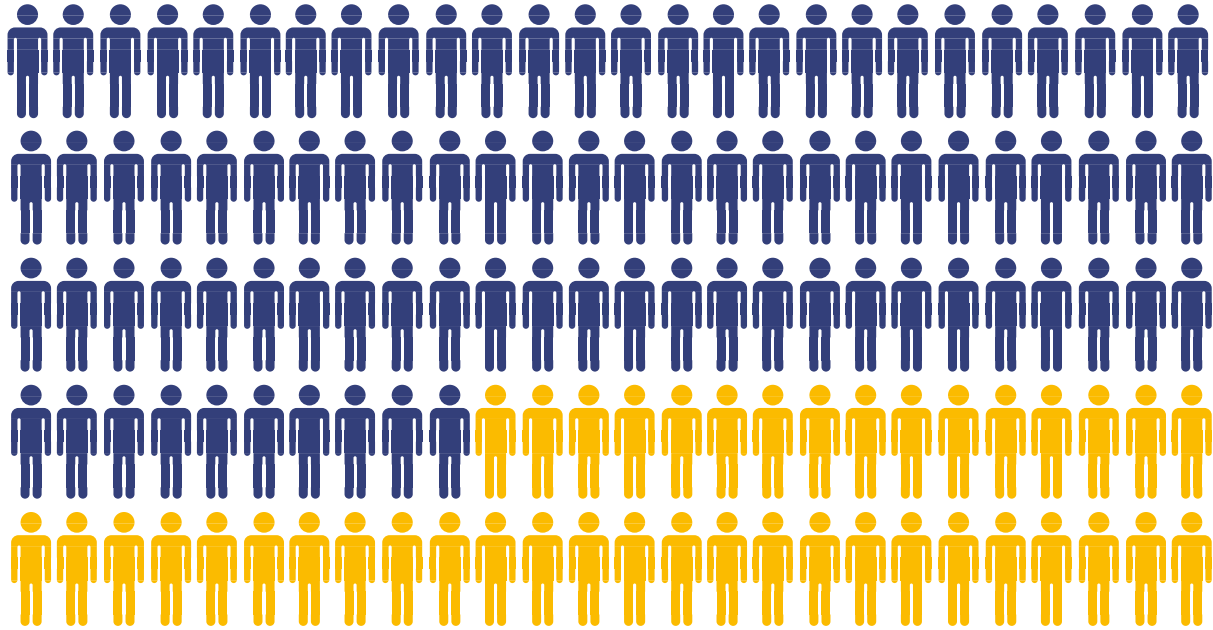
11,520 key work sessions delivered

3,840 classes & groups delivered

*based on Public Health England 2017 calculation of £3 social return for every £1 invested in alcohol services

RESIDENTS

64% male



36% female



of residents complete the
12 week programme

WHY DOES IT WORK?

"..it's safe, honest and true. You are allowed the freedom to explore your emotions without judgement.."

"..I feel like I am a worthy human being with things to offer and this is valued here.."

"..people here really care about what happens to you.."

"..I am responsible for me, for my decisions - when they're good decisions I benefit, when they're bad i become a victim of myself.."

"..STAFF HERE ALWAYS SEE THE GOOD IN ME, AND ENCOURAGE ME TO SEE THE GOOD IN MYSELF.."

"..i really struggled to be in my own company before i came in. Its easier now, I can sit with my emotions without needing the vodka .."

"..I WONDERED WHAT COULD POSSIBLY TAKE 12 WEEKS, I ONLY NEEDED TO LEARN HOW TO PUT THE DRINK DOWN... HOW WRONG WAS I. I'VE LEARNED TO BETTER MANAGE MY EMOTIONS AND CAN SEE A HAPPY FUTURE.."

".. I felt safe from the moment I arrived.."

THE PERSON CENTRED APPROACH

The Person-Centred Approach was developed by Carl Rogers in 1959. Rogers believed that all humans had the capacity to self-heal if provided by with the right environment and conditions;

EMPATHY



Our team of staff have lived experience of addiction, and use their own experiences to walk alongside our clients on their journey.

CONGRUENCE



We operate in an authentic environment, we encourage all staff and clients to be their authentic self.

UNCONDITIONAL POSITIVE REGARD



Our team are non-judgmental, valuing and accepting of everybody who comes through the door of Transforming Choice

The team at Transforming Choice have used their own experience to design and deliver a programme that provides an opportunity for clients to understand why and how their past experiences have impacted the way they feel about themselves, and make steps towards positive change.

Residents are encouraged to be their authentic selves and to be honest about the way they are feeling. We provide a safe environment in which they can do this without judgement or fear, and really begin to address the underlying cause of their addictions.



Officially
registered
Transforming
Choice CIC with
Companies House

2012



After a long battle with protestors and planning objections, Transforming Choice launched in the old Solna Hotel on Sefton Park

Our first cohort were referred by Liverpool City Council, and admitted to Transforming Choice in July 2013. Nine of the group completed the programme

2013

Recruited our first graduate into paid employment at Transforming Choice!

2015

a grant from the Tudor Trust enabled us to start up, this was followed by grants from Lankelly Chase, The Steve Morgan Foundation and Liverpool City Council

the **Tudortrust** **Lankelly Chase**

Steve Morgan
8 FOUNDATION



Liverpool
City Council

2014



with support from Liverpool City Council, we moved from The Solna Hotel into 30 Aigburth Drive

OUR STORY SO FAR

The Henry Smith Charity

founded in 1628

Recruited three further graduates into employment with funding from The Henry Smith Charity!



In September 2021, we secured funding from the National Lottery Community Fund to launch iChoose, a holistic programme of wellbeing focused activities for people overcoming addictions from across the city. This new platform is designed to strengthen resilience, build friendships, and develop peer support

2017

2018

Transforming Choice's alcohol detox and rehabilitation programme is commissioned for the first time by Liverpool City Council.

residents move into our very first 'home for life', providing 5 people with a home - 2 of them for the first time in their lives.



Garfield Weston
FOUNDATION

2021

Grant funding received from the Garfield Weston Foundation supports growth of Transforming Choice

"We rated caring and responsive as outstanding due to the excellent person-centred care, full client involvement and staff going the extra mile to support client's holistic needs during and after the programme"

2022

Achieved 'outstanding' CQC rating

REFLECTIONS..

"human nature, I believe, is to rescue, fill the voids with what we believe, or to avoid our own awkwardness and sense of inadequacy. Yet the most empowering aspect of what we do here is learning to sit, stand still or walk alongside our residents"- Danielle

"We all need to learn where we end and where others begin. We've designed an environment, while clients perfectly and personally, designed their own pathway" - Ellen

"when we stop getting in the way of people, they begin to find their own solutions" - Mick

"..if we taught this in schools to young kids, taught them that its ok to be sad, or afraid and to really understand these emotions, let them cry, encourage them to cry in fact, then we'd have less of them popping up in rehab in adulthood" - Tina

"you can only accompany others as far as you've travelled yourself - to have a team of people who've been on the same journey as our residents is an essential component of Transforming Choice"

"'Each one teach one' is something that comes to mind within Transforming Choice as it's always recognised everyone has something to offer and through working as a partnership, staff and residents work together to achieve the best outcomes" - Suroya

"we just create more barriers for people when we refuse to acknowledge what it is that they want. Some people leave rehab, and we have to respect their decision and acknowledge that just because we want it for them, it doesn't give us right to dictate their lives" - Jay

WHY DO WE EXIST?

Weaved into the celebrations of our achievements is the time we've also taken to remember the 48 residents who didn't make it, and prematurely lost their lives to alcohol after they left Transforming Choice. This is reflective of 12% of all of our residents, and provides an important reminder of why we exist.

2020 saw an increase of almost 20% in alcohol related deaths in England. The biggest increase since records began in 2001. The pandemic, lockdown and furlough removed daily structure, and blurred the boundaries of 'acceptable' drinking for many people, who in some cases found themselves unable to stop. Demand specifically for residential rehabilitation has increased in this period, due to higher completion, or 'success' rates.

The costs to society of alcohol dependency are high, in 2017 alone:

£21.5bn

annual cost of Alcohol Related Harm in England

£10.7bn

cost of lost productivity, crime, policing and the NHS

1,100,000

alcohol related hospital admissions each year

10.4m

adults drink at levels that increase their risk of health harm

54

average age of alcohol related death in England

73%

of domestic abuse perpetrators had consumed alcohol prior to the event

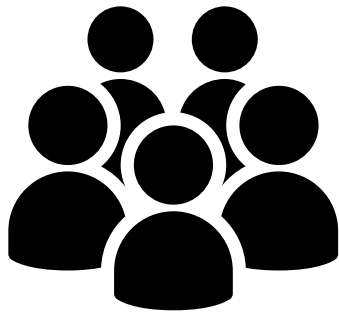
Despite increasing budgets and expenditure at a local and national level, both the human and the financial costs of alcohol dependency are increasing year on year. Over the next 10 years, we will continue to improve our programmes, nurture new ideas and disrupt the status quo to offer people meaningful opportunities to overcome addictions and lead happier and healthier lives.

2030 PLANS

By 2030, we're aiming to have developed each area of our delivery into a comprehensive offer that provides something for everybody, no matter what their circumstances are, or what stage of the journey they are at.

Quality homes

We want to develop our housing offer in partnership with registered providers, creating a network of accommodation that genuinely provides people with the environment they need to thrive.

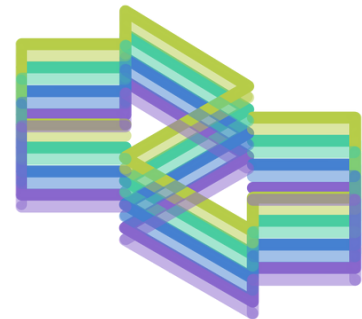


Accessible alcohol withdrawal and rehabilitation programmes

Safe alcohol withdrawal and rehabilitation programmes should be readily available to all people who want to stop using alcohol. We will continue to improve and develop our offer at Aigburth Drive and work to launch 1-2 additional programmes within the Liverpool City Region in the coming years.

iChoose

The iChoose programme provides a range of holistic activities for people who are overcoming addictions, offering opportunities to learn new skills, try new hobbies, develop friendships and most importantly feel a sense of belonging and connectedness. We want to scale up the iChoose programme to promote health, happiness and stability in life after addiction, across the Liverpool City Region.



JOHN MAYHEW



'Sir' John Mayhew
1946 - 2017

Carol first met John Mayhew while he was delivering training and she was running a homeless drop in centre in Liverpool City Centre. Recognising John's incredible skills, Carol did everything she could to keep him involved with the work she was doing in homelessness. She believed that those accessing the centre both needed and deserved the very best, and John was exactly that.

Carol and John, alongside Donna, had an idea to open a place where people who had become alcohol dependent could explore their lives and receive the support they needed to make real, long lasting change.

Facing planning objections and protests, the small team defied all odds and opened Transforming Choice in 2012.

Alongside the team, John devised a programme that at the time, many believed was 'too difficult' for residents of Transforming Choice. However, this programme has gone on to empower hundreds of people to regain control over their own lives.

John's role and experience as a psychologist complemented the skills of Carol and Donna and provided Transforming Choice with the gravitas needed to be taken seriously. His commitment and dedication to people was pivotal to opening the doors of Transforming Choice, and his legacy lives on in the success of our residents.



www.transformingchoice.co.uk

0151 727 5153

Registered charity number: 1193231