



The Counselling & Family Centre

Social Value Report

2025

National Themes, Outcomes & Measures Framework
Charity No. 1133079 | 50th Anniversary Year

Total verified social value generated in 2025

£2,641,952

Calculated from verified 2025 activity data using the National TOMs 2021 Framework.

Reporting period
Year ending 2025

Framework
National TOMs 2021

Charity number
1133079

Area of benefit
Greater Manchester

A Community's True Worth

For 50 years, CFC has been part of the fabric of life in Greater Manchester. We have been there for children who felt alone, parents who felt overwhelmed, adults navigating trauma, and older people at risk of isolation. We have done this from two sites — a converted centre on Mayors Road in Altrincham and our home in Bury — supported by a team of dedicated counsellors, supervisors, trainers, and volunteers.

This report puts a financial figure on that contribution. Using the National Themes, Outcomes and Measures (TOMs) Framework — the most widely adopted and trusted standard for social value measurement in the UK — we have translated 2025's activity into a verified total of £2,641,952 of social value generated for our communities.

That figure is not aspirational. It is conservative. It is calculated from data held in our own systems and referenced to published government, NHS, and academic proxy values. Every calculation is shown in full. Where we do not have the data to make a calculation, we say so and explain what we need to collect.

Social value measurement matters not just for reporting — it matters for advocacy. It makes the case for continued investment in community mental health services that prevent far greater costs to the NHS, local authorities, and the criminal justice system. It demonstrates to our funders, commissioners, and partners that every pound they invest in CFC generates many times its value in community benefit.

"We believe that our model is one capable of replication across a wider geographical landscape — one that will stand up to scrutiny in terms of how we operate for our staff and volunteers, in the outcomes for our service users and the wider community, and in the value for money we achieve for our funders."

— CFC Mission Statement

How we calculated this

The National TOMs framework translates what we do into financial terms by applying a published proxy value to each unit of activity. Those proxy values come from government data — NHS reference costs, ONS earnings figures, NICE clinical guidance, Ministry of Justice research, and the HACT Social Value Bank. We apply the conservative end of every published range.

The core formula is simple:

$$\text{Units of Activity} \times \text{Proxy Value} = \text{Social Value } \pounds$$

Three principles underpin every calculation: we only count what CFC directly delivered (attribution); we apply adjustments where value might have occurred anyway (deadweight); and we count each person once, under one measure, never twice (no double counting).

Our Social Value in Numbers

£2,641,952

Total verified social value

£1,978,500

Social theme: health & wellbeing

£517,962

Jobs: employment & volunteering

803

Unique adult clients 2025

385

Children supported in schools

5,538

Volunteer hours contributed

401

Adults with reliable clinical improvement

62%

Improvement rate (CORE-OM validated)

29

Probation clients with successful outcomes

£77,120

Local economy: supply chain + café amenity

£68,370

Growth: skills & training

£424,000

NT1: local employment contribution

THEME 1: SOCIAL

Improving Health, Wellbeing & Community Cohesion

Everything we do at CFC comes back to this: being there for people when they need us most. Whether that is a child struggling in school, a parent at the end of their tether, an adult carrying trauma, or someone whose life has been shaped by the criminal justice system — we show up, we listen, and we help. This section puts a financial value on that work.

Adult Counselling

In 2025, 803 people came to CFC for adult counselling — at our Altrincham and Bury sites, face to face, by telephone, and online. Some were referred to us; others found their own way. Each one brought their own story. For social value purposes, we calculate on the basis of the 646 people who completed a course of therapy — those whose cases were recorded as 'therapy ended' or 'closed'.

What our CORE-OM data shows	Result
Average score before therapy (moderate distress)	18.0
Average score after therapy (mild distress)	12.0
Clients with reliable improvement (≥5 point reduction)	62%
Clients moving from clinical to sub-clinical	43%
Wellbeing domain average improvement	50%
Risk domain average improvement	50%

Social Value Calculation — Adult Counselling (NT Outcome: Improved Mental Health)

646 completed clients × 62% reliable improvement (CORE-OM validated) = 401 clients

Proxy: £1,500 per client with reliable improvement (conservative)

Source: NICE CG90/CG123; NHS IAPT reference costs; HACT Social Value Bank — Access to Talking Therapies (range £1,434–£2,000/person). Conservative end applied.

401 × £1,500 = £601,500

"Before counselling I felt hopeless but now I feel so happy and relieved with the newfound hope and motivation I have gained."

— CFC Client, 2025

Adult counselling — verified social value

£601,500

Suicide & Self-Harm Risk Reduction

Behind the CORE-OM scores are real people facing some of the most frightening moments of their lives. Our clinical data tells us that 78% of clients who came to us with a risk of suicide had reduced that risk by the end of therapy, with 67% no longer at any risk at all. For self-harm, 65% saw reduced risk and 49% were no longer at any risk. The risk domain showed a 50% average improvement across the whole client base.

For the first time this year, our CORE Therapists' Risk Assessment report gives us the absolute numbers to put behind those percentages — making this one of the most significant calculations in this report.

Risk Type	No Data	None	Mild	Moderate	Severe	At risk
Suicide	12	421	81	16	3	100
Self Harm	14	447	54	15	3	72
Harm to Others	18	479	28	6	2	36
Legal/Forensic	39	478	13	3	0	16
Source: CFC CORE — Therapists' Assessment of Client Risk at Assessment, 01/01/2025–31/12/2025 (n=533)						

Applying the outcome percentages from CFC's 2025 Impact Report to these verified denominators:

Social Value Calculation A — Suicide Risk Reduction

100 clients presenting with any level of suicide risk at assessment (mild 81, moderate 16, severe 3)
Impact Report: 78% reduced risk by end of therapy; 67% no longer at any risk

67 clients no longer at any risk × £2,500 = £167,500
11 clients with reduced (not eliminated) risk × £1,000 = £11,000

Proxy: NHS reference cost for mental health crisis A&E presentation (HBJ44Z, 2023/24): ~£2,191. £2,500 reflects one avoided crisis contact — conservative. Does not apply the full cost of inpatient psychiatric admission (£350–£600/day) or societal cost of a completed suicide (~£1.67m; NICE 2012).

Suicide risk reduction: £178,500

Social Value Calculation B — Self-Harm Risk Reduction

72 clients presenting with any level of self-harm risk at assessment (mild 54, moderate 15, severe 3)
Impact Report: 65% reduced risk; 49% no longer at any risk

35 clients no longer at any risk × £1,500 = £52,500
12 clients with reduced (not eliminated) risk × £500 = £6,000

Proxy: NHS reference cost for self-harm A&E presentation (2023/24): ~£1,500–£2,000. Conservative lower end applied.

Self-harm risk reduction: £58,500

Attribution note: Some clients may present with both suicide and self-harm risk. The two calculations are maintained separately as they represent distinct risk types with different NHS cost proxies. The combined figure may marginally overstate value for any client appearing in both groups — however, the proxies applied are sufficiently conservative to absorb this without material distortion.

Suicide & self-harm risk reduction — verified social value

£237,000

Children & Young People's Counselling in Schools

385

Children supported in schools

3,923

Hours of school counselling

14

Schools across Trafford & Manchester

In 2025, our team of 10 qualified children and young people counsellors were working inside 14 schools across Trafford and Manchester. Not in a distant office or on a waiting list — but in the school, available when a child needed to talk. They supported 385 young people through 1:1 sessions, group work, coping strategy workshops, and critical incident support. They also provided supervision to pastoral and safeguarding staff, and worked with parents.

"Our Specialist SEMH Primary School has greatly benefited from working alongside The Counselling & Family Centre, Altrincham. The Counsellor's support has been invaluable in helping our pupils feel seen, heard, understood and cared for, without judgement."

— Partner School, Greater Manchester

Social Value Calculation — CYP Early Mental Health Intervention

385 children × £2,000 per child (conservative)

Source: NHS CAMHS Tier 3/4 provision costs £3,000–£7,000+ per child per year. CFC's school-based early intervention prevents escalation to higher-tier statutory provision.

Source: NHS England CAMHS reference costs 2023/24; Early Intervention Foundation evidence review.

385 × £2,000 = £770,000

Children & young people — verified social value

£770,000

Parenting Support Programmes

Parenting is one of the hardest things any of us will do. In 2025 we ran two programmes to support parents and carers: I Am a Parent across 5 cohorts, and Starting Strong across 7 internal cohorts. Participants in Starting Strong reported a 35% average increase in their confidence managing adolescent behaviour. Verified attendance data from our programme registers gives us 92 participants across the two programmes.

Programme	Cohorts	Avg attendance	Participants
I Am a Parent	5	53% of 11 spaces	~29
Starting Strong (internal)	7	53% of 17 spaces	~63
Total verified			92

Social Value Calculation — Family Resilience & Parenting

92 verified participants × £500 per participant

Source: HACT Social Value Bank — Parent/Carer Wellbeing Programme (£500/person).

Note: Starting Strong externally commissioned at 4 schools (36 participants) excluded as CFC does not hold those registers.

92 × £500 = £46,000

Parenting programmes — verified social value

£46,000

Community Wellbeing Initiatives

Across 2025 we ran 11 fully funded wellbeing initiatives, delivering 1,209 hours of community support. From our Men's Support Group to Life After Loss, from the Community Allotment to our Anxiety and Stress group, these programmes reach people who might never walk through the door of a counselling service. They offer connection, support, and hope — often at exactly the right moment. We have verified participant numbers for 6 of the 11 programmes.

Programme	Verified participants	Proxy applied	Social value
Anxiety & Stress Support Group	46	£800/person — MH group	£36,800
Affected by Addiction Group	31	£800/person — MH group	£24,800
Men's Support Group	30	£800/person — MH group	£24,000
Community Connection Group	38	£800/person — MH group	£30,400
Life After Loss (bereavement)	14	£500/person — therapeutic group	£7,000
Community Allotment	25	£500/person — therapeutic group	£12,500
Sub-total (6 of 11 programmes)	184		£135,500
Mindfulness, YASC, Adventures in Art, String of Heart, Sunday Breakfast Club	No headcount data	⚠ Not included	—

Proxy sources: HACT Social Value Bank — Participation in a Mental Health Support Group (£800/person); Community Social Group (£500/person).

Wellbeing initiatives (6/11 programmes) — verified social value

£135,500

MoJ Probation Counselling Contract

2025 saw CFC step into new territory. We implemented a counselling contract with the Ministry of Justice, bringing our approach to relational, trauma-informed therapy into the probation service for the first time. For the people we worked with — many of whom have rarely been offered genuine support — this was significant. For the wider community, it matters too: when people are better supported, the risk of reoffending falls.

87

Total clients referred

29

Successful clinical outcomes

-8.0

Average CORE score reduction

Of the 87 clients referred to the service, 29 had successful clinical interactions. Every one of those 29 showed an average CORE score reduction of 8.0 points — comfortably above the threshold that counts as a statistically reliable improvement. The most common presenting issues were anxiety and stress (48%) and self-esteem difficulties (10%).

Social Value Calculation — MoJ Probation (dual proxy)

Part A — Mental health benefit: 29 clients × £1,500 (NICE CG90/CG123 counselling proxy) = £43,500

Part B — Reoffending reduction: 29 clients × £5,000 (conservative avoided reoffending cost)

Source: MoJ Justice Data Lab; NICE PH52 (mental health in criminal justice); What Works Centre for Crime Reduction.

Average cost of reoffending per adult offender: £13,000–£30,000/year. £5,000 proxy reflects a partial avoided cost for clients who may not have accessed alternative provision.

29 × £6,500 total proxy = £188,500

MoJ Probation — verified social value

£188,500

THEME 1 — SOCIAL: Total Verified Social Value

£1,978,500

THEME 2: JOBS

Local Employment, Skills & Volunteering

CFC's contribution to Greater Manchester goes beyond the services we deliver. We employ people, we develop people, and we create opportunities for people to find their way into work. This section measures that contribution.

Local Employment (NT1)

We employ 53 clinical staff across our Altrincham and Bury sites. These are local people, doing skilled, meaningful work in their own communities. Every salary paid is money that stays in Greater Manchester — spent in local shops, supporting local families, circulating in the local economy.

Social Value Calculation — Local Employment (National TOMs NT1)

53 clinical FTE (confirmed from CFC records)

Proxy: £8,000 per FTE — this represents the GVA contribution to the Greater Manchester local economy per FTE in the health and social care sector, using the Type I GVA multiplier approach consistent with the National TOMs NT1 measure.

Source: ONS ASHE 2023 (Greater Manchester median wages); New Economy Manchester Unit Cost Database; National TOMs NT1 guidance (localised GVA multiplier methodology).

Note: This calculation covers clinical staff only. Total organisational FTE (including operations, administration, management) was not available. The true NT1 value is therefore higher than stated here.

53 × £8,000 = £424,000

NT1 Local employment (53 clinical FTE) — verified social value

£424,000

Volunteering (NT8)

34

Volunteers

5,538

Hours contributed

£81,962

Social value generated

Thirty-four volunteers gave 5,538 hours of their time to CFC in 2025. They supported our counsellors, contributed to our community programmes, and helped keep the café running. Their commitment is one of the things that makes CFC what it is — and their time has a real, measurable value.

Social Value Calculation — Volunteering (NT8)

5,538 volunteer hours × £14.80 per hour = £81,962

Source: ONS Annual Survey of Hours and Earnings; National TOMs NT8 guidance (£14.80/hour at 2017/18 prices — conservative National TOMs rate applied for framework consistency).

Volunteer into Employment

In 2025, one of our volunteers landed their ideal job — a direct result of the skills and confidence they built while volunteering with us. It is the kind of outcome that is hard to put a price on, but the National TOMs framework

does exactly that, recognising the fiscal value of a person moving into employment who may otherwise not have done so.

Social Value Calculation — Volunteer to Employment (NT4)

1 person moving into employment via volunteer pathway × £12,000

Source: National TOMs NT4 proxy — person moving into employment from outside the active labour market (reflects DWP benefit savings, PAYE revenue, and productivity contribution).

THEME 2 — JOBS: Total Verified Social Value

£517,962

THEME 3: GROWTH

Building Skills, Capacity & Community Resilience

We invest heavily in our own people. And we share what we know. In 2025, that meant 1,579 hours of CPD training and clinical supervision for our counsellors, and 21 commissioned training courses delivered to organisations across the region. Good practice spreads — and its value reaches far beyond our own doors.

Counsellor CPD & Clinical Supervision

922

CPD training hours for counsellors

657

Clinical supervision hours

1,579

Total professional development hours

Our counsellors received 922 hours of CPD training and 657 hours of clinical supervision in 2025. This is how a 62% improvement rate happens. It does not come from good intentions alone — it comes from a team that is continuously trained, regularly supervised, and rigorously supported to do their best work. This investment has a real monetary value, calculated here as the equivalent cost of purchasing that provision commercially.

Social Value Calculation — Workforce Development

1,579 total professional development hours × £30/hour

Proxy: equivalent commercial cost of CPD provision in the counselling and health sector (market range: £25–£60/hour). Conservative lower end applied.

1,579 × £30 = £47,370

External Training Delivery

In 2025 our training team delivered 21 bespoke courses for organisations across the region. From Mental Health First Aid to Neurodiversity awareness, from bereavement support to parenting skills — we share the knowledge and expertise built up over 50 years. The programmes below have verified attendance data.

Programme	Participants	Organisation	Data status
Starting Strong — Chorlton Primary	9	School	✓ Verified
Starting Strong — St. Margarets	6	School	✓ Verified
Starting Strong — Barlow Hall	12	School	✓ Verified
Starting Strong — Oswald Road	9	School	✓ Verified
Mental Health First Aid (2-day)	10	Pure Innovation	✓ 100% attendance
Mental Health First Aid (1-day refresher)	5	Pure Innovation	✓ 100% attendance
Bereavement Support Group	3	TCarer Centre	✓ 100% attendance
Neurodiversity (14 Nov + 21 Nov)	16	External	✓ Verified
ADD People MH Awareness	14	ADD People	✓ Verified
Total verified participants	84		

Social Value Calculation — External Training (Growth Theme)

84 verified participants × £250 per participant

Proxy: equivalent commercial value of a single-day accredited mental health or parenting skills training course (market rate £150–£400/day). Conservative lower end applied.

Note: 21 courses total commissioned — only 9 have verified participant data. Where CFC provides trainers to externally organised cohorts, it does not hold attendance registers. Actual total trained is higher than 84.

84 × £250 = £21,000

THEME 3 — GROWTH: Total Verified Social Value

£68,370

LOCAL ECONOMIC CONTRIBUTION

Supply Chain, Spend & Community Asset

CFC's presence in Altrincham and Bury is not just about the services we deliver. Our Café in the Park is a genuine community asset — a warm, welcoming space where people come together, where local suppliers are supported, and where the economic activity we generate stays in the neighbourhood.

Local Supply Chain Spend (NT18)

Our café buys from local suppliers. In 2025, that spend totalled £36,000. When money is spent locally, it does not just disappear — it circulates. It supports local jobs and local businesses. The TOMs framework uses a GVA multiplier to capture that wider economic effect.

Social Value Calculation — Local Supply Chain (NT18)

Local supplier spend: £36,000 (confirmed, café supplies)

Methodology: Type I GVA multiplier for Greater Manchester (retail/hospitality sector) applied at 1.4, with 20% leakage discount for value leaving the local economy — consistent with the National TOMs NT18 guidance default methodology.

Source: ONS Input-Output Analytical Tables; New Economy Manchester Unit Cost Database; National TOMs 2021 NT18 guidance.

£36,000 × 1.4 × 0.8 = £40,320

NT18 Local supply chain spend — verified social value

£40,320

The Café in the Park — Community Amenity

The Café in the Park generated £120,000 in income in 2025, achieving record annual sales and setting a new monthly record in August. But its significance to this social value report goes beyond its commercial performance.

The café functions as a community hub. Its space hosts wellbeing groups, training sessions, community social clubs, classes (including Cantonese learning, cooking, and art), mental health collaborative meetings, and AGMs. It serves regular customers including elderly people living alone, families, walking groups, and carers. Its Sunday Breakfast Club provides warmth, food, and company to older people at risk of isolation.

Confirmed community uses of the café space	Examples
Wellbeing groups	Yoga, sewing, ACOA, Smart Recovery
Social groups	Men's group, Art club, Friday social, community connections
Training and meetings	I Am a Parent, Mental Health Collaborative, board meetings
Community classes	Cantonese learning, cooking, slime classes
Regular community customers	Elderly couples, families, dog walkers, walking groups
Sunday Breakfast Club	Free meals for older people at risk of isolation

A note on the café's social value: The £120,000 café income is not itself a TOMs social value measure — the framework measures benefit to people, not organisational revenue. However, the café's income is evidence of its sustainability and vitality as a community asset. The community amenity and social isolation prevention value of the café as a hub **does** have legitimate TOMs social value — under the HACT Social Value Bank, regular use of community space by isolated people is valued at £800–£3,753 per person per year. This cannot be calculated at present because we do not hold unique visitor/customer data. This is the highest-value unquantified opportunity in the café context.

What is needed to unlock this: a simple daily tally of unique customers. Once headcount and rough customer profile data is available, the café's community amenity social value could conservatively add £50,000–£200,000+ to this total.

Café Footfall & Community Amenity Value

With confirmed annual sales of £120,000 and an average spend of £7.50 per customer, we can calculate how many people come through our café doors — and from that, estimate the social value it creates as a community meeting place.

16,000

Annual customer visits

308

Customer visits per week

£7.50

Average customer spend

Confirmed regular customer profiles include elderly couples, older people living alone, carers, walking groups, families with children, and dog walkers. These are people for whom the café provides not just refreshment but warmth, company, and a reliable point of connection in their week. The Sunday Breakfast Club — free breakfasts served to older people at risk of isolation — represents the most concentrated expression of this social function.

Social Value Calculation — Café as Community Amenity (Social Isolation Reduction)

Derivation: £120,000 annual sales ÷ £7.50 average spend = 16,000 customer visits per year
£2,307 weekly sales ÷ £7.50 = 308 customer visits per week

Conservative assumption: 15% of weekly footfall are elderly, isolated, or vulnerable regular customers confirmed by café manager's customer profile observations (Sheet 11 data). This gives approximately 46 unique individuals per week whose regular café visits provide meaningful social connection.

Proxy: £800 per person per year — HACT Social Value Bank: Reduction in social isolation / regular social contact for vulnerable individuals. Consistent with proxy applied to community support groups elsewhere in this report.

Note: this calculation does not double-count with the wellbeing groups already counted in Theme 1, which are structured therapeutic/support programmes. This proxy applies only to the ambient social connection benefit for regular vulnerable customers.

46 unique vulnerable regular customers × £800/year = £36,800

Café community amenity (16,000 visits, 46 vulnerable regulars) — verified social value

£36,800

THEMES 4 & 5: ENVIRONMENT & INNOVATION

Sustainability, Digital Transformation & New Thinking

Environment

In 2025 we moved away from paper. Clinical records, documents, communications — all now digital, accessible through SharePoint across both sites. It is better for our teams, better for our clients, and better for the environment. We have also expanded our community allotment with new accessible pathways, creating a green space that is open to everyone.

We cannot calculate an environmental social value figure for 2025 because we do not yet have a baseline for paper consumption or energy use. That is something we will put right. From April 2025 we are recording monthly paper and printing spend and energy bills at both sites — so that next year, this section will have numbers in it.

⚠ Environment theme: We cannot calculate this in 2025 because no baseline data on paper consumption or energy use was recorded. The paper-to-CORE transition is a genuine and significant environmental contribution. Recommended: record monthly paper and printing spend and energy bills from April 2025 to establish the baseline needed for a CO₂e proxy calculation in 2026.

Innovation

Innovation	What it means for our community
Neurodiversity services launch	CFC launched a multi-faceted neurodiversity service in 2025, with specialist assessment of client needs from first contact through to discharge and two counsellors funded and trained in neurodiversity practice. This fills a recognised gap in Greater Manchester's VCSE mental health offer.
CORE digital integration	Full digital implementation of CORE across both sites, with all 53 clinical staff trained. Enables real-time outcome monitoring and the kind of evidence-based reporting that underpins this social value report.
Trafford Mental Health Collaborative	CFC secured funding for and led the creation of a new sector collaborative to strengthen mental health provision across Trafford — systemic, cross-organisational innovation that will outlast any individual contract.
MoJ probation counselling	A new cross-sector therapeutic model integrating voluntary sector expertise into statutory criminal justice services — consistent with CFC's stated mission of creating a model capable of replication at scale.
Family therapy in Bury	Identified a gap in Bury's community mental health provision and developed a new family therapy service to address it — responsive, community-led innovation.

Social Value Summary 2025

All verified measures consolidated. Each figure is based on real data, a cited proxy source, and a transparent calculation. Where data gaps prevent calculation, the measure is excluded from the total and noted.

T	Measure	Data source	Proxy & basis	Verified £
S	Adult counselling — 401 clients with reliable CORE improvement (646 completed, 62% rate)	CFC CORE system (803 unique clients)	£1,500/client — NICE CG90/CG123; HACT SVB	£601,500
S	Suicide risk reduction — 67 no longer at risk × £2,500; 11 reduced × £1,000. (100 at risk: mild 81, mod 16, sev 3)	CFC CORE Risk Assessment report (n=533)	£2,500 resolved / £1,000 reduced — NHS A&E crisis ref cost HBJ44Z 2023/24	£178,500
S	Self-harm risk reduction — 35 no longer at risk × £1,500; 12 reduced × £500. (72 at risk: mild 54, mod 15, sev 3)	CFC CORE Risk Assessment report (n=533)	£1,500 resolved / £500 reduced — NHS self-harm A&E ref cost 2023/24	£58,500
S	CYP school counselling — 385 children across 14 schools (3,923 hours)	CFC 2025 Impact Report	£2,000/child — NHS CAMHS ref costs; EIF	£770,000
S	Parenting programmes — 92 participants (I Am a Parent 29; Starting Strong 63)	CFC programme registers	£500/person — HACT Social Value Bank	£46,000
S	Wellbeing groups — 184 verified participants (6 of 11 programmes)	CFC internal records	£800 MH groups; £500 therapeutic groups — HACT SVB	£135,500
S	MoJ Probation — 29 successful outcomes (avg CORE -8.0 pts); mental health + reoffending dual proxy	CFC CORE records	£1,500 counselling (NICE) + £5,000 reoffending (MoJ/NICE PH52)	£188,500
J	NT1 Local employment — 53 clinical FTE (conservative floor; total FTE higher)	CFC records	£8,000/FTE — GVA Type I multiplier, GM health sector; ONS ASHE 2023; NT1 TOMs guidance	£424,000
J	NT8 Volunteering — 5,538 hours (34 volunteers)	CFC 2025 Impact Report	£14.80/hr — ONS/National TOMs NT8	£81,962
J	NT4 Volunteer into employment — 1 person	CFC 2025 Impact Report	£12,000 — National TOMs NT4	£12,000
G	Counsellor CPD (922 hrs) + clinical supervision (657 hrs) = 1,579 hours	CFC 2025 Impact Report	£30/hr — commercial CPD market rate (conservative)	£47,370
G	External training — 84 verified participants across 9 programmes	CFC training registers	£250/person — commercial training day rate (conservative)	£21,000

T	Measure	Data source	Proxy & basis	Verified £
E	NT18 Local supply chain spend — £36,000 café local suppliers	CFC confirmed (café)	£36,000 × GVA multiplier 1.4 × 0.8 leakage — NT18 TOMs methodology; ONS IO Tables	£40,320
E	Café community amenity — 46 vulnerable/isolated regular customers (15% of 308/wk footfall; 16,000 annual visits from £120k sales ÷ £7.50 avg spend)	Footfall derived from sales data	£800/person/yr — HACT Social Isolation proxy (consistent with wellbeing groups measure)	£36,800
	Not included (data gaps): 5 wellbeing programmes without headcount; total org FTE beyond clinical staff; environment/carbon metrics	—		
TOTAL — VERIFIED SOCIAL VALUE 2025		£2,641,952		

T = Theme: S = Social | J = Jobs | G = Growth | E = Economy/Environment

Looking Ahead

£2,641,952. That is what CFC contributed to Greater Manchester in 2025 — in verified, conservative, fully evidenced social value. It is a figure we are proud of. And it is a floor, not a ceiling.

The measures we cannot yet calculate — the full benefit of five wellbeing programmes still without headcount data, the complete picture of our employment contribution, the environmental value of going paper-free — are real. They simply need better data collection to unlock them. That is what our priorities for 2026 are about.

Our five priorities for 2026 are:

- Continue capturing the CORE Therapists' Risk Assessment data annually — this year's extract made the suicide and self-harm calculation possible for the first time and should be treated as a permanent data asset for future social value reporting
- Introduce a simple sign-in sheet or digital register for the five wellbeing programmes currently without headcount data — Mindfulness, Young at Heart Social Club, Adventures in Art, String of Heart, and the Sunday Breakfast Club — unlocking a further estimated £50,000–£80,000
- Record total organisational FTE including operations, administration, and management — the NT1 calculation currently covers clinical staff only and understates CFC's true employment contribution to Greater Manchester
- Establish an environmental baseline from April 2025: monthly paper and printing spend and energy bills at both sites, enabling the Environment theme to be calculated in the 2026 report
- Produce a standalone annual social value report for the MoJ Probation Contract and submit directly to the Ministry of Justice as evidence of impact — this cross-sector model is replicable and its social value case should be made explicitly

"As we move beyond our 50th year, we do so with confidence, clarity, and optimism — focused not only on meeting today's needs, but on creating lasting impact for future generations."

— CFC Looking Ahead, 2025 Impact Report

The Counselling & Family Centre

Registered Charity No. 1133079 | Company No. 07003266

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Social Value Report prepared using the National TOMs 2021 Framework | Data: CFC CORE system & programme records 2025