



A HISTORY OF NORCAS

- 1978 NORCAS started in Norwich as a Registered Charity with a grant from the then DHSS, as an alcohol service in the community.
- 1986 Expansion began with a pilot drug and alcohol project established in temporary premises in Great Yarmouth.
- 1987 A resource centre, developed and funded by Great Yarmouth and Waveney Health Authority, was opened at Deneside in Great Yarmouth.
- 1991 NORCAS obtained three years' development funds from Alcohol Concern and the Norwich Mental Health Unit (as it was then) to establish a rural alcohol service in North Norfolk. This funded one post of Rural Counsellor. The North Norfolk service developed into an independent team, closely united to the services based in Norwich, working in Cromer, Aylsham, North Walsham, Reepham, and Sheringham. This rural service is now part of our Central Norfolk Team, which also works in the south of the county from a Thetford base.
- 1993 The Health Advisory Service reported on drug and alcohol services in Great Yarmouth and Waveney, as a result NORCAS was contracted to co-ordinate substance abuse services across these locations from 1 April 1994. The team incorporated and built on work undertaken for many years by Anglian Harbours Trust, and continues to operate from large premises in Regent Road, Lowestoft. The team also runs the needle exchange schemes in Waveney.
- NORCAS became a company limited by guarantee.
- 1994 A part time alcohol service, funded initially through joint finance, was established in Thetford, based in GP practices. This has developed into a full time service operating from rented premises in the town centre; sessional work from Thetford is also undertaken in Watton and Attleborough.
- 1995 NORCAS obtained a large three years' grant from the National Lottery Charities Board to establish youth services in Thetford, Great Yarmouth, Lowestoft and surrounding areas. A Service Manager was recruited in May 1996. Work with young people has been established in all three urban areas, with the development of a Youth Team. There are also three youth staff seconded to Youth Offending Teams in Suffolk. This team now offers a specialist countywide service that is person centred and accessible to all young people in Suffolk. Services offered include 1-1 specialist assessment and individual care planning and a range of targeted group work sessions.
- 1996 The Great Yarmouth service began outreach work with potential and actual drug users to encourage safer practices and greater use of the clinic and

needle exchanges. A Shared Care Project started in September 1997. During 1996 a women's alcohol post, which had been funded by Alcohol Concern as a development project in Great Yarmouth/Lowestoft, became part of core services.

- 1997 The Great Yarmouth team moved into larger NORCAS owned premises in North Quay; today a wide range of services is offered including counselling, advice and information, complementary therapies and a Structured Day programme. NORCAS continues working in partnership with health and social care as the primary provider of adult services in Great Yarmouth.
- 1999 NORCAS was commissioned by Health, Social Services and Probation to provide an alcohol service in Ipswich and the small towns in Suffolk (excluding Waveney). In addition, a community support scheme employing three staff was started in Lowestoft. Our Ipswich service now offers Clinical and non Clinical Counselling and support services, delivering a range of therapeutic interventions using an eclectic approach. Our Lowestoft service now offer Daycare services, 1-1 support inc Counselling, Clinical Prescribing, Residential Rehab referrals, Needle Exchange, Pre and Post Test counselling for BBV and Vaccination.

NORCAS was first recognised as an Investor in People.

- 2000 A Training Consultancy Manager was employed to offer drug and alcohol training to other professionals and organisations; this post was initially funded by NLCB Millennium money. The service now has two trainers and is working towards becoming self-financing through development of services to businesses.
- 2002 A senior post, responsible for all aspects of therapeutic good practice and governance was established. An outreach service for the homeless and vulnerably housed was established operating across Norfolk.
- 2004 The Housing and Homeless Outreach Service expanded to provide direct input into residential premises in Kings Lynn. In partnership with Wherry Housing and the Supporting People Programme, a supported house for five people has been developed. The aim of this project is to help the residents develop independent living skills and reintegrate into the community.
- 2005 We successfully tendered to provide structured day care across Norfolk, services are now offered in Gt Yarmouth, Kings Lynn and Norwich. Central Norfolk continued to offer counselling as a core activity, enhanced by groupwork, complementary therapies and social activities organised by service users.
- 2006 The Housing and Homeless Outreach Service won a contract to work with the Drug Intervention Programme (DIP) and Supporting People Programme to provide hostel in-reach support in Lowestoft and to provide a supported housing scheme in Norwich.
- 2007 In October, our Lowestoft team were contracted by Gt Yarmouth & Waveney PCT to provide a service offering clinical input and guidance in the management of inmates with substance misuse issues referred under the Integrated Drug Treatment System, as part of a multi-disciplinary approach within HMP Blundeston.

- 2008 Our Central Norfolk team successfully submitted a bid to the Big Lottery to deliver support and services to people aged 50+ living in Norfolk who otherwise would not have accessed services by the end of the project. This will result in reduced anxiety and improved physical and psychological health. The project is funded for four years.
- 2008 In August, our chief executive, Penny McVeigh, retired after nineteen years of service. Our new chief executive, Maggie Williams, took up her post in August. The external funding environment is changing, with statutory providers needing to comply with EU procurement legislation. This means that traditional contracting will be replaced with competitive tendering, opening up the market to organisations nationally.
- 2009 The Board of Trustees agreed a new Vision, Mission and Values and supported our strategy to become *the* provider of choice to deliver alcohol, drugs or gambling services, and to enable clients to be able to access our services they need where they live. We embarked on a major change programme which involved a strengthening of our structure, a rebranding of our organisation and the development of our finance and funding strategy.



MEDIA EXPERT PROFILE



Name: Maggie Williams

Position: Chief Executive

Company: NORCAS – the largest charity working with those who misuse drugs, alcohol and gambling throughout East Anglia

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Brief profile: Maggie has more than 17 years experience in the senior management of charities across the UK, joining NORCAS in August 2008. Since her appointment she has overseen an extensive change programme designed to ensure a sustainable future for the charity amidst a changing funding landscape. Maggie has ambitious plans for NORCAS, which include a strategy to offer unprecedented access to dedicated services for clients throughout the region.

Maggie can provide comment on (but not exclusive to!) the following topics:

- The effects of drug, alcohol and gambling misuse on individuals and society
- Addictive behaviours and related issues in Norfolk and Suffolk
- Misconceptions relating to addictive behaviours
- Current treatments and developments relating to drug, alcohol and gambling misuse
- Charitable funding and the changing financial environment facing the Third Sector



ORGANISATION PROFILE

NORCAS – working together to reduce dependency

NORCAS is the largest independent provider of services for people with drug, alcohol or gambling problems in East Anglia. We work to reduce dependency and the harm it causes to individuals, families and communities, enabling people to recover their lives positively.

Changing people's lives started at NORCAS over 30 years ago. We're here to help people make positive changes, improve their confidence and coping skills and turn their lives around. Today, we use the knowledge and experience we've gained to develop reliable, innovative and cost-effective solutions that deliver tangible results both for our service users and our partner agencies and funders.

The misuse of drugs, alcohol or gambling remains a significant problem for many people but behind the statistics, there are real people and real stories. But what figures show us is that the usual perception of dependency is actually just the tip of the iceberg. In varying degrees, there are many more people who are dependent on alcohol, drugs or gambling than we generally recognise.

The good news? Dependency is a behaviour that can be changed and at NORCAS, we are here to help that change happen.

Who do we help?

Anyone of any age, male or female. Services also include young people aged 18 and under. We can provide further support our female clients too with needs such as pregnancy and childcare advice. We have an outreach team who can link up with people who are homeless or vulnerably housed and we can help and support families who are affected by a dependency.

Our training and consultancy service can help employers and organisations to develop good practice in all aspects of alcohol and drug issues.

All of our staff work to national drug and alcohol standards and we are accredited by the Federation of Drug & Alcohol Professionals. We are a partner with GamCare and provide a safe, confidential environment in which to offer counselling for people who have problems with gambling. NORCAS has held the Investor in People accreditation since 1999.



EXAMPLE OF SERVICES

NORCAS is the largest charity working with those who misuse drugs, alcohol and gambling throughout East Anglia.

Below is a sample of the services that NORCAS currently offers its clients.

- Drop-in assessments/assessments by appointment
- Counselling
- Befriending
- Psychosocial intervention
- Structured day programmes
- Drug rehabilitation
- Alcohol Treatment Requirement
- Binge Drinkers Group
- Gamcare counselling (for gambling problems)
- Motivational Support Group
- Parenting Group
- Family and Friends Group/Counselling
- Youth Services
- NORCAFE – drop in café
- Acupuncture, Yoga, Reiki
- Needle Exchange
- Migrant worker
- Outreach clinics
- Over 50s service



DRUG, ALCOHOL AND GAMBLING STATISTICS FOR NORFOLK AND SUFFOLK

- 8,200 people in Norfolk are estimated to be problem drug users
- 3,718 children in Norfolk have parents with a drug problem
- 284 drug related and 2720 alcohol related anti-social behaviour incidents were reported in Norfolk
- 1 in 7 adults in Norfolk are estimated to binge drink
- There are 90,123 hazardous drinkers in Suffolk
- There are an estimated 120,000 people in Norfolk with 'problem drinking' and as many as 25,000 with moderate to severe alcohol dependence
- Probation data reveals strong associations between alcohol and crime in Norfolk. The assessment of 1,688 offenders highlighted that more than 60% had a current or past alcohol problem and in over half, alcohol was associated with the offending.
- There were 70 alcohol related deaths in Suffolk in 2006
- Over 5,000 people In Norfolk and 4,000 people in Suffolk have a problem with gambling

- Comparing 2008 with 2009, NORCAS experienced a:
 - 50% rise in drug referrals in Suffolk
 - 63% rise in alcohol referrals in Suffolk
 - 30% rise in drug referrals in Norfolk
 - 34% rise in alcohol referrals in Norfolk