



# Just Drop-In Impact Report

1<sup>st</sup> March 2025 - 31<sup>st</sup> March 2026



## **About This Report**

This report has been developed in response to Just Drop-In's commitment to providing quality services which really make a difference in young lives. Our charity is dedicated to being truly rigorous and professionally curious about our own performance. We seek to understand our value for money, return on investment, and crucially, the short- and long-term impact we have in the lives of children and young people who are finding life hard. We have cited both our sources and methodology throughout in order to be transparent with our findings.

## Our Mission

We are here to help and support children and young people who are finding life hard. We have a heartfelt commitment to improve their mental health and social wellbeing, helping them to find themselves and their feet. For all who drop-in, we seek to: create a safe space; instil a sense of self-worth and hope; relieve their struggles; embrace and develop their strengths; and build their resilience to face the world with renewed self-confidence. Our aim is that they grow to their full potential as individuals and live fulfilled lives as members of their communities.

## Our Services

We help and support children and young people aged 8-25 (and their parents and carers) by providing a range of mental health and wellbeing services, including: counselling, wellbeing activities, group activities, life skills and mentoring. We offer early help interventions and act as a safety net to those who would otherwise find themselves “lost in the gap.”

Volunteers are the lifeblood of our organisation and help deliver all of our services. **Volunteers donated an astounding 2,836 hours (a contribution of £142,676 in monetary terms (using the National TOMS Framework.)**

## Our Geographical Footprint

Our geographic footprint covers the northern area of Cheshire East: Macclesfield, Bollington, Poynton, Wilmslow, Knutsford, and surrounding areas. We commit to reach those in the under-served groups, including communities which feature in the highest 30% of deprivation in the country (The Moss, Weston and Hurdsfield in Macclesfield, Longridge in Knutsford, and Colshaw Farm in Wilmslow.) [Index of multiple deprivation](#).



## End of Year Headlines

**99% of children and young people would recommend us to a friend.**

Based on 210 Experience of Service questionnaires completed by children and young people in the last 12 months (83% certainly true, 17% partly true)

**100% of children and young people said they were treated well at Just Drop-In.**

Based on 210 Experience of Service questionnaires completed by children and young people in the last 12 months (99% certainly true, 1% partly true)



### SOCIAL VALUE ENGINE

The Social Value Engine evidenced significant return on investment for our vital one-to-one work with children and young people.

## Mentoring

### £12.78

SOCIAL RETURN ON INVESTMENT (PER £1 INVESTED)

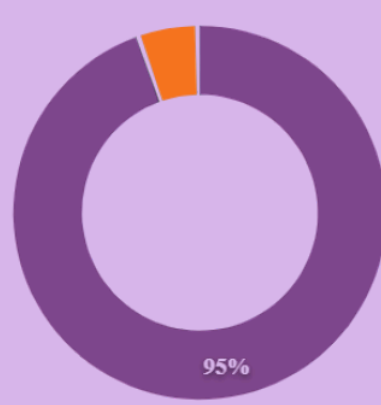
35

Mentees

557

Hours of Mentoring

PRESENT VALUE BY OUTCOME



- Mentees with a reliable change - Wellby  
95.2% £484,521.74
- Total number of mentoring sessions  
4.8% £24,217.39

## Counselling

### £4.99

SOCIAL RETURN ON INVESTMENT (PER £1 INVESTED)

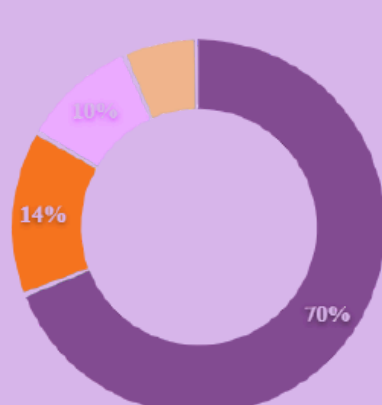
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Prevented Suicides

2,169

Hours of Support

PRESENT VALUE BY STAKEHOLDER



- Young People - Without support likely have gone to CYPMHS  
70.1% £1,385,100.68
- Young People - Prevented Attending A&E Due to Self Harm  
14.1% £278,921.88
- Young People - Prevented Suicide  
9.8% £193,385.51
- Young People - Supported mental health through counselling  
6.0% £119,452.17

## Headline Data 2025/26


“Everyone cared and helped me through some of the darkest times in my life. I absolutely love JDI, they’ve gotten me through so much and I will always love what they’ve done for me.” – Young Person in 2026.



**1,422**  
**General Enquiries**  
(7% increase from last year.)

### Counselling

**380 started counselling**      **36 accessed other therapeutic groups**




### Parent Support

**153 referrals for a range of our accredited programmes**  
(Timid to Tiger, Sleep Workshop, Mental Health First Aid, and Parent/Carer Peer Support)




### Wellbeing Services


**132 accessed wellbeing activities**  
(including MyPad)




**63 accessed mentoring**




**135 accessed groups**



**16 accessed Feelings Casefiles in rural primary schools**



**25 accessed financial wellbeing support**



## Spotlight on Counselling

We provide free person centred counselling and therapeutic groups for children and young people aged 14-25. We seek to intervene early, knowing that early mental health support can bring about life-long benefits, including a reduction in the likelihood of developing an enduring mental illness in adulthood. The children we support are typically struggling with anxiety, low mood, and family dynamics.

**"Counselling has made a huge difference to our daughter and has enabled her to get back to school this term. I'm not sure she would have without the support given. We're very grateful."** – Parent in 2025.

### Value for Money

Cost of NHS Psychological Therapy  
– 12 session course: **£3,744**  
(Unit Costs of Health and Social Care 2024 Manual -  
Kent Academic Repository.)

Cost of Just Drop-In Therapy  
– 12 session course:  
**£1,140**

### Return on Investment - Short-Term

Just Drop-In worked with **137 young people** presenting with moderate and high risk using YPCORE methodology. It is reasonable to assume that these were prevented from needing a CAMHS service.

Cost of a  
CAMHS referral:  
**£3,744** x 137

**Total cost saving:**  
**£512,928**

JDI is able to offer an initial counselling assessment in 16 days, with an average wait time from referral to starting counselling of 6 weeks. This can mean a reduction in re-escalation and presentation at A&E Departments. Using NHS Emergency Care data, we estimate preventing 82 young people needing A&E, saving £13,090.

### Long-Term Impact

**113 young people aged 14-17** had a "reliable change" in their wellbeing. Just Drop-In uses YPCORE "Clinical Outcomes in Routine Evaluation" to support monitoring of change. Reliable change is an improvement of 6 or more points.

**£5,330 per child**  
(Pro Bono Economics (PBE) found that improving CYP mental health could result in economic benefits of £5,300 per child over the course of their lifetime.)

**Total cost saving, based on 113 children:**  
**£602,290**



## Spotlight on Wellbeing Services

Built around the 5 Ways to Wellbeing Evidence, our wellbeing services are in place to support children and young people who might be living with social and or emotional wellbeing challenges. The young people we support typically face a number of social barriers to thriving, and our various services seek to tackle barriers and help them face the future with confidence.

**“Over the past 10 weeks, the support and coaching she’s received at the gym have been incredible. The change in her confidence alone has been amazing to see, and on top of that she’s grown so much stronger too. What really stands out is how comfortable and encouraged she has felt from the very beginning. She genuinely looks forward to her sessions now and comes home feeling proud of herself every time. It’s helped her not only from a fitness point of view but also mentally and emotionally after a difficult time. Thank you for the support, encouragement, and for making such a positive difference.”**  
- A Parent in 2025.

**“Coming to JDI was a reset in my week, being able to talk to people and check in. I've grown massively in confidence, applying for an apprenticeship and Uni. Group really prepared me for Uni interviews, I felt so much more confident.”** – A Young Person in 2025.

### Short-Term Impact

**183 young people**

had at least one Goal Based Outcome (accessing wellbeing groups and mentoring.)

C\_Wellby - one-point reduction in SDQ generates a value of

**£480**

JDI does not use SDQ so has adopted this compared to those with a reliable change using Goal Based Outcomes

**Total cost saving:**

**£87,840**

### Long-Term Impact

**86 young people**

experienced a “reliable change” in their Goal Based outcomes (“Reliable Change” using Goal Based Outcomes (GBO)). This has a suggested reliable change index at 2.45 points (i.e.: any change in GBO score of magnitude greater than 2.45 points is significant). All young people with an approved score of 3 have been included.)

The C-WELLBY: Towards a Universal Measure of Children’s Wellbeing for Policy Analysis — Wellbeing Research Centre:

**£15,920**

in benefits per person.

**Total cost saving:**

**£1,369,120**



## Parent Support

Our Services are built on the premise that strengthened families lead to long-term improvements for children. We are committed to strength-based approaches empowering and equipping parents and carers so they can continue helping their children after our direct interventions have ended. We currently deliver Parent Peer Support, Youth Mental Health First Aid, and Timid to Tiger for parents/carers.

**“Relating to others with similar lived in experiences. I feel not alone, and that others can struggle too and that's OK. This group enables me to feel ‘normal’ and helps me put things into perspective. It also gives me a few hours ‘off’ from being mum each month.”** – A Parent in 2025.

**“A fantastic course. I was not sure it was relevant at the beginning but I have come away feeling more able to support my daughter and be a better parent.”** – A Parent in 2025.

“If a friend needed this sort of help, I would suggest to them to come here” – 100% of parents answered “certainly true.”

“I was treated well” – 100% of parents answered “certainly true.”

Parents and carers are also asked about their experiences of using our services and reported very high satisfaction rates using the Experience of Service Questionnaires:

- 153 Parents received a support intervention.
- **100% felt confident the course would bring about improvements for their families (with an average score of 8/10 in confidence). (33 completed post course evaluations).**



## Added Value - Reaching Underserved Communities

**“Our child has additional needs but they feel seen and heard by JDI. Being invited to observe from a distance before dipping her toe in for the first session was genius. She would never have even got through the door otherwise. The whole approach is so supportive, caring and understanding. She's found people she feels accepted and comfortable with. I think what you're doing is brilliant. It's helped my child's confidence, relieved loneliness and built confidence. But mostly it has been fun and enjoyable. I only wish she could come there every day instead of school.” - A Parent in 2026.**

Social disadvantage leads to significant health inequalities. Just Drop-In seeks to redress this balance by proactively reaching out and connecting with the children and young people who might need us the most. We have a commitment to narrowing inequalities and this is an area of continuous effort. In 2025/2026 we worked with children with the following demographic characteristics...

### Gender

1% identified as being gender fluid, 2% as being non-binary, 1.5% as transgender, and 1.5% as self-described genders. 60% of our beneficiaries identified as being a woman or girl, and 34% as being a man or boy. This is consistent with previous years.



### Sexuality

There is a reduction of heterosexual identification from an average of 74% in the last two years to 68% this year. There has been an increase in fluidity and minority sexual orientations. 2% of young people identified as asexual, 20% bisexual, 1% gay, 4% as lesbian, 3% pansexual, and 2% preferred to self-describe.



### Household Circumstances

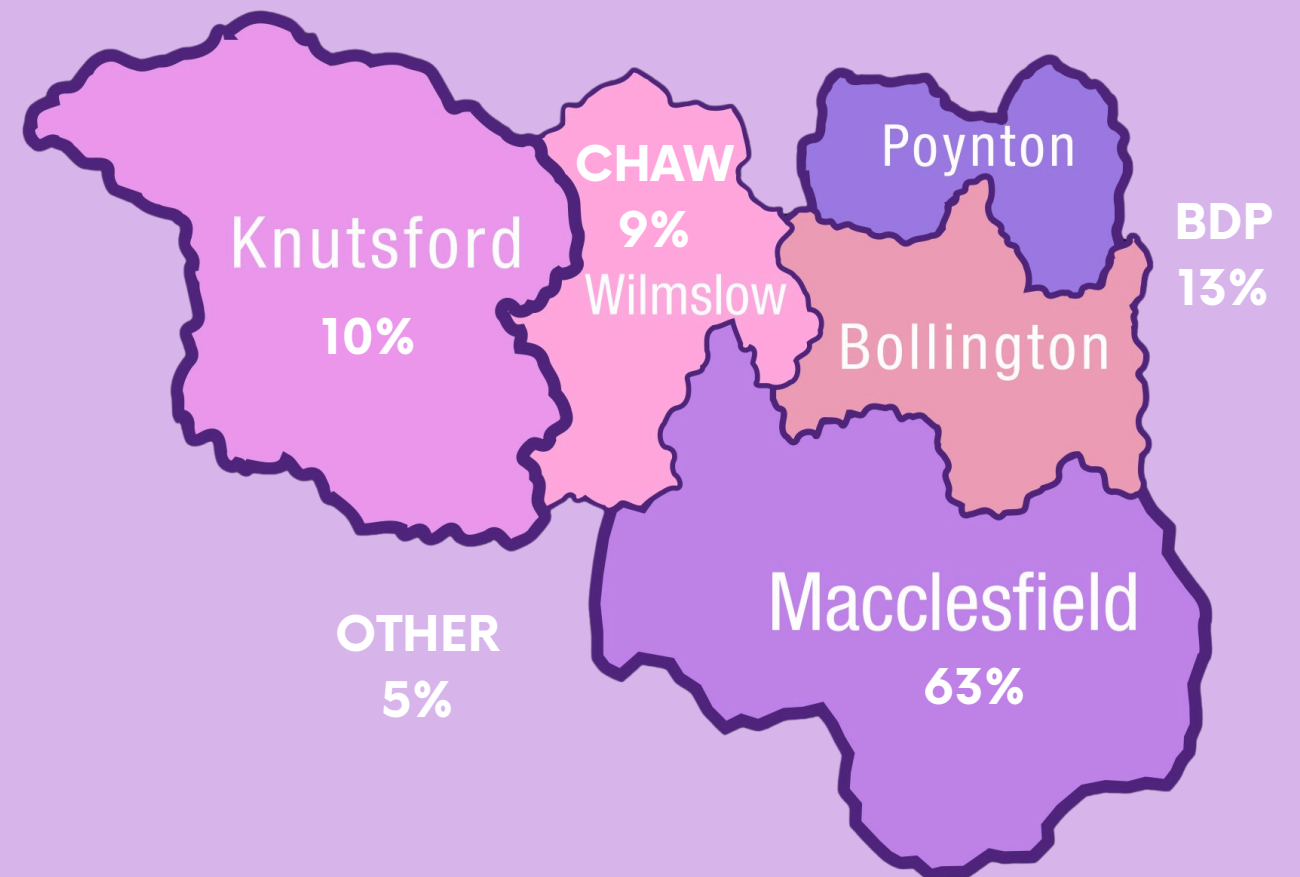
45% of the children we supported identified as living in a household in receipt of benefits. This was up from 38% the previous year (not including not asked/prefer not to say.)

## Postcode Data

20% of our beneficiaries live in one of the top 3 areas of deprivation in the county.

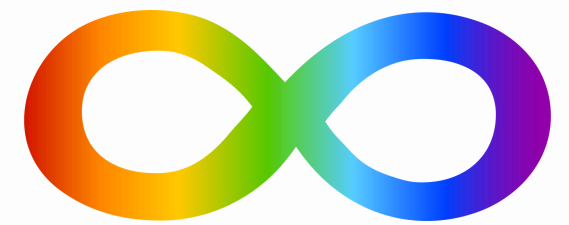
We provided support across our footprint, proportionate to population distribution, however the percentage of support to Macclesfield young people has increased from 59% to 63%, fair distribution would suggest 60% dosage.

Count of IMD Decile	CYP 2023-24	CYP 2024-25	CYP 2025-26
15			
17	18%	17%	20%
96			



## Health

48% identified as having a disability (65% of this group identity neurodiversity as the primary disability).



## Ethnicity

We supported young people from 17 ethnicities. 11% of beneficiaries were from ethnically diverse communities.



**To continue supporting our vital work supporting local young people and families, please consider giving us a one-off donation or becoming a regular donor using the QR code below:**



**For any additional information, please contact Ann Wright, Chief Officer: [ann.wright@justdropin.co.uk](mailto:ann.wright@justdropin.co.uk)**

Thank you for taking time to read this report. For further information, please contact: [hello@justdropin.co.uk](mailto:hello@justdropin.co.uk) or review our website: [www.justdropin.co.uk](http://www.justdropin.co.uk)

#### References:

- [Unit Costs of Health and Social Care 2024 Manual - Kent Academic Repository](#)
- [https://epi.org.uk/wp-content/uploads/2023/12/CYPMHS-report\\_final.pdf](https://epi.org.uk/wp-content/uploads/2023/12/CYPMHS-report_final.pdf)
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- <https://pbe.co.uk/publications/the-happy-childhood-dividend/>
- [The C-WELLBY: Towards a Universal Measure of Children's Wellbeing for Policy Analysis — Wellbeing Research Centre](#)
- <https://www.england.nhs.uk/about/equality/equality-hub/national-healthcare-inequalities-improvement-programme/core20plus5/core20plus5-cyp/>
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- <https://www.gov.uk/government/publications/prevention-concordat-for-better-mental-health-consensus-statement/prevention-concordat-for-better-mental-health>
- <https://www.barnardos.org.uk/research/its-hard-talk-expanding-mental-health-support-teams-education>
- <https://www.nhsconfed.org/publications/transforming-access-children-and-young-peoples-mental-health->
- [Child health inequalities driven by child poverty in the UK - position statement | RCPCH](#)
- <https://www.kingsfund.org.uk/insight-and-analysis/long-reads/mental-health-360-inequalities>

#### With thanks to our 2025-26 Major Funders:

