



# THE HOPE STREET CENTRE

## A GUIDE FOR NEW THERAPISTS





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## ABOUT THE CENTRE

### A warm welcome...

Thank you for your interest in joining the Hope Street Centre. We are a unique business: all of the psychotherapists, counsellors, coaches and complementary therapists who work with us are self-employed practitioners. As of 2017, we have a highly skilled and diverse team of around 40 professionals, who collectively can offer support for almost every presenting psychological issue.

This document aims to provide you with everything you need to know about us, so you can make a decision about whether to base your practice at the centre.

The Hope Street Centre was founded almost 20 years ago by Maurice Tomkinson, and since this time has had a vision to support people locally by offering high quality, ethical therapy, with the various life challenges they face. The Centre has continued to thrive despite the global economic crisis, and on average we have have up to 400 clients visiting us in any given month.

These numbers continue to increase, as more and more people feel comfortable seeking support.

Our referrals come from a variety of sources, with most people picking up the phone and seeking out support for themselves, however we also receive recommendations from GP practices, local authorities, charities and schools. We are proud to be able to see most clients within seven days of first contact.

As a member of our team, you will benefit from being part of a well established practice that has a great reputation in the Cheshire and surrounding areas. Not only that, but you'll be joining a network of skilled and qualified practitioners who are able to support one another. Being a therapist in private practice can be a lonely business and at Hope Street, you can retain your independence whilst also developing a network of trusted colleagues and friends.

## WORKING WITH US



As a self-employed practitioner, the one challenge you may face in setting up your private practice is developing a client base.

Although we can't promise to have you fully booked with a steady stream of referrals, we are able to help you raise awareness of who you are and what you offer.

This includes a free space on our website to host a personal profile, a space in our newsletter to introduce yourself, and the chance to put leaflets around the building with information about your services.

We don't have a receptionist or reception area, and so you'll be responsible for letting your clients in and out, and handling all contact with them. At times, you may be the only practitioner in the building and so please have a think about how you may feel about this.

Should you decide to join us, we'll set up an hour-long

induction with you to explain all aspects of working at the Centre. You'll receive a key so that you can come and go as you need to, as well as a log in to enable you to access our online room booking system. This makes managing your diary and client appointments so much easier as you can log in to the system remotely, from wherever you are.

As of July 2017, the cost to book a room for one hour is £12.50, except on the weekend when we offer a reduced rate of £10.00 per room per hour. Reduced rates apply for longer bookings, and you can have an all-day booking for as little as £56.00.

Invoices are sent out directly from the room booking system at the start of every month, and you are responsible for paying these on time, within 30 days, as part of your contract with us. Our preferred method of payment is via bank transfer however we can accept cheques too.



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## THE BENEFITS

Aside from joining an already established business with a great reputation, there are many reasons why choosing to base your practice from The Hope Street Centre is a good idea.

Firstly, we have a well-maintained, safe, and tastefully decorated building that will present a professional yet welcoming impression to your clients. We take a great deal of care in ensuring that the rooms are kept clean, tidy and welcoming for clients. Often, therapists bring fresh flowers to display in the rooms, and we have lots of plants around the building to further contribute to the sense of wellbeing.

The building is situated on a quiet street, close to the centre of Sandbach, making it an ideal, easy to reach location for many people within the Cheshire area. There is ample free parking close to Waitrose, as well as good links to the motorway and rail networks.

From day one, you'll benefit from the autonomy of using the centre as little or as often as you like. There is no minimum amount of bookings required and so you only pay for the rooms you use.

Our room cancellation policy will be shared with you on induction, and outlines the length of notice required for canceling rooms before a small fee applies. We make every effort to keep costs as low as possible for therapists, as we are all too aware of the challenges that independent practitioners face in maintaining a profitable practice.

Lastly, we are able to offer support with promoting you, whether that be help with writing your personal profile for our website, taking a decent photo of you for the profile or suggestions for how to write a great article for our newsletter. Just ask...

# HOPE STREET

# THE TEAM



**Maurice Tomkinson**

Maurice is the founder and managing director of The Hope Street Centre. He is a psychotherapist and has been working in private practice for almost 20 years. Having successfully set up the centre, Maurice now bases himself for half of each month in Cheshire, choosing to spend the other half of his time in the Scottish Highlands, where he is renovating a property with a view to setting up a similar practice.



**Ann Lowe**

Ann is the centre manager. She joined the team in 2010 and has responsibility for all aspects of running the business. She is the first point of contact for all website and telephone enquiries, managing the website and social media accounts, inducting new therapists and writing content for the newsletters. She is also the first point of contact for therapists with questions or concerns about anything relating to working at the centre.

## WHAT WE ASK OF YOU

We maintain the highest of professional standards by asking our therapists to adhere to a number of important, but fairly obvious guidelines. By working within these guidelines, you help everyone who comes to the centre have the best possible experience.

**1. Cleaning up after yourself and leaving rooms as you found them.** Perhaps an obvious point, but please ensure that any cups or glasses are removed from rooms at the end of each session and are washed up/ put away in the kitchen. By not doing so, you are leaving mess for the next therapist to clear up. Likewise, if you move chairs or throws within the rooms, please put them back as you found them.

**2. Respecting the need for quiet.** The Hope Street Centre is a place of tranquility and healing and so we would ask that you respect this by keeping noise to a minimum in corridors, or when greeting clients at the door.

**3. Timekeeping.** Be on time to see your clients. As mentioned, we don't have a waiting room or receptionist and so if you're late, then clients may be left waiting outside. In this instance, they will often ring the doorbells assigned to other therapists, meaning that their sessions are interrupted. By maintaining contact with your client if you are going to be late, such interruptions can be avoided.

**4. Paying your invoice on time.** We don't want to have to chase you for your invoice payment and so please ensure that the right money is paid within a 30 day period for any rooms used. Speak with us if you're having difficulties.

**5. Securing the building.** If you're the last person to leave, you'll be responsible for locking the building. This will be covered in your induction.

Simple, yet vitally responsible behaviour.

# HOW YOU CAN SUPPORT US



We hope that by reading this brochure, you have a sense of the energy and care we put into ensuring that The Hope Street Centre is a unique and nurturing place for both therapists to work, and clients to visit. Over the years we have invested hundreds, if not thousands of hours developing our reputation and ensuring that we are the Centre of choice for people locally who need support.

When you join us as a therapist, you benefit from all of this energy and investment by becoming a part of a well-respected and established practice. Although we don't wish to make our support of you conditional, there are some ways in which you can help us to continue to thrive. These are all mutually beneficial, as by helping us, you inevitably help yourself.

**1. Contributions to our newsletter.** We send out a newsletter once a month to our list of almost 2,000 subscribers. Therapists are asked to contribute at least

two articles over the course of a year. These can be on a topic of your choice. All we ask is that you make the content useful and helpful to the readers, rather than only selling your services. We can help with this if writing articles is not an area of work you are familiar with;

**2. Where appropriate, encourage new clients to sign up for our newsletter mailing list.** Provided the client is happy to receive these, the newsletters can provide them with additional information they may not have been aware of, and they are a way of helping you and us to remain in contact. Sometimes clients are prompted by the newsletter to make a booking that they've been thinking about for some time;

The easiest way to do this is in the first session. It is a simple step, when you are gathering their contact details, asking a question like, "would you like to receive our monthly newsletter, you can unsubscribe at any





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## HOW YOU CAN SUPPORT US

time.” You will find that the majority say yes, but if they say no, that’s fine. If they agree, remember to add their details to the “Subscribe to our newsletter” form on our website at [www.hopestreetcentre.co.uk](http://www.hopestreetcentre.co.uk).

**3. Like and share our Facebook posts.** Again, we have an ever expanding reach. If you are a member of Facebook, then please do Like our page and encourage others to do so as well. Visit: [www.facebook.com/thehopestreetcentre](http://www.facebook.com/thehopestreetcentre)

**4. Become part of our supervision group.** We meet monthly for two hours on a Friday. It doesn’t cost a thing, and by joining, you can help your colleagues with their challenges and also receive support from others who may be able to offer views from a therapy modality that you’re not familiar with. Therapists who have joined the supervision group have given us great feedback over the years;

**5. Promote the Centre when you can.** Whether you’re at a networking event or informally talking to a former colleague, it would be great if you can let people know about us and the work you’re doing with us. If you’re willing, we can give you some leaflets to hand out or posters to put up within your community;

**6. Refer any clients you can’t book in back to the**

**Centre.** Occasionally, when we’ve referred a client to one of our therapists, they have unable to get them booked in, for whatever reason. Albeit well intentionally, they have then referred the person to a colleague who doesn’t work at the Centre. As we have so many professionals using the Centre, we can support with almost every presenting issue. So, if you receive a referral from us and can’t see the person, please let us know. We can – in almost all cases – place the client with someone else. This ensures that the energy we put into the marketing of our services continues to benefit the Centre;

**7. Lastly, but most crucially, we would ask that you have and are willing to continue with your therapy and development.** This is deep within our conviction, and we wholeheartedly believe that any therapist offering counselling or psychotherapy needs to have worked on themselves considerably before they then go on to work with other people. We liken this to the idea of a chef [not] being willing to taste their food. Would you trust a chef who refuses to eat in their restaurant?

# HOPE STREET

## NEXT STEPS



If, having read this document you are interested in taking a look around the Centre, then please contact [Ann on 07810 560376](mailto:Ann@hopestreet.org) to book a mutually convenient time to come and take a look around.

We'll do our best to book you in during a quieter period so you can see as many of our five therapy rooms as possible.

If you are a complementary therapist then please let us know when booking as we'll aim to show you the rooms we have available that have a couch.

We'll need about 30-45 minutes for this initial meeting, to show you around the centre and then to have a brief, informal chat about who you are and what you offer. If, having looked around, you would like to go ahead and use the rooms then the next step is to set you up with an induction.

This is an hour long session and we'll go through all aspects of working from the centre.

You'll get a set of keys for which we'll need a £10 key deposit (refundable if you decide to stop working with us).

On the day of your induction, you'll also need to bring copies of your certificates for us to scan, as well as details of your Professional Indemnity insurance.

It would also be great if you could begin thinking about your personal profile for our website. We'll get you set up on the room booking system and show you how to use it.

Lastly, we'll share the alarm code, bank details for invoice payments and of course answer any questions that you may have.

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## CONTACT DETAILS

### Interested in joining us?

Give Ann a call to book an induction on:  
**07810 560376**

Alternatively, you can email: [hopestreetcentre2@gmail.com](mailto:hopestreetcentre2@gmail.com)

Our website address is [www.hopestreetcentre.co.uk](http://www.hopestreetcentre.co.uk)

We are located at:

The Hope Street Centre  
10 Hope Street  
Sandbach  
Cheshire  
CW11 1BA

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