

## City design agency finds new way of putting people in touch with counselling services

People throughout Nottingham will now have easier access to professional counselling services thanks to a unique new online service developed by the Nottingham Counselling Service and ethical design agency, Third Sector Media.

The service is provided via the Nottingham Counselling Service's new website and includes two unique directories. The Private Counsellors' Directory provides people looking for counselling with a searchable directory of private counsellors based in Nottingham, enabling people to get counselling help quickly and easily.

### **Leslie from the Nottingham Counselling Service explains:**

*"Many of the people who come to us for counselling are referred to us by their doctor. This process can often take a few weeks so we wanted to give people a way of accessing help in the meantime. We also wanted to help people who may prefer to see a private counsellor rather than use our counselling service."*

### **Alan Carter-Davies from Third Sector Media says:**

*"We designed the directory so that private counsellors' contact details are displayed in a random order each time someone searches the directory, rather than alphabetically. We did this to make it easier for people to find the counsellor that's right for them. Instead of having to trawl through an alphabetical list, people can search the directory based on the type of counselling they need, for example marriage counselling, or by looking for a counsellor that's based close to where they live."*

In addition, the website also includes a traditional directory of useful contacts, listed alphabetically, to make it easier for people to find support services such as help with housing.

### **Leslie says:**

*"Very often, people need practical help as well as counselling so we wanted to provide people with a simple way of finding additional support. Thanks to our new useful contacts directory, people can now find a range of help on our website, rather than having to search the internet or visit multiple websites."*

The city centre-based Nottingham Counselling Service has been providing counselling services in Nottingham for over 30 years including individual and group counselling, family and relationship counselling, help with beating depression and bereavement counselling.

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## **Leslie continues:**

*“People come to us for all kinds of reasons and we’ve helped thousands of people deal with issues from low self esteem and lack of confidence to work-related stress and childhood traumas including sexual abuse. We’re delighted with our new website and really believe it will help us to help people in need more effectively.”*

In addition the Nottingham Counselling Service also provides training for counsellors.

The new website is also fully compliant with current accessibility standards, making it accessible to those with physical disabilities such as impaired vision. Alan says:

*“We worked hard to make sure the Nottingham Counselling Service’s new website appears high up on search engine lists such as Google. For many people, the internet is the first port of call when it comes to looking for counselling services so we felt it was very important to make the Nottingham Counselling Service easy to find online. We also made sure that the website can be managed by the Nottingham Counselling Service so it can be kept up to date at all times.”*

Over 80% of visitors to the Nottingham Counselling Service website find the website via Google, underlining Alan’s belief that many people begin their search for counselling services online.

The Nottingham Counselling Service provides counselling to men and women over 18 years of age living and working in Nottingham. You do not need to be referred by your GP or a medical professional.

**To contact the Service directly call 0115 950 1743 or visit:**

**<http://www.nottinghamcounsellingcentre.org.uk/>**

Third Sector Media is a social enterprise, which means that its profits are invested in ethical projects via its partner charity, the Partnership Council.

Third Sector Media offers a full design and marketing service, particularly to organisations from the public, charity and voluntary sectors.

**To find out more visit [www.thirdsectormedia.com](http://www.thirdsectormedia.com) or call Alan on 0115 970 8200.**

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