



Impact Report

2024-25

We're MAP, a Norfolk youth charity. We are staff, young people and supporters working together...

We support young people across Norfolk and in Suffolk to have a successful transition to adulthood by providing advice, therapeutic support and youth work. Through campaigning, advising and training, we work to ensure all young people feel valued. We are changing the world from where we are.

We are driven by our values. We value every individual, we're young person centred, professional and we work for social justice. We have a lot to do because young people face many challenges, such as mental health problems, educational barriers, inequality, discrimination and poverty. We work to ensure young people have their basic needs and rights met, such as housing, food or a job; have good mental health and have a say over what happens to them and their community.

In the 2024/25 financial year, MAP worked directly with...

5,224 young people



Advice

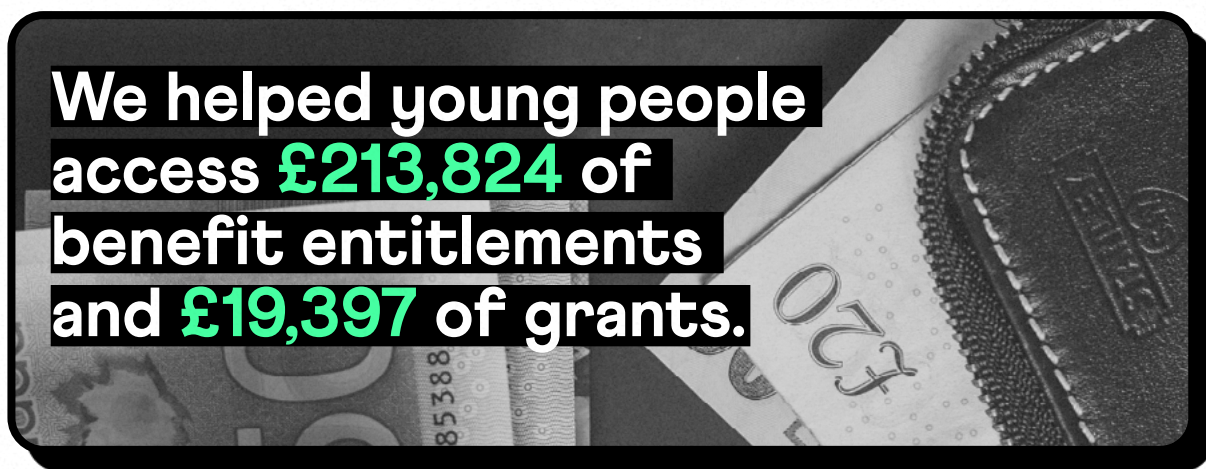
Our advice services provide advice, emotional support and coaching/mentoring on...



We provide mediation and advocacy. We provide drop-in support from our hubs in Norwich, Great Yarmouth and King's Lynn and telephone/online support across Norfolk.

In the last year our advisers supported **1,981 young people** across Norfolk and delivered **8,793 sessions of advice**.

The most common issue young people came to us about was mental health, followed by housing, and money and debt.



Of the young people who completed our survey...

95%

of those who received support either agreed or strongly agreed that 'overall **the support I received was good**'

97%

said that they were **'treated well** by the adviser'

98%

'felt listened to'

“

The support I have received has been amazing. It's always reassuring to know where they are if I need them.

”

“

Everything you do is good. You really help my mental health.

”

“

[The advisor] that I spoke to is always helpful and takes me seriously when I feel that others in my life don't.

”

Kelsey's* Experience Navigating Homelessness

Kelsey first came to MAP's advice drop-in after being kicked out of her family home by her mum and stepdad.

She told us she was homeless; didn't have anywhere to stay and her only option was to sleep on the street that night. On top of this, she had recently been diagnosed with dissociative seizures, causing her to experience blackouts and fits. She was also living with depression and learning difficulties.

Our adviser recognised that Kelsey was vulnerable and at serious risk. They supported her to make a homelessness application with the local council, explaining that she should be assessed under Priority Need due to her health issues and be offered interim accommodation that night.

Unfortunately, because Kelsey had come to us later in the day, we weren't able to submit her medical evidence in time for a decision that night by the council's housing team, so Kelsey was facing a night without accommodation. Due to Kelsey's level of vulnerability, the adviser was able to access MAP's emergency crisis fund to pay for a night in a hotel. She was extremely grateful and said it was a relief just to feel safe.

'Over the next few days, with our advice team's encouragement, Kelsey built up enough confidence to advocate for herself'

The next morning, Kelsey returned to the council with her medical evidence, then came back to MAP to wait for an update. Our advice team continued to advocate for Kelsey, explaining her vulnerability and asking for an emergency referral to a local accommodation provider. That referral was made, and MAP worked directly with the provider to arrange an assessment for that evening. Kelsey was accepted and offered five nights' accommodation.

Not only did this provide a roof over her head, but it gave her crucial

breathing space to make more secure arrangements. Over the next few days, with our advice team's encouragement, Kelsey built up enough confidence to advocate for herself and apply for longer-term housing, and she was then approved for a tenancy.

Since then, Kelsey has returned to MAP several times. She told us she sees it as a trusted space. She's accessed our mental health service and sexual health support and knows she has somewhere safe to come back to whenever she needs more help.



*Names have been changed

Therapeutic Services

Our therapeutic services provide professional counselling/psychotherapy and psycho-education; short and longer term support. We work across Norfolk and Suffolk in our centres and other community venues.

In 2024/25 MAP's therapeutic services team offered support to 1,876 young people. Our counsellors and youth mental health workers provided 10,823 sessions.



Of the young people who completed our survey...

99%

said that they were 'treated well by the people who saw them'

99%

felt listened to

99%

said "overall the help I received here was good"

“

Compared to anything else I've tried I felt like I was taken seriously. I felt I could be listened to while receiving appropriate responses that aren't "telling me what to do", just support.

”

“

I don't usually talk to anyone about myself and can find it really difficult. But I have been able to do that here. It has been helpful to talk about the bullying. I felt listened to and taken seriously.

”

“

I came into these sessions feeling more hopeless than optimistic, and having that turned around by the end of the stint.

”

Mental Health Whilst Seeking Asylum: Ayman's* Story

Ayman came to MAP for counselling at 17, not long after arriving in the UK as an asylum seeker.

He was experiencing panic attacks, anxiety, and nightmares, something he'd never been through before and didn't know how to manage. He described one attack at college that left him unable to breathe or move, and he was genuinely scared something was seriously wrong with him.

At first, he came with his support worker and said very little; his English was good, but limited, and he struggled to express his feelings. The early sessions focused on building trust and finding ways to communicate that worked. He was polite, warm, and engaged from the start, and the sessions became a space where he could relax, reflect, and even laugh.

As time went on, he opened up more about his experiences: being forced to flee his home country, being kidnapped, and the long, traumatic journey to the UK. He also began talking about more recent panic attacks, but with a shift: this time, he felt slightly more in control. He'd started using breathing and grounding techniques he'd learnt in the sessions, to stop the panic from spiralling.

'As time went on, he opened up more about his experiences: being forced to flee his home country, being kidnapped, and the long, traumatic journey to the UK'

Sleep and nightmares continued to be a struggle, often tied to real-life memories. He and the counsellor talked about how he was managing his emotions day-to-day and looked at what was helping and what wasn't. He was good at keeping busy and using exercise as a way to cope, but together they also explored the deeper feelings of fear, uncertainty, and powerlessness that often came up in conversation, particularly around his family and cultural identity.

Alongside the difficult stuff, Ayman also talked about his dreams and aspirations. He spoke often about wanting to be a pilot, and the people who inspired him. That motivation clearly gave him direction and kept him from losing hope, even when things were hard.

Towards the end of his sessions, Ayman was preparing for his Home Office interview. After discussing with him, our counsellor sent a letter supporting his application, explaining how engaged he had been with his course of counselling. In his final session, the interview was behind him, and while he didn't yet know the outcome, he had started a new year at college and was actively making plans for his future.

Reflecting on the sessions, he said: "I felt comfortable to speak." Ayman's story exemplifies how a safe, consistent space to talk can help a young person rebuild after trauma and start imagining a life beyond survival.



*Names have been changed

Youth Work

Our youth work service provides informal education, youth participation, activities and groups across Norfolk. We support young people to be able to influence what is happening in their community and facilitate six of Norfolk County Council's Youth Advisory Boards.

In 2024/25 our youth work team worked with 1,367 young people.



11,736 young people

took part in the most recent Norfolk-wide Youth Advisory Board (YAB) consultations (seeking young people's opinions on local issues.)

The top issues identified were: mental health; bullying; transport; parks and outdoor spaces.

In 2024/25, 317 young people participated in our goal-based mentoring project...

84%

made positive movement towards 1 or more goals

79%

reported an improvement in their mental health (using The Warwick-Edinburgh Mental Wellbeing Scale)



“

This is only the second time I have left the house over the holidays, I am so happy being out now I have something fun like this to do.

”

“

I have learnt way more interesting things about what is happening in Norfolk, I now have access to amazing people like my youth workers, I am able to go to great places for free, help people in need, I have been able to build my confidence talking to people and presenting.

”

“

There is much more value to these sessions, which goes unseen. Sport Spot (one of MAP's open-access youth groups) and the network surrounding it connects children and young people, to trained professionals that safeguard them, challenge ways of thinking and support social and emotional development, at a key time in their lives.

- Testimony from the Targeted Youth Support Service

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Young Peoples' Campaign for Accessible Play Areas Gains Momentum

We know that play holds a central place in child development. So, we believe that play spaces should be accessible to all, regardless of ability or disability.

We listened to feedback from young people in Norfolk and heard they wanted our support to improve this provision. That's why we have facilitated Breckland and Norwich Youth Advisory Boards to develop a campaign called **Right To Play in response to a lack of accessible play areas**. The campaign aims to improve local facilities and awareness. In the last two years, they have given presentations to councils, organisations and forums, including a SEND conference.

The campaign has led councils to take meaningful action, including adopting the design pillars in the planning for refurbishment and building of new play areas. We have also seen councils make changes to existing projects and commit monies to make play areas more accessible. **Thetford Town Council has committed £100,000 to their 13 play areas.**

'We believe that play spaces should be accessible to all, regardless of ability or disability'

In March 2025, the campaign grew further, inviting professionals, community members and elected representatives to the launch of the 'Right to Play Pledge', calling for a full review of play areas in Norfolk and a commitment to thinking inclusively. **Norwich MPs Clive Lewis and Alice Macdonald both expressed their support.** Clive Lewis spoke with MAP at the event, saying, "This is an issue that affects children around the country, not just in Norwich, not just in Norfolk. So, I'd like to take this fantastic piece of work and make it go national." Clive invited young commissioners to bring the campaign to be presented to parliament in Summer 2025, raising the issue nationally.

In recognition of its outstanding contribution towards enabling Norfolk's children and young people to live their best lives, **the campaign was honoured with a 2024 Flourish Award.**



@mapyoungpeople

www.map.uk.net

info@map.uk.net

Charity Number: 1107927