

Business

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I want to help give people their lives back, says therapist Lucy

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A psychotherapist has started a new village practice to help adults and children deal with a number of issues.

Lucy Day opened her Oakley practice this week, offering compassionate, evidence-based support for adults and children facing challenges such as anxiety, depression, addictions, trauma, PTSD, relationship issues, phobias and bereavement.

Already working as a specialist children's practitioner for the Matthew Project, a substance misuse charity in Norwich, the mother-of-two has now trained as a human givens psychotherapist.

"I wanted to go into private practice myself as I feel therapy and counselling is unregulated and it was important to me that there was some substance in what was going on locally with mental health," said the 35-year-old.

"I wanted to be able to offer a therapeutic service that was going to be a solution-based option and was going to give people back their lives."

The human givens model works on the premise that every person is born with a set of emotional needs and, when these are not met, people's behaviour changes.

"When those needs are not met we know about it very quickly and often



Lucy Day employs an evidence-based approach to her therapy sessions.

Picture: Mark Bullimore

people will try to fill those gaps with something that is not good for us," she said.

"There are a lot of mental health issues that can come off the back of those needs not being met and we use a positive structure to set goals to meet those needs in a more healthy way."

Mrs Day is no stranger to mental health after suffering anxiety and depression in her late 20s.

"I had an ectopic pregnancy and became anxious very quickly," said Mrs Day.

"Once I realised over time that my brain was being irrational in trying to

protect me, I went out to find out why I felt like that and what could I do about it. That was the start of my journey into mental health.

"I hope that, through my experience, I can help others."

To find out more, go to lucydaytherapy.co.uk.

Scheme looks to honour unsung heroes

Unsung heroes making a difference across mid-Suffolk are being urged to step forward for a groundbreaking new scheme offering free access to leisure facilities.

Everyone Active, which runs a number of leisure centres, including Stradbroke Swimming Pool in partnership with Mid Suffolk District Council, has launched its Community Champions scheme.

The award-winning operator has opened applications to the initiative aimed at those involved in mentoring, promoting health and wellbeing, supporting inclusivity or leading environmental or cultural projects.

Successful applicants will secure valuable use of facilities within their local leisure centres, to help them carry out these projects.

Paul Robson, Everyone Active's contract manager, said: "We want the scheme to make a real difference in mid-Suffolk."

"We want to highlight the work of everyday heroes who are changing people's lives and inspiring others to make a positive impact in their communities."

"We encourage local people, community projects and charitable initiatives to get their applications in so we can support the fantastic work that they do."

Applications to the Community Champions scheme can be submitted up until June 2.

■ For more information on the scheme, and to apply, go online to ea-champions.com.

Flash sale: why we are all slaves to the market



George Berry

Durrants

Why do shops and retail outlets have sales throughout the year? The simple answer is to sell stock that has been lingering, and make room for new items.

So, flipping that question on its head, why didn't it sell at its full price to start with? The most common answer is that buyers could not justify the price of the items, and only when they were reduced saw them as good value for money.

With disposable income being low due to the cost of living being high, every penny counts. Items in sales look far better value and more

people can afford them.

This increase in demand means people feel they will lose out and, as a result, make quicker decisions to buy.

The same principle applies to the housing market. If a property is not selling, then it is for two reasons. It either has compromises that are putting buyers off, or they cannot justify the price. The higher the price, the more significant those compromises become.

Properties are our homes and our biggest investment. They are where memories are made and, as a result, there is a lot of emotion in the mix.

Detach from emotion

We naturally all want the maximum we can get for our homes when selling to enable us to have more flexibility with onward plans.

However, when detaching from emotion, we all know something is only really worth what someone will pay. In a tough market, where a lot of supply and demand is hampered by mortgage rates, affordability and incomplete chains, this can cause problems agreeing sales.

Retailers reduce prices because it will be the make or break of their business. They need sales and money in. If vendors are able to take

a more commercial view when selling their homes and look more objectively at the bigger picture, then they will achieve better results.

Be flexible

The key is listening to the market rather than being too rigid on what they want to hear.

In a high-end boutique, one-off garments can command ultra-high prices and buyers will, ultimately, pay for the exclusivity. That is also the case for certain properties. They can only appeal to 'high net worth' buyers.

The issue is that most of our

homes do not fall into this category, so it is wrong to keep prices unrealistically high in the hope that someone will pay over its market worth.

Most buyers are ordinary folk with a limited supply of money, so they will only pay what they can afford.

There is no science to confirm prices other than letting the market determine them. As agents we look at comparables to give a guide but, ultimately, the market will decide.

Remember, if you want to sell, listen to the market and be prepared to reduce your asking price.