Broadway Lodge

Treatment Centre for Addiction Since 1974

Newsletter

November 2026



BROADWAY LODGE est.1974

TRANSFORMING LIVES

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Our 2026 Reunion on 12th September

We had an incredibly special day here at Broadway Lodge for our 2026 reunion back in September. We welcomed over 130 former clients and even three new babies!

The Reunion was so much more than an opportunity to come together. It was a day filled with connection, love, compassion, laughter, memories and, above all, recovery. Talking of recovery – there was 872 years of it on reunion day! This was the total number of years clean time we celebrated during the 'clean time countdown', a celebratory tradition we do at the end of every Reunion.

People travelled from across the country to return to Broadway Lodge and reconnect with a place that has played an important part in so many recovery journeys.

Throughout the day, there were hugs between old friends and people reconnecting. There were stories of hope and transformation, but also honest reflections on the struggles, losses and challenges that are part of recovery.

For some, it had been many years since they had walked through the doors of Broadway Lodge. For others, their connection with us is much more recent. Yet there was a wonderful sense that, regardless of when someone came through treatment, they remained connected by a shared experience.

The reunion was also a powerful reminder that recovery is not simply about stopping drinking or using drugs. It is about rebuilding lives, restoring relationships, finding purpose, learning to connect with others and, sometimes, learning to believe in yourself again.







Some of the counselling team (l-r: Markkus, Jane, Chrissy, Tash and Carwyn)



Closing shares Mary Anne (left) and Suzannah (right) came through Broadway Lodge 38 and 47 years ago!

Seeing former clients return and hearing about the lives they have built was incredibly moving. There were pregnancies, new babies, new relationships and all sorts of positive changes. Every person had their own story.

For staff, days like this remind us why we do what we do. In the intensity of everyday treatment work, it can sometimes be difficult to see where someone's journey eventually takes them. The reunion allowed us to see something of the bigger picture – people living their lives, building families, supporting others, contributing to their communities and continuing their recovery.

For more than 52 years, thousands of people have walked through our doors carrying their own experiences of addiction, shame, pain and hope. The reunion gave us the privilege of welcoming some of them home.

We hope everyone who attended left with the same thing we felt throughout the day: Connection. Gratitude. Hope. And the reminder that recovery really is possible.

We are already excited for the 2027 reunion which will be held at Broadway Lodge on Saturday 11th September 2027 – save the date!











Save the date!

2027 Reunion

11th September 2027



New Videos

We have published new professional videos that we are using across our website and social media and we are delighted with them. One is a new promotional video for Broadway Lodge. The other four short videos each focus on a former client where they outline their experience of addiction to a different substance or behaviour and how treatment at Broadway Lodge has helped.

We are extremely grateful to each contributor involved for bravely sharing details of their story to give others hope that recovery really is possible.

To watch each short video, please click on the links or scan the QR codes (right).



Broadway Lodge Promotional Video

Michael's Story: Alcohol

Lisa's Story: Sex

Alex's Story: Ketamine

Paul & Sally's Story: Drugs

Happy Retirement to CEO, John!



On Thursday 24th September, John sadly departed Broadway Lodge after three-and-a-half years here as Chief Executive Officer to begin an exciting new chapter - his retirement.

Staff gathered in the staff room to wish him well, give leaving presents and thank him for the brilliant work he has done during his time at Broadway Lodge.

John made such a positive difference to both Broadway Lodge as well as the addiction rehabilitation sector, taking on the role of strategic lead with the Choices Rehabs network and regularly lobbying in Parliament representing the sector along with other rehab centre leaders.

John said the following about his time at Broadway Lodge:

"On retiring in September I have had the opportunity to reflect back on the last three and a half years as CEO of Broadway Lodge. I would like to thank the Trustees, Senior Leadership Team and the team for all their support for what has been a fulfilling and humbling experience. I am grateful that the charity is in a stronger position than it was in so many ways, much of which was, and remains, a continuing journey.

"The greatest highlight has to be witnessing the daily transformation that Broadway Lodge's clients go through with all the hard work they are supported to do to begin their lives in recovery. It was a privilege to see. Other highlights include the new bedrooms, softer decor packages, improved financials, traction with government through our work in driving Choices, and finally, the desire by all to grow and improve the work that is delivered, all an important evolution of what Broadway Lodge is.

"I look forward to hearing more great things about the charity in the many years to come. Thank you for letting me be a small part of the journey."

A huge THANK YOU to John for everything he did for Broadway Lodge, the team and all of our clients. We wish him all the best for whatever is in store next for him.

Gratitude Tree Workshop



Clients in a therapeutic art workshop, led by counsellor Tash, were tasked with creating a gratitude tree – here's the finished result!

The group of nine clients each painted their hands and printed them onto paper to create the trunk and branches. Then, they each wrote what they were grateful for on numerous paper leaves, sticking them on the branches to create a full, leafy tree effect. Some leaves were intentionally left blank because there will be more to add in future that they aren't currently aware of.

It was a lovely workshop, practising gratitude by acknowledging both the simple and significant joys in life they were grateful for. It was also a bond forming exercise, giving a chance for clients to work together to create something tangible and physically see the outcome of their work.

"Gratitude can feel like a mood, emotion, state of being, attitude, or behaviour."
Psych Central

Here's what some clients wrote:

Rain
Hope
To feel alive again
My children
Nature
Greggs sausage rolls
My job
Sobriety
The 12 Steps
My car
Money to treat myself
Sunshine
Love
Animals and pets
Family and friends
Bingo
Meditation
Time
Dreams
Being able to sleep
Peace
Coffee



How Can Gratitude Help Us?

Incorporating gratitude into our day-to-day lives can impact our happiness and wellbeing and studies over the last 20 years have proved this. The benefits of expressing gratitude regularly can include the following (taken from the Greater Good Science Centre website):

- Increased happiness
- Feeling more satisfied with your life
- Being less materialistic
- Being less likely to suffer from burnout
- Becoming more generous, kind and helpful
- Strengthened relationships

Becoming more grateful in daily life takes practice, but not much time. Simple ways to help cultivate gratitude include:

- Gratitude journal: A daily practice of writing down 3-5 things you are grateful for.
- Practicing gratitude meditation by spending 10 minutes or more focusing on things you are grateful for.
- Being intentional about recognising positive moments and things you appreciate.

The First Newsletter From Our Recovery Support Service In Weston-super-Mare



In August we published the very first North Somerset Recovery Community Support Project newsletter. The project is also known as 'NSR' (formerly, 'in-person aftercare'), and it's the face-to-face recovery and wellbeing support sessions that Broadway Lodge run from Weston-super-Mare town centre.

Click here, scan the QR code or click the image (left) to read the first NSR project newsletter.

A Special In-Person Family Programme Weekend

On Saturday 10th and Sunday 11th October, senior counsellor Chrissy hosted our first two-day in-person Family Programme Weekend and it was a success!

We welcomed 11 participants affected by a loved one's addiction for a whole two-day programme of education, open discussion, written therapeutic exercises, group therapy and counsellor support. To aid relaxation, participants experienced soothing Mahalo meditation on Saturday, designed to promote a sense of calm and quieten a busy mind, and auricular acupuncture on Sunday.

We don't have any further in-person Family Programme Weekend's planned currently but we do hold monthly Online Family Programme sessions using Zoom which are led by counsellor Chrissy.

Thank you to everyone who joined us for this weekend.

Participant Feedback:

"Very valuable and a reinforcement of what I should be doing."

"Exceptional. It has changed my life. Different and new ways of thinking making a huge difference to my relationship with my husband. Thank you! Chrissy is wonderful."

"I mostly enjoyed talking to others that are going through the same thing."



Upcoming Online Family Programme Session:

Sunday 15th November, 10am – 4.30pm

Sign Up To Be Kept Up To Date With Upcoming Sessions:

Please call **01934 815515** or email **hello@broadwaylodge.org.uk** if you'd like to find out more or be added to our mailing list so that you can be kept informed of upcoming Family Programme dates.

Golf Day Raises £30,000 for Broadway Lodge

On Monday 8th June a golf fundraiser for Broadway Lodge was held at The Bristol Golf Club in Almondsbury, kindly organised by our patron, Chris Jelf. It was a fantastic day and it raised an incredible amount of £30,000 - wow!



24 teams of 4 players signed up to compete. The day started early with breakfast baps and hot drinks welcoming the golfers when they arrived. After a briefing, they headed out onto the course to play 18-holes.

Once players arrived back in the clubhouse, the evening element began. More guests arrived. including Broadway Lodge staff members, trustees and friends of Chris Jelf. It was action packed and featured:

- Speeches
- Recovery story share
- 3-course meal
- Raffle
- 4-ball raffle draw
- Premium auction
- Prize giving

The auction was hosted by one of our patrons and ITV Westcountry newsreader, Alex Lovell (*pictured top right*), who made it an entertaining highlight.



A huge thank you must go to Chris Jelf, who worked hard for months to not only get the event organised but spread the word, recruit participants and source auction and raffle prizes. Chris and his wife also contributed two highly valuable, unique auction lots.

There are also so many other wonderful people who took part in the golf day by helping to run it on the day, secured prizes, contributed prizes, placed winning bids in the auction and made the day such a fantastic experience for everyone.

Thank you to everyone who played, sponsored, donated, volunteered, organised and attended. Every contribution helps Broadway Lodge continue its mission of providing life-changing support to those affected by addiction.



Chris with Markkus, Director of Treatment & Aftercare

Open Day Held at Broadway Lodge

Coinciding with recovery month, we held an open day in September, running two sessions – 10am-12pm and 2pm-4pm. We welcomed over 30 professionals who were interested in seeing Broadway Lodge and finding out more about what we offer.







For each two-hour session, our Senior Leadership Team gave a presentation about Broadway Lodge and the treatment we provide, followed by small group tours of our facilities led by other staff members. Mandy, one of our housekeeper's, is also a skilled cake maker and created a beautiful array of cakes and cupcakes. Staff and guests were invited to extend their stay after the tours to enjoy coffee and cake and chat with the team.

Our open day was part of a wider initiative called 'Open Houses 26', led by Choices Rehabs which is a network of more than 20 independent treatment centres across England, Wales and Scotland which we are one of. In addition to Broadway Lodge, most of the Choices treatment centres have held open days and they are continuing into December.

Open Houses 26 allowed commissioners, policymakers, system leaders, professionals in the drug and alcohol addiction field and people who want to understand more, to visit residential treatment services in their local areas. By attending an open day, guests got a unique opportunity to meet staff and residents, observe therapeutic approaches in action and better understand how residential care contributes to recovery, public health and community safety.

Stigma & Addiction Survey Findings

Earlier this year, we launched a survey to explore a deeply important issue: the reality of stigma around addiction and how it affects people's lives. Through Breaking the Stigma: Your Insights on Addiction, 130 people with lived experience of addiction generously shared their honest thoughts and personal stories with us.

If you were one of the people who took part, thank you. Your openness has given us a clearer picture of what needs to change, and your words are already helping others feel less alone.

The message that came through was clear and consistent: stigma around addiction is still very real. Almost everyone who answered felt that judgement and misunderstanding remain part of everyday life, even if attitudes are slowly starting to shift. For many of the respondents, this wasn't just about feeling judged. Stigma had real consequences – it shaped how they felt about themselves and sadly, how long they waited before reaching out for help.

That last point stood out to us most. Many people told us that shame and secrecy held them back, sometimes for years. When stigma stops someone asking for support, it stops being a social problem and becomes a barrier to recovery. It's a reminder of why open, honest conversations matter so much.

But there was something deeply hopeful in the answers too. Alongside the challenges, respondents shared an overwhelming sense of warmth, empathy and solidarity. Time and again, people spoke about the strength of the recovery community – the people who show up, listen without judgement and remind each other that no one has to face this alone. That spirit is a powerful thing and it shone through every response.

If there's one thing the survey answers taught us, it's this: people with addiction are not alone and asking for help is an act of courage, not weakness. Stigma may still exist in the wider world, but so does an incredible community of people who understand, who care and who want to help.

Thank you for trusting us with your experiences.

To watch a short video detailing the findings, please click here or scan the QR code.

93.8%

feel there is still stigma around addiction and 36.9% describe it as "a lot of stigma"

65%

said stigma delayed them from seeking help sooner, with 49% saying that delay lasted years

96.2%

feel addiction is treated worse than other health conditions, like diabetes or cancer

89.2%

believe the media reinforces negative stereotypes about addiction

Words of Encouragement

From the survey respondents to anyone who is in active addiction thinking about getting support

"As you open up you'll be amazed how much support is available and how many people you would never expect have been affected by addiction"

"There is a whole community of people in recovery just like you, waiting to help!"

"Your addiction holds the shame, not you. You are worth it"

"It's a sign of strength to ask for help, not a weakness"

"You are not alone"

Who's This Dog?

You may recognise the little four-legged pooch on the front page if you've visited or stayed with us in recent years. If not, let us introduce you to Rita.

Rita is our Head of Assessments who accompanies our mental health nurse, Debbie, whose main role is doing assessments at Broadway Lodge. Rita keeps Debbie in check, making sure she always has treats, a bone and a toy in her bag.

Although Rita is small, fluffy and cute, she has a bossy side, demanding attention from people around her. She often barks at all the clients coming out of the smaller group therapy rooms, not because she doesn't like them, but because she thoroughly enjoys catching their attention. One of her favourite places to people watch at Broadway Lodge is on the main staircase, where she is pictured (right) with counsellor Chrissy. Chrissy is one of her favourite colleagues at Broadway Lodge because she knows she can get treats from her!



Christmas Donation

If you would like to do a good deed this Christmas time, please consider making a donation, of any amount you can, to support our independent treatment centre.

As a small charity, every penny donated to Broadway Lodge directly enhances the care and experience our clients receive and helps us to continue our vital work in transforming lives. We are hugely appreciative of every single person who decides to kindly make a donation, big or small. Thank you.

How to Make a Donation

Scan the QR code (left) or click here to make a donation online via our JustGiving page.

Make a card payment over the phone by calling finance on 01934 818043 9am - 3pm weekdays.

Send via online bank transfer - here are our details:
Account name: Broadway Lodge Limited
Account number: 52354060
Sort code: 30-90-89
Please write 'donation' in the reference box



Thank you for reading our newsletter.
We hope that you have a wonderful Christmas and a very happy and healthy 2027.

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Registered Charity Number 269167

BROADWAY
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TRANSFORMING LIVES

Transforming Lives Addiction Has Taken Away Since 1974