



TREATMENT PROGRAMME GUIDE

Private Outpatient Treatment for Alcohol & Drug Dependency

Take the first step, in confidence

Confidential talking therapy and RTT® hypnotherapy for alcohol, cocaine, ketamine, cannabis and other drug-related difficulties, delivered around your working life, not instead of it.

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WHO WE ARE

A small, expert team, a very personal service

We believe that anyone experiencing problematic alcohol or drug use deserves confidential, evidence-based support, without having to put their career, family or daily life on hold.

We follow a strict code of ethical and safe practice: you are prioritised, and our business interests are secondary.

Our approach combines talking therapy with RTT® (Rapid Transformational Therapy®), working with both the conscious patterns you are aware of and the deeper subconscious beliefs, emotions and responses that may be keeping the cycle going.

We understand how difficult it can be to acknowledge a problem with alcohol or drugs, which is why reaching out is one of the hardest, and most important, steps on the road to change.

54

years of combined frontline healthcare experience. John Wilkinson and Dr Shyra Raj bring this to every session, across drug and alcohol treatment, mental health and medicine.

Our Values

Compassion

We recognise that addiction is complex and multifaceted, and respond with bespoke, personalised care.

Empowerment

We help you take control of your own recovery journey.

Integrity & Ethics

We work transparently, and in line with the UK advertising (CAP) code.

Collaboration

We work with you, your family where you wish, and other healthcare professionals.

Innovation

We stay current with developments in addiction treatment and RTT®.

MEET YOUR PRACTITIONERS

The two people who'll be with you, every step

Cheshire Sobriety Clinic is a small, two-person practice by design. There is no rotating roster of staff and no handover between strangers: every client works directly and consistently with John Wilkinson and Dr Shyra Raj, in person or online.



John Wilkinson and Dr Shyra Raj, Cheshire Sobriety Clinic.

John Wilkinson

FOUNDER & ADVANCED ADDICTION PRACTITIONER

John has spent 27 years working across drug and alcohol treatment and mental health services, including as an NHS Dual Diagnosis Practitioner supporting people with co-occurring substance use and mental health needs.

He founded Cheshire Sobriety Clinic to offer the kind of confidential, unhurried, one-to-one support he saw was missing elsewhere, treating the whole person, not just the substance.

- BSc, MSc, AP APM, FMBPsS
- Registered Advanced Practitioner with Addiction Professionals (registration 3133)
- Full Member of the British Psychological Society (registration 825845)

Dr Shyra Raj

CONSULTANT MEDICAL DOCTOR & RTT® PRACTITIONER

Dr Shyra Raj is a consultant medical doctor and Consultant Rheumatologist, bringing a rigorous clinical background to every assessment and treatment plan.

She trained as a practitioner of Rapid Transformational Therapy® (RTT®), to work with the subconscious patterns that often sit alongside the physical and psychological effects of dependency.

- GMC registration: 4640189
- Consultant Rheumatologist
- Trained RTT® practitioner

A CONFIDENTIAL FIRST STEP

Is now the time to get help?

- ☐ Are you concerned about your own, or a loved one's, drinking or drug use?
- ☐ Is it affecting your relationships, your work, or your health?
- ☐ Have you tried to cut down or stop, without success?
- ☐ Are you hiding the extent of it from the people close to you?
- ☐ Are you a high-functioning professional who can't imagine stepping away from work for residential treatment?
- ☐ Do you simply want to talk to someone who understands, in confidence?

If any of this sounds familiar, a conversation costs nothing, and commits you to nothing.

A free, no-obligation consultation

Every journey with us begins with a free 30-minute confidential consultation, by phone or video call, with John Wilkinson. During this call, we will:

- Listen to your concerns and understand their impact on your life
- Talk through which of our programmes, if any, would best suit your circumstances
- Answer any questions you have about talking therapy or RTT®
- Agree openly if a different service, such as a medically managed detox, would serve you better

There is no charge, and no obligation to proceed.

Book your free 30-minute consultation

*"Stop doubting
yourself and reach out
to John and Dr
Shyra... life is too
short."*

Rachel, September 2024
Shared with permission.
Individual experiences and outcomes vary.

OUR TREATMENT PROGRAMMES

Three levels of support, one recovery journey

Whichever you begin with, every programme starts with a comprehensive initial assessment and a personalised recovery plan, and includes ongoing progress tracking using validated clinical outcome measures, the Treatment Outcomes Profile (TOP) and the Severity of Alcohol Dependence Questionnaire (SADQ).

The First Step

£700

Foundation · 3 sessions

Three one-hour talking therapy sessions with John Wilkinson.

- Comprehensive initial assessment & personalised recovery plan
- Outcome tracking using validated measures (TOP, SADQ)
- Addiction psychology, motivation for change & healthier coping strategies

The Deeper Work

£1,350

Personalised RTT® & Therapy · 5 sessions

Three talking therapy sessions, plus two personalised RTT® sessions with Dr Shyra Raj.

- Everything in The First Step
- Two RTT® sessions, each with a Zoom prep call, a two-hour session & a follow-up call
- Bespoke hypnosis recording, minimum 21 days' daily listening

The Complete Programme

£3,000

Full Treatment Programme · 12 sessions + 12 months aftercare

Ten talking therapy sessions, plus two RTT® sessions, a full progressive recovery journey.

- Everything in The Deeper Work
- Formal, written relapse-prevention plan, yours to keep
- 12 months aftercare: a 30-minute Zoom check-in every month
- Family involvement, where requested and with consent given

Private outpatient care, without the cost of residential treatment

Residential rehabilitation in Cheshire can cost £21,000–£25,350 for a single month as an inpatient (July 2026 rates). Our programmes are structured to give you expert, personalised support, without stepping away from your career, your family or your everyday life.

HOW WE WORK

Two forms of support, working together

Talking therapy, the conscious work

Led by John Wilkinson, our one-to-one talking therapy sessions draw on motivational interviewing, cognitive behavioural approaches and relapse-prevention planning.

Together, you will explore the pattern and history of your use, the unmet needs and life pressures behind it, and build a practical, personalised toolkit for change.

Motivational Interviewing, Miller & Rollnick (2013); Relapse Prevention, Marlatt & Donovan (2005)

RTT®, the subconscious work

Led by Dr Shyra Raj, a consultant medical doctor trained to deliver Rapid Transformational Therapy®, RTT® sessions combine clinical hypnotherapy, cognitive behavioural principles and psychodynamic insight.

Each two-hour session is preceded by a Zoom preparation call and followed by a check-in call, and comes with a bespoke recording for daily listening over a minimum of 21 days, to reinforce the work between sessions.

RTT® is a registered trademark and is not a regulated medical procedure in the UK.

Why we bring the two together

Much of what drives dependency sits below conscious awareness. The beliefs and coping patterns behind it often take root early in life, long before the substance use itself begins, which is why understanding a problem intellectually does not always translate into lasting change on its own.

Talking therapy gives you practical, conscious tools for changing behaviour today. RTT® works alongside this to explore the subconscious beliefs that often sit underneath that behaviour. We offer the two together so that both the conscious behaviour and what may lie beneath it are addressed, rather than working on one in isolation.

Always clinically led

Adverse early experience is widely recognised to be linked to later substance misuse, which is part of why we look beneath present-day behaviour as well as at it. It is also why this work is always led by trained, regulated practitioners, rather than offered as a stand-alone or unsupervised technique.

Your assessment, your plan, your outcomes

Assessment & outcome tracking

Every programme begins with a full biopsychosocial assessment, covering the history and severity of use, co-occurring mental and physical health needs, and risk.

From this, we build a personalised treatment and recovery plan with you, and record baseline scores using validated clinical tools, the Treatment Outcomes Profile (TOP) and the Severity of Alcohol Dependence Questionnaire (SADQ), reviewing these as treatment progresses.

Marsden et al. (2008), Development of the Treatment Outcomes Profile; Stockwell et al. (1983), The Severity of Alcohol Dependence Questionnaire

Family involvement, on your terms

Recovery rarely affects one person alone. Where you would like it, and only with your consent, we can involve a partner or family member in parts of the process.

This is arranged independently of your own sessions, and never as a substitute for them.

THE COMPLETE PROGRAMME

Twelve months of aftercare

The Complete Programme includes twelve months of aftercare once your ten talking-therapy sessions and two RTT® sessions are complete:

- A 30-minute Zoom check-in every month, for twelve months
- Your own formal, written relapse-prevention plan to refer back to
- Family involvement, where requested and with consent given, arranged separately from your monthly check-in

Aftercare helps you to:

- Stay connected to support after the structured programme ends
- Notice and respond early to warning signs, rather than waiting for a crisis
- Keep your relapse-prevention plan alive as your circumstances change
- Involve the people who matter to you, at a pace that feels right

How your aftercare year unfolds

Each stage of the twelve months has a different focus, so support keeps pace with where you are in recovery:

MONTHS 1–3

Settling in

Check-ins focus on carrying what you built in treatment into daily life: reinforcing new habits, adjusting your relapse-prevention plan to real situations, and catching early wobbles before they grow.

MONTHS 4–8

Building resilience

As confidence grows, sessions turn to the routines and relationships that sustain recovery long-term, revisiting your plan as circumstances change, such as a new job, a stressful period or a family event.

MONTHS 9–12

Looking ahead

Together we review what is working, agree on any ongoing support you might want beyond the programme, and make sure you leave with a clear, current relapse-prevention plan that is genuinely yours.

GETTING TO US

Where and how sessions take place

Altrincham

28 High Street, Altrincham, WA14 1QP

Both John Wilkinson (talking therapy) and Dr Shyra Raj (RTT®) see clients here: John, Tuesday to Friday from 6pm and Saturday mornings; Dr Shyra, Wednesday to Friday.

01925 500385

Alderley Edge

28a London Road, Alderley Edge, SK9 7DZ

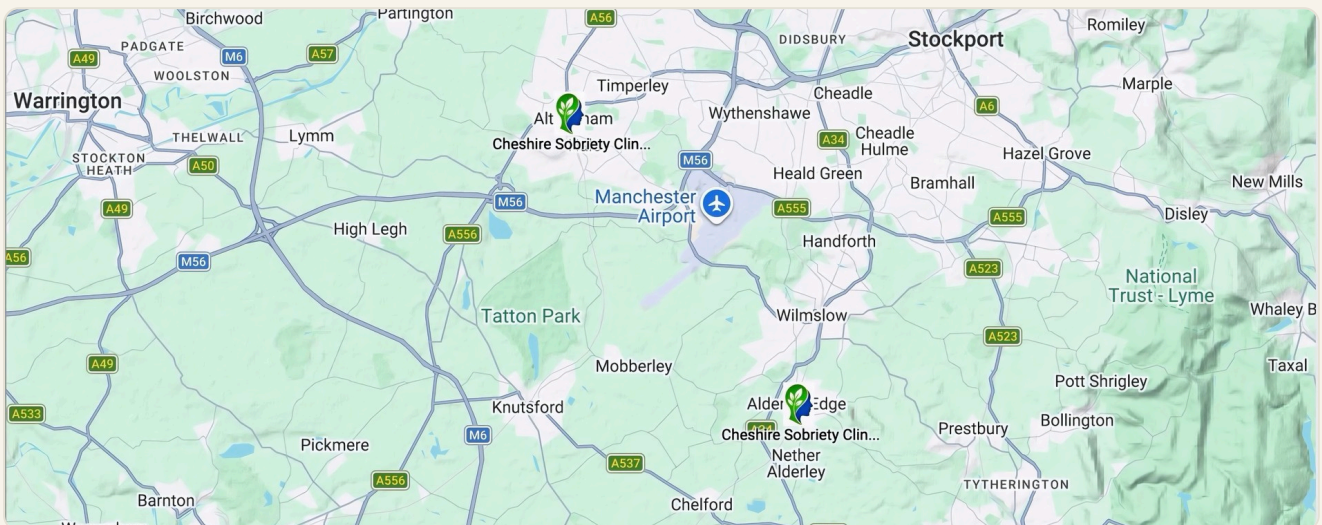
Both John Wilkinson (talking therapy) and Dr Shyra Raj (RTT®) see clients here: John, Tuesday to Friday from 6pm and Saturday mornings; Dr Shyra, Wednesday to Friday.

01625 682863

Online

Every session can also be delivered by video call, wherever you are in the UK.

All sessions are strictly confidential.

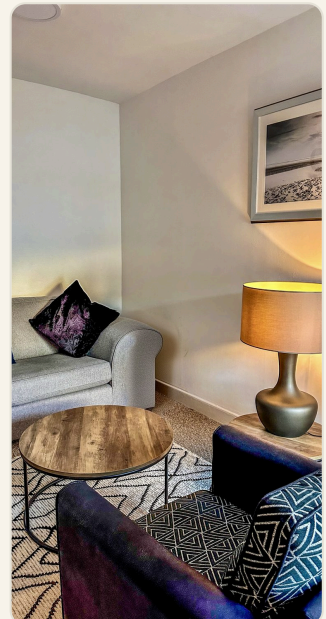


Our Altrincham and Alderley Edge locations, both easily reached from across Greater Manchester and Cheshire.

WHERE YOU'LL BE

A calm, private space to talk

Every session takes place in a quiet, private consulting room, furnished to feel considered and comfortable rather than clinical. There are no waiting rooms full of other patients and no hospital corridors, just a confidential space to talk.



Our actual consulting rooms in Cheshire, used for talking therapy and RTT® sessions.

SAFETY & GOVERNANCE

Safety, governance & who delivers this programme

- This is a private outpatient programme. It is not a substitute for medical treatment, crisis care, or medically managed/monitored detox.
 - Where assessment indicates a physical dependency on alcohol or benzodiazepines, you will be advised of the risks of sudden cessation (including acute withdrawal, seizure and delirium tremens), and, where needed, signposted to a medically managed detox pathway.
 - RTT® is not a regulated medical procedure in the UK.
 - If you are in immediate risk or crisis, contact your GP, NHS 111, or attend A&E.
-

John Wilkinson, BSc, MSc, AP APM, FMBPsS

27 years' experience across drug and alcohol treatment and mental health services, including as an NHS Dual Diagnosis Practitioner. Registered Advanced Practitioner with Addiction Professionals (3133). Full Member of the British Psychological Society (825845).

Dr Shyra Raj

Consultant medical doctor (GMC: 4640189) and Consultant Rheumatologist, trained to deliver Rapid Transformational Therapy®.

Cheshire Sobriety Clinic is listed with Psychology Today. Dr Shyra Raj is individually listed with the Hypnotherapy Directory.

The Full Treatment Programme: A Recovery Journey

Ten one-hour talking therapy sessions with John Wilkinson, combined with two personalised RTT® sessions with Dr Shyra Raj, treating the conscious patterns you are aware of alongside the subconscious beliefs that keep the cycle going.

10 hrs talking therapy · John Wilkinson

2 sessions RTT® · Dr Shyra Raj

Private outpatient · Cheshire, Manchester & online

How this journey is built. UK national clinical guidance understands problematic alcohol and drug use as a biopsychosocial condition, shaped by the interaction of neurobiology, emotional regulation, learned behaviour, life experience and social environment (NICE, 2017; DHSC, 2025; BPS, 2019). Every stage below is guided by a personalised treatment and recovery plan, co-created with the client and reviewed as treatment progresses, in line with national clinical guidance on collaborative care planning (DHSC, 2025).

Treatment does not focus solely on stopping use. It addresses what may be maintaining the pattern, builds alternative coping strategies, strengthens emotional resilience and helps rebuild a stable, meaningful life (Public Health England, 2017; DHSC, 2025).

● Talking therapy with John Wilkinson (conscious work)

● RTT® with Dr Shyra Raj (subconscious work)

0

Engagement

Free, confidential consultation

30 minutes · prior to programme start

An initial confidential conversation to understand presenting difficulties, explore readiness for change and agree whether outpatient talking therapy and RTT® is a suitable and safe fit. Where circumstances indicate that safety and wellbeing would be better met by a medically managed detox, this is discussed openly at this stage.

Engagement & initial screening, NICE (2017); DHSC (2025)

1

Session 1 · John Wilkinson

Comprehensive assessment & care planning

1 hour

A full biopsychosocial assessment covering the pattern and severity of alcohol or drug use, physical and mental health history, co-occurring difficulties (COMHAD), risk, and the wider circumstances surrounding use.

- History and severity of alcohol/drug use and dependence
- Screening for co-occurring mental health and physical health needs
- Identification of unmet needs, housing, relationships, finances, purpose
- Collaborative development of a personalised treatment and recovery plan
- Baseline outcome measures recorded using validated tools (TOP, SADQ)

Biopsychosocial assessment & care planning, NICE CG115; DHSC (2025); BPS (2019)

2

Session 2 • John Wilkinson

Addiction psychology & the psychopharmacology of alcohol and drugs

1 hour

Psychoeducation on how alcohol, cocaine, ketamine, cannabis and other drugs act on the brain's reward pathways, and how tolerance, dependence and withdrawal develop with repeated use. Substance use is framed as a learned, reinforced behaviour rather than a moral failing.

- How different substances affect mood, anxiety and the reward system
- Tolerance, dependence and the withdrawal cycle explained
- Classical and operant conditioning, how triggers and cues develop

Marlatt & Donovan (2005); NICE (2017); DHSC (2025)

RTT
1

RTT® Session 1 • Dr Shyra Raj

Subconscious work: identifying the root

A three-part sequence combining a virtual preparation call, an in-depth personalised RTT® session, and a follow-up call to support integration, positioned early in the programme, straight after the psychoeducation delivered in Session 2, so the subconscious work has real context behind it.

i Zoom RTT® consultation

Approx. 30 minutes • online, prior to the session

A preparatory video call with Dr Shyra Raj to explain the RTT® process, answer questions, agree the focus areas for the session, and ensure the client feels informed, safe and ready.

ii RTT® Session 1

2 hours, in person • bespoke hypnosis audio provided

A personalised Rapid Transformational Therapy® session combining clinical hypnotherapy, cognitive behavioural principles and psychodynamic insight to access and begin transforming the subconscious beliefs and emotional patterns that may be maintaining the pattern of use. A bespoke recording is provided for daily listening, minimum 21 days.

iii Follow-up call with Dr Shyra Raj

Approx. 15–20 minutes • by phone or Zoom, within days of the session

A check-in to review the client's early response to the session, reinforce consistent use of the bespoke audio, and address any questions or emotional after-effects before returning to talking therapy with John.

3

Session 3 • John Wilkinson

Motivation, ambivalence & readiness for change

1 hour

Using a Motivational Interviewing approach, sessions help resolve mixed feelings about substance use and strengthen personal reasons for change, without confrontation, and at the client's own pace.

- Exploring ambivalence collaboratively and respectfully
- Locating the client's current stage of change
- Strengthening commitment and self-efficacy

Stages of Change, Prochaska & DiClemente (1983); Motivational Interviewing, Miller & Rollnick (2013); NICE (2017)

4

Session 4 · John Wilkinson

Thoughts, emotions & behaviour

1 hour

Cognitive Behavioural Therapy-informed work exploring how thoughts, emotions and behaviours reinforce one another, and how negative automatic thoughts can increase both distress and urges to use.

- Identifying recurring thought patterns that increase urges
- Recognising cognitive distortions, catastrophising, self-blame, emotional reasoning
- Practising alternative responses to stress and cravings

Beck (1976); NICE (2017); NHS (2025)

5

Session 5 · John Wilkinson

Trauma, loss & emotional regulation

1 hour

National guidance highlights the high prevalence of trauma, loss and chronic stress among people accessing addiction services. This session gently explores these influences on attachment, self-esteem and emotional regulation, and supports safer coping methods.

British Psychological Society (2019); DHSC (2025)

RTT
2

RTT® Session 2 · Dr Shyra Raj

Subconscious work: deepening & reinforcement

A second three-part RTT® sequence, timed straight after the trauma-informed work of Session 5, to build on RTT® Session 1 and work through any deeper or secondary patterns that have surfaced across the core therapeutic work so far.

i Zoom RTT® consultation

Approx. 30 minutes · online, prior to the session

A second preparatory video call with Dr Shyra Raj to review progress since RTT® Session 1, agree the focus for this session, and ensure the client feels ready to go deeper.

ii RTT® Session 2

2 hours, in person · second bespoke hypnosis audio provided

Building on the first session, this targets any remaining subconscious patterns, secondary triggers or emotional responses. A new bespoke recording is provided for continued daily reinforcement, minimum 21 days.

iii Follow-up call with Dr Shyra Raj

Approx. 15–20 minutes · by phone or Zoom, within days of the session

A second check-in to review the client's response, reinforce the new recording, and hand back into the remaining talking therapy sessions with a clear, shared picture of progress.

6

Session 6 · John Wilkinson

Unmet needs & healthier coping strategies

1 hour

Building directly on the unmet needs identified at assessment, practical, relational and emotional, this session focuses on breaking habitual stimulus–response cycles and replacing substance use with sustainable coping strategies.

- Breaking habitual triggers identified in Phase 1
- Addressing practical challenges, finances, housing, isolation, long-term health conditions
- Building a toolkit of alternative coping responses

Social Learning Theory, Bandura (1977); DHSC (2025)

7**Session 7 · John Wilkinson****Values, responsibility & meaning***1 hour*

Substance use can affect identity, confidence and personal values. This session explores guilt, shame and loss of direction, and helps clarify values, self-respect and new sources of purpose.

Self-Determination Theory, Ryan & Deci (2000); BPS (2019); DHSC (2025)

8**Session 8 · John Wilkinson****Relationships & the wider social picture***1 hour*

Recovery is shaped by the social determinants of health, housing, employment, relationships and community connection. This session addresses relationship dynamics, peer influence and daily routine.

- Communication patterns and rebuilding trust
- Peer influences and social environments
- Daily routine and work–life balance

Public Health England (2017); DHSC (2025)

9**Session 9 · John Wilkinson****Relapse prevention planning***1 hour*

A formal, written relapse prevention plan is built collaboratively and is yours to keep, rehearsing high-risk situations identified across the programme and consolidating coping strategies for the maintenance stage of change.

Marlatt & Donovan (2005) Relapse Prevention; Prochaska & DiClemente (1983)

10**Session 10 · John Wilkinson****Review, consolidation & aftercare***1 hour*

Progress is reviewed against the original personalised treatment and recovery plan. Aftercare needs are agreed, including ongoing responsive support and, where appropriate, signposting to further community or statutory services.

- Review of goals set at assessment
- Agreeing ongoing/responsive support beyond the programme
- Signposting to further support where appropriate

Collaborative review & aftercare planning, DHSC (2025)

Twelve months of ongoing support

12 months, following the end of the programme

Structured aftercare continues well beyond Session 10, keeping the relationship and the recovery plan alive through the months that matter most for sustaining change.

- A 30-minute Zoom check-in every month, for twelve months
- Family involvement, where requested and with consent given, arranged independently of the monthly check-in, not as part of it

Continuing care & recovery support, DHSC (2025); NICE (2017)

Safety, governance & who delivers this programme

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Cheshire Sobriety Clinic · Altrincham · Alderley Edge · Online across the UK



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GUIDANCE & SOURCES REFERENCED IN THIS TREATMENT MAP

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This process map is for general information and website/social media use. It does not replace an individual assessment or personalised treatment and recovery plan. Results vary between individuals.

Contact us

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Alderley Edge: 01625 682863

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[Book your free 30-minute consultation](#)



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