



**Sierra
Recovery**

MEDIA KIT

Sierra Recovery

A registered residential addiction treatment centre in the olive country of Malaga province, treating English-speaking clients on a 28-day programme with a published price.

REGISTRATION

N.I.C.A. 67331

PROGRAMME

28 days, in English

PUBLISHED PRICE

£9,900

PRESS CONTACT

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About Sierra Recovery

Cleared for publication. Use any of this verbatim, without asking and without a fee.

Sierra Recovery is a residential addiction treatment centre at Cortijo Ferradores, near Humilladero in Malaga province, Andalusia. It is registered with the Junta de Andalucia as a health centre under **N.I.C.A. 67331**, in the care unit for the treatment of drug dependency.

The **28-day programme** is delivered in English and combines three structured therapy groups a day, individual therapy three times a week, and a seventeen module psychoeducation curriculum adapted from the methodology of PROMIS Clinics in the United Kingdom. Equine-assisted and holistic work form part of the week. The price is published in full at **£9,900**. Sierra does not detoxify on site, does not publish a success rate, and neither pays nor accepts referral fees.

FOUNDED ON The PROMIS method	LOCATION Humilladero, Malaga	NEAREST AIRPORT Malaga, 45 min
PROGRAMME 28 days	ROOMS Private as standard	LANGUAGE English

What Sierra is not

Sierra is a registered health centre with a supervised treatment residence. It is **not a hospital, not a psychiatric hospital, and not a detox unit**. Detoxification is not carried out on site; where withdrawal needs medical supervision it must be completed in an appropriate medical setting before admission, and is billed separately. Sierra is regulated in Spain and is **not CQC registered**, because the CQC regulates providers in England.

Checking the registration

You do not need us for this. Search **N.I.C.A. 67331** in SICESS, the Andalusian register, or find the centre in REGCESS, the national register, filtering by Malaga province. One filter has to be set: **tipo de centro U.71, atencion sanitaria a drogodependientes**. A search without it returns nothing, which is the usual reason a Spanish centre looks unregistered when it is not. Both registers are public and free, and the same searches work against any centre operating in Spain.



The authorisation plate. Included in the archive as a PNG.



The centre at Cortijo Ferradores, Humilladero. Full captions and credits accompany every image in the archive.

The programme

Length	28 days
Structured therapy groups	3 a day, 5 days a week
Total group contacts	5 a day, of which three are structured therapy groups. The other two are an afternoon group activity and a day closing.
Individual therapy	3 sessions a week
Psychoeducation	17 modules drawing on CBT, REBT, ACT, DBT-informed skills, attachment work and relapse prevention
Saturday	Holistic and body-based work
Sunday	Supervised excursion
Aftercare	UK aftercare that follows the patient home
Language of care	English

The clinical model

The Regulation Model. Addiction treated as a learned way of regulating an unbearable internal state, not a moral failure.

It is Sierra's adaptation of the PROMIS Clinics methodology, not a separately validated model, and should not be described as proprietary, as evidence-based in its own right, or as clinically tested.

Therapeutic approaches drawn on

- CBT/REBT (Ellis ABC model)
- Acceptance and Commitment Therapy (ACT)
- Emotion-regulation and distress-tolerance skills
- Attachment and trauma work
- EMDR
- Dialectical behaviour therapy (DBT)
- Group therapy
- Holistic: yoga, mindfulness, art, equine

Cost

Published in full, which most private centres do not do. There is nothing further to ask for.

Published price	£9,900 for the 28-day residential programme
Referral fees	None paid or accepted, in either direction
Quotation	An itemised written quotation is issued before admission

Included

- Private room as standard
- All meals cooked on site
- Three structured therapy groups a day, five days a week
- Individual therapy three times a week
- The seventeen-module psychoeducation curriculum
- Holistic and equine work
- Standard UK aftercare
- Written handover to your GP with consent

Not included

- Medically supervised detox where clinically needed
- Medical, psychiatric and laboratory costs
- Hospital care of any kind
- Travel

Who Sierra does not admit

- Anyone requiring medically supervised withdrawal that has not been arranged and completed beforehand
- Anyone whose physical health requires hospital-level monitoring or nursing
- Anyone acutely suicidal, acutely psychotic, or in psychiatric crisis
- Anyone requiring detention, intensive psychiatric nursing or a locked setting
- Where an eating disorder is the primary and severe condition

No success rate

Sierra publishes no success rate and will not supply one for a story. There is no agreed definition of success in addiction treatment and no independent body auditing outcome figures for private residential centres, so any number we produced would be self-defined and self-reported. Where a competitor's figure appears in your reporting, the questions worth asking are who defined it, who measured it, over what follow-up period, and who audited it.

Two things to treat carefully

The PROMIS patient figure. The claim that more than 5,500 patients have been treated with the PROMIS method describes PROMIS Clinics and Robin Lefever, not Sierra. We have found no public source for it, so please do not print it as fact without obtaining one.

Our own commercial claims. That the price is better value than comparable treatment, that clinical quality matches higher-priced centres, and that the quality is in the care rather than the building are Sierra's positions. They are not independently verified and we would not present them to you as facts.

Photography

Every photograph here is a link. Click one to open the full-size file. 51 images of the centre, plus a separate set photographed with models, all free for editorial use with credit to Sierra Recovery.

Print resolution, 4080×3060 **3**



PRINT
The stone farmhouse at Cortijo Ferradores, with the ivy-covered end wall and the line of fig trees along the courtyard.



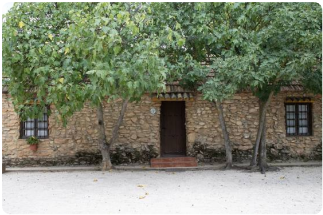
PRINT
The cypress-lined track that forms the approach to the centre, looking away from the house across the surrounding farmland.



PRINT
The cypress row on the grounds, with the olive country and the hills behind Humilladero in the distance.

These 3 reproduce to about 345mm wide at 300dpi, wider than an A4 page, and all 3 are exterior. If you need an interior at print resolution, ask and we will photograph it. Everything below is web resolution, right for online use and not for print.

The house and grounds **16**



WEB
The front of the farmhouse behind the courtyard trees.



WEB
The side elevation and the gravel court in front of it.



WEB
The main house seen across the courtyard.



WEB
The ivy-covered end wall of the main building.



WEB
The cortijo seen through the garden planting.



WEB
The courtyard and its cypresses.



WEB
A doorway opening from the gardens into the house.



WEB
The entrance gate onto the estate.

Photography, continued

The house and grounds *continued* 16



WEB

The vine-covered pergola along the side of the building.



WEB

The covered veranda running along the front of the building, looking out over the surrounding country.



WEB

The estate from the air: the main house, the pool and the grounds.



WEB

The estate from the air in vertical format, for a portrait crop or a column.



WEB

The signed entrance to Sierra Recovery from the approach road.



WEB

The Sierra Recovery signpost, with the surrounding land in flower.



WEB

The boundary wall and the cypresses behind it.



WEB

Looking out from under the pergola across the grounds.

The pool 6



WEB

The outdoor pool and the wall of trees behind it.



WEB

The pool with loungers and the cypress line beyond.



WEB

The pool in front of the main house.



WEB

The pool terrace, with the loungers and the outdoor dining area.



WEB

The large pool under the fig tree.



WEB

The pool seen from the terrace above.

Bedrooms and interiors 7



WEB

A private bedroom. Every client has a private room as standard.



WEB

A bed against the original stone wall, under the shuttered window.



WEB

A bedroom with a writing table under the window.



WEB

A sitting room with the original wooden shutters.

Photography, continued

Bedrooms and interiors *continued* 7



WEB

The living room and its fireplace, used for informal group time.



WEB

A room used for individual therapy sessions, unoccupied.



WITH MODEL

A bedroom under the original wooden ceiling, photographed with a model. Not a client.

Sport and the grounds 3



WEB

The tennis court and basketball hoop on the grounds.



WEB

The sports area and its seating.



WEB

Table tennis beside the court.

The kitchen and the table 6



WEB

A plated main course from the kitchen.



WEB

A starter, plated.



WEB

A dish going out from the kitchen.



WEB

Dessert.



WEB

Plating at the kitchen pass.



WEB

Harri Archanco, executive chef. Trained in San Sebastian, and previously at the Michelin-starred Galvin at Windows in London.

Landscape, horses and wildlife 11



WEB

The olive country around Humilladero, Malaga province.



WEB

The olive grove on the approach to the centre, with the hills behind.



WEB

The house with the sierra rising behind it.



WEB

El Torcal de Antequera, the limestone landscape near the centre.

Photography, continued

Landscape, horses and wildlife *continued* 11



WEB
El Torcal de Antequera. The centre runs a supervised excursion on Sundays.



WEB
Antequera, the nearest town of size, with the Pena de los Enamorados behind.



WEB
Horses on the land. Equine-assisted work is part of the programme.



WEB
One of the horses, in the field beyond the centre.



WEB
A horse on the land at the centre.



WEB
One of the peacocks that lives on the grounds.



WEB
Peacocks in the courtyard.

Photographed with models

Staged on location using models. These are not clients, and not real sessions.

Please do not caption anyone in these images as a patient, a client, or a person in treatment. Sierra does not photograph or film clients in any form, including from behind and in silhouette, so no photograph of a client exists anywhere in this kit. These were made with models so that publications which need a human presence in the frame have something accurate to use. Every filename contains **with-model** and every caption repeats it.



WITH MODEL

The living room by the fire, photographed with models. Not clients.



WITH MODEL

A therapy room set up for a session, photographed with models. Not a real session and not clients.



WITH MODEL

Equine-assisted work, photographed with a model. Not a client.



WITH MODEL

Reading in one of the rooms, photographed with a model. Not a client.

Using any image in this kit

Free for editorial use in connection with reporting on Sierra Recovery, in print or online, without permission and without a fee. Credit **Sierra Recovery**. Please do not use them to illustrate a story about a different provider. Full captions for every file are in the archive.

Brand assets

Vector masters and transparent PNGs at 400, 800, 1600 and 3200px are in the archive.



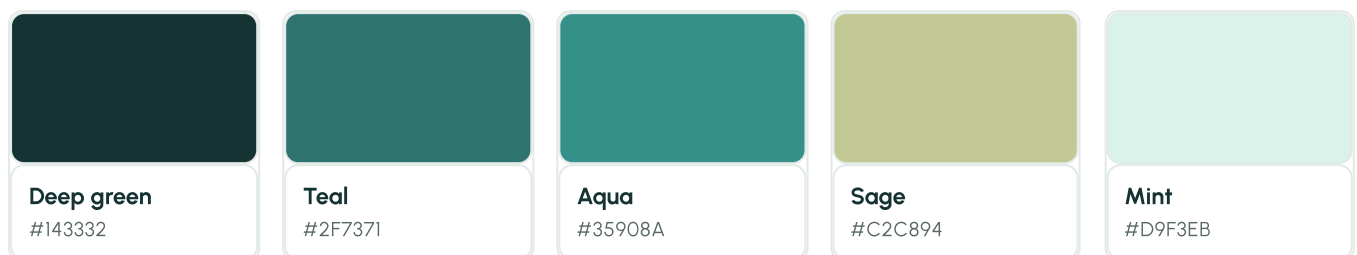
Primary mark. On white or light grounds.



Reversed. On dark or photographic grounds.

Please do not stretch, recolour, rotate or add effects to the mark, or set it where the wordmark is hard to read. Leave clear space around it of at least the height of the letter S.

Colour



Typography

Urbanist, headings

Nunito, body text. Both are open licence and free to use.

Writing about Sierra

Preferred language

Person first: **a person with an addiction** rather than an addict, and **a return to use** rather than a relapse framed as a failure.

The price is **£9,900** for the whole 28-day programme. It is not a deposit and not a weekly rate.

How to refer to us

First reference **Sierra Recovery**, thereafter **Sierra**.
The legal entity is Sierra Recovery Services S.L.
The centre is at Cortijo Ferradores, Humilladero, in Malaga province, about forty five minutes inland from Malaga airport.

Registration is written **N.I.C.A. 67331**.

What we can speak about on the record

How private residential rehab is regulated in Spain and how to check any centre. Treatment abroad, and the cases where a service closer to home is the better answer. Referral fees and patient brokering.
Published pricing, and why most centres do not publish one. Why we do not publish a success rate.
The clinical programme itself, and the distinction between a treatment residence and a detox unit.

Spokespeople

Press enquiries are handled directly by the director, not through an agency. Interviews in English, remote or on site.



Nerea Encinas Sanchez
DIRECTOR · GENERAL HEALTH PSYCHOLOGIST

MSc General Health Psychology. Leads clinical standards, the assessment you have before you travel, and admissions. Speaks on the clinical programme, how admission and assessment work, how private residential rehab is regulated in Spain, and why Sierra publishes no success rate.



Berenice Parames Jones
GENERAL HEALTH PSYCHOLOGIST

Individual and group psychological work inside the house, crisis follow-up, and coordination of the group programme.



Marta Leal
SOCIAL WORKER

Family mediation, links to services back home, and preparing for independent life after discharge.



Robin Lefever
FOUNDER, PROMIS CLINICS UK

Founder of PROMIS Clinics and author of the method this programme adapts. Treating addiction in the United Kingdom since 1986.

What we will not do

- **No patient or former patient interviews**, with or without their consent. The power imbalance in early recovery makes informed consent unreliable.
- **No filming of clients**, in any form, including from behind or in silhouette.
- **No comment on a named competitor** on the record. We will explain how to check any centre.
- **No success-rate figure**.
- **No clinical advice about an individual**, and no comment on a named person's treatment.

Contact

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Response	Usually within one working day. Say if you are on a deadline and we will prioritise it.
Filming or visits	By arrangement, subject to no client being present or identifiable
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