

# PLACE2BE

England & Wales · Charity number 1040756

## Details

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Other names	THE PLACE TO BE, THE PLACE2BE, PLACE TO TRAIN, PLACE2LEARN, PLACE2TALK
Status	Registered
Legal form	Charitable company
Company number	<a href="#">02876150</a>
Registered	1994-09-12
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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## Activities

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**Objects:** THE ADVANCEMENT OF EDUCATION AND THE PRESERVATION AND PROTECTION OF HEALTH AMONGST YOUNG PERSONS AND ADULTS, WITHOUT PREJUDICE TO THE GENERALITY OF THE FOREGOING, BY: (A) ENABLING THERAPEUTIC AND EMOTIONAL SUPPORT TO BE PROVIDED TO CHILDREN IN SCHOOLS BASED ON A PRACTICAL MODEL BACKED BY RESEARCH;(B) PROVIDING EMOTIONAL SUPPORT TO CHILDREN AND ADULTS INCLUDING TEACHERS AND PARENTS;(C) PROVIDING TRAINING IN THE PRINCIPLES, PRACTICES AND METHODS OF PROVIDING EMOTIONAL SUPPORT TO CHILDREN AND ADULTS AND IN OTHER ALLIED OR ANCILLARY SUBJECTS; AND(D) PROVIDING SERVICES TO FACILITATE THE PLACING OF PERSONS TRAINED IN THE PROVISION OF EMOTIONAL SUPPORT TO CHILDREN AND ADULTS.

**Activities:** Providing therapeutic and emotional support to children in schools

## Classification

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- **How:** Provides Services
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups

## Geography

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- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£28,944,000	£27,812,000	£9,753,000	752
2024-03-31	£24,910,000	£29,230,000	£9,064,000	766
2023-03-31	£25,001,000	£25,079,000	£13,919,000	653
2022-03-31	£19,485,000	£20,719,000	£14,604,000	550
2021-03-31	£19,305,000	£18,965,000	£15,753,000	520

## Trustees

Name	Role	Appointed
<b>Simon Mackenzie-Smith</b>	Chair	2017-06-12
ADRIAN JOSEPH LEVY		2013-08-08
Aamir Ahmad		2020-07-22
Alexander Begbie CBE		2018-09-17
David Oliver Weaver		2024-03-11
Debra Jayne White		2025-09-15
ELPHA MARY LECOINTE		
Elizabeth Greetham		2016-06-20
Marc Lowis Aron Jordan		2024-09-16
Margaret Murphy		2019-09-25
Matthew Robert Barwell		2024-03-11
Professor Osama Khan		2022-09-28
Professor STEPHEN SCOTT		2016-06-20
Richard Douglas		2022-06-08
Sian Hill		2014-07-08
Timothy Robinson		2022-09-28

**PLACE2BE**

England & Wales - Charity number 1040756

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# Accounts

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# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

For the year ended 31 March 2025

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## **TRUSTEES' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 March 2025**

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# 1. Foreword by Chair and CEO

This past financial year has been one of significant achievement and determined progress for Place2Be. We reached a school population of over 340,000 children and young people through our work in partnership with school communities across England, Scotland, and Wales, providing vital mental health support where it's needed most.

We successfully navigated a challenging and uncertain external environment, adapting our operations to ensure long-term sustainability and impact. Every one of our students from our pioneering Level 4 Diploma graduated as a child and young person's counsellor, strengthening and expanding routes into the children's mental health professional workforce. And we made important strides in our parenting work, a cornerstone of early intervention. Evidence from our programmes building capacity and support for parents – particularly around children's behaviour and mental health challenges relating to conduct – reached those most in need and delivered impactful outcomes. 70% of children with the greatest mental health challenges improved and as many as 97% of parents reported confidence and greater self-efficacy – a powerful testament to the impact of our Family Practitioners' work with children and parents together.

We are heartened that children's mental health is now firmly on the national agenda. However, the needs of children in schools and communities are far from being met and the sector continues to face several challenges, including workforce shortages with too few trained professionals to meet rising demand. Schools continue to be under immense pressure, and the system, particularly in primary schools, is stretched. We welcome the Government's commitment to expanding Mental Health Support Teams to all schools by 2029/30, but while this is a step forward, it's not enough. The current model leaves a significant group of children and young people – the so-called 'missing middle' – without the support they urgently need. These are the children who fall between the cracks: not 'unwell enough' for specialist CAMHS (Child & Adolescent Mental Health Services) but still requiring more than a parent or class teacher alone can provide. Our Place2Be counsellors meet this need and in 2024/25, from across the children and young people our school-based practitioners supported in targeted interventions, 77% of primary and 89% of secondary pupils showed improved mental health. This means they were able to be in school, engaged and connected in school life, with a greater sense of belonging and purpose and in a position to make the most of their school years. When children feel mentally well, it boosts their life chances. Our latest research with PBE shows a clear and compelling link: improved mental health leads to better GCSE results, fewer exclusions, and reduced need for SEND support. These gains don't just benefit young people, they drive long-term economic impact through higher lifetime earnings. The strength of our outcomes underscores the power of our approach and the urgency of our mission. As demand grows, so does our resolve to ensure every child has access to the mental health support they deserve.

It is in this context that we have shaped our bold new 2025-2030 strategy – a strategy rooted in our clinical expertise, our deep understanding of schools, and our commitment to local, diverse communities. Our focus is clear:

- **Deliver** high-quality, clinically-led support in the right place, at the right time
- **Deepen** our impact in our communities, supporting not just children, but enabling staff, parents, and carers, whilst also developing the mental health workforce
- **Demonstrate** what works, using evidence to influence policy and inspire lasting change.

This means working collaboratively and, true to our values, in real partnership with school leaders, commissioners, and voluntary sector partners. It means listening to and being shaped by the voices of children and young people. And it means continuing to place equity, inclusion, and participation at the heart of everything we do.

None of this would be possible without the extraordinary commitment of our people. To our staff, counsellors on placement, school partners, trainees and students, fundraisers, donors, volunteers, and supporters, thank you. Your passion, generosity, and belief in our mission are what enable us to continue making a meaningful and lasting difference in the lives of children and young people.

Together, we are building a future where every child can access the support they need to thrive.



**Simon Mackenzie Smith**

Chair of Trustees



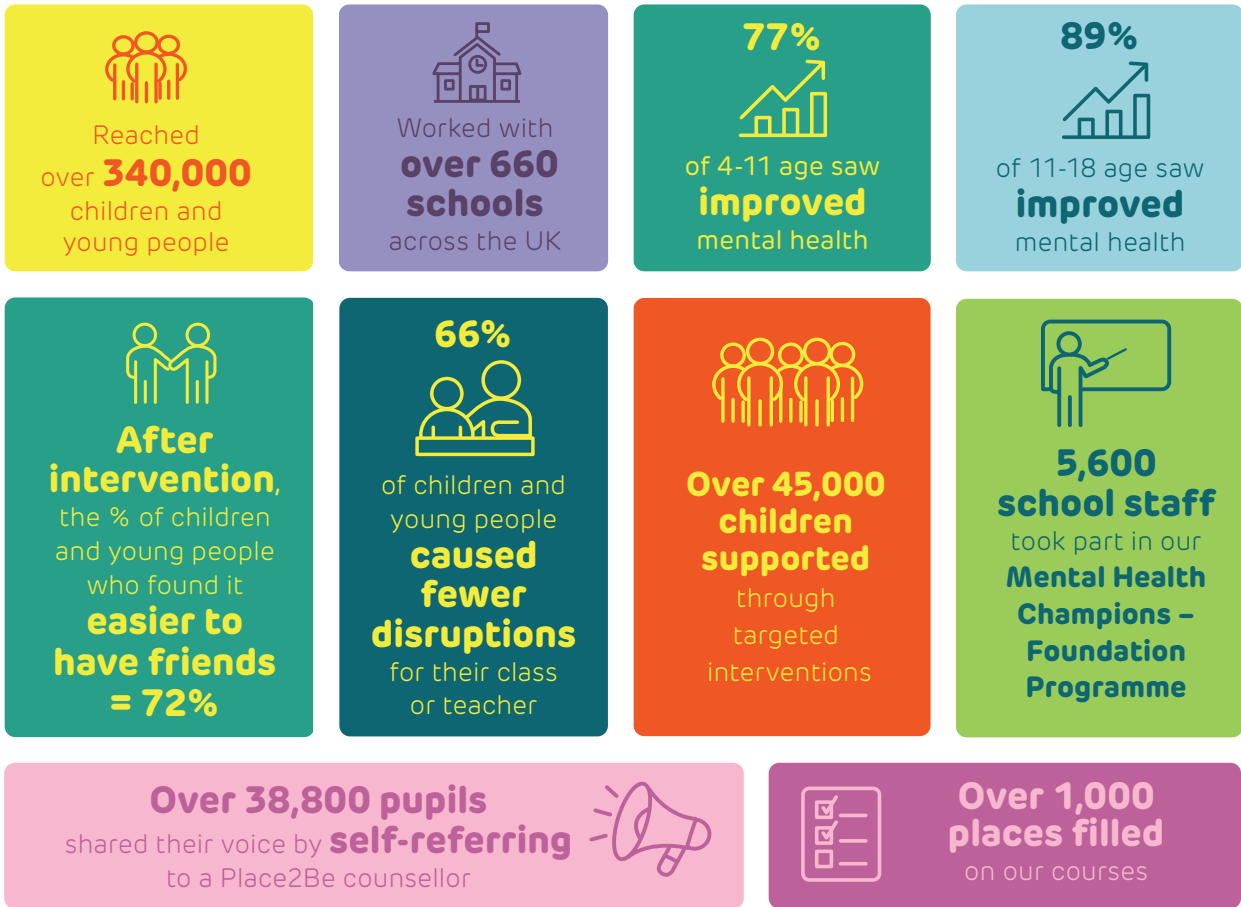
**Catherine Roche**

Chief Executive Officer

31 October 2025

## 2. At a Glance *(These figures are academic year 24/25)*

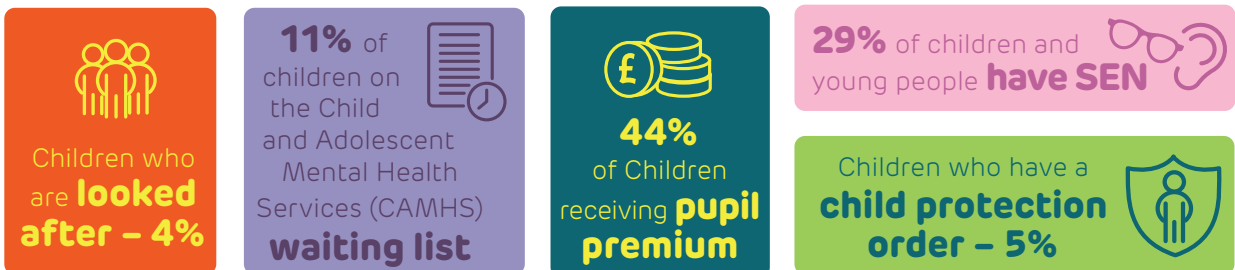
### Our Reach



### Targeted Parent / Child Support



### Children We Support



## 3. Strategic Report

### 3.1 Our Purpose, Vision and Mission

Place2Be exists to make a positive difference for children and young people's mental health.

Today, one in five children live with a probable mental health condition, rising to one in four among those aged 17-19. Yet, amidst wait times and stretched budgets, too many face emotional challenges alone, impacting their education, relationships and futures.

Our purpose is to change this trajectory by intervening early. Embedding clinically-led mental health support directly into schools, ensuring children and young people receive expert help where they are, before problems escalate. We aim to empower and enable the whole school community, working with parents and teachers, creating a connected, safe, accessible and supportive environment where young people feel they belong, build emotional resilience, develop coping strategies and thrive.

We know, and our evidence demonstrates, that in supportive learning environments, and with the tools to manage their mental health, young people can better engage in learning, build healthier relationships, achieve better outcomes and take ownership of their futures.

Our values underpin everything we do:

- **Perseverance** – We have the courage to continue in the face of adversity and do this with determination to find effective solutions
- **Creativity** – We bring an open-minded approach and flexibility to our thinking and actions and enable others to do the same

### 3.2 Strategy 2025–30 Overview

Since pioneering the Whole School Approach in 1994, Place2Be has been at the forefront of children's mental health in the UK. Starting in 1994 in one school, we now support 340,000 children and young people across 660 schools - almost double our reach from just five years ago. We know from our evidence that early intervention works. Fostering mentally healthy schools enables a transformative cultural shift across a school, embedding mental well-being at the heart of the school's values and daily practices. This whole-school approach is underpinned by strong leadership, inclusive policies, comprehensive support systems for both staff and students, and meaningful partnerships with the wider community.



It is the bedrock of what Place2Be provides supporting not just the children, but the school staff, parents and community so that together we can create a supportive ecosystem that prioritises mental health for all. Children who can access timely, evidence-based interventions, ranging from one-to-one counselling to group work and parent-child coaching see difficulties ease, build resilience and flourish academically and emotionally.

In 2024/25 around 56% of 4-11 year olds and 52% of 11-18 year olds assessed in our service had severe mental health difficulties, including high risk challenges such as suicidal ideation and self-harm.

75% of children who had exclusions in the academic year before counselling started, saw a reduction in exclusions with 56% of those having no suspensions in the year they had counselling.

Common themes included family issues, relationships, anxiety, emotional difficulties, bullying, low-self-esteem, identity issues, exploring neurodiversity, bereavement and loss.

There are still many children and young people who are missing out on specialist support they need. For instance, more than 958,200 children in England have an active referral to Children and Young People's Mental Health Services (CYPMHS) as of the end of March 2024.

**"I feel like I can look forward to the future now and I can focus and concentrate because I'm not as worried. I know now that it helps to talk"**

Pupil, 2024

We've demonstrated that meeting children where they are, through school-based mental

health services, is effective, and when we go further and consider their wider social context, working closely with families and the immediate community, the outcomes are even more transformative. We have seen this in our work with the AL Philanthropies Research Programme, working across 20 primary schools in Greater Manchester over a four-year period. This holistic approach reflects our strategic commitment to going 'deeper in communities': not just reaching individuals but strengthening the whole community system. By embedding this model locally, we can create a blueprint that can be replicated and scaled to deliver meaningful change across diverse settings.

**"Children are more open with their feelings/emotions/mental health. [Place2Be] has provided a safe space for children who are struggling with their mental wellbeing which has been positive."**

Headteacher, Greater Manchester 2024

Our 2025-30 strategy: **Deliver, Deepen, Demonstrate** has been shaped by listening to children, families, schools, and partners. Their needs can be complex, but early intervention makes a lasting difference. By working locally, supporting communities and delivering accessible services, Place2Be is helping the next generation build lifelong coping skills and thrive in an increasingly complex world.

## **DELIVER**

We remain committed to delivering high-quality, timely support focused on early intervention and prevention. With clinical excellence at our core, we'll continue to support our schools, children and young people and community through our Whole School Approach.

## DEEPEN

We are strengthening our presence within communities by providing more flexibility in our service offering, ensuring we can respond effectively to local needs. Through innovative delivery in schools, as well as in wider community settings such as community centres and family hubs, we are deepening our impact and reach. Bringing health and education together to create a joined-up funding approach to manage the mental health of children and young people will ensure that we're delivering support for not only children and young people but extending to their families and school community too. Given the importance of early intervention, we'll further strengthen our impactful support for parents/carers and teachers, through our Family Practitioner team in primary schools. As the national MHST programme expands, we will seek to work with NHS and Health partners in local places, connecting provision to establish a seamless 'net of support' and making best use of scarce joined-up resources.

Key to our approach is building capacity from within communities by training a diverse mental health workforce. With nearly 1,000 places taken up on our courses each year and a clear pathway to qualification from Levels 2 to 7, we're laying strong foundations for an Apprenticeship programme that could make a career in counselling more accessible and inclusive. This initiative has the potential to open doors for individuals from a wider range of backgrounds, removing financial and structural barriers to entry into the profession. This Apprenticeship Standard will also open a route for schools to develop their own skilled counsellor, supported by our training expertise and other providers around England. This enables schools and local communities to build their own capacity, investing in trusted, long-term members of their school community with a quality assured standard so that more

children and young people have a qualified counsellor to turn to. Place2Be's supervision qualification will also play a role in supporting the next generation of counsellors and mental health professionals.

By leveraging the apprenticeship levy, we're not only making training more affordable, but also helping schools take ownership of their mental health provision in a way that's both strategic and deeply embedded.

## DEMONSTRATE

We'll continue to evidence what works and share our learnings. Our model delivers real impact from improved attendance, addressing Emotionally Based School Non-Attendance, to behaviour, better exam results and reduced Children and Young People's Mental Health Services (CYPMHS) waiting lists. Through research programmes like the AL Philanthropies Research Programme in Salford and City Bridge Foundation's longitudinal work, we'll share insights to influence policy and practice. We'll host events to foster cross-sector collaboration and keep children's mental health in the public eye and continue with our research partnership with a range of leading universities.

### 3.3 Performance Against Strategic Objectives

In the last year, despite a challenging economic climate and having to resize the organisation through a significant change programme, we made successful and impactful progress against our objectives.

#### 3.3.1. Provide high quality, mental health support in schools and communities

**Objective: Use our expertise to continue to work in deep partnership with schools,**

**commissioners and Multi Academy Trusts, providing services to meet children and young people's needs with an emphasis on early intervention.**

Last year we reached a total school population of over 340,000. Our practitioners worked with a broad range of presenting issues along a spectrum of severity. During 2024/25, many of our children and young people identified as having mental health difficulties in the severe range requiring a higher level of support - 56% of 4-11 year olds and 52% of 11-18 year olds assessed in our service had severe mental health difficulties according to their parents. Our Place2Talk service continued to see high demand with almost 39,000 children and young people accessing this self-referral service. Top presenting issues that children needed support with, over the 24/25 academic year, were friendships (51%), emotional issues of worry (37%) or sadness (32%). Pupils have expressed that having this accessible support has allowed them to seek help when they felt they needed it. This has been particularly effective in the AL Philanthropies Research Programme where we have found 75% of pupils who were experiencing high levels of worry and sadness or who were struggling to fall asleep at night said they were less worried and felt calmer after attending Place2Talk. Using this service allows a child to book an appointment with their school based Mental Health Practitioner (MHP) to discuss whatever is concerning them. Giving children this agency allows them to open up to someone they trust in a safe space, reducing barriers to access. This also provides an opportunity for our MHP to identify children who could be helped further through more targeted support.

**"It would normally help me be calm, because sometimes I'll go in like hype or like mad. But then when I would come out, I'd feel calm and nice"**

Pupil, 2024

Our school-based services receive referrals from a variety of sources, including parents, teachers, pastoral staff, GPs, CYPMHS, Social Care, and self-referrals. This referral context makes a rigorous assessment process even more crucial to ensure children receive the right support from the right service at the right time. By being embedded in schools, Place2Be can also support and enable the parent community by drawing on the expertise of our Mental Health Practitioners through 'parent partnership' sessions. In this way we can strengthen and empower parents and carers, mobilising a joined up 'net of consistent support' which is particularly helpful and impactful for children who are accessing targeted interventions.

**"The service provides an excellent outreach to children, parents and staff. Having a practitioner on site means that anyone at crisis can reach out without having to wait or go through a referral process. This reduces stress and quite often resolves issues before they spiral"**

Headteacher

We continue to work in deep partnership with schools, commissioners and Multi Academy Trusts in our communities across the UK. In 2024/25, we began developing 'exemplar areas' - places where we could showcase the impact of a fully integrated system, demonstrating what is possible when all elements work together to support children, families, and communities. An example of this is our group intervention, Journey of Hope (JoH), delivered to 13 primary schools across South Devon (where we had not previously worked) reaching 159 children in Year 6. The intervention supported the emotional wellbeing of children, particularly those at risk of developing Emotionally

Based School Avoidance, to help with their attendance and ability to make a positive transition to secondary school during a critical period of transition between primary and secondary school.

**Objective: Leverage our existing online parenting course and expand our reach, whilst ensuring the cost effectiveness and impact of our work with parents and carers.**

In 2024/25 we continued to provide extensive integrated support for parents and carers across our school communities. Our online site Parenting Smart was accessed by 31,000 users; 657 parents took part in our Parenting Smart online course and 500 parents benefited from Personalised Individual Parenting Training (PIPT), our in-person parent-child coaching model.

This model empowers parents and carers with practical strategies to support their children and manage behaviours of concern. Delivered in partnership with a trained practitioner, the sessions involve both the parent/carer and their child, creating a hands-on learning environment where new skills can be explored and then applied at home. Recognising that parents and carers know their children best, the approach is collaborative – building on existing strengths while introducing six core skills designed to deepen understanding, improve behaviour management, and strengthen positive interactions within the parent-child relationship.

**“Doing the PIPT intervention has engaged the parents and got everyone working together - home and school - to support the child. She’s definitely doing better now.”**

Teacher

We delivered our range of interventions for ‘parents / carers’ across amidst the challenging financial and economic backdrop, representing a 5% increase in delivery, despite a small reduction in the dedicated Family Practitioner team.

We explored expanding our online parenting course beyond Partner Schools, with a view to identifying a new sustainable income stream for this service (which is currently almost entirely funded by voluntary income). We delivered a pilot with a range of corporate partners but, following a review, have decided not to pursue this route. Whilst feedback was positive, the scale of tailoring to a new audience and ongoing investment for such a development felt too great and a potential distraction to our focus. We are hugely appreciative of our corporate partners who piloted the approach with us.

We progressed with iterative developments and improvements in the online programme and continued our partnership with King’s College to now focus on how we can further enhance parent engagement and completion rates. The programme continues to reach parents from diverse backgrounds, including those whose families are eligible for free school meals (37%) who can benefit from this free support to strengthen their parenting skills. The programme consistently results in parents/carers rating their knowledge, understanding and actions with their child as improved, and – from those who accessed it last year and 92% of those who accessed it last year would recommend the programme to others.

**“Place2Be has given us a life-line and has given me the tools I need to manage and be a better parent.”**

Parent, summer 2024



### 3.3.2 Building the child mental health workforce

**Objective: Continue to grow and diversify the children's mental health workforce by building on the progress from our new Level 4 Diploma and establish a Trailblazer Group to form the basis to gain an Apprenticeship Standard in settings-based child and young person counselling.**

Over the past year, over 2,000 places have been taken up on our training programmes and events. 664 people enrolled in a Place2Be Taster Day, 534 students started a new course in counselling skills (from Level 2 all the way to Postgraduate Diploma), and we supported 878 Counsellors on Placement. In addition to the business-as-usual work with our established Foundation Programmes and the Postgraduate Diploma, we were delighted that all our 12 Level 4 students from the pilot first cohort completed their training and qualified this year.

We have granted a number of bursaries, thanks to the generosity of funders, which ensure that our courses are accessible. This coming year we plan more entry-points during the year to

strengthen this accessibility. We also embedded our post-qualification programmes, upskilling counsellors trained to work with adults in the approaches appropriate for work with children, and our Supervision Certificate.

Our work, in partnership with our Trailblazer Group of future employers, training providers and professional standards organisations to develop an Apprenticeship Standard for counselling children and young people in school/ community settings, has been a key priority. This work paused following the movement of the Institute for Apprenticeships and Technical Education (IfATE) into Skills England, but we now have an opportunity to demonstrate the demand for our Apprenticeship Standard, and how it can be integrated to support the wider government priorities for the Growth and Skills Levy. Our work with the Trailblazer Group is deepening our relationships with organisations from education, counselling standards and counselling training providers.

**Objective: Continue to deliver against our EDI Action Plan and ensure we achieve meaningful and realistic actions to promote inclusion in our practices across the organisation. We will continue to play a lead role in the therapy sector's Coalition for Inclusion and Anti-Oppressive Practice.**

Place2Be co-chairs the Coalition for Inclusion and Anti Oppressive Practice with the UK Council for Psychotherapists (UKCP). Over the last year we undertook a comprehensive review of our Terms of Reference, a task which itself offered challenges and required thoughtful consensus-building. Through this, we reaffirmed our shared purpose: to foster collective learning and critical thinking that can be translated into meaningful change within our organisation, influencing policies,

frameworks, and practices. To kickstart our strategic focus for the coming year, we hosted a collaborative workshop aimed at shaping a set of anti-oppression guiding principles. Within the Coalition, we continue to strengthen cross-professional connections, deepening relationships and building a more unified, action-oriented community.



### 3.3.3 Building understanding and influencing policy

**Objective: Use our 30 years of experience working with school communities, delivering a service underpinned by early intervention, to ensure that this issue remains high on the national agenda and that, ultimately, no child faces their mental health problems alone.**

We keep children's mental health high on the agenda by providing the platform of Children's Mental Health Week (CMHW). For the February 2025 campaign we partnered with Here4You, supported by The Walt Disney Company, for

the theme 'Know Yourself, Grow Yourself'. We leveraged the characters from Disney Pixar's Inside Out 2 to help children explore self-awareness and emotional expression, reaching over 340,000 students and 50,000 adults. Our 2026 campaign will focus on belonging, with the theme 'This is My Place'.

During 2024/25 we continued to work with partners and Government departments to share evidence of what works and make the case for investment in children and young people's mental health. Some highlights over the past year are outlined below:

- We were delighted that, in the lead up to the Summer 2024 General Election, each major political party in England committed to extending children's mental health services in schools in their manifestos. Since then, the Government has pledged to give every school access to a Mental Health Support Team.
- During Children's Mental Health Week 2025 we ran a successful Parliamentary event bringing together MPs, Peers and policy experts, directly with young people to discuss the importance of mental health services in schools. Over 50 political figures attended the session, and the Week was mentioned in PMQs by the Prime Minister and other leading Ministers.
- In July 2024 we launched a major, multifaceted campaign into school attendance and mental health, including a roundtable event and report. We presented the findings to the Department for Education and other key stakeholders where it was commended by the Secretary of State and Early Education Ministers.
- We have two research projects which

have been further developed throughout 24/25. Firstly, the AL Philanthropies Research Programme exploring the Whole School Approach across 20 schools in Salford, Greater Manchester with updated findings of our work published on our website. This work continues into 2025 and 2026. The second research project is our London Longitudinal Study, working closely with our partner PBE, supported by City Bridge Foundation, to explore the long-term economic and societal benefits to good mental health. Published in July 2025, the findings show that even modest improvements can boost GCSE grades, reduce exclusions, and lessen demand for SEN support. The report helps to demonstrate that early, school-based support is not only morally right, but also economically smart.

- We input into a host of consultations and reports to influence policy across England, Scotland and Wales including the Education Select Committee's inquiry into boy's experience at school, providing evidence for the Safer Phones Bill, giving evidence to the Welsh Government's Mental Health strategy and contributing to the NHS 10 Year Plan for Health.



### 3.4 Our People and Culture

At Place2Be, our impact on children and young people is only possible because of the extraordinary people who power our mission. Their skill, dedication and passion enable us to be there daily for children and young people. We are deeply committed to ensuring our workforce feels supported, heard and equipped to thrive because when they flourish, so do the communities we serve.

In 2024/25, we continued our rolling review and refresh of our People policies to ensure they remain relevant, inclusive, and aligned with best practices, creating a workplace that's not just compliant, but compassionate and reflects our values.

Our Staff Consultative Forum continues to be a valuable space for open dialogue, where employees' input helps to shape the future of Place2Be. Through the Forum we've gathered insights from topics raised for discussion and used results from Pulse Surveys, helping us better understand what matters most to our people and how we can evolve together.

Wellbeing remains at the core of our culture. We've embedded principles that promote balance and resilience, such as our 24/7 Employee Assistance Programme and two wellbeing days a year, with over 65% of staff embracing this opportunity to recharge.

On 5 April, we published our gender pay gap report for April 2023/24. While the mean gap rose slightly from 10.2% to 10.9%, this shift is largely due to demographic differences in role distribution, with men – who make up just 11% of our workforce – more often occupying office-based and managerial positions.

## Commitment to Equity, Diversity and Inclusion

We continue to work towards being a fully inclusive organisation, and to challenge ourselves so that Equity, Diversity and Inclusion (EDI) best practices are embedded in everything we do. We're proud of the strides we're making in diversity and inclusion, although recognise that it is a constant journey. Our organisation is enriched by the voices and experiences of our people:

- 27% of our Trustees, 23% of our workforce, and 25% of our Counsellors on Placement come from global majority backgrounds
- Over 7% of our team identify as LGBTQIA+
- Nearly 11% have declared a disability

These figures represent more than statistics – they reflect our commitment to being an organisation where everyone feels a real sense of belonging.

We have regular feedback from our staff-led EDI Steering Group, the Autumn 2024 Pulse Survey had over 85% of staff strongly agreeing or agreeing that they were treated equally, and our reset EDI Action Plan delivered in the three focus areas of service delivery, people and systems.

Our EDI Steering Group meets every six weeks to discuss and champion our EDI Action Plan. We are committed to inclusive recruitment practices, and we take positive action by putting in place measures to support the recruitment and promotion of underrepresented communities.

Our Employee Support Networks which include hearing loss, LGBTQIA+, neurodivergence, race equity and spirituality, are groups led and managed by employees, with a representative from each regularly reporting back to the EDI Steering Group.



## 4. Impact and Case Studies

### 4.1 Key Impact Metrics

#### Academic year 2024/25

We worked in partnership with a total number of **660** schools, with a reach of over **340,000** children and young people.

Of those, we provided more targeted supported for over **45,000** children and young people.

Almost **40,000** children and young people had their concerns heard by using our self referral service Place2Talk, allowing any worries to be addressed early on.

We worked with a specific number of children, **8140**, through our one-to-one counselling for more targeted support.

Over **1300** children and young people from across **161** schools benefited from our group work Journey of Hope.

**558** - Number of children and parents / carers attending Personalised Individual Parenting Training (PIPT).

**77%** of 4-11 age saw improvement in mental health.

**89%** of 11-18 age saw improvement in mental health.

**67%** of children causing fewer problems for their class or teacher.

**72%** of children found it easier to have friends.

**75%** children who had exclusions in the academic year before counselling started, saw a reduction in exclusions with **56%** of those having no suspensions in the year they had counselling.

#### Mental Health Workforce Financial Year 24/25

##### Building skills, confidence and knowledge in schools.

#### Pre-qualifying courses

We offered almost **50** bursaries, ensuring our courses are accessible.

**664** enrolled on a Taster Day.

**244** students started a Level 2 course.

#### Qualifying and Post Qualification courses

**53** started our Postgraduate Diploma.

**100%** of Level 4 students graduated.

**54** students and **34** started on our Level 5 and Level 6 respectively.

Number of Counsellors on Placement **878**.

Number of school staff who undertook our Mental Health Champions Foundation programme **5,618**.

Over **270** participants completed our Senior Mental Health Leads programme - for which we are a DfE approved provider.

Over **650** parents joined our Parenting Smart Online Course.

There were almost **19,000** downloads of our free Art Room resources.

Over **30,000** parents accessed our free resources on our Parenting Smart website.

## 4.2 Voices of Children & Families

Ensuring our clinical delivery is child-led is an embedded principle for Place2Be as a whole. We already use our 'child's voice' and goal-based outcome measures to ensure our clinical practice is child-led, and each child is supported to determine the focus of the therapeutic work. This coming year will see the launch of the Children and Young People (CYP) Participation Action Plan. The plan is based on the Lundy model for child participation, established as a response to the United Nations Convention on the Rights of the Child. Developed and led by the Place2Be CYP Participation Steering Group, consisting of staff from across the organisation, this plan will embed children and young people's voices and lived experience throughout our

delivery model. An example would be in our research activities and through consultation with youth councils in partner schools. This will include ensuring children and young people are consulted on key decision-making around service delivery and that we gather feedback from them about the service in their school.

In May 2025, Place2Be's Research & Evaluation team presented at the British Association for Counselling and Psychotherapy (BACP) International Research Conference on 'Co-creating a qualitative interview topic guide with young people: to explore the long-term impact of a school-based counselling service'. This was a great opportunity for Place2Be to demonstrate the importance of involving children and young people in research design.





### **Mohammed,\* secondary school student**

Mohammed was an anxious child and used to struggle to leave his house. Having one-to-one counselling helped him to build his confidence and talk openly about his feelings. Now a teenager, he looks back on his experience.

*"In primary school I was really nervous and shy. I wouldn't do a lot of things and I had a lot of anxieties. I also didn't really like going out of the house.*

*I thought that school counselling would be quite dull, and that it would be just talking. But it wasn't. My counsellor was really nice, and I could tell her anything about myself and she wouldn't tell anyone. I knew it would be confidential.*

*The Place2Be session was really good in a way that I could just release everything. I could let everything go.*

*It made a difference to me afterwards. I told my counsellor about anything that was on my mind, but I realised that I could tell other people too, like my mum.*

*It gave me more confidence, and I was more comfortable about being around loads of people. I could go out and stay with my friends.*

*It also made a difference to my schoolwork. I was able to answer more in class. I'm smart in maths but I used to not want to put my hand up, even though I knew the answer to a question. I didn't like people looking at me. I sat there thinking don't pick me. But I don't mind it now.*

*In my first year of secondary school I found a new confidence to stick up for myself. I used to let people walk all over me, but this doesn't happen now because I've got the confidence to stop it."*

*\* names have been changed.*

## 4.3 Local Success Stories

### Tackling absenteeism in rural and coastal areas

We are very mindful of the differing conditions in local places, and unlike large conurbations, the dearth of service provision that can often exist for children and young people in rural and coastal areas.

Over the past year, in addition to commencing new services in Orkney and the Orkney Islands, Southend and Ryedale North Yorkshire and Devon, we have expanded our existing provision in Dundee.

Dundee is near the top of the list for persistent absence in Scotland with almost 46% of secondary school pupils missing at least 10% of their school time. Place2Be was funded by the Communities Mental Health and Wellbeing Fund to trial support for a small cohort of young people in 2024/25 who were severely absent from school. Working with individual young people in a tailored and supportive way, outcomes were a resounding success: four young people started attending school again full time, one young person built up their confidence to make the decision to move on to college, and one young person is re-engaging with activities he previously enjoyed and is attending school on a reduced timetable with the view to start attending full time again after the summer.

*Tommy was referred by his school as he was isolating himself in his bedroom, was completely disengaged from school and had stopped all extra-curricular activities including football which he previously enjoyed. He was experiencing feelings of low self-worth and extreme anxiety about returning to school. However, Tommy was willing to engage with his Place2Be practitioner through our structured*

*KIT (CBT-informed) programme. Tommy's goals were to build self-esteem, gradually re-engage with extracurricular activities and develop a plan to make a gradual return to school.*

*By week 7 Tommy had begun leaving his room more often and showed more interest in activities he previously enjoyed. He also began reconnecting with his friends. By the final session Tommy was getting more enjoyment out of life, reported feeling 'more like me' and was ready and willing to return to school. Tommy is now attending school full time again, and most importantly enjoying life and looking forward to the future.*

Place2Be has a strong and growing relationship with Dundee and is the lead provider of mental health services in high schools as well as working in some primary schools in the city. We continue to work systemically in this area and work closely with partners to develop services that meet the local needs.

### Working Across a Multi Academy Trust (MAT) – Ark Schools

In the last year we have continued to further strengthen and develop our strategic partnership with Ark Schools, an exemplar of working across a MAT system. We have continued to support the schools' own Mental Health Leads who are now established in every Ark school, all working to a consistent framework and understanding of a 'whole school approach'. In addition, Place2Be counsellors are embedded and working with 30 of the 39 Ark school communities. As well as supporting the students directly through our range of interventions, our practitioners work closely with teaching staff, helping them to understand behaviour and/ or situations that arise in their classrooms and how they can support their own wellbeing.

Ark believes that this MAT-wide approach is having a deeply positive effect on their schools; although mental health concerns continue to rise naturally, for the first time since 2021 they have seen a **reduction in the proportion of serious mental health concerns** impacting their students. A significant contribution to this improvement is attributed to Place2Be services, especially those working with children and young people presenting with the severe range of issues who may not be able to get timely support from the NHS.

**“I have seen many, many children benefit. For example, through Place2Talk, we can offer a drop-in service at very short notice for children. Let’s say something adverse happens, like their parents split up, a family is evicted, someone gets harmed or dies in their family, they can get support within a week. Having that resource is vital for me to be able to signpost children, or for them to refer themselves.”**

Vice Principal (Primary)

**“It’s good. It wasn’t just speaking to someone – it was like a reset: reset yourself. It helped me have a better understanding of how to control my emotions. In year 9, I was mostly getting ICEs (insolation) and I haven’t in year 10.”**

Ark student

## **Responding to local need and strengthening connectivity across health and education systems**

In some localities, health services operate through a ‘Single Point of Access’ (SPA) to triage referrals and try to ensure children reach the most appropriate form of support to meet their needs. The SPA brings together CAMHS, social work, youth workers, and external providers like ourselves.

In East Lothian, referrals are made by schools to the SPA and Place2Be is commissioned by NHS Lothian as the delivery partner to work peripatetically providing one-to-one mental health support for children in their primary school.

The SPA model brings together all relevant agencies, fostering a collaborative environment that enables a deeper understanding of children and families within their broader context while complementing direct therapeutic support and strengthening professional relationships. This ensures equitable access to services across the region, including small rural schools that might otherwise be excluded from fully embedded support.

**“Without a service like Place2Be, a small rural school like ours would struggle to get the help this child has needed.”**

Teacher in an East Lothian Primary School

The outcomes for this service demonstrate the effectiveness of the targeted work delivered by our counsellors – 80% of children we supported through one-to-one counselling in East Lothian and 72% in West Lothian showed an improvement in their mental health.

## 5. Governance and Leadership

### 5.1 Board of Trustees and Governance Framework

Place2Be is governed by the Board of Trustees in accordance with its Memorandum and Articles of Association. The current set was adopted in December 2021.

The strategic business of the charity is overseen by the Trustee Board and with formal board meetings on a quarterly basis. The Articles permit delegation of Board powers and responsibilities to sub-committees which report formally to the Board. Most Trustees are involved in sub-committees and advisory groups which provide an opportunity to provide strategic leadership in more depth.

Individual Trustees are appointed following a skills review to identify Board needs. They typically serve an initial three-year term, with potential extensions up to two further three-year terms, in line with Charity Commission guidance and an extension to this permitted under certain circumstances. The Chair conducts annual reviews with each Trustee. As the charity is a company limited by guarantee, Trustees hold no personal financial interest. New Trustees complete an induction programme involving a school visit, meetings with leadership, and event attendance.

Trustees are responsible for the strategic oversight of the charity and they delegate the operational activities of the Charity to the Chief Executive Officer. The CEO appoints the Executive team which in turn has the delegated authority of the CEO as defined in its Delegations Policy and meets informally weekly and more formally on a monthly basis.

Remuneration policy is set by the People and Culture sub-committee. This committee and the Finance and Audit Committee review and approve the annual salary budget and have oversight of the implementation of remuneration.

Place2Be abides by and assesses itself against the Charity Commission Code of Conduct. The Charity utilises the Code as a tool to reflect upon its current governance structures and consider the ways in which it meets its charitable objectives and applies the seven principles of recommended practice.

The Code of Conduct contains several tests which support seven principles of organisational governance. These are divided into the following broad headings:

- **Organisational Purpose:** The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably;
- **Leadership:** Place2Be is headed by an effective board that provides strategic leadership in line with the charity's aims and values;
- **Integrity:** The board acts with integrity. It adopts values, applies ethical principles to decisions and creates a welcoming and supportive culture which helps achieve the charity's purposes. The board is aware of the significance of the public's confidence and trust in charities. It reflects the charity's ethics and values in everything it does. Trustees undertake their duties with this in mind;
- **Decision making, risk and control:** The board makes sure that its decision-making processes are informed, rigorous and timely,

and that effective delegation, control and risk-assessment, and management systems are set up and monitored;

- **Board effectiveness:** The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions. Formal skills audits are performed annually;
- **Equity, Diversity and Inclusion:** The board has a clear, agreed and effective approach to supporting equity, diversity and inclusion throughout the organisation and in its own practice. This approach supports good governance and the delivery of the organisation's charitable purposes;
- **Openness and accountability:** The board leads the organisation in being transparent and accountable.

The Board and Executive are content that the requirements of the Code are met but we continue to consider the ways in which Place2Be can continue to improve the Charity's governance standards and increase our overall effectiveness as an organisation.

### **Fundraising code of practice**

We value our supporters and donors and thank them for their commitment to enable us to support more children and young people. We are registered with the Fundraising Regulator self-regulatory scheme, and as members, we follow the Institute of Fundraising's Codes of Fundraising Practice, which have recently been updated, and comply with and adhere to the key principles embodied in the codes.

Fundraising activities are not outsourced to professional fundraisers or commercial participants. Place2Be's fundraising team

adheres to Section 1.2 of the Code of Fundraising Practice and is committed to protecting vulnerable donors. We are not aware of any occasion during 2024/25 when we have been in breach of the Fundraising Code of Practice.

### **5.2 Risk Management**

The Trustees are responsible for ensuring that there is an effective system for the management of risk within Place2Be and have implemented a broad range of risk management processes. The Risk Committee meets quarterly to review current risks across all activities and departments. Our key risks are:

#### **Safeguarding**

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be and remains our primary risk. We have a comprehensive framework of consents, controls, policies and reviews to manage the associated risks and act promptly and appropriately if concerns are raised.

All school-based staff and Counsellors on Placement are required to complete a safeguarding induction course before commencing their role. This course provides training in how to apply the safeguarding policy and procedure. Following this, the organisation has a requirement for annual refresher safeguarding training. Our partner schools are provided with an explanation of our safeguarding procedure before they begin working with us. To ensure policies are adhered to, safeguarding practice is reviewed via line manager supervision, internal audit processes and externally commissioned audits. In addition, we update clinical training for staff and Counsellors on Placement based on real safeguarding cases, issues and risks identified in our practice and also national trends.

We keep the capacity of our Safeguarding team under review and expand in line with growth in school numbers and the complexity of casework. At present our school-based work is across four geographical areas with each area having a dedicated safeguarding team member.

The Risk Committee and the Board itself receive quarterly updates on all matters pertaining to safeguarding. Place2Be commissions an independent external safeguarding audit every two years. The most recent was performed in July 2024 by NSPCC with the overarching conclusion that the safeguarding framework and systems are strong. There were several valuable observations in the review which the organisation is using to improve the service further still.

## Financial

The external landscape is adding increasing financial pressure with state schools having to pay for additional mental health support from dwindling budgets. In response the Charity implemented a programme to restructure during 2024/25, ensuring we remain the right size and shape for the future.

We are very aware of the ever-increasing pressure on school budgets which have been further eroded by wage inflation which is often underfunded by Central Government. We try to work closely with partner schools to ensure that we provide them with affordable high-quality services. We will continue to work hard to manage costs to ensure that we remain affordable and avoid increasing our fees to schools disproportionately, since this would carry the risk of children in need of our services losing access to our specialist support.

Our financial model is based on a mix of

income streams – schools, commissioners and voluntary income, as well as income for the delivery of training. Our fundraising portfolio is under constant review and focuses on prioritising multi-year grants as well as diversifying our income sources and strengthening relationships with our long-term partners.

## Data security

The number of hacking and ransomware attacks perpetrated by cyber criminals on institutions continues to increase over time. Many educational and not-for-profit institutions have been targeted. Place2Be has put more resources into the area of cyber security by introducing measures such as cloud delivery of services and multi-factor authentication for systems which hold sensitive data. We continue to work hard to improve system interoperability and security, but the risk of cyber-attacks will continue to remain high. We perform regular security testing of our main systems as well as staff training to mitigate against the inherent risks and maintain high awareness of risks. Data security risk and practical measures are considered by the Risk Committee and the Information Technology Advisory Group, which reports into the Finance and Audit Committee.

## Changing Landscape

The need for our services continues to grow and, when set against the backdrop of the rapidly changing world, there remains the need for Place2Be to continually evolve. In addition, there is an ever-changing landscape with the Government's intention to fully roll out Mental Health Support Teams to all schools by 2029/30. The training environment is also more competitive than ever before. Fifteen years ago, we were the only provider of a counselling qualification specifically aimed at working with

children; now there are in the region of 20 other providers nationally providing children and young people focused programmes.

Place2Be continues to act on the experience and evidence built up from service provision embedded in schools for over 30 years; continuing to embrace technology; strong partnerships and relationships with commissioners and schools. Tenders from Integrated Care Boards and Multi-Academy Trusts often have short response times and often have TUPE implications so Place2Be is increasingly flexible and responsive in its approach.

### **Counsellors on Placement**

The 'supply' or availability of Counsellors on Placement who, as part of their training, provide one-to-one support within our School Project Manager (SPM) model can be a risk, particularly in more remote areas. The risk is associated with sourcing, selecting, training and retaining a suitable number of Counsellors on Placement to deliver the service. We have mitigated this risk and it has decreased over time as we have introduced a wider range of ways of working with schools, such as through our Mental Health Practitioner model, through peripatetic work and through providing services online. The risk is also mitigated by ensuring the placement within Place2Be is attractive. The quality of Place2Be's training offer and supervision structure ensures that there is mutual benefit to both the Charity and the Counsellor on Placement. The supportive career pathway for counsellors once they have qualified is also valued. We mitigate the risks around sourcing sufficient candidates in a number of ways. We build relationships with academic institutions that provide training in counselling to make sure that the opportunity we offer is made available to trainees in geographical areas where we have a need. We work closely with the British Association of Counselling and Psychotherapy

(BACP) and the UK Council for Psychotherapy (UKCP) to make sure that our placement programmes and training are relevant and valued by the profession. In addition, with the growth of our own work in building the child mental health workforce, today, almost a quarter of our Counsellors on Placement are sourced directly from our own training programmes.

### **5.3 Environmental, Social and Governance (ESG) framework**

We know that in pursuing Place2Be's charitable objectives we are actively striving to improve social inequality. However, Place2Be is also committed to ethical, sustainable, and inclusive practices across all areas of our work. Our ESG Framework is overseen by the Executive Team and supported by a dedicated ESG Group, which meets quarterly and includes both leadership and voluntary staff members. This collaborative approach ensures our ESG priorities are embedded throughout the organisation and aligned with our values.

We apply ethical standards to our procurement, fundraising, and partnerships, encouraging responsible practices among those with whom we work. Our policies reflect a commitment to transparency and continuous improvement, and we regularly publish our ESG performance.

Social impact is a core part of our mission. We actively promote Equity, Diversity and Inclusion, monitor ethnicity and gender pay gaps, and are proud to hold the Real Living Wage and Disability Confident Employer accreditations. Governance for the Charity is assessed against the Charity Commission's Code of Conduct, ensuring we maintain high standards of accountability and integrity.

### **Environmental Commitments**

Our environmental goals are guided by our

Green Charter, which focuses on three key areas:

- **Reducing waste:** We promote sustainable practices in our offices, raise awareness through internal communications, and monitor recycling and refuse volumes.
- **Improving energy efficiency:** At our central office in London, we are pleased that we have been able to reduce our energy use by 24% per capita against our 2020 baseline – well exceeding our 10% target – through automated climate controls, regular checks, and staff engagement. This is an improvement on the prior year which was 16% better than 2020 baseline.
- **Minimising travel emissions:** Our staff performed 278,000 road miles in the year to March 2025 compared with 171,000 miles in the baseline year to March 2020. While car miles have increased we know that this is due to our service expansion

including in remote areas, many of which are poorly served by public transport. We maintain that face-to-face interventions are crucial in our work and to achieve our charitable objectives and we remain committed to reaching children in under-served communities. We have also introduced online service delivery, particularly in remote or isolated areas which reduces travel impact while enabling access to vital mental health support.

### Reporting and Engagement

We publish ESG results through statutory ESOS assessments and made our Phase 3 submission significantly ahead of the June 2024 deadline. We actively promote our Green Charter and ways our staff can minimise waste via our intranet and website. Staff are encouraged to contribute to our sustainability efforts, helping us build a culture of shared responsibility and positive impact.



## 6. Financial Review

### 6.1 Financial Highlights

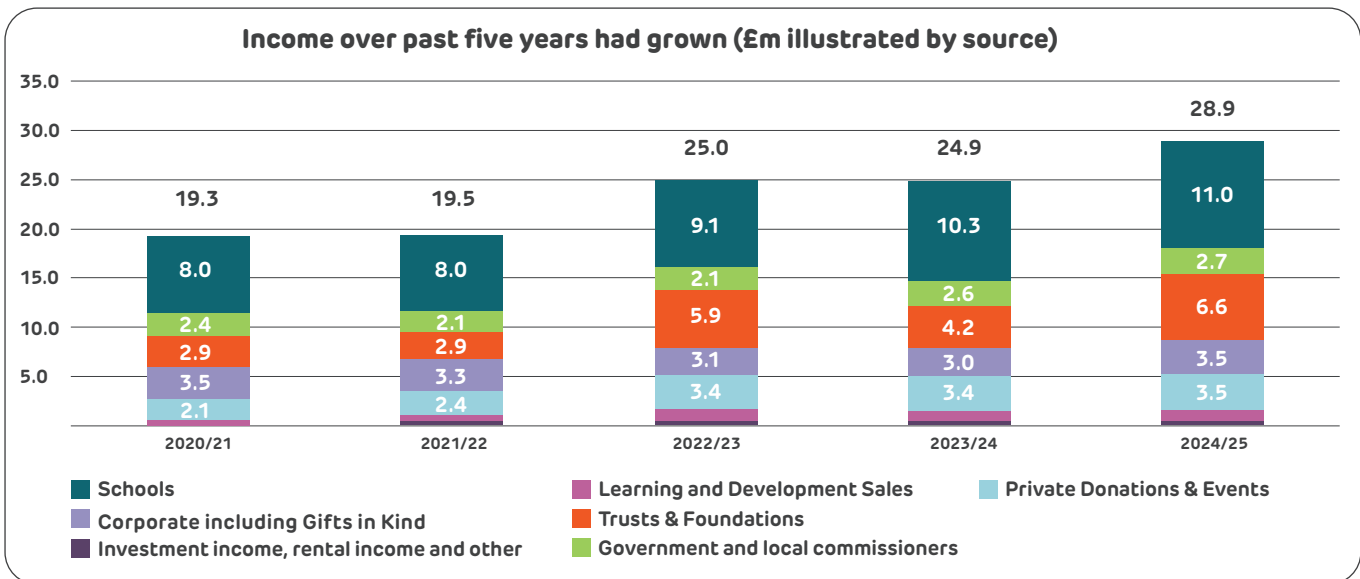
The financial climate was again challenging in the year to March 2025. The financial situation for state schools continued to tighten, with schools facing a continued real-terms funding shortfall largely due to the pressures of unfunded wage inflation, rising costs relating to SEN, along with energy, utility and estate costs. Despite these pressures, Place2Be’s overall

income for the year grew to £28.9m (2023/24: £24.9m) underpinned by an exceptionally strong fundraising performance. Total expenditure reduced to £27.8m (2023/24: £29.2m) as a result of restructuring and improvements in efficiency. The total does not include the loss on the revaluation of the Angel Gate investment property of £0.4m (2023/24: £0.5m reduction). The total result is an overall net increase to reserves of £0.7m (2023/24 reduction in funds of £4.9m) taking the value of total funds to £9.8m.

### 6.2 Income and Expenditure Summary

#### Income

In 2024/25 total income grew to £28.9m compared with £24.9m in the previous year.



It was pleasing to generate £13.7m through Voluntary Income which was a considerable increase on the 2023/24 result of £10.6m. This was underpinned by a £3m pledge from the Mohn Westlake Foundation which was fully recognised in the 2024/25 financial year. Income includes £0.7m from Gifts in Kind (2023/24: £0.5m) from our generous friends and partners. Voluntary Income grew from 43% as a proportion of total income in previous year

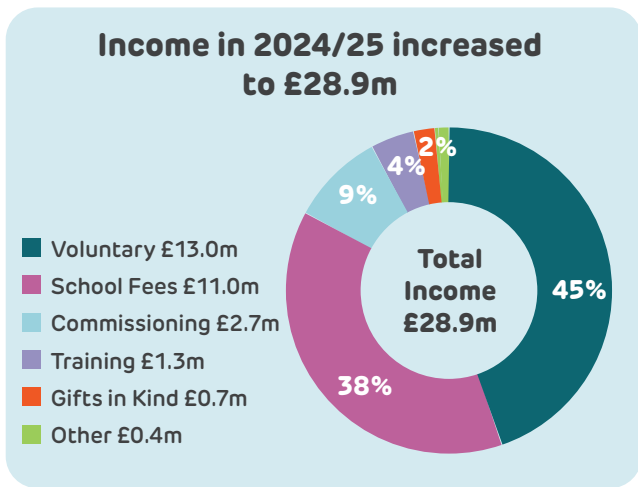
to 46%. As planned we fully utilised the remaining £0.6m of our Development and Strategic Priorities Fund for the purposes of developing our professional qualifications and also in further integration of our back office systems.

Income from Schools grew to £11.0m (2023/24: £10.3m) reflecting the increasing demand for our services resulting in a growth in the

number of schools we work with and service days delivered.

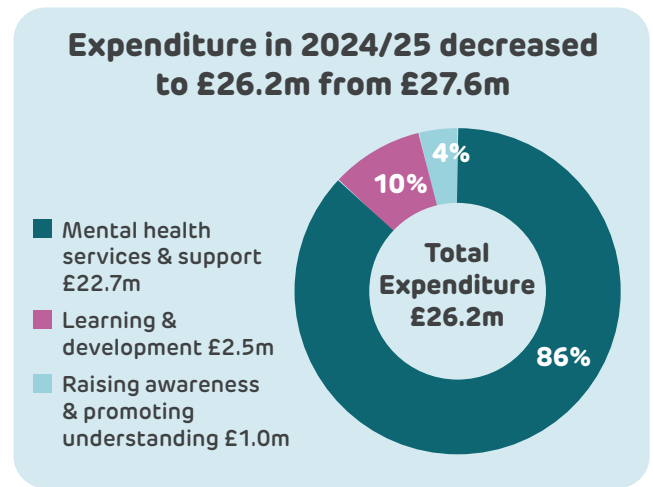
We increased the quantity and value of Mental Health Workforce training delivered, growing income from training to £1.3m (2023/24: £1.1m).

An analysis of principal incoming resources is shown in Notes 4 to 6 of the accounts and graphically below.



**Expenditure on Charitable Activities**

Due to improvements in efficiency and resizing to align with our 2025-30 strategy, the expenditure on charitable activities reduced from the prior year and totalled £26.2m (2023/24: £27.6m). Spend on all three categories reduced as per Note 8 as represented in the figure below.



**6.3 Balance sheet**

The main movements in the balance sheet are summarised below:

£000s	2024/25	2023/24	Description of main movements 2024/25
Fixed assets	4,539	5,056	We increased the value of our intangible software assets but recognised a reduction in the market valuation of our investment property at Angel Gate
Debtors	4,675	3,197	Debtors include the remaining £2m pledged by the Mohn Westlake Foundation
Cash at bank and in hand	3,872	3,446	Cash balances have continued to improve due to good working capital management
Creditors - Amounts falling due within one year	(2,910)	(2,136)	Increase due to timing of invoices principally relating to software services and
Creditors - Amounts falling due after more than one year	(423)	(499)	Continued reduction in the capital value of the loan on the Angel Gate investment property
Net Assets	9,753	9,064	

## 6.4 Reserves Policy and Sustainability

Place2Be reserves, comprising restricted, unrestricted and unrestricted designated funds, are described and summarised in Note 20 of the accounts. During the year there was a net increase of £0.7m in group charitable funds bringing the total value of funds to £9.8m.

The remaining £0.6m of the Development and Strategic Priorities Fund was utilised in the year as planned.

Unrestricted designated reserves also include the Property Fund of approximately £3.3m which represents the amount of Place2Be's own funds that are invested in property assets. The fund is valued at the market value of the Angel Gate property, net of the loan secured on it, plus the net book value of the leasehold improvements to the head office at 175 St John's Street.

Restricted funds have reduced by £1.2m and at year end totalled £0.9m.

The free reserves of the charity are viewed to be the value of the Unrestricted General Fund which stands at £5.6m.

Total Unrestricted Charitable Funds at the balance sheet date equate to £8.8m. This comprises all reserves (£9.8m) except restricted reserves (£0.9m). The Finance and Audit Committee monitor the level of reserves in the context of Place2Be's business and risks and Place2Be aims to maintain at least three months' worth of core operating expenditure as Unrestricted Charitable Funds. At 31 March 2025, the balance which includes the property reserve is over four months' worth of core operating costs and the Trustees view this to be satisfactory.

## 6.5 Investment Policy

Place2Be classes its appetite for Financial Investment Risk as 'very low'. This means that its Investment Policy is cautious and considers risk to be more important than reward in order to protect the Charity's assets. Cash holdings are favoured ahead of securities (e.g. debt or equities) since they have a lower risk profile. The need to spread risk is balanced against the practicalities of administering numerous accounts and the investment policy also considers social, environmental and ethical considerations.

Place2Be, through its Finance and Audit Committee, has adopted a prudent approach to the investment of surplus funds, investing primarily in a small number of interest-bearing deposits with financial institutions with a strong credit rating.

The Charity's cash cycle is cyclical with the low point in the cash cycle being March or April each year. Consequently the Charity is able to place excess cash at higher points in the cycle on interest bearing deposit in order to earn an interest rate above that in its current account. As a result the Trustees consider the performance of its cash and investments was adequate during the year.



## 6.6 Using the Public Pound

At Place2Be, we are committed to using public funds responsibly and transparently to deliver meaningful impact for children, young people, and their communities.

Our work is guided by the Charity Commission's principles on public benefit. The Trustees regularly review our objectives and activities to ensure they align with these principles and continue to meet the needs of those we serve.

### Our Charitable Purpose

Place2Be exists to improve the mental health and wellbeing of children and young people by working directly in schools. Our charitable objectives focus on:

- **Advancing education and promoting** health through mental health support in schools.
- **Providing therapeutic and emotional support** to children, families and school staff.
- **Training professionals** – including teachers and mental health practitioners – in how to support emotional wellbeing.
- **Placing trained individuals** in schools to deliver this vital support.

Our services directly support children and young people in schools and communities, their families, and teachers and school staff.

By investing in early intervention and school-based mental health services, we aim to create lasting change in communities – ensuring that every child has the support they need to thrive.

## 7. Future Outlook

As we look ahead to 2025/26 and the challenging external environment, we remain resolute and focused to deliver and deepen our impact in communities and demonstrate our evidence to ensure no child faces their mental health problems alone.

### 1. **To Deliver: we will continue to provide high quality mental health support, as early as possible for children and young people across the UK.**

- We will support around 650 schools and community partners to ensure children and young people receive the highest quality, most appropriate and effective support at the right time.
- We will develop a clear, evidence-based plan outlining how Place2Be supports children with Special Educational Needs and Disabilities (SEND) who also experience mental health difficulties.
- We will continue to deliver and embed a blended package of universal and targeted support for parents and carers, directly supporting over 1,000 parents and carers each year.



**2. To Deepen: we will develop 'exemplar models' for child mental health support in communities, train more child counsellors and equip the adults in children's lives to support them effectively.**

- > We will continue to develop 'exemplar models' of working deeper in communities in four areas: Wandsworth, Trafford Salford and the ARK Multi-Academy Trust network.
- > We will continue to lead the way in building a more inclusive and representative child mental health workforce by:
  - launching our second cohort of the Level 4 Qualification, further expanding opportunities for aspiring counsellors from diverse backgrounds; and
  - working with Skills England and our cross-sector Trailblazer Group to progress plans to establish an Apprenticeship in children's mental health.
- > We will work toward the goals set out in our updated Equity, Diversity and Inclusion [Action Plan](#) addressing commitments focused on Service Delivery, People and Systems.

**3. To Demonstrate: we will strengthen our evidence base, disseminate findings, build public understanding of mental health, and drive systems change locally and nationally.**

- > We will continue to drive change in the wider national system by making the case for children and young people's mental health and the importance of

early intervention, and publish insights from our research and practice.

- > We will build on Children's Mental Health Week to ensure more schools and communities are involved in the Week.

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Crowe U.K. LLP has indicated its willingness to be reappointed as statutory auditor.

As far as the Trustees are aware, there is no relevant audit information of which the company's auditors are unaware, and the Trustees have taken all the steps that they ought to have taken, in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This Annual Report, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Trustees of Place2Be on 15th September 2025, including in their capacity as company directors approving the Directors' and Strategic Reports contained therein, and is signed as authorised on its behalf by:



**Simon Mackenzie Smith**

Chair of Trustees

## 8. Independent Auditor's Report

### Opinion

We have audited the financial statements of Place2Be for the year ended 31 March 2025 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement and notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2025 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs

(UK) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The Trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### **Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2016 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from

irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation (GDPR), employment legislation, Health and Safety legislation and Child Protection legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any. We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the

timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Audit Committee about their own identification and assessment of the risks of irregularities, agreeing income to contracts or other supporting evidence on a sample basis, testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

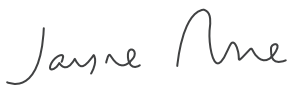
Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we

have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

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## Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Jayne Rowe**

Senior Statutory Auditor

For and on behalf of  
Crowe U.K. LLP

Statutory Auditor

Date: 3 November 2025

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## **ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31ST MARCH 2025**

**Patron**

Her Royal Highness The Princess of Wales

**President**

Dame Benita Refson DBE

**Trustees**

Mr Simon Mackenzie Smith, Chair

Mr Aamir Ahmad

Mr Matthew Barwell

Mr Sandy Begbie

Ms Elizabeth Greetham

Ms Sian Hill

Ms Elpha LeCointe

Mr Adrian Levy

Dr Margaret Murphy

Professor Stephen Scott

Sir Richard Douglas

Professor Osama Khan

Mr Tim Robinson

Mr David Weaver

Mr Marc Jordan

Appointed 11th October 2024

Ms Debbie White

Appointed 15th September 2025

Ms Anuja Dhir

Resigned 3rd June 2024

**Chief Executive**

Ms Catherine Roche

**Executive Team**

Mr Nicholas Herod

Chief Financial Officer & Company Secretary

Ms Sarah Houghton

Director of Mental Health Workforce Development

Dr Rebecca Kirkbride

Clinical Director

Ms Jacqui Segal

Director of Fundraising, Communications and Marketing

Mr Simon Yates

Director of Operations

**Company registered number**

02876150

**Charity registered numbers**

1040756 and SC038649

**Principal and registered office**

175 St. John Street, London, EC1V 4LW

**Independent auditor**

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7JW

**Bankers**

Lloyds Bank plc, London, W1C 2BU

**Solicitors**

Clifford Chance, 10 Upper Bank Street, London, E14 5JJ

## CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2025

	Note	Unrestricted funds 2025 £000	Restricted funds 2025 £000	Total funds 2025 £000	Total funds 2024 £000
<b>Income from:</b>					
Donations and legacies	4	9,789	3,860	13,649	10,612
Charitable activities	5	12,279	2,606	14,885	13,974
Trading income	6	36	-	36	8
Investments	9	187	-	187	136
Other income	10	187	-	187	180
<b>Total income</b>		<b>22,478</b>	<b>6,466</b>	<b>28,944</b>	<b>24,910</b>
<b>Expenditure on:</b>					
Raising funds		1,640	4	1,644	1,581
Charitable activities		18,509	7,659	26,168	27,649
<b>Total expenditure</b>		<b>20,149</b>	<b>7,663</b>	<b>27,812</b>	<b>29,230</b>
<b>Net movement in funds before other recognised (losses)/gains</b>		<b>2,329</b>	<b>(1,197)</b>	<b>1,132</b>	<b>(4,320)</b>
<b>Other recognised (losses)/gains:</b>		<b>(443)</b>	<b>-</b>	<b>(443)</b>	<b>(535)</b>
Losses on revaluation of fixed assets					
<b>Net movement in funds</b>		<b>1,886</b>	<b>(1,197)</b>	<b>689</b>	<b>(4,855)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		6,949	2,115	9,064	13,919
Net movement in funds		1,886	(1,197)	689	(4,855)
<b>Total funds carried forward</b>		<b>8,835</b>	<b>918</b>	<b>9,753</b>	<b>9,064</b>

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 40 to 62 form part of these financial statements.

**CONSOLIDATED BALANCE SHEET AS AT 31 MARCH 2025**

	Note	2025 £000	2024 £000
<b>Fixed assets</b>			
Intangible assets	13	671	322
Tangible assets	14	796	1,186
Investments	16	-	33
Investment property	15	3,072	3,515
		<u>4,539</u>	<u>5,056</u>
<b>Current assets</b>			
Debtors due after more than 1 year	17	1,000	-
Debtors due within 1 year	17	3,675	3,197
Cash at bank and in hand		3,872	3,446
		<u>8,547</u>	<u>6,643</u>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	18	(2,910)	(2,136)
<b>Net current assets</b>		<u>5,637</u>	<u>4,507</u>
<b>Total assets less current liabilities</b>		<b>10,176</b>	<b>9,563</b>
Creditors: amounts falling due after more than one year	19	(423)	(499)
<b>Net assets excluding pension asset</b>		<u>9,753</u>	<u>9,064</u>
<b>Total net assets</b>		<u>9,753</u>	<u>9,064</u>
<b>Charity funds</b>			
Restricted funds	20	918	2,115
Unrestricted funds	20	8,835	6,949
<b>Total funds</b>		<u>9,753</u>	<u>9,064</u>

## **CONSOLIDATED BALANCE SHEET (CONTINUED) AS AT 31 MARCH 2025**

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Mr Simon Mackenzie Smith**

Chair of Trustees

Date: 31 October 2025



**Ms Catherine Roche**

Chief Executive

The notes on pages 40 to 62 form part of these financial statements.

## CHARITY BALANCE SHEET AS AT 31 MARCH 2025

	Note	2025 £000	Restated - 2024 £000
<b>Fixed assets</b>			
Intangible assets	13	671	322
Tangible assets	14	796	1,186
Investments	16	1	34
Investment property	15	3,072	3,515
		<b>4,540</b>	<b>5,057</b>
<b>Current assets</b>			
Debtors: amounts falling due after more than one year	17	1,000	-
Debtors: amounts falling due within one year	17	3,671	3,196
Cash at bank and in hand		3,840	3,440
		<b>8,511</b>	<b>6,636</b>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	18	(2,875)	(2,130)
<b>Net current assets</b>		<b>5,636</b>	<b>4,506</b>
<b>Total assets less current liabilities</b>		<b>10,176</b>	<b>9,563</b>
Creditors: amounts falling due after more than one year	19	(423)	(499)
<b>Net assets excluding pension asset</b>		<b>9,753</b>	<b>9,064</b>
<b>Total net assets</b>		<b>9,753</b>	<b>9,064</b>
<b>Charity funds</b>			
Restricted funds	20	918	2,115
Unrestricted funds	20	8,835	6,949
<b>Total funds</b>		<b>9,753</b>	<b>9,064</b>

## **CHARITY BALANCE SHEET (CONTINUED) AS AT 31 MARCH 2025**

The Charity's net movement in funds for the year was £689k (Restated 2024 - £(4,853)k).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Mr Simon Mackenzie Smith**

Chair of Trustees

Date: 31 October 2025



**Ms Catherine Roche**

Chief Executive

The notes on pages 40 to 62 form part of these financial statements.

**CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025**

	Note	2025 £000	2024 £000
<b>Cash flows from operating activities</b>			
Net cash used in operating activities	22	843	(2,611)
<b>Cash flows from investing activities</b>			
Purchase of intangible assets		(377)	(322)
Purchase of tangible fixed assets		-	(13)
Purchase of investments		-	(32)
Disposal of investments		33	-
<b>Net cash used in investing activities</b>		<b>(344)</b>	<b>(367)</b>
<b>Cash flows from financing activities</b>			
Repayments of borrowing		(73)	(69)
<b>Net cash used in financing activities</b>		<b>(73)</b>	<b>(69)</b>
<b>Change in cash and cash equivalents in the year</b>			
		426	(3,047)
Cash and cash equivalents at the beginning of the year		3,446	6,493
<b>Cash and cash equivalents at the end of the year</b>		<b>3,872</b>	<b>3,446</b>

The notes on pages 40 to 62 form part of these financial statements.

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## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**

### **1. General information**

Place2Be is a private, limited by guarantee, company (registered number 02876150), which is incorporated in England and domiciled in the UK. Place2Be is registered under a charity with registration numbers 1040756 and SC038649. The address of the registered office is 175 St. John Street, Clerkenwell, London, EC1V 4LW.

### **2. Accounting policies**

#### **2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Place2Be meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

#### **2.2 Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly owned subsidiary, on a line by line basis. All intragroup transactions, balances, income and expenses are eliminated in full on consolidation.

The charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

## 2.3 Income

### Voluntary Income

Income received by way of donations is accounted for when conditions for their receipt have been met, there is reasonable probability of receipt and the amount receivable can be reliably estimated.

### Donated goods, facilities and services

Gifts in Kind and donated services are included at the value to Place2Be where this can be quantified. Where this is possible, this is based on estimated open market value. The value of services provided by volunteers is not included in these accounts. Further analysis is included in Note 3.

### Grants Receivable

Grants are recognised in the SoFA when received or when Place2Be becomes entitled to receive. Grants that have been received will be treated as deferred income where there is a specific requirement in the terms of the grant that the income recognition is dependant on certain activities being completed in a future accounting period.

### Training Income

Training income is recognised when the training has been delivered. Invoiced amounts are held as deferred income until delivered.

### School Services Income

Schools are typically invoiced in April for the year to the end of the following March so as to be consistent with the Place2Be financial year end. We also raise invoices in September and cover the school year to the end of the following August. Where schools request termly or quarterly invoicing, we accommodate their wishes. In these instances revenue is pro rated to recognise income attributable to the period.

## 2.4 Resources expended

Resources expended are accounted for on an accruals basis and include the related irrecoverable VAT. All costs, other than those specifically related to the costs of generating funds, are regarded as being incurred in connection with charitable activities and include costs of services and support costs and depreciation. Costs of generating funds include staff costs and other direct costs of fundraising activities. Support costs have been allocated in categories consistent with the management and operations of the organisation. Costs are categorised into the following categories: Mental health services and support, Learning and development and Building awareness and promoting understanding.

## 2.5 Corporation tax and taxation

Income tax expense represents the tax currently payable on any taxable profit for the year. Taxable profit only arises from any non charitable trading activity undertaken. The Group's

liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Irrecoverable VAT is included in Resources Expended.

## **2.6 Intangible assets**

Where a specific project meets the recognition criteria of FRS102 Section 18 'Intangible Assets other than Goodwill' the related product development costs are capitalised and amortised over the expected life of the specific product developed, which for major systems will usually be 5 years.

Development costs are capitalised only to the extent that they lead to the creation of an enduring asset delivering measurable economic benefits at least as great as the amount capitalised. If there is insufficient evidence on which to have reasonable estimates of the economic benefits that will be generated in the period that the costs are incurred, the costs of developing the product are charged as an expense in that period.

Amortisation is charged to the SoFA on a straight-line basis over the estimated useful economic life from the date the asset is available for use.

The Charity reviews the amortisation period and method when events and circumstances indicate that the useful life may have changed since the last reporting date. Intangible assets are tested for impairment in accordance with Section 27 Impairment of Assets when there is an indication that an intangible asset may be impaired.

## **2.7 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation.

Refurbishment costs incurred as part of the leasehold improvements of 175 St. John Street have been capitalised and are being depreciated over the remaining length of the lease. All new equipment purchases with a capital value of more than £5,000, whether financed by the receipt of grants or paid for out of unrestricted funds, are depreciated on a straight line basis over 3 years. Smaller assets are treated as revenue expenditure in the year of purchase. Gifts in Kind comprising equipment donated to Place2Be are fully written off in the period in which the gift is received.

## **2.8 Research and development**

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project.

Deferred research and development costs are reviewed annually, and where future benefits

are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Consolidated statement of financial activities.

## 2.9 Investments

Investments represent investment in the Place2Be Trading subsidiary and funds held on short term deposit. Investment in the subsidiary is held at cost less impairment. Short term deposits are shown at market value and changes in value in the year, whether or not realised, are reported in the Statement of Financial Activities.

## 2.10 Investment properties

Property investments are valued using professional advice and on the basis of market value as defined in the RICS Appraisal and Valuation Manual ("The Red Book"). An independent valuation of the property at Angel Gate has been carried out at 31 March 2025 by Foxglove Property Consultants Ltd.

## 2.11 Financial instruments

Place2Be has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise bank loans and overdrafts, trade and other creditors and accruals.

At the balance sheet date the Group held financial assets at amortised cost of £6,693k (2024:£4,968k). Financial assets at fair value through income or expenditure of £nil (2024: £nil) and financial liabilities at amortised cost of £1,608k (2024: £1,208k).

## 2.12 Pensions

Place2Be offers a personal defined contribution pension scheme through a major pension provider. This is open to all staff that meet the government's auto-enrolment eligibility criteria. Enrolled individuals are required to make a contribution to the scheme of at least 3% of their basic monthly pay with Place2Be matching up to a further 5% of basic monthly pay to the scheme for each enrolled employee.

Pension fund contributions are paid over on a monthly basis to the respective scheme provider. The company encourages staff to obtain independent financial advice before entering the scheme. The cost of employer contributions is shown in note 12.

## 2.13 Fund accounting

Unrestricted Funds are funds which are expendable at the discretion of the Trustees in furtherance of the objectives of the charity.

Designated Funds are unrestricted funds that have been set aside by the Trustees of the Charity for specific purposes.

Restricted Funds are those which are used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes.

## **2.14 Key judgements and uncertainties**

In the application of the Charity's accounting policies, which are described in note 2, Trustees are required to make judgements, estimates, assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

## **3. Services and facilities donated free of cost**

The Charity gratefully acknowledges receipt of voluntary services provided by clinicians on placement and a wide range of advisers and other voluntary supporters.

Included in income is intangible income of £674k for the year (2024: £543k), representing gifts in kind, primarily in respect of legal and professional services estimated by the providers at £592k (2024: £514k). This income and corresponding expenditure is included in the accounts under appropriate headings and contained within the analysis reported in notes 4-12.

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**

**4. Income from donations and legacies**

	<b>Unrestricted funds 2025 £000</b>	<b>Restricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Companies and corporate trusts	1,855	951	<b>2,806</b>	2,490
Other trusts and charities	5,434	1,190	<b>6,624</b>	4,221
Corporate gifts in kind	674	-	<b>674</b>	543
Private donations and events	1,826	1,719	<b>3,545</b>	3,358
	<u>9,789</u>	<u>3,860</u>	<u><b>13,649</b></u>	<u>10,612</u>

**5. Activities in Furtherance of Charity Objectives**

	<b>Unrestricted funds 2025 £000</b>	<b>Restricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Schools	10,951	17	<b>10,968</b>	10,255
Government ICS & local commissioners	76	2,583	<b>2,659</b>	2,609
Training	1,252	6	<b>1,258</b>	1,110
	<u>12,279</u>	<u>2,606</u>	<u><b>14,885</b></u>	<u>13,974</u>

**6. Income from other trading activities**

**Income from non charitable trading activities**

	<b>Unrestricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Companies and corporate trusts	<u>36</u>	<u><b>36</b></u>	<u>8</u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 7. Cost of generating funds

	<b>Unrestricted funds 2025 £000</b>	<b>Restricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Staffing costs	1,400	-	<b>1,400</b>	1,335
Advisors and consultants	1	-	<b>1</b>	7
Event costs	142	-	<b>142</b>	96
Other	97	4	<b>101</b>	143
<b>Total 2025</b>	<b>1,640</b>	<b>4</b>	<b>1,644</b>	<b>1,581</b>
<i>Total 2024</i>	<i>1,576</i>	<i>5</i>	<i>1,581</i>	

### 8. Charitable activities

	<b>Mental health services &amp; support 2025 £000</b>	<b>Learning &amp; development 2025 £000</b>	<b>Raising awareness &amp; promoting understanding 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Direct costs	17,531	1,982	761	<b>20,274</b>	20,285
Central costs	5,126	566	207	<b>5,899</b>	7,364
<b>Total 2025</b>	<b>22,657</b>	<b>2,548</b>	<b>968</b>	<b>26,173</b>	<b>27,649</b>
<i>Total 2024</i>	<i>23,136</i>	<i>3,129</i>	<i>1,384</i>	<i>27,649</i>	

### 9. Investment income

	<b>Unrestricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Investment income	187	<b>187</b>	136

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 10. Other income

	<b>Unrestricted funds 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
Rental income	171	<b>171</b>	162
Other income	16	<b>16</b>	18
	<u>187</u>	<u><b>187</b></u>	<u>180</u>

### 11. Auditor's remuneration

	<b>2025 £000</b>	<i>2024 £000</i>
Fees payable to the Charity's auditor in respect of:		
Auditor's remuneration - audit	<b>30</b>	28
Auditor's remuneration - other services	<b>4</b>	7
	<u><b>34</b></u>	<u>35</u>

### 12. Staff costs

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>	<b>Charity 2025 £000</b>	<i>Charity 2024 £000</i>
Wages and salaries	<b>20,429</b>	20,450	<b>20,429</b>	20,450
Social security costs	<b>1,771</b>	1,837	<b>1,771</b>	1,837
Contribution to defined contribution pension schemes	<b>981</b>	985	<b>981</b>	985
	<u><b>23,181</b></u>	<u>23,272</u>	<u><b>23,181</b></u>	<u>23,272</u>

Included in the above are redundancy and termination costs in the year to 31 March 2025 of £204k relating to 58 members of staff (2024: £6k and 5 members of staff). All costs were paid in the year.

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**

**12. Staff costs (continued)**

The average number of persons employed by the Charity during the year was as follows:

	<b>Group 2025 No.</b>	<i>Group 2024 No.</i>
Operations, Training and Research	<b>677</b>	665
Fundraising	<b>30</b>	29
Support (including People & Culture, Finance, IT & Digital)	<b>45</b>	72
	<b>752</b>	766

The average headcount expressed as full-time equivalents was:

	<b>Group 2025 No.</b>	<i>Group 2024 No.</i>
Operations, Training and Research	<b>451</b>	451
Fundraising	<b>30</b>	29
Support (including People & Culture, Finance, IT & Digital)	<b>42</b>	68
	<b>523</b>	548

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group 2025 No.</b>	<i>Group 2024 No.</i>
In the band £60,001 - £70,000	<b>13</b>	13
In the band £70,001 - £80,000	<b>3</b>	2
In the band £80,001 - £90,000	<b>3</b>	4
In the band £90,001 - £100,000	<b>2</b>	3
In the band £100,001 - £110,000	<b>1</b>	-
In the band £110,001 - £120,000	<b>-</b>	1
In the band £120,001 - £130,000	<b>1</b>	-

Pension costs associated with those staff in the higher income bands totalled £86k (2024: £86k).

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 12. Staff costs (continued) Remuneration of Key Management Personnel

The total value of employment benefits including salary, pension and employers National Insurance received by Trustees and the executive team:

	<b>2025</b>	2024
	<b>£000</b>	£000
Trustees	-	-
Executive team	<b>726</b>	884

No travel costs were reimbursed to Trustees during the year (2024: £727.30 of expenses were reimbursed to Trustees).

### 13. Intangible assets

#### Group and Charity

	<b>Project Development £000</b>
<b>Cost</b>	
At 1 April 2024	<b>860</b>
Additions	<b>377</b>
At 31 March 2025	<b>1,237</b>
<b>Amortisation</b>	
At 1 April 2024	<b>538</b>
Charge for the year	<b>28</b>
At 31 March 2025	<b>566</b>
<b>Net book value</b>	
At 31 March 2025	<b>671</b>
At 31 March 2024	322

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 14. Tangible fixed assets

#### Group and Charity

	Long leasehold Land & Buildings £000	Computers and Other assets £000	Total £000
<b>Cost or valuation</b>			
At 1 April 2024	2,702	1,191	3,893
At 31 March 2025	2,702	1,191	3,893
<b>Depreciation</b>			
At 1 April 2024	1,680	1,027	2,707
Charge for the year	279	111	390
At 31 March 2025	1,959	1,138	3,097
<b>Net book value</b>			
At 31 March 2025	743	53	796
At 31 March 2024	1,021	165	1,186

All fixed assets are used for direct charitable purposes.

### 15. Investment property

#### Group and Charity

	Angel Gate £000
<b>Valuation</b>	
At 1 April 2024	3,515
Loss on revaluation	(443)
At 31 March 2025	3,072

The 2025 valuation of the Angel Gate property was made on a fair value basis by Foxglove Property Consultants Ltd.

The property has been treated as an investment property since 2018 on the basis that the property was no longer being used for operational purposes by the charity.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

## 16. Fixed asset investments

	Unlisted investments £000
At 1 April 2024	33
Disposals	(33)
	<u>0</u>

The balances held with LGT Vestra and CCLA were previously shown as Investments. The main purpose of these is to service short term cash commitments. Consequently, in line with accounting standards, this is now reported as Cash.

## Charity

	Investments in subsidiary companies £000	Unlisted investments £000	Total £000
<b>Cost or valuation</b>			
At 1 April 2024	1	33	34
Disposals	-	(33)	(33)
	<u>1</u>	<u>-</u>	<u>1</u>
At 31 March 2025	<u>1</u>	<u>-</u>	<u>1</u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

## 17. Debtors

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>	<b>Charity 2025 £000</b>	<i>Charity 2024 £000</i>
<b>Due after more than one year</b>				
Prepayments and accrued income	<b>1,000</b>	-	<b>1,000</b>	-
	<b>Group 2025 £000</b>	<i>Group Restated - 2024 £000</i>	<b>Company 2025 £000</b>	<i>Company Restated - 2024 £000</i>
<b>Due within one year</b>				
Trade debtors	<b>712</b>	1,215	<b>693</b>	1,207
Amounts owed by group undertakings	-	-	<b>15</b>	7
Other debtors	<b>1</b>	12	<b>1</b>	12
Prepayments and accrued income	<b>2,962</b>	1,970	<b>2,962</b>	1,970
	<b>3,675</b>	3,197	<b>3,671</b>	3,196

## 18. Creditors: Amounts falling due within one year

	<b>Group 2025 £000</b>	<i>Group Restated - 2024 £000</i>	<b>Charity 2025 £000</b>	<i>Charity Restated - 2024 £000</i>
Bank loans	<b>73</b>	70	<b>73</b>	70
Trade creditors	<b>627</b>	254	<b>624</b>	254
Other taxation and social security	<b>374</b>	484	<b>374</b>	483
Other creditors	<b>200</b>	225	<b>200</b>	225
Accruals and deferred income	<b>1,636</b>	1,103	<b>1,604</b>	1,098
	<b>2,910</b>	2,136	<b>2,875</b>	2,130

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### Deferred income analysis:

Deferred income relates to school services, training, fundraising and support and comprises services invoiced in advance of services rendered.

	<b>Brought forward 2025 £000</b>	<b>Released in the year 2025 £000</b>	<b>Deferred in the year 2025 £000</b>	<b>Total funds 2025 £000</b>	<i>Total funds 2024 £000</i>
School service funders	370	(18,582)	18,954	<b>742</b>	370
Training	407	(2,233)	2,301	<b>475</b>	407
Fundraising	5	(1,062)	1,057	-	5
Support	(9)	(367)	367	<b>(9)</b>	(9)
Research and Evaluation	-	(51)	51	-	-
<b>Total 2025</b>	<b>773</b>	<b>(22,295)</b>	<b>22,730</b>	<b>1,208</b>	<b>773</b>
<i>Total 2024</i>	<i>321</i>	<i>13,766</i>	<i>(13,432)</i>	<i>655</i>	

### 19. Creditors: Amounts falling due after more than one year

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>	<b>Charity 2025 £000</b>	<i>Charity 2024 £000</i>
Bank loans	<b>423</b>	499	<b>423</b>	499
	<b>423</b>	499	<b>423</b>	499

On 21 July 2021 Place2Be entered a new mortgage agreement with Lloyds Bank Plc in the sum of £750,000 in relation to the Angel Gate investment property. This replaced the previous mortgage agreement with Future Builders England Ltd which was repaid at the point of transfer.

The Lloyds mortgage is a fixed rate loan agreement at 2.52%, repayable over 10 years.

### Commitments relating to Angel Gate property:

	<b>2025 £000</b>	<i>2024 £000</i>
Not later than one year	<b>73</b>	70
Later than one year and no later than five years	<b>312</b>	386
Later than five years	<b>111</b>	112
	<b>496</b>	568

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

## 20. Statement of funds

## Statement of funds - current year

	Balance at 1 April 2024 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2025 £000
<b>Designated funds</b>					
Property	3,975	-	(254)	(443)	3,278
Development and Strategic	600	-	(600)	-	-
<b>General funds</b>	<b>2,374</b>	<b>22,478</b>	<b>(19,295)</b>	<b>-</b>	<b>5,557</b>
<b>Unrestricted funds</b>	<b>6,949</b>	<b>22,478</b>	<b>(20,149)</b>	<b>(443)</b>	<b>8,835</b>
<b>Restricted funds</b>					
Voluntary Income & School Service	991	4,722	(5,422)	-	291
Art Room	-	1	(1)	-	-
Art Room Oxfordshire	-	5	-	-	5
Banbury Project	-	136	(85)	-	51
Nominet	10	-	(10)	-	-
Deloitte	-	31	(31)	-	-
Deloitte London	-	147	(147)	-	-
Tim Robinson	42	62	(75)	-	29
Fidelity Grant	454	-	(351)	-	103
Prudence Trust	166	-	(152)	-	14
Juliet Garmoyle	121	213	(278)	-	56
Prudence CMHW Fund	7	-	(7)	-	-
Morgan Stanley	-	522	(494)	-	28
DHS Safeguarding	-	331	(331)	-	-
Marginal Impact Fund	262	200	(178)	-	284
City Bridge Trust	62	52	(93)	-	21
City Bridge Trust Barking & Dagenham	-	44	(8)	-	36
	<b>2,115</b>	<b>6,466</b>	<b>(7,663)</b>	<b>-</b>	<b>918</b>
<b>Total funds</b>	<b>9,064</b>	<b>28,944</b>	<b>(27,812)</b>	<b>(443)</b>	<b>9,753</b>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 20. Statement of funds (continued)

#### Statement of funds - prior year (as restated)

	<i>Balance at 1 April 2023 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2024 £000</i>
<b>Designated funds</b>					
Property	4,438	-	72	(535)	3,975
Development and Strategic	3,453	14	(2,867)	-	600
<b>General Funds</b>	3,191	18,971	(19,788)	-	2,374
<b>Unrestricted funds</b>	11,082	18,985	(22,583)	(535)	6,949
<b>Restricted funds</b>					
Voluntary Income & School Service	1,515	4,621	(5,145)	-	991
Department of Health & Social Care	-	64	(64)	-	-
Art Room	8	-	(8)	-	-
Art Room Oxfordshire	24	-	(24)	-	-
Banbury Project	46	73	(119)	-	-
Moondance	58	-	(58)	-	-
Nominet	40	-	(30)	-	10
Deloitte	50	-	(50)	-	-
Deloitte London	22	-	(22)	-	-
Tim Robinson	48	42	(48)	-	42
Fidelity Grant	264	190	-	-	454
Prudence Trust	158	152	(144)	-	166
Juliet Garmoyle	285	131	(295)	-	121
Prudence CMHW Fund	10	34	(37)	-	7
Morgan Stanley	78	-	(78)	-	-
DHS Safeguarding	5	38	(43)	-	-
Marginal Impact Fund	-	285	(285)	-	-
City Bridge Trust	171	200	(109)	-	262
City Bridge Trust Barking & Dagenham	55	95	(88)	-	62
	2,837	5,925	(6,647)	-	2,115
<b>Total funds</b>	13,919	24,910	(29,230)	(535)	9,064

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 20. Statement of funds - (continued)

#### i) Unrestricted funds comprise:

##### Designated funds: Property

The fund represents the value of our properties at St John Street and Angel Gate, net of the loan secured on the property at Angel Gate.

##### Designated funds: Development & Strategic

The fund provides for the long term and utilised to cover additional costs in pursuing strategic priorities. £5m was donated in March 2020 from Mohn Westlake for investment in future capability improvements and was fully drawn down in year.

##### General funds

This represents the balance of Place2Be funds.

#### ii) Restricted funds include grants, given for a specific purpose by the funder as detailed below:

Voluntary Income & School Service	This represents funds donated to support our work in specific schools or geographic areas.
Art Room and Art Room Oxfordshire	Represents the funds transferred from The Art Room (Oxford) and further income received in the year which is specifically for activities in The Art Room programme.
Banbury Project	Fund to support in school services in Banbury.
Nominet	Represents funding to develop and enhance the Parenting Smart site which provides resources and support for parents on a wide range of topics
Deloitte and Deloitte London	Funding towards London and Birmingham operational areas.
Tim Robinson	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school-based counselling, in conjunction with funding from City Bridge Trust

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**

**20. Statement of funds - (continued)**

Fidelity Grant	Funds to build organisational data capacity and document management system.
Prudence Trust	Fund to support Place2Be services in 19 schools across the London and South and London and West operational regions as outlined in the Grant Agreement.
Juliet Garmoyle	Fund to introduce Place2Be Mental Health Services in schools in the South West of England for the first time, initially in the North Devon region.
Prudence CMHW Fund	Fund towards Children’s Mental Health Week costs.
Morgan Stanley	Represents funding to support face to face training for school leaders, provide digital training for classroom teachers and support the building of an online ‘Best practice’ hub.
DHS Safeguarding	Grant to support children and young people at risk of suicide and suicide prevention activities in England .
Marginal Impact Fund	Funding to increase provision in existing Place2Be partner schools and onboard new Place2Be Partner schools.
City Bridge Trust	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school-based counselling, in conjunction with funding from Tim Robinson.

To improve the mental health of children and school communities across Barking and Dagenham. City Bridge Trust Barking and Dagenham

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 21. Analysis of net assets between funds

#### Analysis of net assets between funds - current year

	Unrestricted funds 2025 £000	Restricted funds 2025 £000	Total funds 2025 £000
Tangible fixed assets	796	-	796
Intangible fixed assets	671	-	671
Investment property	3,072	-	3,072
Debtors due after more than one year	1,000	-	1,000
Current assets	6,629	918	7,547
Creditors due within one year	(2,910)	-	(2,910)
Creditors due in more than one year	(423)	-	(423)
<b>Total</b>	<b>8,835</b>	<b>918</b>	<b>9,753</b>

#### Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2024 £000</i>	<i>Restricted funds 2024 £000</i>	<i>Total funds 2024 £000</i>
Tangible fixed assets	1,186	-	1,186
Intangible fixed assets	322	-	322
Fixed asset investments	33	-	33
Investment property	3,515	-	3,515
Current assets	4,528	2,115	6,643
Creditors due within one year	(2,136)	-	(2,136)
Creditors due in more than one year	(499)	-	(499)
<b>Total</b>	<b>6,949</b>	<b>2,115</b>	<b>9,064</b>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 22. Reconciliation of net movement in funds to net cash flow from operating activities

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>
Net income/expenditure for the year (as per Statement of Financial Activities)	<u>1,132</u>	<u>(4,320)</u>
<b>Adjustments for:</b>		
Depreciation charges	390	513
Amortisation charges	28	-
Decrease/(increase) in debtors	(1,081)	1,014
Increase in creditors	374	182
<b>Net cash provided by/(used in) operating activities</b>	<u><u>843</u></u>	<u><u>(2,611)</u></u>

### 23. Analysis of cash and cash equivalents

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>
Cash in hand	<u><u>3,872</u></u>	<u><u>3,446</u></u>

### 24. Analysis of changes in net debt

	<b>At 1 April 2024 £000</b>	<b>Cash flows £000</b>	<i>At 31 March 2025 £000</i>
Cash at bank and in hand	3,446	426	3,872
Debt due within 1 year	(70)	(3)	(73)
Debt due after 1 year	(499)	76	(423)
	<u><u>2,877</u></u>	<u><u>499</u></u>	<u><u>3,376</u></u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 25. Obligations under operating leases

The charity entered into a 10 year lease agreement on 25 August 2017 for the rental of new head office premises. Principal rent amounts to £384,000 per annum and has been paid in full in advance. The Group and the Charity had no commitments under non-cancellable operating leases at 31 March 2025.

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>Group 2025 £000</b>	<i>Group 2024 £000</i>	<b>Company 2025 £000</b>	<i>Company 2024 £000</i>
<b>Lease payments</b>	<b>384</b>	384	<b>384</b>	384

### 26. Related party transactions

During the year ended 31 March 2025 the charity received £192k (2024: £221k) by way of donations and gifts in kind from related parties.

### 27. Related party transactions

Donations from Trustees during the year ended 31 March 2025 amounted to £87,063 from 4 Trustees (2024: £63,500 from 3 Trustees).

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025****28. Comparative Statement of Financial Activities**

	<b>Unrestricted funds 2024 £000</b>	<b>Restricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	Total funds 2023 £000
<b>Income from:</b>				
Donations and legacies	6,115	4,497	10,612	12,407
Charitable activities	12,546	1,428	13,974	12,355
Trading income	8	0	8	10
Trading income	136	0	136	0
Other Income	180	0	180	229
<b>Total Income</b>	<b>18,985</b>	<b>5,925</b>	<b>24,910</b>	25,001
<b>Expenditure on:</b>				
Raising funds	1,576	5	1,581	1,521
Charitable activities	21,007	6,642	27,649	23,558
<b>Total expenditure</b>	<b>22,583</b>	<b>6,647</b>	<b>29,230</b>	25,079
<b>Net movement in funds before other recognised gains/ (losses)</b>	<b>(3,598)</b>	<b>(722)</b>	<b>(4,320)</b>	(78)
<b>Other recognised gains/(losses)</b>				
(Losses)/ gains on revaluation of fixed assets	(535)	-	(535)	(607)
Net movement in funds	(4,133)	(722)	(4,855)	(685)
<b>Reconciliation of funds:</b>				
Total funds brought forward	11,082	2,837	13,919	14,604
Net movement in funds	(4,133)	(722)	(4,855)	(685)
<b>Total funds carried forward</b>	<b>6,949</b>	<b>2,115</b>	<b>9,064</b>	13,919

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 29. Prior year adjustment

A management charge of £2.4k from the parent to the subsidiary for services provided was omitted from the 2024 results. As this error is considered material to the financial statements of Place2Be Trading Limited, a prior period adjustment has been made. This has resulted in an increase of expenses with a corresponding increase in the amount due to the parent in 2024 reflected in the comparative results in the 2025 financial statements. As a result, the accrued Gift Aid donation payable to the parent has been reduced by £2.4K accordingly to match the revised taxable profits for the year, in accordance with the operative provisions set out within the Deed of Covenant between the Charity and the Company.

Costs of £538k (2024: £538k) relating to CRM software and website development were previously classified as tangible fixed assets. In accordance with FRS 102, these assets meet the definition of intangible fixed assets. The current and comparative figures have been restated to reflect the reclassification from tangible to intangible fixed assets.

### 30. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Principal activity	Class of shares	Holding
Place2Be Trading Ltd	12269387	Non-trading	Ordinary	100%

The financial results of the subsidiaries for the year were:

Name	Income £000	Expenditure £000	Net assets £000
Place2Be Trading Ltd	36	(36)	1

### 31. Post balance sheet events

The charity received an offer for the acquisition of its investment property, Angel Gate, post balance sheet date. However, since receiving the offer, terms have not been agreed with the potential purchaser and so a sale is now viewed as unlikely. Place2Be is reviewing its options with regard to the property.



Royal Patron  
HRH The Princess  
of Wales

[place2be.org.uk](https://place2be.org.uk)

Place2Be is a charity registered in England and Wales (1040756) and Scotland (SC038649), a Company limited by guarantee registered in England and Wales (02876150), registered office: 175 St. John Street, London, England, EC1V 4LW.

**PLACE2BE**

England & Wales - Charity number 1040756

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# Accounts

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# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

For the year ended 31 March 2024

**PLACE2BE**  
**(A company limited by guarantee)**

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**Registered number: 02876150**  
**Charity numbers: 1040756 & SC038649**

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**PLACE2BE**  
**(A company limited by guarantee)**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 March 2024**

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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR  
ENDED 31st March 2024**

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**Patron**

Her Royal Highness The Princess of Wales

**President**

Dame Benita Refson DBE

**Trustees**

Mr Simon Mackenzie Smith, Chair

Mr Aamir Ahmad

Mr Sandy Begbie

Ms Elizabeth Greetham

Ms Sian Hill

Ms Elpha LeCointe

Mr Adrian Levy

Dr Margaret Murphy

Professor Stephen Scott

Sir Richard Douglas

Professor Osama Khan

Mr Tim Robinson

Mr Matthew Barwell

Appointed 11<sup>th</sup> March 2024

Mr David Weaver

Appointed 11<sup>th</sup> March 2024

Mr Marc Jordan

Appointed 11<sup>th</sup> October 2024

Mr John Murphy

Resigned 11<sup>th</sup> March 2024

Ms Anuja Dhir

Resigned 3<sup>rd</sup> June 2024

**Chief Executive**

Ms Catherine Roche

**Executive Team**

Ms Sarah Houghton

Director of Mental Health Workforce Development

Mr Nicholas Herod

Chief Financial Officer & Company Secretary

Ms Rebecca Kirkbride

Clinical Director

Ms Jacqui Segal

Director of Marketing, Communications and Fundraising

Mr Simon Yates

Director of Operations

**Company registered number**

02876150

**Charity registered numbers**

1040756 and SC038649

**Principal and registered office**

175 St. John Street, London, EC1V 4LW

**Independent auditor**

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7JW

**Bankers**

Lloyds Bank plc, London, W1C 2BU

**Solicitors**

Clifford Chance, 10 Upper Bank Street, London, E14 5JJ

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 March 2024**

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## **Foreword by Chair and CEO**

Place2Be's vision is for all children and young people to have the support they need to build lifelong coping skills and thrive. We achieve this by helping them through some of life's inevitable challenges, but also by teaching them tools that stay with them as they grow. With these tools, they can develop into more resilient, adaptable adults, who are more able to deal with whatever life throws at them.

However, these last few years we have seen a staggering increase in challenges facing children. A global pandemic, the cost-of-living crisis, deepening poverty and destitution, and everything that entails. It is not surprising that this has led to a worsening in the mental health of children and young people, with the latest NHS data showing that one in five now have a probable mental health problem.

The difficult economic environment has also hit schools hard, subsequently impacting the level of investment schools can make in mental health services. NHS trusts and Integrated Care Systems are also under pressure with competing priorities and for the most part, not yet in a position to shift resources upstream to earlier intervention services. But across Place2Be we remain resilient and adaptable, working with schools and community partners in a more flexible and affordable way drawing on the range of in-person and online services and tools we have developed over the years to deliver solutions. This allows us to continue to reach children and the trusted adults around them. Our next chapter will involve working deeper in our communities, returning to our roots, and we will continue to lead the way as an accessible, expert, place-based mental health service for children and young people.

### **Working deeper in communities**

During 2023/24 we remained focused on delivering the best 'whole school approach' practice in schools, and began evolving our practice to work deeper in communities. For Place2Be, this means using our local knowledge, understanding a community's unique needs and – through relationships with local commissioners and partners – delivering a tailored response based on our 30 years of evidence.

Over the past year we have developed a handful of projects that take this community-based wider partnership approach, including in South West London, Westminster, Devon and East Lothian. We're excited about how this model will positively impact children and young people in the coming years, and we will continue to evolve our services, working with partner organisations and schools, based on evidence, pilots, and the very best in clinical delivery.

### **Clinical excellence**

The quality, impact and evidenced outcomes of Place2Be's work continue to be at the forefront of our minds. In 2023/24, for example, 77% of children and 89% of young people had improved mental health after one-to-one counselling. In our work with parents/carers and children together (PIPT), 87% of children showed improvement and of these, 77% were eligible for Free School Meals and more likely to be from a lone parent family. In our Parenting Smart online programme, for example with the Scottish Fostering and Adoption Network, we have seen exceptionally high engagement and completion rates with 97% of participants saying they would recommend the programme to a friend. These figures show the potential as we look to further strengthen parents' and carers' capacity to navigate and support their children in today's world.

### **Building the mental health workforce**

Creating a clear and accessible pathway to qualify as a child mental health professional remains a key strategic priority for Place2Be. As part of this, we are leading the way to create a new Apprenticeship Standard in child counselling. We have the foundations of the Apprenticeship content thanks to our pioneering, pilot Level 4 Diploma programme which was delivered over 2023/24. We have mobilised a cross-sector Trailblazer Group and are making great progress to achieve the Standard by 2026. The end goal is for schools, MATs and local communities to be able to train their own Place2Be counsellors, thereby building their own quality-assured

capacity from within and representative of their own communities.

In 2023/24 Place2Be, alongside the Coalition for Anti-Oppressive Practice, launched the Race is Complicated Toolkit – a groundbreaking guide to help the counselling and psychotherapy sectors better address race and diversity. The response to the toolkit was overwhelming, with over 2,000 downloads and Coalition members pledging to implement the toolkit within their organisations. We also brought together 130 educators from across the UK to discuss implementing the toolkit and how we can continue to disrupt the status quo.

#### **Building understanding and influencing policy**

Leveraging our 30 years of insights, research, and expertise to inform and influence the shaping of solutions continues to be a key priority for Place2Be. From providing evidence into governmental and sector-based inquiries based on frontline practice, to promoting pupil voice across the country - we continue to keep children's mental health high on the agenda at a local and national level. By working in partnership with schools and the community, we continue to demonstrate how effective and lasting change can be delivered in this space.

#### **Looking ahead**

We recognise the difficult economic landscape currently facing schools and the sector as a whole. The outlook will remain challenging in the short-term, but we are resolute in our focus. Now, children and young people need us more than ever. We have the knowledge and knowhow to overcome these challenges on a practical and policy level and we are positive that by working hand in hand with our schools and their local communities, together we can deliver real change to make a difference in children's lives.

*"I know who I am now and I'm proud of myself"* Primary school child supported by Place2Be

On behalf of everyone at Place2Be, thank you so much for your support in working towards our mission to make sure no child has to face their mental health problems alone.



**Simon Mackenzie Smith, Chair of Trustees**



**Catherine Roche, CEO**

## **Section 1: Objectives and activities**

### **Our status and mission**

Place2Be is a company limited by guarantee and a charity registered in England & Wales and in Scotland.

Our mission is to improve children and young people's mental health and we believe that no child or young person should have to face their mental health problems alone.

### **Our vision, aims and strategy**

Place2Be's vision is for all children and young people to have the support they need to build lifelong coping skills and thrive.

Established in 1994, Place2Be is the UK's leading provider of school-based children's mental health services. We embed our expert mental health professionals within schools, and they help the whole school community to understand how to look after their own mental health, as well as providing early clinical support and targeted therapy for those children and young people who need extra help.

We also train and equip adults with confidence and skills to help children and young people. This includes providing courses and resources for parents, teachers, school staff and senior mental health leads in schools. We also train people to become children's counsellors, so that more children and young people have an expert to turn to.

We are passionate advocates of our whole-school approach to mental health and wellbeing.

#### **Our work focuses on four areas:**

1. **School services** – Supporting children and young people's mental health by providing high quality therapeutic work in schools, backed by research.
2. **Learning for school staff** – Building confidence, skills and knowledge of mental health within school communities, to equip school leaders, school staff and families to create a whole-school approach to mental wellbeing.
3. **Training and professional qualifications** – Building a diverse and inclusive expert mental health workforce that can support children and young people's mental health.
4. **Building understanding, influencing and sharing evidence** – From government to the general public, we gather evidence and share insights on what works in practice in the field of children's mental health, to benefit school communities and society as a whole.

#### **Why this matters:**

- One in five children and young people have a diagnosable mental health problem. *Source: NHS Digital (2023)*
- The peak age for onset of any mental disorder is 14.5 years old, with nearly half of individuals first experiencing issues before the age of 18 years. *Source: Solmi et al. (2022)*
- Pupils with mental health difficulties are more likely to have lower academic attainment than their peers. *Source: UCL (2019)*
- One-to-one support in primary schools across the UK could generate up to £36 million in long-term benefits each year via higher employment prospects and wages, decreased truancy, school exclusion, smoking and criminal behaviour. *Source: Pro Bono Economics (2022)*
- School based counselling can reduce school absence – research found lower levels of persistent absence after attending counselling. *Source: The University of Cambridge (2024)*

## Section 2: Strategic Report

### Section 2a: Achievements and performance against 2023/2024 commitments

#### Our activity and impact at a glance

#### Providing high quality mental health services within schools

##### In Academic year 2023/24:

###### Direct in-school delivery:

We worked in partnership with a total of **658** schools, reaching **354,223 children and young people** (vs 520 schools in 2022/23, reaching 298,000 children and young people).

###### In our targeted work:

We supported **14,461** through our targeted work and of those, **8,316 via 1:1 counselling** (vs 7,361 previous year)

**40,673** (vs 38,318 previous year) pupils shared their voice by self-referring to a Place2Be counsellor via our Place2Talk service.

Of pupils who have taken part in Place2Be counselling between August 2023 and July 2024:

**1,665** children and young people benefitted from groupwork through our Journey of Hope group intervention (up from 792 the previous year).

**197** young people accessed the CBT informed KIT intervention (up from 120 in 22/23)

**515** parents accessed the face-to-face parent and child coaching support (PIPT) (up from 361 in 22/23) with data showing we are accessing a more complex cohort of children and with outcomes for parental self-efficacy showing a 87% improvement

##### Impact/Outcomes in 23/24 academic year:

- 78% of 4-11 year olds who had one to one counselling had improved mental health on one or more measure
- 91% of 11-18 years olds had improved mental health on one or more measure after counselling

66% caused fewer problems for their teacher or class

68% found it easier to have friends

76% of those with severe difficulties showed an improvement in wellbeing

#### Building skills, confidence and knowledge in schools

##### In FY2023/24:

**8,605** school staff undertook our Mental Health Champions Foundation programme (vs 10,999 last year).

**76,762** school staff in total have now completed this course.

**387** participants completed our Senior Mental Health Lead programme (587 last year), for which we are a Department for Education approved provider.

There were **8,539** downloads of our free Art Room Activities, which are available to all on the website (vs 10,723 in the previous year).

There were **188,000** downloads of our Children's Mental Health Week school resources on the theme 'My Voice Matters' (vs 197,000 in 2023).

##### Parenting training

There were **42,500** new users on the **Parenting Smart site**.

**840** parents joined the **Parenting Smart online course**. Completion increased to 24% (from 16.5% in 22/23 and an industry average of 12%) and 96% said that they would recommend the course to a friend.

## Our activity and impact at a glance (cont.)

### Building a child mental health workforce

#### In FY2023/24:\*

##### Pre-Qualifying programmes

\*Total number of students who started on Place2Be's accredited programmes.

**530** people attended a 'Taster Day'  
(vs **570** 22/23)

**157** students started a Level 2 Award (vs **224** 22/23)

**98** students started a Level 3  
(vs **96** in 22/23)

##### Qualifying and Post-Qualification programmes

**44** students on Postgraduate Diploma (vs **39** 22/23)

**12** people trained on our inaugural, 12-month, Level 4 Qualifying Programme. Five of our graduates have already found paid counselling positions in schools, and one has secured a role as a deputy headteacher.

**45** students started the Level 6 Supervision Certificate.  
(vs **19** 22/23)

**82** students started our Certificate in working with children for adult-qualified practitioners. (vs **15** 22/23)

##### Staff and Counsellors on Placement (CoP) training

In addition to the online courses and guidance on our Place2Be Learning Hub:

- 614 individual CoPs attended a Place2Be workshop (841 previous year) and 571 of these attended more than one workshop (755 previous year)
- We ran 100 day-long workshops for staff.

### Building understanding and influencing

#### In FY2023/24:

We published a new research paper exploring the academic progress of children. It showed that, despite mental health challenges, after Place2Be support they kept pace with their peers.

##### Race is complicated: A toolkit for psychological therapies training

Developed and launched in partnership with fellow members of the Coalition for Inclusion and Anti-Oppressive Practice.

##### Reach and digital engagement:

Place2Be.org.uk 402,315 users (vs 423,389).  
User engagement increased significantly year on year (157% increase).

##### Social media engagement:

**20,322 followers gained** across all channels, over 21m impressions.

#### Policy

We have contributed evidence to select committees, MPs and parliamentary debates including:

- boys' mental health, children's social care, RSHE guidance, Ofsted and inclusion in schools.
- influencing draft legislation including thirteen mentions of Place2Be in Parliament.
- engaged with 34 Members of the Scottish Parliament.
- promoted pupil voice and brought pupils from Devon to Number 10 Downing Street as part of the Lessons at 10 programme; invited pupils from schools in the North East to write to their new Metro Mayor, and coordinated a letter to the Prime Minister and visit to Parliament from sixth form pupils in London.

## **Overview of delivery against our business strategy in 2023/24**

### **Providing high quality mental health support in schools**

Within a very challenging economic environment, in the last year we have expanded the expert mental health support we are providing in schools to reach more children, young people and schools than ever before. We worked in partnership with over 650 schools during 2023/24, reaching a pupil population of over 350,000 children and young people. As we move towards our next business plan, we have continued to work with schools in more flexible ways, responding to their individual circumstances and tailoring our services to meet their needs.

Some of our schools have been our partners for more than 20 years. They say it takes a village to raise a child, and we need this holistic approach to become a reality to ensure everyone plays their role in preventing or helping children with mental health challenges early on. In particular, it is imperative the health and education systems work collaboratively with local delivery partners to create lasting change. Our aim as leaders is to demonstrate how this can be done effectively. We are working in communities and continue to build an evidence-base that can act as a powerful illustrator to enable and inspire wider change. In Wandsworth in London we have developed a deep relationship with both the Local Authority and Integrated Care Board over the past decade, and increasingly supported the needs of local children and young people. We are now providing a real breadth and depth of services across the borough, which comprises:

- embedded provision in primary and secondary schools;
- access to mental health services for young people in the community to ensure early intervention;
- support specifically for children and young people who may be absent from education; and
- a groupwork clinical intervention for schools specifically supporting children with low mood and anxiety.

Another great example of our community offering is our collaboration with a number of community partners aiming to empower young people in Westminster in London. The project takes a new holistic approach to wellbeing, tackling rising health challenges like social isolation, poor mental and physical health faced by many in the Westminster community. As part of this innovative project, Place2Be has added a specialist mental health dimension to Greenhouse Sports dedicated coaching and mentoring offer as part of a multi-disciplinary team. Together, we are improving access to mental health support to young people through sports and specialised interventions with a qualified professional.

As more schools join Multi Academy Trusts (MATs), there is a real opportunity to help develop a holistic approach in supporting pupils' mental health across the MAT system. We've developed a strong partnership with Ark Schools to establish a MAT-wide approach. This includes a consistent framework to shape and evaluate mental health provision across the network as well as a blended mix of services to directly support teachers, parents and children. Our aim is that this partnership will provide another positive showcase of how to deliver real impact in a wider MAT community.

We have worked hard in recent years to introduce and upskill clinical staff in good use of assessments, ensuring each child or young person is offered the right support and intervention based on their needs and presenting issues. This has involved training everyone in 'assessment and formulation' and improving the quality of this process. We now have a 93% completion rate for initial assessments, with 82% of schools at 100% completion rate, a significant increase from 59% in April 2023. As part of this, we have continued to see increased referrals to a wider range of Place2Be interventions. Our data shows Place2Be's support continues to be effective in improving the mental health for the majority of 4 to 11 year old children who have one-to-one counselling and Personalised Individual Parenting Training (PIPT). These parent-child coaching sessions focus on building relationships and addressing challenging behaviour.

Outcomes for children and families supported by PIPT are overwhelmingly positive. Children who benefited had higher need and experienced greater improvements when compared to children benefiting from one-to-one counselling. Feedback on all modules of our Online Parenting Skills Course is positive and the completion rate currently stands at 24%. This is an improvement from 16.5% in the previous financial year, and double the industry standard of 12%. Working with King's College London, we are currently exploring ways of further increasing this completion rate to ensure even more parents receive support. Encouragingly, 87% of children who took part in these sessions were reported by parents to be doing better.

Our free online service Parenting Smart has reached an additional 42,500 unique website users since April 2023. We now have over 50 bite-size, accessible articles full of top tips covering a broad range of topics available for parents and carers of primary-aged children.

Over the past year, based on presenting issues in our schools, a key priority for Place2Be has been improving support and guidance for our school-based teams working with children and young people expressing their distress through suicide ideation and self-harm. Our Safeguarding Team has focused on supporting partner school staff in undertaking risk assessments, safety planning and managing concerns in these areas. The risk assessment and safety planning approach can be used at any time with either children or adults, regardless of the type of risk. Place2Be's case management system has also been updated, simplifying the process for staff providing oversight. Between 2022-23, 893 students presented with suicide ideation across Place2Be partner schools. This reduced by 9% the following year, with 810 unique individuals raising the issue. We also saw a 5% decrease in self-harm disclosures during this time. We are heartened by this reduction as the 'net of support' around young people is strengthened leading to early identification and de-escalation of issues at an earlier stage.

We produced a Good Practice Guide for our staff on working with partner NHS services (both the earlier intervention Mental Health Support Teams and specialist CAMHS). Developing the guide resulted in increased awareness of local service delivery landscapes and improved relationships with other agencies. We will now continue to spotlight and disseminate the guide within Place2Be so it becomes embedded in each area, thereby strengthening understanding and relationships with colleagues across local NHS services.

### **Building confidence, skills and knowledge in schools, to promote a better understanding of mental health**

Building confidence and skills with school staff is an essential strand of our work, ensuring that more children have a trusted adult to rely on and that together we are building mentally healthy school communities.

By the end of 2023/24, we reached over 82,000 professionals through our online Mental Health Champions Foundation programme, covering over 70% of UK schools and ensuring more teaching professionals have a deeper understanding of children's mental health. Figures show 89% of participants felt the course increased their readiness to lead a positive approach to mental health and wellbeing.

Our Senior Mental Health Leads Training has now reached almost 1,700 participants to date. After completing the programme, 91% of participants said they knew what was expected of them as a Senior Mental Health Lead, compared with 42% earlier in the course. The Department for Education has been funding this scheme in England, and it comes to an end in March 2025. We will encourage the new Government to include some form of training or resource to continue to support and promote Senior Mental Health Leads in their roles as the leaders and champions of mental health and the whole school approach in their schools.

Our work in Scotland has been leading the way in integrating mental health programmes as part of Initial Teacher Education. Continuing our long-standing partnership with the University of Edinburgh, our embedded service providing tailored mental health programmes and reflective practice for students has been increasingly recognized as a model of good practice and one to replicate. Proving helpful for participants' wellbeing, self-awareness and professional resilience, 97% of students would recommend the Place2Be service, and 70% said it helped with understanding the emotional needs of children. Building on this success, in 2023/24 we have established new partnerships with both the University of Glasgow and University of Stirling to replicate the model.

The Scottish Government's Cabinet Secretary for Education and Skills Jenny Gilruth attended two Place2Be events held at these universities to celebrate these Initial Teacher Education partnerships describing this work as "transformative". There is clearly momentum in Scotland to support teachers in their early careers, and we look forward to continuing to be at the forefront of this change.

### **Building the child mental health workforce**

Creating a clear and accessible pathway to qualify as a child mental health professional remains a key strategic priority, and over the last year we have continued to make great progress in our workforce development activity. Our ambition remains to ensure that high

quality training is accessible to a more representative workforce.

As part of our long-term plan, we want to ensure the Apprenticeship Standard in setting-based child and young person counselling is approved and can not only be delivered by us, but also by other training providers nationwide. This will truly open up the profession, making it much more accessible, inclusive and representative of local communities, acting as a real ‘gamechanger’ across the system and building the supply of a quality skilled workforce.

We have led on setting up a Trailblazer Group to develop the Standard and are building a network of interested employers, training providers and professional standards bodies to take forward this work. When rolled out (the target is to welcome trainees in 2026), the Apprenticeship aims to be transformational in removing barriers – particularly financial – for many people who want to train as a child counsellor. We want to attract more passionate and talented people to the profession, and we are keen for them to increasingly reflect the communities in which they work. We believe the Apprenticeship will help create this change.

Our pilot Level 4 Diploma programme, which we launched in September 2023, is the blueprint for the Apprenticeship model and we have learned a lot through running the programme in 23/24. We ran an extensive process to identify students for the bursaries made possible by a number of our generous funders. This included written applications and workshops to introduce prospective students to Place2Be’s immersive hands-on experiential training. It also allowed us to assess their readiness for an intensive programme. Ten students were selected and undertook a three-week foundation in counselling skills over the summer before starting on placement and the Level 4 programme in the autumn.

This work also helped us attract students to our Postgraduate Diploma programme, where we recruited our largest cohort yet of 27 students to start the two year programme in September 2023.

Bursaries for the qualification programmes are less meaningful if we do not also create accessible routes into the foundational trainings that are prerequisites for a qualification programme. With this in mind, we launched a range of new subsidised places on our introductory and foundation programmes, thanks to funding from Morgan Stanley, and budgeting for up to three subsidised places per cohort of Level 2 and Level 3. A well-planned marketing campaign resulted in over 1,300 people registering for an information webinar on the bursaries. The successful bursary applicants create a pipeline of eligible candidates for our next cohort of both Level 4 Diploma and Postgraduate Diploma bursary places. The campaign also generated interest among self-funding students.

Our reintroduction of a Level 6 Supervision Certificate has proved very popular with staff, who have received subsidised places. We are seeing an increased interest from students outside of Place2Be joining the programme. Of the 28 people successfully gaining places on the autumn 2023 cohort, nine of them (32%) were external and self-funding.

Our Level 5 Certificate for adult qualified counsellors to develop their child-counselling skills has also proved very popular, with 82 students starting on the programme this year.

### **Building understanding, influencing and sharing evidence**

We continue to leverage our 30 years of experience, evidence and expertise to help influence national and local policy. During 2023/24 we input to a variety of consultations including the Government’s Major Conditions Strategy, the Education Select Committee’s inquiries around persistent absence, and gave evidence on boys’ mental health to the Health and Social Care Committee.

Place2Be’s Children’s Mental Health Week 2024 also kept children’s mental health high on the agenda. We had over 340,000 students and 50,000 adults supporting the week, with 188,000 resource downloads and 600 pieces of media coverage. During the week, we ran an Art Room session at 10 Downing Street. Partner school students attended Parliament with a letter to the Prime Minister sharing their views and calling for sustained investment in school-based mental health support.

- We published several academic papers with leading universities, continuing to build and contribute to the body of knowledge on child mental health and what works in practice. We explored:

- the impact of counselling on pupils' engagement and learning with the University of Oxford (showing improvements in pupils' engagement and attitudes to learning, concentrating hard in lessons, answering questions, and enjoying classroom work)
- counselling and school attendance: in an analysis of Place2Be's data by our academic partners at the University of Cambridge, one-to-one counselling was shown to be significantly associated with reduced persistent absence from school, and
- as part of a five-year research trial with King's College London, created a framework for integrating autistic people and those with ADHD into research practice.

### **Ongoing sustainability of the organisation**

Over the past 12 months, kindly supported by Deloitte in a pro bono capacity, we've been exploring what Place2Be's ambition for the next five years would encompass. We recognise that we are in a landscape where the NHS Mental Health Support Teams are reaching more children, and we want to use our position – as we always have – to lead the way, develop and adapt great services, and ultimately evidence and demonstrate what really works; ensuring first class, accessible mental health support for children and young people can be available in every local community.

The external economic environment has been challenging and school budgets, particularly those in primary schools, have been especially stretched. Local Integrated Care Systems have also struggled with shifting funds into earlier intervention work despite the encouragement at national level to do so. Whilst we have flexed our delivery model and ways of working, this environment has had a significant adverse impact on our income and we have drawn down £1.6m in excess of the planned £2.9m draw down for the year. In light of this and as we move towards the next phase of our strategy, we have taken measures to resize and reshape our operations and infrastructure so that it aligns with market conditions, live partner school numbers and our future direction. It will be a continuing focus to ensure the organisation is the right size for the future. We have reduced capacity in our central infrastructure and begun preparations for the wind down of the Senior Mental Health Leads programme following the DfE announcement that the grants for this training will draw to a close at the end of March 2025.

Increasingly, we're working with commissioners (including Local Authorities, Integrated Care Boards and Multi Academy Trusts) more flexibly to meet the needs of their communities in ways that are both affordable and impactful for children and young people. Our partnership with Ark Schools is a great example of such collaboration, seeking to build systems-wide capacity, offering a variety of models to suit different schools' needs within one MAT.

We are working hard to bring health, education and philanthropic partners around the table in a local 'place' or systems approach showing how working collaboratively and collectively, combining budgets around a shared goal can deliver real and sustainable services and solutions.

Our plans for the development of the mental health workforce through an apprenticeship model – making training to become a child counsellor more accessible, no matter what your background or circumstances – will play an increasingly important role in Place2Be's work. By providing a quality-assured accessible route, enabling schools and corporates to make positive use of apprenticeship levy funds (funds that are already 'in the system'), this will open up a route for schools to train up their own skilled counsellor / mental health professional. Thus Place2Be can help schools and local communities to build their own capacity with a quality-assured standard so that more children and young people have a qualified counsellor to turn to. Place2Be's supervision qualification will also play a role in training qualified supervisors who can support schools' mental health professionals.

Looking ahead, we are cognisant of the financial challenges as we deal with external factors and transition towards a new strategy. But our vision is still clear – all children and young people should have the support they need to build lifelong coping skills and thrive. As we build on our first pioneering 30 years, we will continue to be there for children, young people, parents, teachers and beyond for the next 30.

### **Delivery against commitment to Equity, Diversity and Inclusion [EDI]**

We continue to work towards being a fully inclusive organisation, and to challenge ourselves to ensure that Equity, Diversity and Inclusion (EDI) are embedded in everything we do. This includes our training, recruitment, clinical practice, communications, and organisational culture. We have taken feedback from our staff-based EDI Steering Group and reset our EDI Action Plan to focus on three areas: service delivery, people and systems.

We also have more recently formed Employee Support Networks which cover hearing loss, LGBTQIA+, neurodivergence, race equity, and spirituality. These groups are led and managed by employees, with a representative from each regularly reporting back to the EDI Steering Group.

Beyond our own organisation Place2Be continues to lead the Coalition for Inclusion and Anti Oppressive Practice, with its initial focus on addressing gender and ethnic disparity in the sector. We were delighted to help launch a new EDI toolkit for counselling and psychotherapy training providers which provides a practical guide for the creation of an anti-oppressive training curriculum.

We made good progress in line with our EDI Action Plan. This includes:

- We achieved the LGBT Youth Scotland Gold Charter Award
- We launched our Level 4 qualification supported by a range of bursaries from Taster Day to PgDip with the aim of building a more inclusive workforce. We signed up to and supported publication of the EDI [toolkit](#) providing practical advice to help the counselling and psychotherapy sectors better understand and address race and diversity, safeguarding and anti-oppressive practice
- Against our racial diversity goal of 20% for staff, we stand at 23%, and over 24% of counsellors are from diverse backgrounds
- Place2Be is a member of *Inclusive Employers* and we have set up a new internal network – the *Race Equality Forum* supporting colleagues
- We have British Sign Language (BSL) interpreted videos on Place2Be's websites and have added a translation widget to the Parenting Smart site.

### **Employee Wellbeing**

Following responses to our staff pulse survey last autumn, we created more resources to support colleagues in balancing their workloads. Working with staff across Place2Be, we developed Wellbeing Principles which include practical measures that staff can use to enhance their own, and their team's wellbeing. Our range of staff benefits includes wellbeing days and access to our free, confidential, employee assistance programme (EAP). In the spring pulse survey we followed up with questions on how visible our wellbeing initiatives were and to understand if staff were accessing them. While there were mixed responses, it was clear staff who had accessed the wellbeing interventions greatly appreciated them.

We have, once again, offered all staff two wellbeing days to be taken in the summer. This benefit is in addition to their annual leave entitlement and can be used for their own wellbeing.

### **Investment in technology**

Investment and delivery to plan continued in 2023/24 to ensure we have robust and efficient infrastructure and tools to support our teams and service users. Our IT support team performed well in ensuring that all staff were supplied with the right technical equipment to enable them to continue to work securely from home or school premises, in line with our hybrid model. In addition, we continued to work hard to ensure our systems are better integrated with each other as well as aligned to our business needs. We are grateful to the members of our Information Technology Advisory Group, chaired by our Trustee Aamir Ahmad, as it provides oversight and governance to the delivery of our IT Strategy. We continue to benefit immensely from the pro bono expertise of Bank of America in helping to shape and guide our IT infrastructure change programme. The IT strategy is underpinned by our data charter, to ensure all staff engage with the need to carefully manage the information saved in our shared systems.

Notable achievements in the past twelve months include further improvements in the way that our customer relationship management (CRM) system covers more aspects of our work such as Mental Health Workforce Development.

Responding to heightened IT security needs, we have also moved our clinical case management system and other key systems to cloud provisions. This has enabled us to continue to improve the security framework and our ability to report. At the organisational level we again obtained Cyber Essentials Plus accreditation and have been certified as 'standards exceeded' for the third year running for the DSPT data security framework. This is the highest level in the NHS's information governance benchmark and ensures we are compliant with requirements of NHS and Integrated Care Board tenders.

### **Environment, Social and Governance**

In line with our values, we are committed to our wider responsibilities as an organisation and employer, ensuring we operate sustainably and ethically across all aspects of our work. Our staff-led Environmental, Social and Governance (ESG) Steering Group oversees our organisation-wide commitment across these three areas as well as ethics. This helps to ensure that we consider our impact on the climate, on society and each other in all the decisions we make.

In the past year, we further developed an ESG Framework, which sets out our commitments under each of the three ESG 'pillars'. This includes our environmental commitments, with our aim to reduce our carbon footprint, particularly through travel, reducing waste and energy, and sustainable procurement. It also incorporates the commitments within our Equity Diversity and Inclusion strategy; and sets out Place2Be's robust governance structures. In 2023/24, we made further inroads including moving our default pension scheme to an ESG compliant fund and achieving accreditations in the social space, such as the Scottish LGBTQ+ Charter and becoming a Real Living Wage employer in England and Wales. We are compliant with the UK government scheme ESOS Phase 4 which has helped us to identify further ways we can be more energy efficient. A more thorough summary of our status in matters of ESG can be found in Section 3.

## **2024/25 Forward plan**

Our 2025-30 business plan will be centered on working deeper and holistically in local communities, training the mental health workforce, and continuing to leverage our research and evidence to lead and influence local and national systems change. In 2024/2025, the year of our 30<sup>th</sup> anniversary, our business priorities are focused on pivoting the organisation towards the next business plan phase and ensuring the charity is in the best possible position to achieve our 2030 goals. As ever, we will continue to work hard to achieve the charity's overall mission, ensuring no child should have to face their mental health problems alone.

Our plans for the year ahead comprise of the following:

**1. Providing high quality, mental health support in schools and communities**

- Use our expertise to continue to work in deep partnership with schools, commissioners and Multi Academy Trusts, providing services to meet children and young people's needs with an emphasis on early intervention and prevention.
- We will leverage our existing online parenting course and expand our reach, whilst ensuring the cost effectiveness and impact of our work with parents and carers.

**2. Building the child mental health workforce**

- Following the investment over the last couple of years, we will continue to prioritise our work growing and diversifying the children's mental health workforce. During 2024/45 we will build on the progress from our pioneering Level 4 Diploma and establish a Trailblazer Group. This will form the basis of our route to gaining an Apprenticeship Standard in settings-based child and young person counselling, which will unlock huge opportunities for the future workforce.
- We will continue to deliver against our EDI Action Plan and ensure we achieve meaningful and realistic actions to promote inclusion in our practices across the organisation. We will continue to play a lead role in the therapy sector's Coalition for Inclusion and Anti-Oppressive Practice.

**3. Building understanding and influencing policy**

- We have 30 years of experience working with school communities delivering a service underpinned by early intervention, and we will continue to ensure this commitment remains high on the national agenda and ultimately becomes a reality.

In addition, we are resizing and reshaping the organisation as we transition towards a new strategy. We have the foundations of 30 years of expert service delivery in communities across the UK, and we are best placed to remain responsive to their needs and ensure that children and young people have the tools and confidence to reach their full potential.

## **Section 2b: Organisational purpose and public benefit**

### **Public Benefit**

Place2Be's objectives and activities are in line with the Charity Commission's guidance on public benefit. The Trustees confirm that they have referred to the Charity Commission's general guidance on public benefit when reviewing Place2Be's objectives and activities.

### **Charitable Objectives**

Trustees performed an assessment of the Articles of Association of both the charity and its trading subsidiary in 2021 in order to ensure that they properly reflected the needs of the charity and current standards of compliance and best practice. The new Articles were formally adopted in December 2021 with the charitable objectives unchanged.

As part of that review, the objectives of the charity set out in our Memorandum and Articles of Association were also reviewed to ensure that they appropriately reflect the current aims of the charity. These objectives are the advancement of education and the preservation and protection of health among young persons and adults by:

- enabling therapeutic and emotional support to be provided to children in schools based on a practical model backed by research;
- providing emotional support to children and adults including teachers and parents;
- providing training in the principles, practices and methods of providing emotional support to children and adults and in other allied or ancillary subjects; and
- providing services to facilitate the placing of persons trained in the provision of emotional support to children and adults.

Our services fall within the general charitable purpose of the advancement of health and education, specifically by providing mental health services in schools. Our immediate beneficiaries are the children and young people, as well as their families and school communities.

### **Leadership**

In addition to their quarterly Board meetings, the Trustees meet annually to discuss strategy and to review the strategic plan in the light of the external environment. We review progress against the plan quarterly and Trustees receive regular updates. In this way the purpose of the organisation is kept in focus and activities to ensure we are delivering greatest impact for children and young people through the funds invested in us.

In summer 2023 we began the process to consider Place2Be's next Five-Year Strategic Plan for the years 2025-2030. This will be an inclusive process which considers the views of all key stakeholders, schools, children and young people, but will be shaped and ultimately approved by Trustees in late 2024.

All members of the Board of Trustees are committed to Place2Be's aims and values and understand their role as Place2Be's strategic leaders. The strategic business of the charity is discussed at quarterly Board meetings. Most Trustees are also involved in sub-committees and advisory groups which provide an opportunity to provide strategic leadership in more depth.

Trustees are involved in particular strategic actions with oversight through our regular sub-committees and advisory groups which meet at least once per quarter:

- Finance and Audit Committee
- Information Technology Advisory Group
- People and Culture Committee
- Practice and Quality Committee
- Research Advisory Group
- Risk Committee
- Scotland Development Advisory Group

In addition, there are other sub-committees and advisory groups which meet as required in order to fulfill their functions, including:

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- Nominations
- Business Strategy Advisory Group
- Development Board

The CEO directs Place2Be's activities, supported by the Executive team which meets informally weekly and more formally on a monthly basis.

**Our staff and pay structures**

During the year to March 2024 we had an average of 766 staff compared to 653 staff (548 compared with 461 FTE) from the previous year.

Place2Be is committed to paying staff a fair and appropriate salary to ensure we can attract and retain people with the skills and abilities to deliver our objectives. Our approach is guided by the following principles:

- we provide a total reward package which recognises contribution to the achievement of our aims;
- our reward offering is competitive in the marketplace; and
- the reward decisions we make are based on objective assessment of performance and our organisational needs.

Remuneration policy is set by the People and Culture Committee, who have oversight of its implementation and application. Specific responsibilities include:

- monitoring sector pay levels and practices through participation in relevant surveys;
- reviewing and approving the annual salary budget;
- reviewing and approving individual pay recommendations for the Executive team; and
- reviewing gender and ethnicity pay gap metrics.

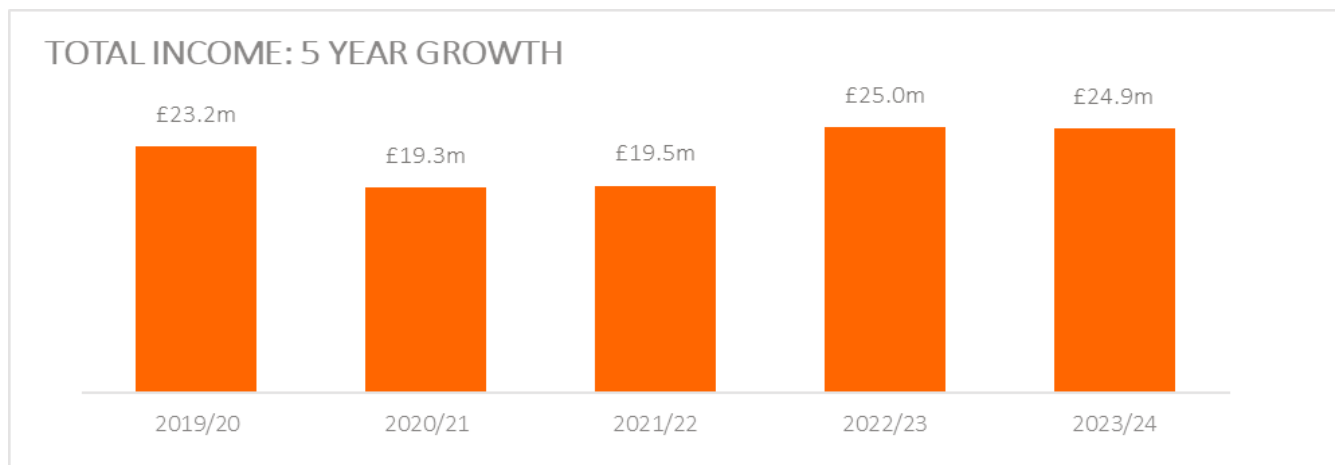
## Section 2c: Income, Expenditure and Balance Sheet

### Summary of Performance

The financial climate was challenging in the year to March 2024. The financial situation for state schools continued to tighten due to the pressures of wage and energy inflation. Despite these pressures, income for the year reached £24.9m (2022/23: £25m). Expenditure totaled £29.2m (2022/23: £25.1m). When including the loss on the revaluation of Angel Gate of £0.5m (2022/23: £0.6m reduction) this resulted in an overall net reduction in funds of £4.9m. This took the total funds balance to £9.1m.

### Income

In 2023/24 total income remained at approximately £25m.



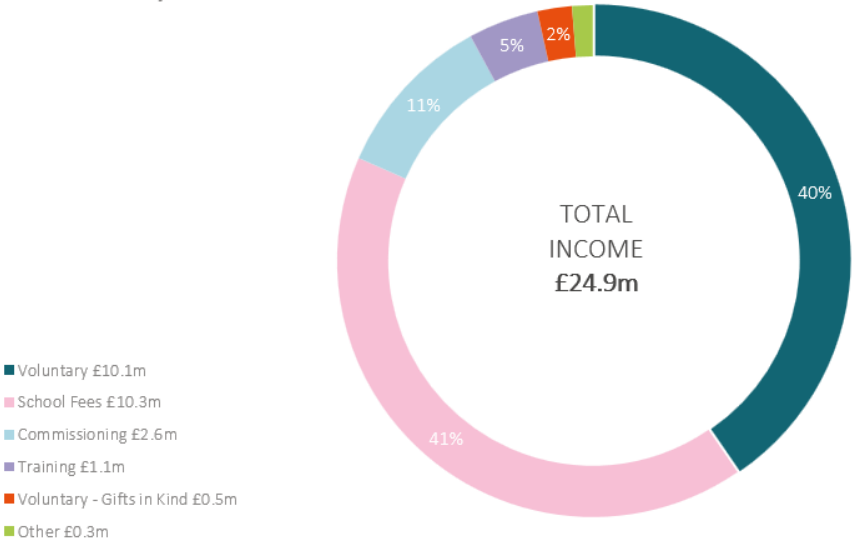
A sizable proportion of income was generated by a reliable performance in Voluntary Income of £10.6m (2022/23: £12.4m) which includes £0.5m of Gifts in Kind (2022/23: £0.5m) and this accounts for 43% of total funds (2022/23: 50%). We again utilised funds from our Development and Strategic Priorities Fund in developing our Level 4 and 5 professional qualifications and also in further integration of our back office systems. Income from Schools of £10.3m (2022/23: £9.1m) increased over the year, reflecting the growing number of schools we work with, and service days delivered.

The delivery of our in-person training continued at a similar level during the year resulting in an income of £1.1m (2022/23: £1.2m). An analysis of principal incoming resources is shown in notes 4 to 6 of the accounts and graphically below.

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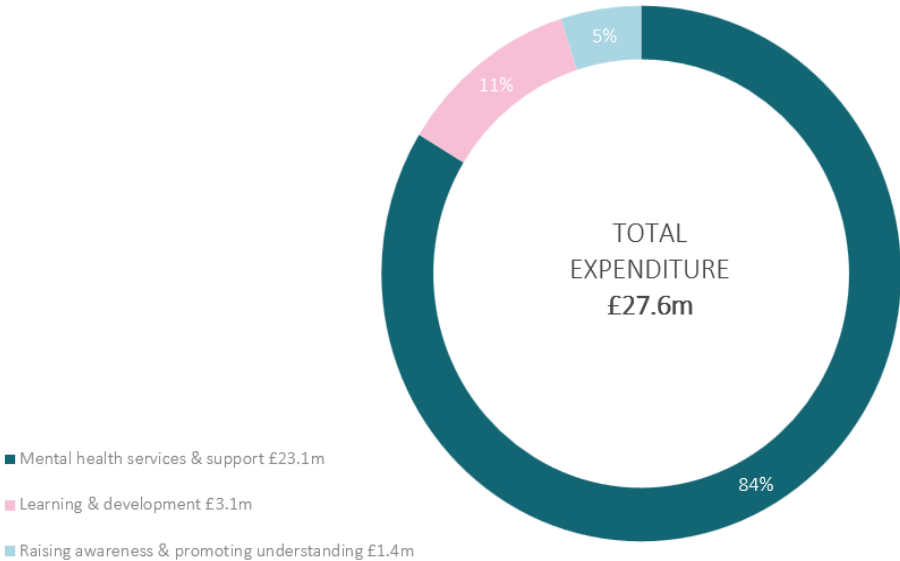
**INCOME 2023/24**



**Expenditure on Charitable Activities**

Expenditure on Charitable Activities increased from prior year and totalled £27.6m (2022/23: £23.6m). This reflects the increase in activity across all streams (note 8) and is represented in the figure below.

**EXPENDITURE ON CHARITABLE ACTIVITIES 2023/24**



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**Balance Sheet**

The main changes in the Balance Sheet compared to previous years are as follows:

£000s	2023/24	2022/23	Notes
Fixed assets	5,056	5,737	The movement reflects capitalisation of project Insight, depreciation charges in year and a reduction in the value of our investment property at Angel Gate.
Debtors	3,197	4,211	Decreased and balance resulting from a lower level of accrued income in 23/24. In addition, £0.3m of the reduction is a result of the release of the prepaid rental on 175 St John Street.
Cash at bank and in hand	3,446	6,493	Cash balances were in line with forecasts.
Creditors – Amounts falling due within one year	(2,136)	(1,954)	Increased trade creditors in line with operational activity
Creditors – Amounts falling due after more than one year	(499)	(568)	We continued to make capital repayments against the mortgage on our investment property at Angel Gate.
<b>Net Assets</b>	<b>9,064</b>	<b>13,919</b>	

**Reserves**

Place2Be reserves, comprising restricted, unrestricted and unrestricted designated funds, are described and summarised in note 20 of the accounts. During the year there was a net reduction of £4.9m in group charitable funds bringing the total value of funds to £9.1m.

Unrestricted designated reserves include the Development and Strategic Priorities Fund which reduced to £0.6m in the year as planned. The purpose of this fund is to assist growth of the organisation's future capability and to support the delivery of the business plan with investment into infrastructure, equipment and systems. Place2Be utilised £2.9m of this fund during the year.

Unrestricted designated reserves also include the Property Fund of approximately £4.0m which represents the amount of Place2Be's own funds that are invested in property assets. The fund is valued at the market value of the Angel Gate property, net of the loan secured on it, plus the net book value of the leasehold improvements to the Head office at 175 St John's Street.

Restricted funds have reduced by £0.7m and at year end totalled £2.1m.

The free reserves of the charity are viewed to be the value of the Unrestricted general fund which stands at £2.4m.

Total Unrestricted Charitable Funds (including Unrestricted Designated Funds) at the balance sheet date equate to £6.9m. This comprises all reserves except restricted reserves. The Finance & Audit Committee monitor the level of reserves in the context of Place2Be's business and risks and Place2Be aims to maintain at least three months' worth of core operating expenditure as Unrestricted Charitable Funds. At 31 March 2024, the balance is over three months' worth of core operating costs and the Trustees view this to be adequate.

## **Section 2d: Key Risks and Uncertainties, with plans and strategies for managing those risks**

The Trustees are responsible for ensuring that there is an effective system for the management of risk within Place2Be and have implemented a broad range of risk management processes. The Risk Committee meets quarterly to review current risks across all activities and departments.

### **Our key risks are:**

#### **Safeguarding**

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be and remains our primary risk. We have a comprehensive framework of consents, controls, policies and reviews to manage the associated risks and act promptly and appropriately if concerns are raised.

All school-based staff and counsellors on placement are required to complete a safeguarding induction course before commencing their role. This course provides training in how to apply the safeguarding policy and procedure. Following this, the organisation has a requirement for annual refresher safeguarding training. Our partner schools are provided with an explanation of our safeguarding procedure before they begin working with us. To ensure policies are adhered to, safeguarding practice is reviewed via line manager supervision, internal audit processes and externally commissioned audits. In addition, we update clinical training for staff and Counsellors on Placement based on real safeguarding cases, issues and risks identified in our practice and also national trends. We keep the capacity of our Safeguarding team under review and expand in line with growth in school numbers and the complexity of casework. At present our school-based work is across five geographical areas with each area having a dedicated safeguarding team member.

The Risk Committee and the Board itself receive quarterly updates on all matters pertaining to safeguarding. Place2Be commissions an independent external safeguarding audit every two years. The most recent was performed in July 2024 by NSPCC with the overarching conclusion that the safeguarding framework and systems are strong. There were a number of valuable observations in the review which the organisation will use to improve the service further still.

#### **Financial**

The financial landscape is becoming increasingly tough with state schools finding it increasingly difficult to balance their budgets. This has had the effect of reducing the demand for our services with our traditional core base of customers. In response the Charity implemented a programme to restructure its back office cost base to ensure it is of the right size going forward and this will be a continued focus in the coming year. On the plus side our financial model is based on a mix of income streams – schools, commissioners and voluntary income, as well as income for the delivery of training. Our fundraising portfolio is under constant review and focuses on prioritising multi-year grants as well as to diversify our income sources and strengthen relationships with our long-term partners. We are very aware of the ever-increasing pressure on school budgets which has been heightened by recent wage and energy inflation, so we try to work closely with partner schools to ensure that we provide them with affordable high-quality services. We will continue to work hard to control costs to ensure that we remain affordable and avoid increasing our fees to schools disproportionately, since this would carry the risk of children in need of our services losing access to our specialist support.

Because we value our staff, we try to do what we can to balance the need to remain affordable with our need to make our salaries competitive in the face of cost of living increases.

#### **Counsellors on Placement**

One area of primary risk is our reliance on Counsellors on Placement who, as part of their training, provide our one-to-one support. The risk is associated with sourcing, selecting, training and retaining sufficient Counsellors on Placement to deliver the service. The quality of Place2Be's own training offer and supervision structure ensures that there is mutual benefit to both the Charity and the Counsellor on Placement. We build relationships with academic institutions that provide training in counselling to make sure that the opportunity we offer is made available to trainees in geographical areas where we have a need. We work closely with the British Association of Counselling and Psychotherapy (BACP) and the UK Council for Psychotherapy (UKCP) to make sure that our placement programmes and training are relevant and valued by the profession. The introduction of our paid Mental Health

Practitioner role also provides a supportive career pathway for counsellors once they have qualified.

**Competitive environment**

The need for our services continues to grow and, when set against the backdrop of the rapidly changing world, there remains the need for Place2Be to continually evolve. In addition, there is an ever-changing landscape with providers of online services, private as well as public sector, now providing some services for young people’s mental health. Place2Be must continue to build on the experience and evidence built up from service provision embedded in schools for almost 30 years; continue to embrace technology; strong partnerships and relationships with commissioners and schools. Tenders from Integrated Care Boards and Multi-Academy Trusts often have short response times and often have TUPE implications so Place2Be must continue to be responsive and flexible in its approach.

The training environment is more competitive than ever before. Fifteen years ago, we were the only provider of a counselling qualification specifically aimed at working with children; now there are in the region of 20 other providers nationally providing children and young people focused programmes.

**Data security**

The number of hacking and ransomware attacks perpetrated by cyber criminals on institutions continues to increase. Many educational and not-for-profit institutions have been targeted. Place2Be has put more resources into the area of cyber security by introducing measures such as multi-factor authentication and second device sign-on for systems which hold sensitive data. We continue to work hard to improve system interoperability and security, but the risk of cyber-attacks will continue to remain high. We perform regular security testing of our main systems as well as staff training to mitigate against the inherent risks. Data security risk and practical measures are considered by the Risk Committee and the Information Technology Advisory Group, which reports into the Finance and Audit Committee.

### **Section 3: Governance and management**

Place2Be is governed in accordance with its Memorandum and Articles of Association by the Board of Trustees. These were assessed by Trustees in 2021 with the current set adopted in December 2021.

Place2Be abides by and assesses itself against the Charity Commission Code of Conduct. The Charity utilises the Code as a tool to reflect upon its current governance structures and consider the ways in which it meets its charitable objectives and applies the seven principles of recommended practice.

Every two years, we carry out an internal assessment against the Charity Commission's published Code of Conduct, which contains a number of tests supporting seven principles of organisational governance. These are divided into the following broad headings:

- **Organisational Purpose:** The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably;
- **Leadership:** Place2Be is headed by an effective board that provides strategic leadership in line with the charity's aims and values;
- **Integrity:** The board acts with integrity. It adopts values, applies ethical principles to decisions and creates a welcoming and supportive culture which helps achieve the charity's purposes. The board is aware of the significance of the public's confidence and trust in charities. It reflects the charity's ethics and values in everything it does. Trustees undertake their duties with this in mind;
- **Decision making, risk and control:** The board makes sure that its decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored;
- **Board effectiveness:** The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions. Formal skills audits are performed annually;
- **Equality, Diversity and Inclusion:** The board has a clear, agreed and effective approach to supporting equality, diversity and inclusion throughout the organisation and in its own practice. This approach supports good governance and the delivery of the organisation's charitable purposes;
- **Openness and accountability:** The board leads the organisation in being transparent and accountable.

The Board and Executive are content that the requirements of the Code are met but we continue to consider the ways in which Place2Be can continue to improve the Charity's governance standards and increase our overall effectiveness as an organisation.

#### **Integrity**

Place2Be takes our responsibility to protect the privacy and safety of everyone we work with very seriously. Integrity is one of our core values and is applied to everything we do, from ensuring client data is kept safely, to having in-depth and robust policies to protect staff and those we work with. We maintain a register of any conflicts of interest which may arise for Trustees and other Trustees then decide how to deal with these.

#### **Board Effectiveness**

The Trustees select and appoint individuals to act as new Trustees, based upon a skills review which identifies the skills needed on the Board. New Trustees are then sought based on the results of the skills review. An initial term of three years is usual, with review and possible extension of two further terms of 3 years and this is as per the Charity Commission guidance. The Chair undertakes reviews with each Trustee annually. As the Charity is a company limited by guarantee with no share capital, Trustees have no personal interest

in it. New Trustees undertake an induction programme including a school visit, meetings with the CEO and senior management, and attendance at events.

### **Equity, Diversity and Inclusion**

The organisation is committed to increasing the diversity and inclusion of Trustees, employees, trainees and counsellors on placement. 29% of our trustees and 23% of our workforce are from diverse backgrounds; 7.5% of our workforce identify as LGBTQIA+ and over 8% have a disability declared. Over 24% of our counsellors on placements are from diverse groups up from 22% a year ago.

Place2Be founded and continues to Chair the Diversity and Inclusion Coalition of industry bodies whose focus remains on working together to remove the barriers for people from ethnically diverse backgrounds joining the counselling and psychotherapy professions. The coalition has commissioned the development of a toolkit for psychological therapies to provide support on three areas of course provision: the institution, the training programme, and the individual tutor. The toolkit "Race is complicated" was launched in October 2023.

Our staff EDI steering group meets every six weeks to ensure we listen to and incorporate the views and lived experience of all colleagues across Place2Be. We now have five support networks: Plus group for LGBTQIA+ colleagues, Hearing Loss, Race Equality Forum, Neurodiversity and Spirituality which all feed into the main steering group. Our staff survey shows that an increasing proportion of employees feel that Place2Be treat all employees fairly, we have seen a year-on-year consecutive increase in trend with a 3% increase in positive responses in our Spring 2023 Pulse compared with 2022.

We have a robust Equity, Diversity, and Inclusion plan which the executive directors are accountable for. This plan focuses on embedding great practice, and sets actions in three focus areas: service delivery, people and systems.

We report our gender pay gap statistics annually and were required to publish our 5<sup>th</sup> April 2023 metrics during the year. At this point the mean gender pay gap at Place2Be had increased slightly from 9.9% on 5 April 2022 to 10.2% on 5 April 2023, while the median or 'middle' employee gender gap increased from 7.9% to 9.9%. Since the number of male employees is relatively low (just under 12%) some small movements in that population can have a large impact on the figures.

As some of our support teams, such as Communications, Fundraising and IT, have recruited a higher-than-average number of males (higher than the 11% average across the organisation) this has been a factor in moving the median male employee away from a school-based role to an office based one.

We performed a review of ethnicity pay gap using metrics available to us from voluntary disclosure for our staff. There is currently no statutory or regulatory requirement to publish statistics although the government has previously stated a desire to introduce similar reporting requirements to those for gender. Our figures for 5<sup>th</sup> April 2023 indicate that the mean ethnicity pay gap has reduced from 1.7% to 1.3% over the twelve months, and the median gap is 1.3%. Although 1.7% of our staff preferred not to say, we continue to encourage all staff to share diverse data.

### **Openness and Accountability**

The Board and the Executive team recognise the importance of openness and transparency in communications with funders, donors, commissioners, schools and beneficiaries. Our annual accounts and report are published in full on our website, and we respond quickly and fully to any queries about our work whilst maintaining strict client confidentiality. We are proactive in seeking feedback from stakeholders; and our disclosure policy which encourages members of staff to raise any concerns they may have.

### **Decision making and control**

The Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Board papers are circulated in advance of meetings so that Trustees can consider matters on the agenda and, where appropriate, consult externally. The Board maintains an up-to-date Contractual & Financial Delegation and Sign Off Policy to ensure that Trustees retain control of the charity while enabling the Executive to deal with the day-to-day running of the charity in a timely way.

Board meetings are run in an open manner so that everyone can have their say, and Trustees with relevant skills are appointed to sub-committees where issues are addressed in more depth. The Board has sub committees with delegated authority for: Finance and Audit, Practice and Quality, Risk, People and Culture and Nominations. Responsibility for the scrutiny of salaries and other duties was transferred from the Remuneration Committee to the People and Culture Committee during the year. In addition, there is a Research Advisory Group, a Development Advisory Group for Scotland, a Technology Advisory Group and plans for a Parenting Advisory Group as a key area of practice development.

#### **Fundraising code of practice**

We value our supporters and donors and put them at the centre of all our fundraising activity. We are registered with the Fundraising Regulator self-regulatory scheme, and as members, we follow the Institute of Fundraising's Codes of Fundraising Practice and comply with the key principles embodied in the codes and are committed to adhering to the Code of Fundraising Practice.

Fundraising activities are not outsourced to professional fundraisers or commercial participants. Place2Be's fundraising team adheres to Section 1.2 of the Code of Fundraising Practice and is committed to protecting vulnerable donors. We are not aware of any occasion during 2023/2024 when we have been in breach of the Fundraising Code of Practice.

#### **Environmental, Social and Governance framework**

The Charity takes seriously its responsibilities within all aspects of Environmental, Social and Governance. The work is spearheaded by our ESG Group which meets quarterly and contains members of the executive team and staff members who attend on a voluntary basis. The Group approved our ESG Framework but the ownership of the Framework sits with the Executive team reporting into our Board. In line with Place2Be's values, we are committed to our wider responsibilities as an organisation and as an employer and we aim to operate sustainably and ethically across all aspects of our work.

Place2Be applies ethical standards to suppliers it works with, and its Procurement Policy contains ethical guidelines. Our Fundraising and Partnership policies also contain ethical standards so that we support and encourage others to make positive changes. Place2Be is committed to publishing its performance in matters of ESG. The social elements are addressed principally by our Diversity, Equity and Inclusion and pay gap activities (described more fully in Section 5 below). In addition during the year the charity obtained Real Living Wage accreditation. In the area of governance, the charity assesses itself against the Charity Commission Code of Conduct (in Section 3 above). Our environmental commitments are contained within our Green Charter. In line with the Charter, we are committed to reducing our carbon footprint, in three key areas:

#### **Reducing waste which we influence by:**

- Promoting sustainable practices in the office and create greater awareness of waste through signposting and internal communication
- Having in place a procurement policy that supports sustainability
- Monitoring volumes of refuse and recycling.

#### **Reducing office energy use and CO2 emissions where possible**

We are committed to monitoring our energy usage at Head Office with a view to reducing kilowatt per hour usage per capita by 10% in the year to March 2025 against a March 2020 baseline. We are pleased that performance in this area is on track to be exceeded with metrics at March 2024 approximately 39% lower than March 2020 baseline per person and 18% in actual terms.

#### **Minimising harmful emissions through travel**

We are monitoring CO2 emissions and reporting on usage each quarter with the aim to reducing car miles per capita by 10% by March 2025 against a March 2020 (pre-Covid) baseline. Performance against this is not on track to be met in March 2025 but we intend to reach the target by the end of March 2026. March 2024 data suggests road miles per capita are 16% higher than the March 2020 (pre-covid) baseline. This rise is a result of delivering our services in newer areas which have a large geographical spread e.g. Kent, West Yorkshire and Orkney. Although we hope to have reduced this metric by the deadline of March 2025, we take pride in providing vital children's mental health support to hard to reach areas where children would not otherwise have access to counselling services and where possible we use online methods to service the need.

### **Reporting and Accountability**

We publish the results and act on the suggestions of our statutory ESOS assessments.

We promote our Green Charter and commitments through our intranet and website, and encourage all staff to support this work in a number of ways.

### **Notable achievements in the year to March 2024**

In addition to our sustainability metrics the Charity has made significant inroads into ESG improvements which cover many aspects of our work. Some have a fundamental impact on sustainability whereas others are smaller in their effects, but this does demonstrate how our ESG group is helping to push this vital agenda:

#### **Organisational social good**

- Our services fundamentally improve the lives and prospects of children who would not ordinarily get to see a counsellor. This means our work - at its heart - helps to reduce social inequality and progress the 'levelling-up' agenda.
- As a services charity Place2Be retains a low carbon footprint
- We launched content and resources for school staff on our Staffroom platform for Earth Day - including how to support children and young people with eco-anxiety and thinking about how helping the environment can enhance our own wellbeing.
- Our new Level 4 certification is actively addressing demographics issues within the counselling profession (*See Section X.*)
- We have successfully embedded the ESG group, which has voluntary attendance and meets on a quarterly basis with minutes being reported to the Risk Committee
- We make positive efforts to employ people locally
- We have added an ESG element to our procurement policy and we assess and all corporate partners for ESG credentials using the ethical structures contained within our Return and Refund Policy and Partnership Policy.

#### **Environmental**

- We successfully reduced emissions in Head Office building from 147,000 KW/H down to 138,000 KW/H in the previous calendar year.
- We are now Phase 3 compliant for ESOS which is the government's energy efficiency scheme.
- All photocopier paper is now 100% recycled paper. Toilet paper and hand towels are 100% bamboo with no plastic wrappers.
- We donated all our used IT equipment to the Turing Trust who will refurbish it, and provide it to those who need it most,
- Our corporate partner, the Barratt Foundation, created a wellbeing garden at Honilands Primary School in Enfield over the summer of 2023 to support pupil and staff wellbeing. They also donated 20 birch trees to Place2Be partner school Moss Valley Primary Academy in Salford.
- Deloitte, another corporate partner, created a vegetable patch and improved the garden at Goldfinch Primary School, a Place2Be partner school in Streatham. The food grown has been given to the school's families to cook with.

#### **Ethical and Social**

- We moved our default pension scheme to an ESG compliant fund which was assessed and approved by our ECG group. Over 90% of our auto-enrolled staff invest in the default fund so this is important.
- In 2023 we obtained the "LGBT Gold Charter" certification in Scotland
- In 2024 we became a Real Living Wage accredited employer

We acknowledge that although there are examples of improvements all across the ESG remit we are committed to doing more. In particular, we intend to increase the size of the ESG group and encourage wider cross-organisational involvement in ESG matters.

**Investment policy**

Place2Be classes its appetite for Financial Investment Risk as 'very low'. This means that its Investment Policy is cautious and considers risk to be more important than reward in order to protect the Charity's assets. Cash holdings are favoured ahead of securities (e.g. debt or equities) since they have a lower risk profile. The need to spread risk is balanced against the practicalities of administering numerous accounts and the investment policy also considers social, environmental and ethical considerations.

Place2Be, through the Finance and Audit Committee, has adopted a prudent approach to the investment of surplus funds, investing primarily in a small number of interest-bearing deposits with financial institutions with a strong credit rating.

The Charity's cash cycle is cyclical with the low point in the cash cycle being March to April each year. Consequently the Charity is able to place excess cash at higher points in the cycle on interest bearing deposit in order to earn an interest rate above that in its current account. As a result the Trustees consider the performance of its cash and investments was adequate during the year.

## **Section 4: Going concern statement**

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees have given due consideration to the charity's ability to operate and to its financial sustainability including the potential impacts of macroeconomic considerations such as the rising cost of living, energy shortages, high levels of inflation and skills shortages across a number of industries.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

## **Section 5: People**

During 2023/24 our People & Culture Team has reviewed and updated our people policies to ensure they remain up to date, fit for purpose and are compliant. In addition, they have developed a new Trans Equality policy, working with staff in our LGBTQIA+ network, and updated the Equity, Diversity and Inclusion policy, working with staff in the EDI Steering Group.

Place2Be has a Staff Consultative Forum (SCF) so that employees can engage and contribute views on issues affecting the effective running of the organisation. The SCF reviews and provides feedback, including most recently the adoption of new job titles for school-based roles.

Our staff-based EDI Steering Group meets every six weeks to discuss and champion our EDI Action Plan. We are committed to inclusive recruitment practices, and we take positive action by putting in place measures to support the recruitment and promotion of underrepresented communities.

We have two Learning & Development Advisers dedicated to supporting employee engagement, non-clinical learning and development, and EDI. Following the improvements to the first week induction, the Advisers facilitate the organisational 'Welcome to Place2Be' induction session as well as managing and updating its online equivalent.

In the Autumn we launched our management development programme, called Management Pathways, consisting of a core modules programme targeting all managers as well as optional modules for those who require them. To date over 50 managers have started this programme.

Apprenticeships covering fundraising, data, and leadership and management from Levels 3, 4, 5, 6 and 7 have been undertaken by staff. By March 2024, 22 apprenticeships had been completed and we have another 24 members of staff undertaking an apprenticeship. In the year ahead we'll be looking at how we maximise the use of our Apprenticeship Levy.

We continue to prioritise the well-being of our staff team, by providing a 24-hour, seven-day-a-week Employee Assistance Programme (EAP) service. This free service is also available via App. We launched new Wellbeing Principles in the Autumn and working through the Leadership Forum aim to embed these within teams.

## **Section 6: Statement of Trustees' Responsibilities**

The Trustees as Directors are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the result of the company for that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities Statement of Recommended Practice (SORP);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## **Section 7: Statement of disclosure to auditors**

Crowe U.K. LLP has indicated its willingness to be reappointed as statutory auditor.

As far as the Trustees are aware, there is no relevant audit information of which the company's auditors are unaware, and the Trustees have taken all the steps that they ought to have taken, in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This Annual Report, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Trustees of Place2Be on 18<sup>th</sup> September 2023, including in their capacity as company directors approving the Directors' and Strategic Reports contained therein, and is signed as authorised on its behalf by:



Simon Mackenzie Smith, Chair of Trustees

17<sup>th</sup> December 2024

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE**

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## **Opinion**

We have audited the financial statements of Place2Be for the year ended 31<sup>st</sup> March 2024 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement and notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31<sup>st</sup> March 2024 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Other information**

The Trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2016 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation (GDPR),

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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employment legislation, Health and Safety legislation and Child Protection legislation.

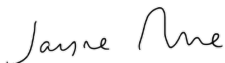
Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Audit Committee about their own identification and assessment of the risks of irregularities, agreeing income to contracts or other supporting evidence on a sample basis, testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

**Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Jayne Rowe  
Senior Statutory Auditor

For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
Date: 18 December 2024

**PLACE2BE**  
(A company limited by guarantee)

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2024**

	Note	Unrestricted funds 2024 £000	Restricted funds 2024 £000	Total funds 2024 £000	Total funds 2023 £000
<b>Income from:</b>					
Donations and legacies	4	6,115	4,497	10,612	12,407
Charitable activities	5	12,546	1,428	13,974	12,355
Trading income	6	8	-	8	10
Investments	9	136	-	136	-
Other income	10	180	-	180	229
<b>Total income</b>		<b>18,985</b>	<b>5,925</b>	<b>24,910</b>	<b>25,001</b>
<b>Expenditure on:</b>					
Raising funds		1,576	5	1,581	1,521
Charitable activities	8	21,007	6,642	27,649	23,558
<b>Total expenditure</b>		<b>22,583</b>	<b>6,647</b>	<b>29,230</b>	<b>25,079</b>
<b>Net movement in funds before other recognised (losses)/gains</b>	22	<b>(3,598)</b>	<b>(722)</b>	<b>(4,320)</b>	<b>(78)</b>
<b>Other recognised (losses)/gains:</b>					
Losses on revaluation of fixed assets		(535)	-	(535)	(607)
<b>Net movement in funds</b>		<b>(4,133)</b>	<b>(722)</b>	<b>(4,855)</b>	<b>(685)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		11,082	2,837	13,919	14,604
Net movement in funds		(4,133)	(722)	(4,855)	(685)
<b>Total funds carried forward</b>		<b>6,949</b>	<b>2,115</b>	<b>9,064</b>	<b>13,919</b>

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 38 to 61 form part of these financial statements.

**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

**CONSOLIDATED BALANCE SHEET**  
**AS AT 31 MARCH 2024**

	Note	2024 £000	2023 £000
<b>Fixed assets</b>			
Intangible assets	13	322	-
Tangible assets	14	1,186	1,686
Investments	16	33	1
Investment property	15	3,515	4,050
		<u>5,056</u>	<u>5,737</u>
<b>Current assets</b>			
Debtors	17	3,197	4,211
Cash at bank and in hand	23	3,446	6,493
		<u>6,643</u>	<u>10,704</u>
Creditors: amounts falling due within one year	18	(2,136)	(1,954)
		<u>4,507</u>	<u>8,750</u>
<b>Net current assets</b>		<u>4,507</u>	<u>8,750</u>
<b>Total assets less current liabilities</b>		<u>9,563</u>	<u>14,487</u>
Creditors: amounts falling due after more than one year	19	(499)	(568)
<b>Total net assets</b>		<u>9,064</u>	<u>13,919</u>
<b>Charity funds</b>			
Restricted funds	20	2,115	2,837
Unrestricted funds	20	6,949	11,082
<b>Total funds</b>		<u>9,064</u>	<u>13,919</u>

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**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

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**CONSOLIDATED BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2024**

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The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



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**Simon Mackenzie Smith**  
Chair of Trustees  
Date: 17th December 2024



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**Catherine Roche**  
Chief Executive

The notes on pages 38 to 61 form part of these financial statements.

**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

**CHARITY BALANCE SHEET**  
**AS AT 31 MARCH 2024**

	Note	2024 £000	2023 £000
<b>Fixed assets</b>			
Intangible assets	13	322	-
Tangible assets	14	1,186	1,686
Investments	16	34	2
Investment property	15	3,515	4,050
		<u>5,057</u>	<u>5,738</u>
<b>Current assets</b>			
Debtors	17	3,196	4,233
Cash at bank and in hand		3,440	6,460
		<u>6,636</u>	<u>10,693</u>
Creditors: amounts falling due within one year	18	(2,130)	(1,944)
<b>Net current assets</b>		<u>4,506</u>	<u>8,749</u>
<b>Total assets less current liabilities</b>		<u>9,563</u>	<u>14,487</u>
Creditors: amounts falling due after more than one year	19	(499)	(568)
<b>Net assets excluding pension asset</b>		<u>9,064</u>	<u>13,919</u>
<b>Total net assets</b>		<u><u>9,064</u></u>	<u><u>13,919</u></u>
<b>Charity funds</b>			
Restricted funds	20	2,115	2,837
Unrestricted funds	20	6,949	11,082
<b>Total funds</b>		<u><u>9,064</u></u>	<u><u>13,919</u></u>

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**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

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**CHARITY BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2024**

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The Charity's net movement in funds for the year was £(4,855)k (2023 - £(685)k).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....  
**Mr Simon Mackenzie Smith**  
Chair of Trustees  
Date: 17th December 2024



.....  
**Catherine Roche**  
Chief Executive

The notes on pages 38 to 61 form part of these financial statements.

**PLACE2BE**  
(A company limited by guarantee)

**CONSOLIDATED STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 MARCH 2024**

		<b>2024</b>	<i>2023</i>
		<b>£000</b>	<i>£000</i>
<b>Cash flows from operating activities</b>	<b>Note</b>		
Net cash used in operating activities	22	<b>(2,611)</b>	<i>25</i>
<b>Cash flows from investing activities</b>			
Purchase of intangible assets		<b>(322)</b>	<i>-</i>
Purchase of tangible fixed assets		<b>(13)</b>	<i>(266)</i>
Purchase of investments		<b>(32)</b>	<i>-</i>
<b>Net cash used in investing activities</b>		<b>(367)</b>	<i>(266)</i>
<b>Cash flows from financing activities</b>			
Repayments of borrowing		<b>(69)</b>	<i>(68)</i>
<b>Net cash used in financing activities</b>		<b>(69)</b>	<i>(68)</i>
<b>Change in cash and cash equivalents in the year</b>		<b>(3,047)</b>	<i>(309)</i>
Cash and cash equivalents at the beginning of the year		<b>6,493</b>	<i>6,802</i>
<b>Cash and cash equivalents at the end of the year</b>		<b>3,446</b>	<i>6,493</i>

The notes on pages 38 to 61 form part of these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**1. General information**

Place2Be is a private, limited by guarantee, company (registered number 02876150), which is incorporated in England and domiciled in the UK. Place2Be is registered under a charity with registration numbers 1040756 and SC038649. The address of the registered office is 175 St. John Street, Clerkenwell, London, EC1V 4LW.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Place2Be meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

**2.2 Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly owned subsidiary, on a line by line basis. All intragroup transactions, balances, income and expenses are eliminated in full on consolidation.

The charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**2. Accounting policies (continued)**

**2.3 Income**

**Voluntary Income**

Income received by way of donations is accounted for when conditions for their receipt have been met, there is reasonable probability of receipt and the amount receivable can be reliably estimated.

**Donated goods, facilities and services**

Gifts in Kind and donated services are included at the value to Place2Be where this can be quantified. Where this is possible, this is based on estimated open market value. The value of services provided by volunteers is not included in these accounts. Further analysis is included in note 3.

**Grants Receivable**

Grants are recognised in the SoFA when received or when Place2Be becomes entitled to receive. Grants that have been received will be treated as deferred income where there is a specific requirement in the terms of the grant that the income recognition is dependant on certain activities being completed in a future accounting period.

**Training Income**

Training income is recognised when the training has been delivered. Invoiced amounts are held as deferred income until delivered.

**School Services Income**

Schools are typically invoiced in April for the year to the end of the following March so as to be consistent with the Place2Be financial year end. However, in some instances invoices are raised in September and cover the school year to the end of the following August. In these instances revenue is pro rated to recognise income attributable to the period.

**2.4 Resources expended**

Resources expended are accounted for on an accruals basis and include the related irrecoverable VAT. All costs, other than those specifically related to the costs of generating funds, are regarded as being incurred in connection with charitable activities and include costs of services and support costs and depreciation. Costs of generating funds include staff costs and other direct costs of fundraising activities. Support costs have been allocated in categories consistent with the management and operations of the organisation. Costs are categorised into the following categories: Mental health services and support, Learning and development and Raising awareness and promoting understanding.

**2.5 Corporation tax and taxation**

Income tax expense represents the tax currently payable on any taxable profit for the year. Taxable profit only arises from any non charitable trading activity undertaken. The Group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Irrecoverable VAT is included in Resources Expended.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**2. Accounting policies (continued)**

**2.6 Intangible assets**

Where a specific project meets the recognition criteria of FRS102 Section 18 'Intangible Assets other than Goodwill' the related product development costs are capitalised and amortised over the expected life of the specific product developed, which for major systems will usually be 5 years.

Development costs are capitalised only to the extent that they lead to the creation of an enduring asset delivering measurable economic benefits at least as great as the amount capitalised. If there is insufficient evidence on which to have reasonable estimates of the economic benefits that will be generated in the period that the costs are incurred, the costs of developing the product are charged as an expense in that period.

Amortisation is charged to the SoFA on a straight-line basis over the estimated useful economic life from the date the asset is available for use.

The Charity reviews the amortisation period and method when events and circumstances indicate that the useful life may have changed since the last reporting date. Intangible assets are tested for impairment in accordance with Section 27 Impairment of Assets when there is an indication that an intangible asset may be impaired.

**2.7 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation.

Refurbishment costs incurred as part of the leasehold improvements of 175 St. John Street have been capitalised and are being depreciated over the remaining length of the lease. All new equipment purchases with a capital value of more than £5,000, whether financed by the receipt of grants or paid for out of unrestricted funds, are depreciated on a reducing balance basis over 3 years. Smaller assets are treated as revenue expenditure in the year of purchase. Gifts in Kind comprising equipment donated to Place2Be are fully written off in the period in which the gift is received.

**2.8 Research and development**

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project.

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Consolidated statement of financial activities.

**2.9 Investments**

Investments represent investment in the Place2Be Trading subsidiary and funds held on short term deposit. Investment in the subsidiary is held at cost less impairment. Short term deposits are shown at market value and changes in value in the year, whether or not realised, are reported in the Statement of Financial Activities.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**2. Accounting policies (continued)**

**2.10 Investment properties**

Property investments are valued using professional advice and on the basis of market value as defined in the RICS Appraisal and Valuation Manual ("The Red Book"). An independent valuation of the property at Angel Gate has been carried out at 31 March 2024 by Foxglove Property Consultants Ltd.

**2.11 Financial instruments**

Place2Be has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise bank loans and overdrafts, trade and other creditors and accruals.

At the balance sheet date the Group held financial assets at amortised cost of £4,968k (2023: £8,663k). Financial assets at fair value through income or expenditure of £nil (2023: £nil) and financial liabilities at amortised cost of £1,208k (2023: £1,954k).

**2.12 Pensions**

Place2Be offers a personal defined contribution pension scheme through a major pension provider. This is open to all staff that meet the government's auto-enrolment eligibility criteria. Enrolled individuals are required to make a contribution to the scheme of at least 3% of their basic monthly pay with Place2Be contributing a further 5% of basic monthly pay to the scheme for each enrolled employee.

Pension fund contributions are paid over on a monthly basis to the respective scheme provider. The company encourages staff to obtain independent financial advice before entering the scheme. The cost of employer contributions is shown in note 12.

**2.13 Fund accounting**

Unrestricted Funds are funds which are expendable at the discretion of the Trustees in furtherance of the objectives of the charity.

Designated Funds are unrestricted funds that have been set aside by the Trustees of the Charity for specific purposes.

Restricted Funds are those which are used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes.

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**2. Accounting policies (continued)**

**2.14 Key judgements and uncertainties**

In the application of the Charity's accounting policies, which are described in note 2, Trustees are required to make judgements, estimates, assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

**3. Services and facilities donated free of cost**

The Charity gratefully acknowledges receipt of voluntary services provided by clinicians on placement and a wide range of advisers and other voluntary supporters.

Included in income is intangible income of £543k for the year (2023: £506k), representing gifts in kind, primarily in respect of legal and professional services estimated by the providers at £374k (2023: £429k). This income and corresponding expenditure is included in the accounts under appropriate headings and contained within the analysis reported in notes 4-12.

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**4. Income from donations and legacies**

	<b>Unrestricted funds 2024 £000</b>	<b>Restricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Companies and corporate trusts	1,797	693	<b>2,490</b>	2,626
Other trusts and charities	2,141	2,080	<b>4,221</b>	5,914
Corporate gifts in kind	543	-	<b>543</b>	506
Private donations and events	1,634	1,724	<b>3,358</b>	3,361
	<u>6,115</u>	<u>4,497</u>	<u><b>10,612</b></u>	<u>12,407</u>

**5. Activities in Futherance of Charity Objectives**

	<b>Unrestricted funds 2024 £000</b>	<b>Restricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Schools	10,569	(313)	<b>10,256</b>	9,072
Government ICS & local commissioners	920	1,689	<b>2,609</b>	2,069
Training	1,057	52	<b>1,109</b>	1,214
	<u>12,546</u>	<u>1,428</u>	<u><b>13,974</b></u>	<u>12,355</u>

**6. Income from other trading activities**

**Income from non charitable trading activities**

	<b>Unrestricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Companies and corporate trusts	<u>8</u>	<u>8</u>	<u>10</u>

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**7. Cost of generating funds**

	<b>Unrestricted funds 2024 £000</b>	<b>Restricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Staffing costs	1,335	-	1,335	1,128
Advisors and consultants	7	-	7	61
Event costs	96	-	96	170
Other	138	5	143	162
<b>Total 2024</b>	<b>1,576</b>	<b>5</b>	<b>1,581</b>	<b>1,521</b>
<i>Total 2023</i>	<i>1,501</i>	<i>20</i>	<i>1,521</i>	

**8. Charitable activities**

	<b>Mental health services &amp; support 2024 £000</b>	<b>Learning &amp; development 2024 £000</b>	<b>Raising awareness &amp; promoting understanding 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Direct costs	16,931	2,308	1,046	20,285	16,961
Central costs	6,205	821	338	7,364	6,597
<b>Total 2024</b>	<b>23,136</b>	<b>3,129</b>	<b>1,384</b>	<b>27,649</b>	<b>23,558</b>
<i>Total 2023</i>	<i>20,060</i>	<i>2,208</i>	<i>1,290</i>	<i>23,558</i>	

**9. Investment income**

	<b>Unrestricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Investment income	136	136	-
	136	136	-

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**10. Other income**

	<b>Unrestricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>	<i>Total funds 2023 £000</i>
Rental income	162	<b>162</b>	172
Other income	18	<b>18</b>	57
	<u>180</u>	<u><b>180</b></u>	<u>229</u>

**11. Auditor's remuneration**

	<b>2024 £000</b>	<i>2023 £000</i>
Fees payable to the Charity's auditor in respect of:		
Auditor's remuneration - audit	<b>28</b>	27
Auditor's remuneration - other services	<b>7</b>	7
	<u><b>35</b></u>	<u>34</u>

**12. Staff costs**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>	<b>Company 2024 £000</b>	<i>Company 2023 £000</i>
Wages and salaries	<b>20,450</b>	17,054	<b>20,450</b>	17,054
Social security costs	<b>1,837</b>	1,623	<b>1,837</b>	1,623
Contribution to defined contribution pension schemes	<b>985</b>	809	<b>985</b>	809
	<u><b>23,272</b></u>	<u>19,486</u>	<u><b>23,272</b></u>	<u>19,486</u>

Included in the above are redundancy and termination costs in the year to 31 March 2024 of £6k relating to 5 members of staff (2023: £13k and 5 members of staff). All costs were paid in the year.

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**NOTES TO THE FINANCIAL STATEMENTS  
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**12. Staff costs (continued)**

The average number of persons employed by the Charity during the year was as follows:

	<b>Group 2024 No.</b>	<i>Group 2023 No.</i>
Operations, Training and Research	<b>665</b>	562
Fundraising	<b>29</b>	26
Support (including People & Culture, Finance, IT & Digital)	<b>72</b>	65
	<b>766</b>	653

The average headcount expressed as full-time equivalents was:

	<b>Group 2024 No.</b>	<i>Group 2023 No.</i>
Operations, Training and Research	<b>451</b>	374
Fundraising	<b>29</b>	25
Support (including People & Culture, Finance, IT & Digital)	<b>68</b>	62
	<b>548</b>	461

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group 2024 No.</b>	<i>Group 2023 No.</i>
In the band £60,001 - £70,000	<b>13</b>	6
In the band £70,001 - £80,000	<b>2</b>	1
In the band £80,001 - £90,000	<b>4</b>	2
In the band £90,001 - £100,000	<b>3</b>	4
In the band £110,001 - £120,000	<b>1</b>	1

Pension costs associated with those staff in the higher income bands totalled £86k (2023: £56k).

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**NOTES TO THE FINANCIAL STATEMENTS  
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**12 Staff costs (continued) Remuneration of Key Management Personnel**

The total value of employment benefits including salary, pension and employers National Insurance received by Trustees and the executive team:

	<b>2024</b>	<b>2023</b>
	<b>£000</b>	<b>£000</b>
Trustees	-	-
Executive team	<b>884</b>	<b>849</b>
	<u>          </u>	<u>          </u>

£727.30 of travel costs were reimbursed to Trustees during the year (2023: £355.49 of expenses were reimbursed to Trustees).

**13. Intangible assets**

**Group and Company**

	<b>Assets in the course of construction £000</b>
<b>Cost</b>	
Additions	<b>322</b>
At 31 March 2024	<u><b>322</b></u>
<b>Net book value</b>	
At 31 March 2024	<u><b>322</b></u>
<i>At 31 March 2023</i>	<u><u>-</u></u>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**14. Tangible fixed assets**

**Group and Company**

	Long leasehold Land & Buildings £000	Computers and Other assets £000	Total £000
<b>Cost or valuation</b>			
At 1 April 2023	2,689	1,729	4,418
Additions	13	-	13
At 31 March 2024	<u>2,702</u>	<u>1,729</u>	<u>4,431</u>
<b>Depreciation</b>			
At 1 April 2023	1,378	1,354	2,732
Charge for the year	302	211	513
At 31 March 2024	<u>1,680</u>	<u>1,565</u>	<u>3,245</u>
<b>Net book value</b>			
At 31 March 2024	<u>1,022</u>	<u>164</u>	<u>1,186</u>
<i>At 31 March 2023</i>	<u>1,311</u>	<u>375</u>	<u>1,686</u>

All fixed assets are used for direct charitable purposes.

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**NOTES TO THE FINANCIAL STATEMENTS  
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**15. Investment property**

**Group and Charity**

	<b>Angel Gate £000</b>
<b>Valuation</b>	
At 1 April 2023	4,050
Loss on revaluation	(535)
	3,515
At 31 March 2024	3,515

The 2024 valuation of the Angel Gate property was made on a fair value basis by Foxglove Property Consultants Ltd.

The property has been treated as an investment property since 2018 on the basis that the property was no longer being used for operational purposes by the charity.

**16. Fixed asset investments**

	<b>Unlisted investments £000</b>		
<b>Group</b>			
<b>Cost or valuation</b>			
At 1 April 2023			1
Additions			32
			33
At 31 March 2024			33
	<b>Investments in subsidiary companies £000</b>	<b>Unlisted investments £000</b>	<b>Total £000</b>
<b>Charity</b>			
<b>Cost or valuation</b>			
At 1 April 2023	1	1	2
Additions	-	32	32
	1	33	34
At 31 March 2024	1	33	34

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**NOTES TO THE FINANCIAL STATEMENTS  
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**17. Debtors**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>	<b>Company 2024 £000</b>	<i>Company 2023 £000</i>
Trade debtors	1,214	1,065	1,204	1,065
Amounts owed by group undertakings	-	-	9	22
Other debtors	12	16	12	16
Prepayments and accrued income	1,971	3,130	1,971	3,130
	<b>3,197</b>	<i>4,211</i>	<b>3,196</b>	<i>4,233</i>

Included within debtors is £0.943m (2023: £1.304m) representing prepaid rent on 175 St. John Street.

**18. Creditors: Amounts falling due within one year**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>	<b>Company 2024 £000</b>	<i>Company 2023 £000</i>
Bank loans	70	70	70	70
Trade creditors	254	175	254	175
Other taxation and social security	484	466	483	466
Other creditors	225	218	225	218
Accruals and deferred income	1,103	1,025	1,098	1,015
	<b>2,136</b>	<i>1,954</i>	<b>2,130</b>	<i>1,944</i>

**Deferred income analysis:**

Deferred income relates to school services, training fundraising and support and comprises services invoiced in advance of services rendered.

	<b>B/f £000</b>	<b>Released in the year £000</b>	<b>Deferred in the year £000</b>	<b>Total funds £000</b>	<i>Total funds 2023 £000</i>
School service funders	321	25,988	(25,939)	370	426
Training	333	2,891	(2,817)	407	229
Fundraising	-	2,516	(2,511)	5	-
Support	1	362	(372)	(9)	-
<b>Total 2024</b>	<b>655</b>	<b>31,757</b>	<b>(31,639)</b>	<b>773</b>	<b>655</b>
<i>Total 2023</i>	<i>321</i>	<i>13,766</i>	<i>(13,432)</i>	<i>655</i>	

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**19. Creditors: Amounts falling due after more than one year**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>	<b>Company 2024 £000</b>	<i>Company 2023 £000</i>
Bank loans	<b>499</b>	568	<b>499</b>	568
	<b>499</b>	568	<b>499</b>	568

On 21 July 2021 Place2Be entered a new mortgage agreement with Lloyds Bank Plc in the sum of £750,000 in relation to the Angel Gate investment property. This replaced the previous mortgage agreement with Future Builders England Ltd which was repaid at the point of transfer.

The Lloyds mortgage is a fixed rate loan agreement at 2.52%, repayable over 10 years.

**Commitments relating to Angel Gate property:**

	<b>2024 £000</b>	<i>2023 £000</i>
Not later than one year	<b>70</b>	70
Later than one year and no later than five years	<b>386</b>	376
Later than five years	<b>112</b>	192
	<b>568</b>	638

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**NOTES TO THE FINANCIAL STATEMENTS  
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**20. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2023 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2024 £000
<b>Designated funds</b>					
Property	4,438	-	72	(535)	3,975
Development and Strategic	3,453	14	(2,867)	-	600
General funds	3,191	18,971	(19,788)	-	2,374
<b>Unrestricted funds</b>	<b>11,082</b>	<b>18,985</b>	<b>(22,583)</b>	<b>(535)</b>	<b>6,949</b>
<b>Restricted funds</b>					
Voluntary Income & School Service	1,515	4,621	(5,145)	-	991
Department of Health & Social Care	-	64	(64)	-	-
Other restricted funds	8	-	(8)	-	-
Taylor Family Foundation	24	-	(24)	-	-
Banbury Project	46	73	(119)	-	-
Moondance	58	-	(58)	-	-
Nominet	40	-	(30)	-	10
Euromonitor	50	-	(50)	-	-
Four Acre Trust	22	-	(22)	-	-
Tim Robinson	48	42	(48)	-	42
Fidelity Grant	264	190	-	-	454
Prudence Trust	158	152	(144)	-	166
Juliet Garmoyle	285	131	(295)	-	121
Prudence CMHW Fund	10	34	(37)	-	7
Morgan Stanley	78	-	(78)	-	-
Art Room	5	38	(43)	-	-
Deloitte	-	285	(285)	-	-
Marginal Impact Fund	171	200	(109)	-	262
City Bridge Trust	55	95	(88)	-	62
	<b>2,837</b>	<b>5,925</b>	<b>(6,647)</b>	<b>-</b>	<b>2,115</b>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**20. Statement of funds (continued)**

<b>Total funds</b>	<b>13,919</b>	<b>24,910</b>	<b>(29,230)</b>	<b>(535)</b>	<b>9,064</b>
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**Statement of funds - prior year**

	<i>Balance at 1 April 2022 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2023 £000</i>
<b>Designated funds</b>					
Property - relating to Angel Gate	5,225	-	(180)	(607)	4,438
Development and Strategic Future Awards Ceremonies	2,824	2,000	(1,371)	-	3,453
	59	-	(59)	-	-
	8,108	2,000	(1,610)	(607)	7,891
General Funds - all funds	5,005	16,392	(18,206)	-	3,191
<b>Unrestricted funds</b>	<b>13,113</b>	<b>18,392</b>	<b>(19,816)</b>	<b>(607)</b>	<b>11,082</b>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**20. Statement of funds (continued)**

**Restricted funds**

Restricted Funds - all funds	-	122	(67)	-	55
Voluntary Income & School Service	499	4,648	(3,632)	-	1,515
Department of Health & Social Care	65	-	(57)	-	8
Other restricted funds	-	24	-	-	24
Taylor Family Foundation	24	118	(96)	-	46
Banbury Project	161	-	(102)	-	59
Moondance	31	-	(31)	-	-
Nominet	20	40	(20)	-	40
Euromonitor	50	50	(50)	-	50
Four Acre Trust	61	88	(128)	-	21
Tim Robinson	34	63	(49)	-	48
Fidelity Grant	45	428	(209)	-	264
Prudence Trust	152	152	(146)	-	158
Lord Mayors Appeal	50	70	(120)	-	-
Juliet Garmoyle	155	184	(54)	-	285
Prudence CMHW Fund	-	31	(21)	-	10
Morgan Stanley	144	184	(250)	-	78
Art Room	-	100	(95)	-	5
Deloitte	-	82	(82)	-	-
Marginal Impact Fund	-	25	(25)	-	-
City Bridge Trust	-	200	(29)	-	171
	<u>1,491</u>	<u>6,609</u>	<u>(5,263)</u>	<u>-</u>	<u>2,837</u>
<b>Total funds</b>	<u><u>14,604</u></u>	<u><u>25,001</u></u>	<u><u>(25,079)</u></u>	<u><u>(607)</u></u>	<u><u>13,919</u></u>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**20. Statement of funds - (continued)**

**i) Restricted funds.** These are funds, including grants, given for a specific purpose by the provider as detailed below

**ii) Unrestricted Designated funds comprise:**

**Development & Strategic Priorities Fund.**

The fund provides for the long term and is expected to be utilised in future periods to cover the additional costs in pursuing strategic priorities. £5m was donated in March 2020 from Mohn Westlake for investment in future capability improvements and likely to be expended over a three year period. Transfers out of the fund reflect expenditure on fixed assets such as computer software and equipment.

**Property Fund.**

The fund represents the value of our properties at St John Street and Angel Gate, net of the loan secured on the property at Angel Gate. Transfers to the fund represent leasehold improvements to St John's Street net of repayments on the loan

**Future Awards Ceremonies Fund.**

The fund represents funds set aside for use in future Place2Be Awards Ceremony events.

**iii) Unrestricted Charitable Fund.** This represents the balance of Place2Be funds.

Details of restricted funds are as follows:

Voluntary Income & School Service	This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.
Other Restricted Funds	This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.
Taylor Family Foundation	Funding towards the delivery of the Journey of Hope therapeutic group work programme for Merton primary schools
Banbury Project	Fund to support in school services in Banbury.
Moondance	Represents funding to support an 18 month project to create a sustainable, future-proofed whole school mental health service in Wales
Beaverbrook Foundation	Funding towards Children's Mental Health Week and other marketing, communications costs to raise awareness of children's mental health
Nominet	Represents funding to develop and enhance the Parenting Smart site which provides resources and support for parents on a wide range of topics

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**NOTES TO THE FINANCIAL STATEMENTS  
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**20. Statement of funds - (continued)**

Euromonitor	A three year grant to fund our parenting support in one service area including provision of Family Practitioners, an online parenting course and Parenting Smart
Four Acre Trust	Grant to fund salaries and associated costs for post holders to support delivery of Place2Be services in Birmingham and Nottingham
Tim Robinson	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school based counselling, in conjunction with funding from City Bridge Trust
Fidelity	Fund to support expansion of Place2Be's mental health services in a fifth operational region(Midlands and Wales)
Prudence Trust	Fund to support Place2Be services in 19 schools across the London and South and London and West operational regions as outlined in the Grant Agreement.
Lord Mayors Appeal	Represents funding to support Place2Think sessions for London teachers and to fund digital training for Counsellors on Placement
Juliet Garmoyle Fund	Fund to introduce Place2Be Mental Health Services in schools in the South West of England for the first time, initially in the North Devon region.
Prudence CMHW Fund	Fund towards Children's Mental Health Week costs
Morgan Stanley	Represents funding to support face to face training for school leaders, provide digital training for classroom teachers and support the building of an online 'Best-practice' hub.
Art Room	Represents the funds transferred from The Art Room (Oxford) and further income received in the year which is specifically for activities in The Art Room programme.
Deloitte	Funding towards London and Birmingham operational areas
Volant Charitable Trust	Funding of in school services in Scotland
Marginal Impact Fund	Funding to increase provision in existing Place2Be partner schools and onboard new Place2Be Partner schools
City Bridge Trust	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school based counselling, in conjunction with funding from Tim Robinson

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**NOTES TO THE FINANCIAL STATEMENTS  
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**21. Analysis of net assets between funds**

**Analysis of net assets between funds - current period**

	<b>Unrestricted funds 2024 £000</b>	<b>Restricted funds 2024 £000</b>	<b>Total funds 2024 £000</b>
Tangible fixed assets	1,186	-	1,186
Intangible fixed assets	322	-	322
Fixed asset investments	33	-	33
Investment property	3,515	-	3,515
Current assets	4,528	2,115	6,643
Creditors due within one year	(2,136)	-	(2,136)
Creditors due in more than one year	(499)	-	(499)
<b>Total</b>	<b>6,949</b>	<b>2,115</b>	<b>9,064</b>

**Analysis of net assets between funds - prior period**

	<i>Unrestricted funds 2023 £000</i>	<i>Restricted funds 2023 £000</i>	<i>Total funds 2023 £000</i>
Tangible fixed assets	1,686	-	1,686
Fixed asset investments	1	-	1
Investment property	4,050	-	4,050
Current assets	7,867	2,837	10,704
Creditors due within one year	(1,954)	-	(1,954)
Creditors due in more than one year	(568)	-	(568)
<b>Total</b>	<b>11,082</b>	<b>2,837</b>	<b>13,919</b>

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**NOTES TO THE FINANCIAL STATEMENTS  
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**22. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>
Net expenditure for the period (as per Statement of Financial Activities)	<b>(4,320)</b>	<i>(78)</i>
<b>Adjustments for:</b>		
Depreciation charges	<b>513</b>	<i>676</i>
Decrease/(increase) in debtors	<b>1,014</b>	<i>(834)</i>
Increase in creditors	<b>182</b>	<i>261</i>
<b>Net cash provided by/(used in) operating activities</b>	<b>(2,611)</b>	<i>25</i>

**23. Analysis of cash and cash equivalents**

	<b>Group 2024 £000</b>	<i>Group 2023 £000</i>
Cash in hand	<b>3,446</b>	<i>6,493</i>

**24. Analysis of changes in net debt**

	<b>At 1 April 2023 £000</b>	<b>Cash flows £000</b>	<b>At 31 March 2024 £000</b>
Cash at bank and in hand	<b>6,493</b>	<b>(3,047)</b>	<b>3,446</b>
Debt due within 1 year	<b>(70)</b>	<b>-</b>	<b>(70)</b>
Debt due after 1 year	<b>(568)</b>	<b>69</b>	<b>(499)</b>
	<b>5,855</b>	<b>(2,978)</b>	<b>2,877</b>

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**25. Obligations under operating leases**

The charity entered into a 10 year lease agreement on 25 August 2017 for the rental of new head office premises. Principal rent amounts to £384,000 per annum and has been paid in full in advance.

The Group and the Charity had no commitments under non-cancellable operating leases at 31 March 2024.

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>Group</b>	<i>Group</i>	<b>Company</b>	<i>Company</i>
	<b>2024</b>	<i>2023</i>	<b>2024</b>	<i>2023</i>
	<b>£000</b>	<i>£000</i>	<b>£000</b>	<i>£000</i>
Lease payments	<b>384</b>	<i>384</i>	<b>384</b>	<i>384</i>

**26. Related party transactions**

During the year ended 31 March 2024 the charity received £221k (2023: £318k) by way of donations and gifts in kind from related parties.

**27. Donations from Trustees**

Donations from Trustees during the year ended 31 March 2024 amounted to £63,500 from 3 Trustees (2023: £95,047, from 8 Trustees).

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024**

**28. Comparative Statement of Financial Activities**

	Unrestricted funds 2023 £000	Restricted funds 2023 £000	Total funds 2023 £000	Total funds 2022 £000
<b>Income from:</b>				
Donations and legacies	7,970	4,437	12,407	8,560
Charitable activities	10,183	2,172	12,355	10,750
Trading income	10	0	10	20
Other Income	229	0	229	155
<b>Total Income</b>	<b>18,392</b>	<b>6,609</b>	<b>25,001</b>	<b>19,485</b>
<b>Expenditure on:</b>				
Raising funds	1,501	20	1,521	1,209
Charitable activities	18,315	5,243	23,558	19,510
<b>Total expenditure</b>	<b>19,816</b>	<b>5,263</b>	<b>25,079</b>	<b>20,719</b>
<b>Net movement in funds before other recognised gains/ (losses)</b>	<b>(1,424)</b>	<b>1,346</b>	<b>(78)</b>	<b>(1,234)</b>
<b>Other recognised gains/(losses)</b>				
(Losses)/ gains on revaluation of fixed assets	(607)	-	(607)	85
<b>Net movement in funds</b>	<b>(2,031)</b>	<b>1,346</b>	<b>(685)</b>	<b>(1,149)</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward	13,113	1,491	14,604	15,753
Net movement in funds	(2,031)	1,346	(685)	(1,149)
<b>Total funds carried forward</b>	<b>11,082</b>	<b>2,837</b>	<b>13,919</b>	<b>14,604</b>

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

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**29. Principal subsidiaries**

The following was a subsidiary undertaking of the Charity:

<b>Name</b>	<b>Company number</b>	<b>Principal activity</b>	<b>Class of shares</b>	<b>Holding</b>
Place2Be Trading Ltd	12269387	Non-trading	Ordinary	-% 100%

The financial results of the subsidiaries for the year were:

<b>Names</b>	<b>Income £000</b>	<b>Expenditure £000</b>	<b>Net assets £000</b>
Place2Be Trading Ltd	8	(8)	1

**30. Post balance sheet events**

Since 31 March 2024 the charity has received an offer for the investment property for a value in the region of £4m. The Trustees hope to conclude a sale during the 2024/25 financial year but at time of signature of the accounts no contract has been agreed and the sale is not certain.

**PLACE2BE**

England & Wales - Charity number 1040756

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# Accounts

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IMPROVING CHILDREN'S MENTAL HEALTH

Place  
2Be



**PLACE2BE**

# **TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2023**

**PLACE2BE**  
**(A company limited by guarantee)**

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**Registered number: 02876150**  
**Charity numbers: 1040756 & SC038649**

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**PLACE2BE**  
**(A company limited by guarantee)**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 March 2023**

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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR  
ENDED 31st March 2023**

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**Patron**

Her Royal Highness The Princess of Wales

**President**

Dame Benita Refson DBE

**Trustees**

Mr Simon Mackenzie Smith, Chair

Mr Aamir Ahmad

Mr Sandy Begbie

Ms Anuja Dhir

Ms Elizabeth Greetham

Ms Sian Hill

Ms Elpha LeCointe

Mr Adrian Levy

Sir Charlie Mayfield

Mr John Murphy

Dr Margaret Murphy

Professor Stephen Scott

Mr Richard Douglas

Appointed 8th June 2022

Professor Osama Khan

28th September 2022

Mr Tim Robinson

Appointed 28th September 2022

Mr Stephen Dorrell

Resigned 8th June 2022

Sir William Russell

Resigned 8<sup>th</sup> June 2022

**Chief Executive**

Ms Catherine Roche

**Executive Team**

Ms Niki Cooper

Clinical Director

Ms Sarah Houghton

Director of Mental Health Workforce Development

Mr Nicholas Herod

Chief Financial Officer & Company Secretary

Ms Jacqui Segal

Director of Fundraising

Ms Wande Showunmi

Director of People and Culture

Ms Sarah Williams-Robbins

Director of Marketing and Communications

Mr Simon Yates

Director of Operations

**Company registered number**

02876150

**Charity registered numbers**

1040756 and SC038649

**Principal and registered office**

175 St. John Street, London, EC1V 4LW

**Independent auditor**

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7JW

**Bankers**

Lloyds Bank plc, London, W1C 2BU

**Solicitors**

Clifford Chance, 10 Upper Bank Street, London, E14 5JJ

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 March 2023**

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## **Foreword by Chair and CEO**

Childhood is when we explore, learn and play. It should be a happy time, enabling us to lay the foundations for the rest of our lives. Unfortunately, the reality for many young people is less positive. The latest NHS data shows that one in six children have a diagnosable mental health issue. While this figure has remained static for the past two years, it is no cause for celebration. This is a huge increase from the one in nine children with a diagnosable condition in 2017. It means five children in every classroom are dealing with some form of anxiety, depression or more serious mental health condition.

The legacy of the pandemic, combined with the increasing cost of living, is having a disproportionate impact on the UK's most vulnerable children and families. For many schools, the rising cost of fuel and other utilities, along with the pressure to maintain the upkeep of school buildings and retain teaching staff, has created a difficult environment. Many are having to make tough choices about competing priorities, while continuing to consider the wellbeing needs of their school communities.

### **Quality, depth and systems-wide approach**

Like other organisations operating in the education and health sector, these challenges have required us to be more resilient and flexible in our approach. In the past year, our focus has also been on refining the *quality* and *depth* of our service in schools, as well as seeking to support as many communities as possible. We have continued to expand our coverage in schools and during the year we worked in close partnership with 520 schools, supporting almost 300,000 students, with more schools coming on board in the academic year ahead. Our training and resources have reached thousands more schools. The top issues that children and young people are bringing to sessions with our expert teams continue to be friendship, worry, sadness, and anger issues, along with concerns about family relationships. Many young people come to support a school friend; and coping with the pressures of academic achievement continues to be a common theme.

Thanks to the strength of our long-standing relationships with partner schools and with funders across the UK, we have been able to ride the stormy fiscal waters this year. We have also been navigating the changes in the local landscape to forge connections across the education and health sectors and explore opportunities with the newly created Integrated Care Boards (ICBs). With their interest in prevention, this brings the potential for shared or joint commissioning across health and education services. We were delighted to be appointed as the mental health provider for Ark Multi Academy Trust's network of 39 schools in spring 2023; and to be commissioned by the London Borough of Brent to provide our Journey of Hope group programme in schools across the borough.

### **Supporting the whole school**

Our work extends beyond support for students: A whole-school approach requires supporting the trusted adults around the child – particularly parents, carers and teachers – building their knowledge, skills and confidence to recognise and respond when someone is struggling, and to know where to go for further support. We have long pushed for mental health to be an embedded part of teacher training and professional development for school staff. We are therefore very pleased to expand our teacher training, working with Teach First and via our Mental Health Champions training, as a specialist partner of the National Institute of Teaching (NlOT), the Department for Education (DfE) backed consortium. Through our Senior Mental Health Leads course, quality assured by the DfE, we are helping school leaders to grow their leadership skills in positive mental health, to develop a school culture where everyone can thrive.

Our work with parents continues with the launch of our Parenting Smart online course, developed in partnership with the South London and Maudsley Foundation Trust. It builds on the success of our free Parenting Smart self-help website, offering practical tips and advice to parents and carers of primary aged children, which attracted some 37,000 new users in the past year.

### **Building the workforce**

Place2Be has made good progress in our mission to help build a more inclusive, skilled workforce of child mental health professionals in the UK. In the past academic year, we launched a suite of new training courses and have seen consistently high numbers of participants attending our entry-level Taster Days, along with our Level 2 and Level 3 programmes and our Postgraduate diploma. We launched two new post-qualifying courses: our Level 6 Certificate in Clinical Supervision; and our Level 5 Certificate for adult-qualified counsellors who want to work with children. We are really pleased that many of the students on these courses have gone on to secure paid roles with Place2Be and are helping to meet the demand in school communities. We were also delighted to be able to offer ten substantial bursaries to students who might otherwise have struggled to complete their training without financial assistance. Taking a longer view of the systemic changes needed to open up the profession to students from a more diverse range of backgrounds, Place2Be continues to lead the therapy sector's Coalition for Inclusion and Anti-Oppressive Practice. The Coalition will be publishing a toolkit this autumn to provide training

organisations with practical guidance on creating fully inclusive training programmes.

#### **A career with purpose**

We also launched a recruitment drive in the past year. The initiative focused on the wider benefits of working in an organisation that makes a real difference to young people's lives. The strapline – *For a career with purpose, this is your place* – articulates why colleagues choose to work at Place2Be. With compassion and empathy, our expert teams create a safe space within the school environment where children feel heard, valued and understood. By working *in partnership* with schools, we help young people to overcome their emotional challenges, building resilience and essential coping skills that will take them into their adult lives.

#### **Communication and influence**

Children's Mental Health Week continues to be a highlight of the year. Connection is such an important factor in having good mental health and wellbeing, so it was a natural theme for the 2023 Week. We focused on the huge importance of interacting with others, particularly after the restrictions during the pandemic. As ever, the Week provided a platform for discussion and debate around the provision of children's mental health support and the importance of early intervention. We have also continued to progress our public affairs work against a backdrop of ministerial and leadership changes and challenging economic times. We have contributed to several policy consultations, including submitting evidence to the Government's major conditions strategy and to the Education Select Committee's inquiry into Ofsted's remit. Drawing on evidence from our practice, in May we hosted a well-attended sector roundtable which brought together leading figures from education, health, justice and voluntary sectors to focus on solutions to the growing concern around school exclusions and suspensions.

#### **Investment in research**

Along with the on-going evaluation of our service delivery, we are particularly grateful to the City Bridge Trust, our trustee Tim Robinson and the Law Family Foundation for their significant investment in our two large scale research programmes which launched in the past year. Addressing two key research questions, these programmes will give us valuable insight into the effectiveness of the whole-school approach to mental health and the long-term impact of our one-to-one counselling. We will use the insight from these and our evidence from our work in schools to inform the national system and to deliver better mental health support for children from an early age.

In this challenging economic climate, we are more grateful than ever to those organisations and individuals who continue to support our work so generously – including those who ran marathons, climbed mountains, and, in the case of two seven year-old supporters, gave up their birthday present money to support our work in schools!

#### **Planning for the future**

As we approach our 30<sup>th</sup> year, we are looking ahead to the on-going and future mental health needs of school communities to ensure we continue to deliver our vision for every child to have easy access to the support they need. We will also explore more ways to remove any barriers to that support, and to advocate for better integration across sectors. Our ambition is to play a greater role in the sharing of best practice, and to give children and young people a bigger voice, enabling them to participate even more actively in our work.

Our heartfelt appreciation goes to the collective 'team' that all plays a part in the support and services that Place2Be provides – from our hugely talented trustees and pro bono advisors who give their time, energy and expertise; to our school communities who welcome us and are there daily for their children and young people; to our colleagues in wide range of roles – Place2Be staff, counsellors on placement, students, and trainers – who play a vital part in supporting some of the most deprived communities across the UK. As 'Ben', a Year 6 boy in a new partner school in Devon, told his counsellor: *"I couldn't keep this inside, I need to talk about it, so I came to tell you"*. Without your support, we could not be there for children like Ben.

On behalf of everyone at Place2Be, thank you so much.



**Simon Mackenzie Smith, Chair of Trustees.**



**Catherine Roche, CEO.**

## **Section 1: Objectives and activities**

### **Our status and mission**

Place2Be is a company limited by guarantee and a charity registered in England & Wales and in Scotland.

Our mission is to enhance the wellbeing and prospects of children and their families by providing access to therapeutic and emotional support in schools, using a proven model backed up by research and training.

### **Our vision, aims and strategy**

- Place2Be is the UK's leading provider of school-based children's mental health services
- We provide emotional and therapeutic support in schools, as well as expert training and resources, to improve the emotional wellbeing of children, young people, parents and teachers
- We advocate our whole-school approach to mental health and wellbeing.

### **Our work focuses on four areas:**

- School services – Supporting children and young people's mental health by providing high quality therapeutic work in schools, backed by research
- Learning for school staff – Building confidence, skills and knowledge of mental health within school communities, to equip school leaders, school staff and families to create a whole-school approach to mental wellbeing
- Training and professional qualifications – Building a diverse and inclusive expert mental health workforce that can support children and young people's mental health
- Building understanding, influencing and sharing evidence – From government to the general public, we gather evidence and share insights on what works in practice in the field of children's mental health, to benefit school communities and society as a whole.

### **Why this matters:**

- One in six children and young people have a diagnosable mental health problem. *Source: NHS Digital (2022)*
- Half of lifetime mental illness starts by the age of 14. *Source: Kessler R and Wang P (2007)*
- Children from the poorest 20% of households are four times as likely to have serious mental health difficulties by the age of 11 than those from the wealthiest 20%. (Morrison Gutman et al, 2016)
- Children and young people with mental health difficulties wait an average of 10 years between becoming unwell and getting any help. *Source: Khan, L. Missed opportunities: A review of recent evidence into children and young people's mental health (June 2016)*
- More than one in six (17 per cent) young men with mental health problems had been excluded from secondary school (either permanently or temporarily). (MIND, June 2021)
- Mental health problems cost the UK economy at least £118 billion a year, according to the LSE and Mental Health Foundation.

## Section 2: Strategic Report

### Section 2a: Achievements and performance against 2022/2023 commitments

#### Our activity and impact at a glance

Providing high quality mental health services within schools	Building skills, confidence and knowledge in schools
<p><b>Direct in-school delivery:</b> We worked in partnership with a total of 520 schools, reaching 298,000 children and young people (vs 500 schools in 21/22, reaching 243,000 children and young people).</p> <p><b>In our targeted work</b> (In the academic year 22/23)</p> <ul style="list-style-type: none"> <li>• <b>7,361</b> (vs 6,896 previous year) pupils accessed Place2Be's one to-one support. This figure increases to 8,952 pupils if we include all targeted support sessions.</li> <li>• <b>38,318</b> (vs 33,249 previous year) pupils booked their own Place2Talk appointment.</li> <li>• <b>792</b> children and young people accessed the Journey of Hope intervention (up from 515 the previous year).</li> <li>• <b>93</b> young people accessed the CBT informed <b>KIT intervention</b>. This was the first full year of delivery and numbers accessing this intervention are now rising rapidly.</li> <li>• <b>361</b> parents accessed the face-to-face parenting training intervention (<b>PIPT</b>) with data showing we are accessing a more complex cohort of children and with outcomes for parental self-efficacy very positive.</li> </ul> <p><b>Impact/Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>66%</b> caused fewer problems for their teacher or class</li> <li>• <b>75%</b> found it easier to have friends</li> <li>• <b>76%</b> of those with severe difficulties showed an improvement in wellbeing</li> </ul>	<p><b>10,999</b> school staff undertook our Mental Health Champions Foundation (MHCF) programme (vs 17,022 last year). 94% of those who completed the course would recommend it and 70% 'learned something that resulted in a change in their action, behaviour or attitude in the workplace'.</p> <p><b>71,692</b> school staff have now completed this course. Following completion of the MHCF programme, almost 3,000 education professionals joined our online community, The Place2Be Staffroom. It has an <b>average of 11,600</b> monthly views of resources and <b>20,182 learning interactions</b>.</p> <p><b>514</b> participants completed our <i>Senior Mental Health Lead</i> programme (511 last year), for which we are a Department for Education approved provider.</p> <ul style="list-style-type: none"> <li>• <b>76%</b> 'felt they had a clear plan to prioritise their school's mental health activity' after the course (27% before).</li> <li>• <b>80%</b> 'felt that their school has a whole-school-approach to mental health in place' after the programme (52% before).</li> </ul> <p><b>10,723 downloads</b> of our free Art Room Activities, which are available to all on the website (vs 12,748 in the previous year).</p> <p><b>197,000</b> downloads of our Children's Mental Health Week school resources on the theme 'Let's Connect' (vs 129,000 in 22).</p> <p><b>Parenting training</b></p> <ul style="list-style-type: none"> <li>• <b>37,389</b> new users on the <b>Parenting Smart site</b> (target 30,000).</li> <li>• <b>819</b> parents joined the <b>Parenting Smart online course</b>. Completion increased from 13% to 25.8% by end of year (industry average is 7%).</li> </ul>
<p style="background-color: #c8e6c9; padding: 2px;"><b>Raising awareness and influencing</b></p> <p>In Nov 22 we published the protocol for the Law Family Research Programme, <b><i>Evaluating Place2Be's whole-school approach to support mental health and wellbeing</i></b>. It sets out our plan for the 3-year project in terms of research questions, methods and analyses. It is registered with the OSF (Open Science Framework): <a href="https://osf.io/fmbg6">osf.io/fmbg6</a></p> <p><b><i>Race is complicated: A toolkit for psychological therapies training</i></b> launches in Oct 23. Place2Be has overseen the development of the toolkit in partnership with fellow members of the Coalition for Inclusion and Anti-Oppressive Practice, chaired by Place2Be.</p> <p><b>Reach and digital engagement</b></p> <ul style="list-style-type: none"> <li>• <b>Place2Be.org.uk – 423,389 users between 31 Mar 22 – 1 Apr 23</b>. While lower than the previous year (<b>491,516</b>) this is due to switching to Google's new measurement tool.</li> <li>• <b>User engagement remained static year on year, with the average time spent on a page at 1 minute 19 seconds between 31 Mar 22 - 1 Apr 23 (vs 1 minute 20 seconds from 31 Mar 21-1 Apr 22).</b></li> <li>• <b>30,208 followers gained</b> across all social media channels, between Apr 22-Mar 23, with over 30m impressions, up 15% year on year.</li> </ul> <p><b>Policy and influence</b></p> <p>In May 23, we hosted a sector <a href="#">roundtable</a> bringing together leaders from the education and youth sector highlighting the link between poor mental health and school exclusions in May 23. We have also submitted evidence to several government enquiries (see page 10).</p>	<p style="background-color: #f48fb1; padding: 2px;"><b>Building a child mental health workforce</b></p> <p><b>267</b> students on Level 2 Award (200 21/22)  <b>145</b> students on Level 3 (93 21/22)  <b>39</b> students on Postgraduate Diploma (21/22)  <b>19</b> members of staff started the Level 6 Supervision Certificate.  <b>15</b> Counsellors on Placement started our Certificate in working with children for adult-qualified practitioners.</p> <p><b>570 people</b> attended a 'Taster Day' [vs 546 previous year]</p> <p><b>Counsellors on Placement Hub</b></p> <ul style="list-style-type: none"> <li>• <b>686</b> new users on the hub [<b>807</b> last year. Total 2.3k]</li> <li>• <b>4.3k</b> comments</li> <li>• <b>158.3k</b> views 22/23 (<b>137.8k</b> total up to March 2022)</li> </ul> <p><b>841</b> individual CoPs attended a workshop (<b>835</b> previous year) and 755 of these attended more than one workshop (<b>619</b> last year)</p> <p>We ran <b>104</b> workshops for staff, each a day-long course.</p> <p><b>622</b> new users joined the Place2Be Learning Hub generating 37.7k interactions. This is our internal Online Learning Resource for clinical and non-clinical courses and guidance.</p>

## **Overview of delivery against our business strategy in 2022/23**

In the financial year 2022/23 we continued to focus on our four priority areas outlined in our business strategy, working towards our 2025 goals. In a challenging economic climate, we continued to deliver against our plans, with a continued focus on quality:

- We started services in 142 new schools, working in partnership with a total of 520 schools across the UK across the year, reaching a student population of almost 300,000. We continued to develop partnerships with key MATs (Multi Academy Trusts) and were successful in the tender to support Ark's 39 schools across the UK.
- We further developed our relationships with newly emerging ICBs, navigating through changes in NHS structures to ensure we can maximise our reach and become better connected with the wider health and education systems.
- As set out in our previous annual report, we expanded our reach and our service into a number of rural and coastal areas, most notably in the South West of England and in Scotland and Wales, where there is a high need for support and a paucity of providers.
- Now in its second year of committed Department for Education (DfE) funding, we continued delivery of our Senior Mental Health Leads programme, helping another 514 school leaders to develop a framework for a whole-school approach to mental wellbeing.
- Our teams continued to focus on embedding assessment and formulation as central to our school-based services, ensuring we deliver the right intervention to each child.
- We launched our redeveloped programme of professional qualifications, to build the child mental health workforce of the future. Our newly redeveloped Level 6 Supervision Qualification programme launched in September 2022, followed by a programme for people already qualified as adult counsellors to build their skills in working with children and young people.
- Mental health in teacher training and development was another area of focus this year. Our digital programme Mental Health Champions – Foundation, aimed at newly qualified teachers, expanded through contracts with the University of Glasgow and as part of the National Institute of Teaching consortium of which Place2Be is a specialist partner. Almost 11,000 participants completed our Mental Health Champions training this year.
- Equality, Diversity and Inclusion (EDI). We continued to deliver on our EDI commitments and chairing the therapy sector's Coalition for Inclusion and Anti-Oppressive Practice, with its focus on addressing gender and ethnic disparity in the therapeutic sector. A toolkit to support training organisations in the field of children's mental health to develop fully inclusive curricula will launch in October 2023.
- Our investment in our systems and processes continued, with a focus on the security of our data and improving the integration of all of our systems.
- Through our communications and policy work we continued to advocate for the provision of children and young people's mental health support within communities; and ensure that the topic of community-based children's mental health support remains high on the national agenda.
- We continue to look at how we can improve our range of services to be even more effective, and to reach more children and families.

### **Providing high quality mental health services in schools**

Figures published by the NHS in November 2022 show that the number of diagnosable mental health conditions remain static, affecting one in six children. Sadly, the levels have increased among older teenagers and, across our frontline services, we have seen rising numbers of young people struggling with higher level concerns, from anxiety, self-harm, eating difficulties and suicidal thoughts. The good news is that by intervening early and by working in partnership with schools to improve their knowledge and understanding of mental wellbeing, we can prevent a child's emotional issues from escalating as they grow up.

The economic climate of the past year has placed school budgets under extreme pressure, with headteachers and governors having to make tough choices around expenditure. Effective community mental health support involves interaction on a local level and a shift towards addressing population health more holistically. Against this backdrop, Place2Be has focused on retaining and strengthening our existing partnerships, drawing in and knitting together income streams from health and education with their shared responsibility for supporting children's mental wellbeing, to make best use of the 'public pound'. In the past financial year, we worked in partnership with 520 schools, supporting a school population of 298,139 children and young people.

While this is lower than forecast, we are pleased to have secured an increased number of commissions from statutory bodies, including ICBs and Local Authorities (LAs). We expanded into more secondary (higher) schools in Scotland, following a new partnership with East Lothian which also involves supporting the relevant feeder primaries. We are pleased to be recommissioned to provide support across schools in Renfrewshire and Aberdeenshire.

In Wales, as a result of local authority and fundraising support, we are now supporting 15 additional schools across Rhondda and Llanelli.

We were also delighted to be successful in the tender process to become the sole mental health partner for Ark, an excellent opportunity for us to work even more closely with this leading Multi Academy Trust's network of 39 schools. In June 2023, we hosted our Board of Trustees meeting at Ark Elvin Academy (in Wembley, North London) where we had the opportunity to meet students and staff to discuss the impact our support is having on the school's community.

The challenging fiscal climate has also led to us introduce greater flexibility in the range of services we offer to ensure we can continue to deliver against our mission to support more children and young people in the face of school budgeting challenges. For example, we secured a new contract in Brent in London to deliver our Journey of Hope programme in 11 schools in this area following the success of this programme in Wandsworth. We also have been commissioned to co-design and deliver a peer mentoring service, in partnership with the East London NHS Foundation Trust, to help young people support others with similar lived experience.

As part of a major research programme to measure the long-term impact of our school-based support, our work has also expanded into 20 new schools in the Salford, Greater Manchester area, generously funded by the Law Family Charitable Foundation.

We continued to focus on the quality and outcomes of our clinical work. At the heart of our delivery model and therapeutic work is the robust assessment and formulation of our interventions. This includes input from teachers, parents and the child or young person themselves. We are delighted to be industry champions in our completion rates, with 94% of cases having all relevant data gathered and interrogated to ensure each child receives the right intervention.

With an increased focus on robust assessment and having introduced additional targeted interventions, we are starting to see less dependency on one-to-one counselling as the solution for all children and young people presenting with difficulties. In the coming year, as teams gain confidence in these newer interventions, we expect to see an increase in the number of cases being delivered, including Journey of Hope, our CBT informed secondary school programme (KIT) and our parenting work. Nonetheless we are pleased to see an increase in the number of children seen in our one-to-one counselling sessions, at 7,361 for the past academic year (August 2022 to July 2023), up from 6,896 the *previous year* and this figure increases to 8,952 pupils if we include all targeted support sessions. This is a reflection of the increased number of service days we now provide to schools as well as the fact that interventions are now shorter (enabling us to provide more of these within the school day), with no loss of impact according to our outcome data.

We have also seen a significant increase in the number of students booking their own Place2Talk appointment, at 38,318 (vs 33,249 (*previous academic year*), a sign that we have returned to a more effective and *business as usual* whole-school approach. This is leading to more awareness and early help-seeking among students.

We are also pleased to report that 983 children and young people accessed the Journey of Hope intervention (up from 827 the previous year); and 120 young people accessed the CBT informed KIT intervention, up from 59 the previous year. The numbers accessing this intervention are now rising even further.

We also continued to develop and refine our support for parents and families. This includes our Personalised Individual Parent Training (PIPT), our Parenting Smart online course and the universally available Parenting Smart self-help website.

361 parents accessed the face-to-face parenting training intervention (PIPT) delivered by our Family Practitioners; and numbers are continuing to rise as the service becomes more well known across the regions and nations. Our data is showing we are accessing a more complex cohort of children; and outcomes for parental self-efficacy are very positive.

In the financial year 2022-23 there were 37,389 new users on the Parenting Smart site (target was 30K). The net promoter score is 53, considered very good by industry benchmarks.

In the past year, 819 parents started the Parenting Smart online course. We have adapted the course based on our learnings and completion went up from 13% to 25.8% by the end of the financial year, ahead of our target completion rate of 20%. Completion rates continue to rise, and the most recent cohort in 23-24 is 29.5%. We will be offering the Parenting Smart online course to a cohort from the Scottish Fostering and Adoption Network from September 2023. As the first course being delivered outside of our partner schools, this gives us an opportunity to consider the wider potential for commissions.

### **Building confidence, skills and knowledge in schools, to promote a better understanding of mental health**

School leaders, teachers and school staff play a crucial role in promoting positive mental health for their students, and spotting when professional support may be needed. We are pleased to have further developed our work in this area over the past year, in line with our commitments.

The appetite for our introductory level online Mental Health Champion Foundation (MHCF) programme continued during 2022/23. Almost 11,000 school staff took part in this award-winning programme – named ‘Best Learning technologies project – public & non-profit’ in the Learning Technologies Awards 2022. Of participants who completed the course, 94% would recommend it to a colleague.

Our online community forum and support network for school staff – Place2Be **Staffroom** – grew in numbers and usage, with another 3,000 highly-engaged education professionals joining this interactive community. Users have enjoyed over 20,000 learning sessions each month with 11,600 views of the free school resources.

We have long advocated for mental health to be part of the teacher training system to lay the foundations for mental wellbeing to be fully integrated into a school’s culture. So, this year we are very pleased to have expanded our teacher training work in line with our ambition to increase knowledge, insight and understanding of mental health among school staff. Since January 2023 we are working with Teach First, offering our Mental Health Champion Foundation Programme as part of their teacher training, and we have been delighted to build on our existing relationships with further education partners in Scotland, through a new contract with the University of Glasgow, to contribute to their Postgraduate Diploma in Education. We have also expanded the reach of our Mental Health Champions training through our work as a specialist partner of the NioT, the DfE-backed consortium that will provide high quality training to the teaching profession in England.

We developed our quality-assured Senior Mental Health Leads training based on our front-line practice. The development of this course followed our proposed recommendation to the Government’s Green Paper, Transforming Children and Young People’s Mental Health Provision in 2017, in which we highlighted the need for high quality training for senior school leaders. In the past year, we have continued to deliver this course, in line with our contract with the DfE, to build knowledge and understanding among school leaders. In the past academic year **514** participants completed our Senior Mental Health Lead programme, with 80% of participants reporting that after completing the course, their school had put a whole-school mental health programme in place.

There was continued demand from school staff for some reflective space in schools to help them manage the mental health challenges of their students. In line with our revised priorities, 76 school staff completed our reflective supervision groups, Place2Think.

We continued to create and share quality resources to enable schools to support wellbeing. We are pleased with the widespread take-up of Place2Be’s free resources produced with expert input from our educational psychologists and school-based staff. In the past year, schools have downloaded over 10,000 copies of our Art Room activities, with 723,926 views of our video content. In addition, there were 197,000 downloads of our Children’s Mental Health Week resources for primary and secondary schools, on the theme of connection. All are available for free on our website.

### **Building the child mental health workforce**

Our work can only happen thanks to the mental health professionals dedicated to supporting children and families. Our ambition is

to widen the career opportunities and routes to a profession in child and young person mental health support, by making our professional training programmes more accessible to a more diverse workforce.

As leaders and innovators in this sector, a key development this year was the creation of our new programme for adult-qualified counsellors who want to work with children, now a Level 5 Certificate. The first cohort comprised some of our existing Counsellors on Placement and of the 18 participants, four had gained paid roles with Place2Be before the end of the programme. By the end of March 2023, we had received over 200 expressions of interest in the Autumn 2023 cohort of this certificated programme.

At the end of 2022 and into Spring of 2023, we have been recruiting for our new Level 4 Diploma in School-based Counselling. This is an intensive programme, full-time for one year, with much of the learning carried out on an enhanced placement. We are delighted to have been able to offer ten full bursaries for students who would struggle to find access to qualification without financial assistance – and applications for these bursaries have been strong. We have also looked for ways to align the attraction and recruitment process with the postgraduate diploma applications in future years. We are now working with the Marketing and Communications team to create a compelling narrative to encourage more people to consider training as a child counsellor with Place2Be.

### **Raising awareness of children and young people’s mental health**

We have continued to advocate for the importance of early intervention, to drive change in the system so that *all* children have easy access to school-based mental health in the UK. The focus for Children’s Mental Health Week 2023, our annual promotional campaign, was ‘Let’s Connect’. This provided an ideal platform to showcase the importance of meaningful connections and relationships, which had been missed during the many periods of lockdown.

Ahead of the Week, we released data in partnership with BBC Newsround which revealed that 78% of children seen by a school counsellor within the last year had experienced anxiety in social situations. We were delighted that our Royal Patron The Princess of Wales visited a partner school in Bethnal Green, East London, to meet pupils and discuss the importance of connecting with others.

The Week provided a platform for important conversations and the need for cross-sector collaboration to support children and young people’s mental health. [In a blog for the NHS Confederation](#), our CEO, Catherine Roche, reflected on the need to tackle inequalities to better support young people’s mental health. In a [joint blog with NAHT](#) (the school leaders’ union), we explored the role that schools play in helping children’s mental health and called for a properly funded network of support services.

We also joined forces with leaders from across the sector to pen a [joint letter to The Telegraph](#), calling on decision-makers to be ambitious and devise a long-term plan for the wellbeing of all our children and young people. Thousands of pupils joined in the week’s activities, with 197,000 downloads of our tailor-made free resources. Schools, organisations and individuals got involved in our Fundraising *Dress to Express* days, raising over £100,000.

We have continued with our policy and public affairs advocacy work. With several changes in ministerial and party leadership roles the past 12 months, we have had to establish new relationships and contacts, as well as continue to focus on growing relationships with key partners and non-party political influencers across the health, education and third sector. In the past year, we have:

- Evidence to the [Children’s Commissioner’s Family Review](#). Sep 22.
- Contributed to the former Children’s Commissioner’s [report](#) ‘Commission on Young Lives’. Nov 22.
- Submitted [written evidence](#) to the Health and Social Care Select Committee Inquiry on Prevention in health and social care. Feb 23.
- Submitted evidence to the Government’s Mental Health and Wellbeing Plan calling for school based mental health services. May 23.
- Submitted evidence to the Government’s Major Conditions Strategy. *(to be published)*. June 23.
- Contributed evidence to the Children and Young People’s Mental Health Coalition [Report](#) on Behaviour and Mental Health in schools and attended House of Lords launch. June 23.
- Gave oral evidence to Education Select Committee Inquiry on Persistent absence and support for disadvantaged pupils. June 23

Children’s Mental Health Week was once again mentioned in the House of Commons, with supportive social posts from PM Rishi Sunak, politicians from across the political spectrum in England, Scotland and Wales, and from the Children’s Commissioner for England. In May 2023 we hosted a sector roundtable to discuss the impact and growing concern around school exclusions, which was well attended and helped to forge stronger relationships with current and new influencers who share in our mission. We have also had further conversations with the Children’s Commissioner for England to explore how can work together more closely in the year ahead.

### **Delivery against Commitment to Equality, Diversity and Inclusion [EDI]**

Place2Be remains committed to being a fully inclusive organisation. We continue to challenge ourselves to ensure that equality, diversity and inclusion are embedded in everything we do, from our training and recruitment through to our clinical practice, our communications and organisational culture. Our five areas of focus within our EDI action plan are shared with our staff and published on [our website](#). Our colleagues continue to drive forward this agenda, through our EDI Steering Group which meets every six weeks, with representation from colleagues across a range of roles and across the UK.

As an extension to our EDI Steering Group, we now have three colleague networks: our *Plus group*, for colleagues who identify as LGBTQIA+, as well as LGBTQIA+ allies, which helped with the planning and content of our Pride Month 2023 activities; a group to support colleagues who have hearing challenges; and our newest network is for ethnically diverse colleagues, called the Race Equality Forum. These groups have met to establish themselves and determine how they would like to work to support each other, as well as support the EDI Steering Group. We will also continue to invite our employees to consider if there should be additional support networks to give more focus to the other protected characteristics within EDI.

Beyond our own organisation Place2Be continues to lead the therapy sector's Diversity and Inclusion Coalition of mental health sector training providers, with its initial focus on addressing gender and ethnic disparity in the sector. An outcome in the year ahead is the production of an EDI toolkit for counselling and psychotherapy training providers to act as a practical guide for the creation of anti-oppressive training curricula.

We have completed a second round of our reciprocal mentoring programme, extending this to our wider Leadership Forum, with 16 colleagues involved in this round. We'll be holding a closing session to gather feedback and aim to roll out a third programme later this year. We continue to analyse and benchmark our job descriptions, ensuring we apply a fair and transparent system for assessing newly created roles, using both internal and external information. In addition, our Recruitment Applicant Tracking System anonymises gender, ethnicity and educational establishment, to remove any potential bias in the shortlisting process.

### **Employee Wellbeing**

With a deep commitment to promoting positive mental wellbeing at work, we actively seek to foster a culture of care for employees to feel positive, resilient, and productive. For employees not based in schools, we continue to operate a hybrid working model, aiming for an approximate 50/50 split between office and home working.

Following delivery of our mental health support programme for managers, we created an online version of the course materials so that these can be accessed any time, at their own pace. We have also offered managers who attended the sessions some follow-up reflective work with two of our trainers. This has been well received and we are examining the possibility of keeping this offer as an ongoing opportunity.

As a result of the responses to our staff pulse survey in autumn, we created more resources to support colleagues in balancing their workloads. These included a wellbeing toolkit and the creation of a wellbeing and workload task group. The group reviewed some of our processes to explore how to make them more streamlined and user-friendly. This has led to an improvement in data completion rates and much less dissatisfaction among staff in relation to administrative tasks. We have boosted the prominence of our range of staff benefits on our job pages, which includes additional wellbeing days and access to our free, confidential, employee assistance programme.

### **Investment in technology**

Investment and delivery to plan continued in 2022/23 to ensure we have robust and efficient infrastructure and tools to support our teams and service users. Our IT support team performed well in ensuring that all staff were supplied with the right technical equipment to enable them to continue to work securely from home or school premises, in line with our hybrid model. In addition, we worked to ensure our systems are better integrated with each other as well as aligned to our business needs. We are grateful to the members of our Information Technology Advisory Group, chaired by our Trustee Aamir Ahmad, as it provides oversight and governance to the delivery of our IT Strategy. We continue to benefit immensely from the pro bono expertise of the Bank of America in helping to shape our IT infrastructure change programme, which we are implementing in phases over the next three years. The IT

strategy is underpinned by our data charter, to ensure all staff engage with the need to carefully manage the information saved in our shared systems.

Notable achievements in the past 12 months include the adoption of a new budgeting system and further improvements in the way that our website integrates with our customer relationship management (CRM) system.

Responding to heightened IT security needs, we have also moved our clinical case management system and other key systems to cloud provisions. This has enabled us to continue to improve the security framework and our ability to report. At the organisational level we again obtained Cyber Essentials Plus accreditation and have been certified as 'standards exceeded' for the second year running for the DSPT data security framework. This is the NHS's benchmark and allows us to continue to apply for Local Authority and Integrated Care Board tenders.

### **Environment, Social and Governance**

In line with our values, we are committed to our wider responsibilities as an organisation and employer, ensuring we operate sustainably and ethically across all aspects of our work. Our staff-led Environmental, Social and Governance (ESG) Steering Group oversees our organisation-wide commitment across these three areas, ensuring that we consider our impact on the climate, on society and each other in all the decisions we make.

The Group advises the Executive Team and Risk Committee in relation to Place2Be's responsibilities for measuring sustainability and positive impact. It meets quarterly to keep this work on track. In the past year, we developed a new ESG Framework, which sets out our commitments under each of the three ESG 'pillars'. This includes our environmental commitments, with our aim to reduce our carbon footprint, particularly through travel, reducing waste and energy, and sustainable procurement. It also incorporates the commitments within our Equality Diversity and Inclusion strategy; and sets out Place2Be's robust governance structures. In 2022/23, we introduced clearer signposting to encourage more recycling in the office, and to reduce wastage piloted the use of re-usable branded coffee cups; and are commissioning a further ESOS audit to identify any further ways we can be more energy efficient.

## **2023/24 Forward plan**

In the financial year 2023/2024 we will continue to focus on the four priority areas outlined in our business strategy. This will continue to be a period of net investment in our capabilities, drawing on the funds secured for this purpose in prior years.

Our plans for the year ahead comprise:

### **1. Providing high quality mental health support in schools**

- The expansion of services to reach more children, young people and communities. Place2Be continues to deliver against its business plan to partner with 700 schools by 2025, with a forecast of 600 partner schools by the end of March 2024. We will continue to develop partnerships with key MATs (Multi Academy Trusts) and further develop relationships with ICBs to ensure we can maximise our reach and become better connected with the wider health and education systems. In addition to increasing our reach in our core large city areas, we aim to expand our service into areas where there is a high need for support and a paucity of providers.
- Building on the 94% completion rate in the past year, we will continue to focus on the assessment and formulation of our school-based services, ensuring the right intervention for each child. This will involve increased focus of the delivery of our targeted interventions: Journey of Hope; Knowledge, Insight and Tools (KIT); and Personalised Individual Parenting Training (PIPT).

### **2. Building confident skills and knowledge in schools**

- Continued delivery of our Senior Mental Health leads work. With the extension of the DfE grant to schools into 2023, many more schools will be able to take advantage of this offer. We also aim to refine and adapt our programmes for an equivalent course tailored for school leaders in Scotland.
- We will embed our Mental Health Champions – Foundation in Teacher Training and CPD, particularly for newly qualified teachers as part of the National Institute of Teaching consortium and in partnership with the University of Glasgow. We aim to evidence the benefit of this work and further make the case for rolling it out on a national basis.

### **3. Building the child mental health workforce**

- The delivery of our new intensive qualification programme, a Level 4 Diploma in School-based Child Counselling. This year we have a small cohort split between London and for the first time a group in the North-West. Another big focus this year is to reach new potential audiences with our promotion of working within the mental health workforce and to continue reducing barriers to training as a counsellor. We will be exploring the potential for an Apprenticeship standard as a means of opening access to the profession and looking for further funding to support a more diverse student body in the interim.
- We will continue to deliver to our stated EDI commitments and continue to lead the therapy sector's Coalition for Inclusion and Anti-Oppressive Practice, with its focus on addressing gender and ethnic disparity in the therapeutic sector. A toolkit for psychological therapies training, developed by the Coalition to support training organisations to develop fully inclusive curricula, will launch in October 2023. We will also continue to promote inclusion in our practices across the organisation.

### **4. Building understanding and influencing policy**

- We will continue to share best practice and real-time data gathered from our frontline practice in schools to support the case for better provision of children and young people's mental health support within communities. Through our policy work we will ensure the topic of mental health and the importance of early intervention, and the role of the school community, remains high on the national agenda.

In addition, to support the organisation, we will continue to invest in our systems and processes. There will be a continued focus on data security, particularly in response to the increasing threat of cyber criminals. Improving the integration of our systems will continue to be a priority, including building on the adoption of our new finance and budgeting systems, with improved business information. With the help of our donors, we intend to invest in a new operations dashboard and document management solution.

## **Section 2b: Organisational purpose and public benefit**

### **Public Benefit**

Place2Be's objectives and activities are in line with the Charity Commission's guidance on public benefit. The Trustees confirm that they have referred to the Charity Commission's general guidance on public benefit when reviewing Place2Be's objectives and activities.

### **Charitable Objectives**

Trustees performed an assessment of the Articles of Association of both the charity and its trading subsidiary in 2021 in order to ensure that they properly reflected the needs of the charity and current standards of compliance and best practice. The new Articles were formally adopted in December 2021 with the charitable objectives unchanged.

As part of that review, the objectives of the charity set out in our Memorandum and Articles of Association were also reviewed to ensure that they appropriately reflect the current aims of the charity. These objectives are the advancement of education and the preservation and protection of health among young persons and adults by:

- enabling therapeutic and emotional support to be provided to children in schools based on a practical model backed by research;
- providing emotional support to children and adults including teachers and parents;
- providing training in the principles, practices and methods of providing emotional support to children and adults and in other allied or ancillary subjects; and
- providing services to facilitate the placing of persons trained in the provision of emotional support to children and adults.

Our services fall within the general charitable purpose of the advancement of health and education, specifically by providing mental health services in schools. Our immediate beneficiaries are the children and young people, as well as their families and school communities.

### **Leadership**

In addition to their quarterly Board meetings, the Trustees meet annually to discuss strategy and to review the strategic plan in the light of the external environment. We review progress against the plan quarterly and Trustees receive regular updates. This ensures the purpose of the organisation is kept in focus and that our activities deliver the greatest impact for children and young people through the funds invested in us.

In summer 2023 we began the process to consider Place2Be's next Five-Year Strategic Plan for the years 2025 – 2030. This will be an inclusive process which considers the views of all key stakeholders, schools, children and young people, but will be shaped and ultimately approved by Trustees in late 2023.

All members of the Board of Trustees are committed to Place2Be's aims and values and understand their role as Place2Be's strategic leaders. The strategic business of the charity is discussed at quarterly Board meetings. Most Trustees are also involved in sub-committees and advisory groups which provide an opportunity to provide strategic leadership in more depth.

Trustees are involved in particular strategic actions with oversight through our regular sub-committees and advisory groups which meet at least once per quarter:

- Finance and Audit Committee
- Information Technology Advisory Group
- People and Culture Committee
- Practice and Quality Committee
- Research Advisory Group
- Risk Committee
- Scotland Development Advisory Group

In addition, there are other sub-committees and advisory groups which meet as required in order to fulfill their functions, including:

- Nominations
- Business Strategy Advisory Group
- Development Board

The CEO directs Place2Be's activities, supported by the Executive team which meets informally weekly and more formally on a monthly basis.

**Our staff and pay structures**

During the year to March 2023 we had an average of 653 staff (461 FTE), compared to 550 (380 FTE) from the previous year. Place2Be is committed to paying staff a fair and appropriate salary to ensure we can attract and retain people with the skills and abilities to deliver our objectives. Our approach is guided by the following principles:

- we provide a total reward package which recognises contribution to the achievement of our aims;
- our reward offering is competitive in the marketplace; and
- the reward decisions we make are based on objective assessment of performance and our organisational needs.

Remuneration policy is set by the People and Culture Committee, who have oversight of its implementation and application. Specific responsibilities include:

- monitoring sector pay levels and practices through participation in relevant surveys;
- reviewing and approving the annual salary budget;
- reviewing and approving individual pay recommendations for the Executive team; and
- reviewing gender and ethnicity pay gap metrics.

## Section 2c: Income, Expenditure and Balance Sheet

### Summary of Performance

Income for the year reached £25.0m (2021/22: £19.5m) and expenditure totaled £25.1m (2021/22: £20.7m). When including the loss in the revaluation of Angel Gate of £0.6m (2021/22: £0.1m gain) this resulted in an overall net reduction in funds of £0.7m. This took the total funds balance to £13.9m.

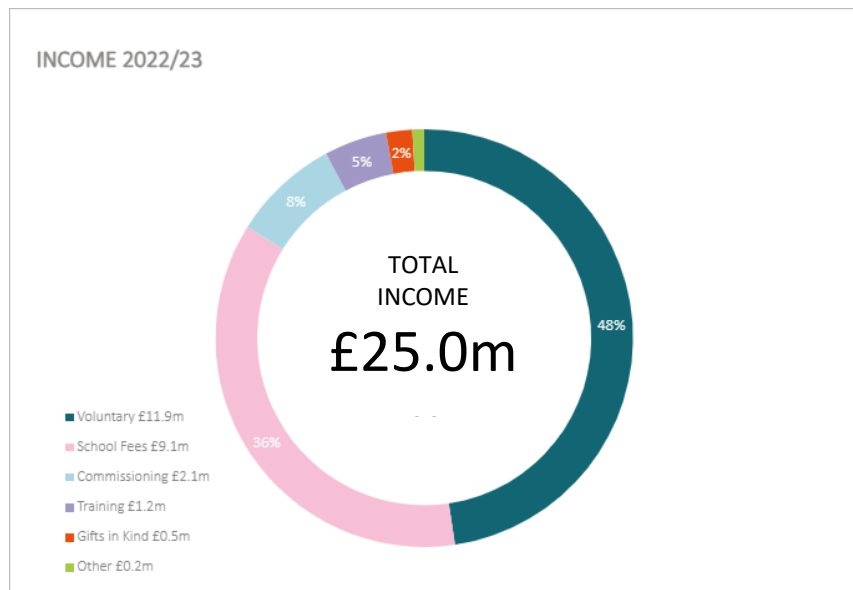
### Income

In 2022/23 total income grew to £25.0m.



The greatest proportion of income was generated by a strong performance in Voluntary Income of £12.4m (2021/22: £8.6m) and this accounts for 49% of total funds (2020/21: 42%). We secured investment to replenish our Development and Strategic Priorities Fund which will allow us to continue to build capacity and expand the impact of the charity in order to reach more children. Income from Schools of £9.1m (2020/21: £8.0m) increased over the year, reflecting the growing number of schools we work with, and service days delivered.

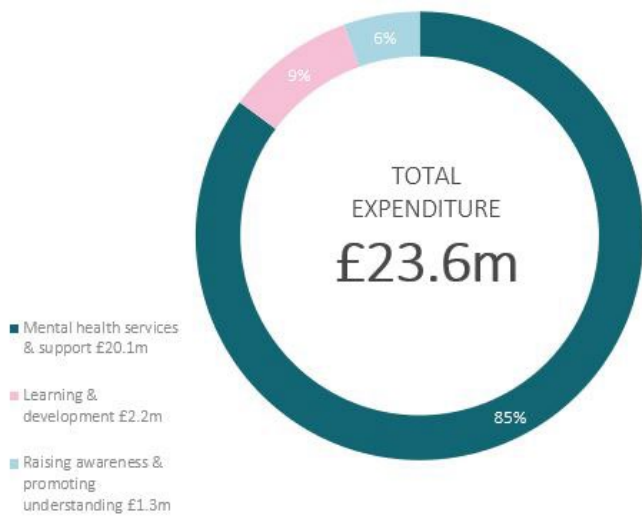
The delivery of our in-person training accelerated during the year resulting in an income of £1.2m (£0.7m 2021/22). An analysis of principal incoming resources is shown in notes 3 to 6 of the accounts and graphically below.



### Expenditure on Charitable Activities

Expenditure on Charitable Activities increased from prior year and totalled £23.6m (2021/22: £19.5m). This reflects the increase in activity across all streams and is represented in the figure below.

EXPENDITURE ON CHARITABLE ACTIVITIES 2022/23



### Balance Sheet

The main changes in the Balance Sheet compared to previous years are as follows:

£000s	2022/23	2021/22	Notes
Fixed assets	5,737	6,754	The movement reflects depreciation charges in year and a reduction in the value of our investment property at Angel Gate.
Debtors	4,211	3,377	Debtors include £1m which is the second installment of £2m pledged in the year by one of our long-term partners.
Cash at bank and in hand	6,493	6,802	Cash balances performed in line with forecasts.
Creditors – Amounts falling due within one year	(1,954)	(1,691)	Increase in trade creditors in line with growth of our operations.
Creditors – Amounts falling due after more than one year	(568)	(638)	We continued to make capital repayments against our mortgage on our investment property at Angel Gate.
<b>Net Assets</b>	<b>13,919</b>	<b>14,604</b>	

**PLACE2BE**  
**(A company limited by guarantee)**

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**Reserves**

Place2Be reserves, comprising restricted, designated, and unrestricted funds, are described and summarised in note 18 to the accounts. During the year there was a net reduction of £0.7m in group charitable funds bringing the total value of funds to £13.9m.

Unrestricted designated reserves include the Development and Strategic Priorities Fund which grew by £0.6m to £3.5m in the year. The purpose of this fund is to assist growth of the organisation's future capability and to support the delivery of the business plan with investment into infrastructure, equipment and systems. Place2Be utilised £1.4m of this fund during the year and replenished with £2.0m in the year.

The Property Fund of approximately £4.4m represents the amount of Place2Be's own funds that are invested in property assets.

Restricted funds have increased by £1.3m and at year end totalled £2.8m.

Unrestricted Charitable Funds comprise all reserves except restricted reserves. These total £11.1m at 31 March 2023 and represent the reserves available to the charity as its core capital. The Finance & Audit Committee monitor the level of reserves in the context of Place2Be's business and risks and

Place2Be looks to maintain at least three months' worth of core operating expenditure as free reserves. Place2Be defines free reserves as its Development and Strategic Priorities Fund plus unrestricted reserves. At 31 March 2023, Unrestricted Charitable Funds are approximately comparable to three months' worth of core operating costs and the Trustees view this to be adequate.

## **Section 2d: Key Risks and Uncertainties, with plans and strategies for managing those risks**

The Trustees are responsible for ensuring that there is an effective system for the management of risk within Place2Be and have implemented a broad range of risk management processes. The Risk Committee meets quarterly to review current risks across all activities and departments.

### **Our key risks are:**

#### **Safeguarding**

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be and remains our primary risk. We have a comprehensive framework of consents, controls, policies and reviews to manage the associated risks and act promptly and appropriately if concerns are raised.

All school-based staff and counsellors on placement are required to complete a safeguarding induction course before commencing their role. This course provides training in how to apply the safeguarding policy and procedure. Following this, the organisation has a requirement for annual refresher safeguarding training. Our partner schools are provided with an explanation of our safeguarding procedure before they begin working with us. To ensure policies are adhered to, safeguarding practice is reviewed via line manager supervision, internal audit processes and externally commissioned audits. In addition, we update clinical training for staff and Counsellors on Placement based on real safeguarding cases, issues and risks identified in our practice and also national trends.

We keep the capacity of our Safeguarding team under review and expand in line with growth in school numbers and the complexity of casework. At present our school-based work is across five geographical areas with each area having a dedicated safeguarding team member.

The Risk Committee and the Board itself receive quarterly updates on all matters pertaining to safeguarding. Place2Be commissions an independent external safeguarding audit every two years with the next planned for the end of 2023.

#### **Financial**

As with any charitable organisation, we need to manage and mitigate financial risks. Our financial model is based on a mix of income streams – schools, commissioners and voluntary income, as well as income for the delivery of training. Our fundraising portfolio is under constant review and focuses on prioritising multi-year grants as well as to diversify our income sources and strengthen relationships with our long-term partners. We are very aware of the ever-increasing pressure on school budgets which has been heightened by recent wage and energy inflation, so we try to work closely with partner schools to ensure that we provide them with affordable high-quality services. We continue to control our expenditure very carefully to ensure that we remain affordable and avoid increasing our fees to schools disproportionately, since this would carry the risk of children in need of our services losing access to our specialist support.

Because we value our staff, we try to do what we can to balance the need to remain affordable with our need to make our salaries competitive in the face of cost of living increases.

In 2023 we implemented a new budgeting system to improve our management and reporting of performance.

#### **Counsellors on Placement**

One area of primary risk is our reliance on Counsellors on Placement who as part of their training provide our one-to-one support. The risk is associated with sourcing, selecting, training and retaining sufficient Counsellors on Placement to deliver the service. The quality of Place2Be's own training offer and supervision structure ensures that there is mutual benefit to both the Charity and the Counsellor on Placement. We build relationships with academic institutions that provide training in counselling to make sure that the opportunity we offer is made available to trainees in geographical areas where we have a need. We work closely with the British Association of Counselling and Psychotherapy (BACP) and the UK Council for Psychotherapy (UKCP) to make sure that our placement programmes and training are relevant and valued by the profession. The introduction of our paid Mental Health Practitioner role also provides a supportive career pathway for counsellors once they have qualified.

#### **Competitive environment**

The need for our services continues to grow and when set against the backdrop of the rapidly changing world there remains the need for Place2Be to continually evolve. In addition, there is an ever-changing landscape with providers of online services, private as well as public sector, now providing some services for young people's mental health. Place2Be must continue to build on the experience and evidence built up from service provision embedded in schools for almost 30 years; continue to embrace technology; strong

partnerships and relationships with commissioners and schools. Tenders from Integrated Care Boards and Multi-Academy Trusts often have short response times and often have TUPE implications so Place2Be must continue to be responsive and flexible in its approach. The training environment is more competitive than ever before. Fifteen years ago, we were the only provider of a counselling qualification specifically aimed at working with children; now there are in the region of 20 other providers nationally providing children and young people focused programmes.

**Data security**

The number of hacking and ransomware attacks perpetrated by cyber criminals on institutions continues to increase. Many educational and not-for-profit institutions have been targeted. Place2Be has put more resources into the area of cyber security by introducing measures such as multi-factor authentication and second device sign-on for systems which hold sensitive data. We are implementing a five-year IT and data strategic plan which will improve system interoperability and security, but the risk of cyber-attacks will continue to remain high. We perform regular security testing of our main systems as well as staff training to mitigate against the inherent risks. Data security risk and practical measures are considered by the Risk Committee and the Information Technology Advisory Group, which reports into the Finance and Audit Committee.

### **Section 3: Governance and management**

Place2Be is governed in accordance with its Memorandum and Articles of Association by the Board of Trustees. These were assessed by Trustees in 2021 and a new set adopted in December 2021.

Place2Be abides by and assesses itself against the Charity Commission Code of Conduct. The Charity utilises the Code as a tool to reflect upon its current governance structures and consider the ways in which it meets its charitable objectives and applies the seven principles of recommended practice.

Every two years, we carry out an internal assessment against the Charity Commission's published Code of Conduct, which contains a number of tests supporting seven principles of organisational governance. These are divided into the following broad headings:

- **Organisational Purpose:** The Board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably;
- **Leadership:** Place2Be is headed by an effective Board that provides strategic leadership in line with the charity's aims and values;
- **Integrity:** The Board acts with integrity. It adopts values, applies ethical principles to decisions and creates a welcoming and supportive culture which helps achieve the charity's purposes. The Board is aware of the significance of the public's confidence and trust in charities. It reflects the charity's ethics and values in everything it does. Trustees undertake their duties with this in mind;
- **Decision making, risk and control:** The Board makes sure that its decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored;
- **Board effectiveness:** The Board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions. Formal skills audits are performed annually;
- **Equality, Diversity and Inclusion:** The Board has a clear, agreed and effective approach to supporting equality, diversity and inclusion throughout the organisation and in its own practice. This approach supports good governance and the delivery of the organisation's charitable purposes;
- **Openness and accountability:** The Board leads the organisation in being transparent and accountable.

The Board and Executive are content that the requirements of the Code are met but we continue to consider the ways in which Place2Be can continue to improve the Charity's governance standards and increase our overall effectiveness as an organisation.

#### **Integrity**

Place2Be takes our responsibility to protect the privacy and safety of everyone we work with very seriously. Integrity is one of our core values and is applied to everything we do, from ensuring client data is kept safely, to having in-depth and robust policies to protect staff and those we work with. We maintain a register of any conflicts of interest which may arise for Trustees and other Trustees then decide how to deal with these.

#### **Board Effectiveness**

The Trustees select and appoint individuals to act as new Trustees, based upon a skills review which identifies the skills needed on the Board. New Trustees are then sought based on the results of the skills review. An initial term of four years is usual, with review and possible extension of a further four years, and thereafter at the Board's discretion. The Chair undertakes reviews with each Trustee annually. As the Charity is a company limited by guarantee with no share capital, Trustees have no personal interest in it. New Trustees

undertake an induction programme including a school visit, meetings with the CEO and senior management, and attendance at events.

### **Equality, Diversity and Inclusion**

The organisation is committed to increasing the diversity and inclusion of Trustees, employees, trainees and counsellors on placement. 29% of our trustees and 22% of our workforce are from diverse backgrounds; 7.5% of our workforce identify as LGBTQIA+ and 22% of our counsellors are from diverse groups, which we now track, as part of our recruitment and social mobility data.

Place2Be founded and continues to Chair the Diversity and Inclusion Coalition of industry bodies whose focus remains on working together to remove the barriers for people from ethnically diverse backgrounds joining the counselling and psychotherapy professions. The coalition has commissioned the development of a toolkit for psychological therapies to provide support on three areas of course provision: the institution, the training programme, and the individual tutor, and the toolkit is titled "Race is complicated" and is due to be launched in October 2023. Our internal diversity and inclusion staff steering group meets very six weeks to ensure we listen to and incorporate the views and lived experience of all colleagues across Place2Be. We now have three support networks: Plus group for LGBTQIA+ colleagues, Hearing Loss and Race Equality Forum, which all feed into the main steering group. Our staff survey shows that an increasing proportion of employees feel that Place2Be treat all employees fairly, we have seen a year-on-year consecutive increase in trend with a 2.8% increase from 2022 and a 7.1% increase from 2021.

We have a robust Equality, Diversity, and Inclusion plan which the executive directors are accountable for. This plan focuses on attaining continuous improvement in our practice, and mental health workforce, our staff, how we learn and how we engage and promote the work we do.

We report our gender pay gap statistics annually. The most recent report reported that the mean gender pay gap at Place2Be had closed from 11.7% on 5 April 2021 to 9.9% on 5 April 2022 although the median or 'middle' employee gender gap increased from 0.0% to 7.9%. Since the number of male employees is relatively low (11%) some small movements in that population can have a large impact on the figures. There are nine more male staff in 2022 compared with 2021 and the middle male employee is now a trainer in our Mental Health Workforce team which commands a relatively high hourly rate.

Some support teams experiencing growth (such as IT, Fundraising and Communications) have recruited a higher-than-average number of males (higher than the 11% average across the organisation) and this has been a factor in moving the median male employee away from a school-based role to an office based one.

We performed a review of ethnicity pay gap using metrics available to us from voluntary disclosure for our staff. There is currently no statutory or regulatory requirement to publish statistics although the government has previously stated a desire to introduce similar reporting requirements to those for gender. Our figures for 5 April 2022 indicate that the mean ethnicity pay gap has reduced from 1.9% to 1.7% over the previous twelve months. The median gap is zero indicating that there is no gap for the 'middle' employee. We acknowledge that these figures are dependent on our staff's willingness to disclose the information and in order to improve the reliability of the measure we have encouraged staff to respond even if they select 'prefer not to say' but we are pleased to report that the percentage of staff for which we have no data reduced from 8.4% in April 2021 to 0% in April 2022.

We are implementing several measures to improve the ethnicity pay gap, including continuing to operate a competency-based approach to recruitment and promotion. Last year, eight employees participated in our reciprocal mentoring programme and we currently have ten employees enrolled for the next run. We have created a post graduate bursary fund to encourage more employees, particularly those from diverse groups, in order to further develop their careers by pursuing courses which benefit them and the organisation. We are pleased that three colleagues have benefitted from this scheme, two of whom are from diverse communities. We continue to analyse and benchmark our job descriptions, ensuring we apply a fair and transparent system for assessing newly created roles, using both internal and external benchmarking. In addition, our Recruitment Applicant Tracking System anonymises gender, ethnicity and educational establishment. We have a specific recruitment budget targeted at inclusive recruitment and we have adopted other measures designed to reduce systematic bias in the hiring process.

### **Openness and Accountability**

The Board and the Executive team recognise the importance of openness and transparency in communications with funders, donors, commissioners, schools and beneficiaries. Our annual accounts and report are published in full on our website, and we respond

quickly and fully to any queries about our work whilst maintaining strict client confidentiality. We are proactive in seeking feedback from stakeholders; and our disclosure policy which encourages members of staff to raise any concerns they may have.

#### **Decision making and control**

The Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Board papers are circulated in advance of meetings so that Trustees can consider matters on the agenda and, where appropriate, consult externally. The Board maintains an up-to-date Contractual & Financial Delegation and Sign Off Policy to ensure that Trustees retain control of the charity while enabling the Executive to deal with the day-to-day running of the charity in a timely way.

Board meetings are run in an open manner so that everyone can have their say, and Trustees with relevant skills are appointed to sub-committees where issues are addressed in more depth. The Board has sub committees with delegated authority for: Finance and Audit; Practice and Quality; Risk; People and Culture; and Nominations. Responsibility for the scrutiny of salaries and other duties was transferred from the Remuneration Committee to the People and Culture Committee during the year. In addition, there is a Research Advisory Group, a Development Advisory Group for Scotland, a Technology Advisory Group and plans for a Parenting Advisory Group as a key area of practice development.

#### **Fundraising code of practice**

We value our supporters and donors and put them at the centre of all our fundraising activity. We are registered with the Fundraising Regulator self-regulatory scheme, and as members, we follow the Institute of Fundraising's Codes of Fundraising Practice and comply with the key principles embodied in the codes and are committed to adhering to the Code of Fundraising Practice.

Fundraising activities are not outsourced to professional fundraisers or commercial participants. Place2Be's fundraising team adheres to Section 1.2 of the Code of Fundraising Practice and is committed to protecting vulnerable donors. We are not aware of any occasion during 2022/2023 when we have been in breach of the Fundraising Code of Practice.

#### **Environmental, Social and Governance framework**

The Charity takes seriously its responsibilities within all aspects of Environmental, Social and Governance. Our ESG Group meets quarterly and contains members of the executive team and staff members who attend on a voluntary basis. The Group approved our ESG Framework but the ownership of the Framework sits with the Executive team reporting into our Board. In line with Place2Be's values, we are committed to our wider responsibilities as an organisation and as an employer and we aim to operate sustainably and ethically across all aspects of our work.

Place2Be applies ethical standards to suppliers it works with, and its Procurement Policy contains ethical guidelines. Our Fundraising and Partnership policies also contain ethical standards so that we support and encourage others to make positive changes. Place2Be is committed to publishing its performance in matters of ESG.

The social elements are addressed principally by our EDI and pay gap activities (described more fully in Section 5 below). In the area of governance, the charity assesses itself against the Charity Commission Code of Conduct (in Section 3 above).

Our environmental commitments are contained within our Green Charter. In line with the Charter, we are committed to reducing our carbon footprint, in three key areas:

#### **Minimising harmful emissions through travel**

We are monitoring CO2 emissions and reporting on usage each quarter with the aim to reduce car miles per capita by 10% by 2025 against a 2019 baseline. Performance against this is on track with metrics at 31<sup>st</sup> March 2023 showing a 14% reduction against the 2019 baseline. We try to influence this metric by encouraging:

- Use of Zoom where possible
- Sustainable forms of transport – public transport to attend meetings; trains as first choice for long-distance UK trips; and a cycle loan scheme for staff;

#### **Reducing waste which we influence by:**

- Promoting sustainable practices in the office and create greater awareness of waste through signposting and internal communication
- Having in place a procurement policy that supports sustainability
- Monitoring volumes of refuse and recycling.

#### **Reducing office energy use and CO2 emissions where possible**

We are monitoring our energy usage at Head Office with a view to reducing kilowatt per hour usage per capita by 10% in the year to March 2025 against a March 2019 baseline. Performance against this is on track with metrics at 31<sup>st</sup> March 2023 showing a 10% reduction against the 2019 baseline.

We try to influence this metric by:

- Publishing a list of good behaviours on our intranet
- Minimising heating, air-conditioning and lighting use where possible
- Use of energy efficient appliances and lighting
- Regular assessment of energy efficiency by a third party, in line with the government Energy Savings Opportunity Scheme (ESOS) with the Phase 3 report due in December 2023.
- Increasing greenery on office roof-terrace to off-set carbon and create more biodiversity.

#### **Reporting and Accountability**

We will publish the results and act on the suggestions of our statutory ESOS assessments.

We promote our Green Charter and commitments through our intranet and website, and encourage all staff to support this work in a number of ways:

- Staff induction (new joiners to read ESG Framework and Green Charter)
- Signposting throughout the office space and intranet, with reminders about recycling, energy saving, bike loan scheme and other initiatives
- We support the delivery and roll-out of the Charter through regular updates to staff
- We promote membership of our ESG group across the organisation in order to encourage staff to shape, embed and champion this work.

#### **Investment policy**

Place2Be classes its appetite for Financial Investment Risk as 'very low'. This means that its Investment Policy is cautious and considers risk to be more important than reward in order to protect the Charity's assets. Cash holdings are favoured ahead of securities (e.g. debt or equities) since they have a lower risk profile. The need to spread risk is balanced against the practicalities of administering numerous accounts and the investment policy also considers social, environmental and ethical considerations.

Place2Be, through the Finance and Audit Committee, has adopted a prudent approach to the investment of surplus funds, investing primarily in a small number of interest-bearing deposits with financial institutions with a strong credit rating.

The Trustees consider the performance of its cash and investments was adequate during the year.

## **Section 4: Going concern statement**

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees have given due consideration to the charity's ability to operate and to its financial sustainability including the potential impacts of macroeconomic considerations such as the rising cost of living, energy shortages, high levels of inflation and skills shortages across a number of industries.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

## **Section 5: People**

Place2Be has established a Staff Consultative Forum so that employees can engage and contribute views on issues affecting the effective running of the organisation. We have a forum for office-based teams, and one for school-based teams which continues to provide input into operational and strategic issues in addition to items raised by employees. In addition, we have active employee voice channels. We conduct regular employee pulse surveys which include questions on how staff feel that we are performing against our Wellbeing, and EDI agenda. Based on the feedback, we have focused on four areas over the last twelve months: improving internal communication, addressing workload, improving wellbeing and enhancing leadership. Our last pulse survey showed significant improvement in all of these areas.

We have an EDI Steering Group, which meets every six weeks to discuss and champion our EDI Action Plan. We are committed to inclusive recruitment practices, and we take positive action by putting in place measures to support the recruitment and promotion of underrepresented communities.

7.8% of our employees declare on record as having a disability. We have a proactive People team that supports our managers and staff in responding to reasonable adjustments.

During that time period, there have been 61 individuals where we have put in place reasonable adjustments and support, either through Occupational Health Assessments, Remploy Assessments (for Dyslexia disclosures), external DSE assessments and/or discussions with individuals prior to employment during onboarding (following a disclosure on their Health Declaration). Of these cases we believe only two were linked to a disability.

Place2Be has policies relating to employee welfare and support including:

- Employee Wellbeing
- Ill-health
- Health and Safety
- Equality, Diversity and Inclusion
- Anti-harassment and bullying
- Disclosure (whistleblowing)
- Working Together – Code of Conduct
- Learning & Development framework

Our EDI Policy has a specific section on disabilities and the support offered to disabled staff and those that become disabled during their employment.

We have two Learning & Development Advisers dedicated to supporting employee engagement, learning and development across the organisation. We introduced a range of connecting and discussion forums including a quarterly town hall meeting attended by all staff, virtual "coffee meetings" with the Executive director team as well as a leadership forum.

We continue to prioritise the well-being of our staff team, by providing a 24-hour, seven-day-a-week Employee Assistance Programme (EAP) service. We also offer staff two wellbeing training days. In addition, we run a reciprocal mentoring programme, which has been well received by staff, along with mentoring and buddying schemes across all teams.

**PLACE2BE**  
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We encourage our staff to be actively involved in projects through working groups. For example, our digital champion working group serves as a channel for staff to contribute and influence our digital and communications strategy.

We strengthened our discussion on inclusion through a series of workshops entitled *Include me at work*, supported by corporate partners PwC. Feedback from the sessions was positive: 75% of participants agreed and 12% strongly agreed that their understanding of how to be more inclusive to others had increased. To date, 167 employees have completed session one, and 150 have completed session two. We also have a further two sessions of each planned for the year ahead.

We continue to encourage our workforce to grow into leadership roles and in this financial year we have supported the following apprenticeships: Level 3 Data Technician (1), Level 3 Team Leader (11), Level 4 Business Analyst (2), Level 4 Data Analytics (4), Level 4 Associate Project Management (5), Level 5 Coaching (5), Level 5 Learning and Development Business Partner (1), Level 5 Management (3), Level 6 Digital and Technology Solutions (1) and Level 7 Senior Leader (8).

We have developed an EDI leadership bursary fund, which is ringfenced for five employees seeking to undertake a post-graduate programme. Place2Be contributes a maximum of £2,000 per person through our central Learning and Development budget. This programme is especially targeted at staff from diverse groups to enable them to study for a leadership programme.

## **Section 6: Statement of Trustees' Responsibilities**

The Trustees as Directors are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the result of the company for that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities Statement of Recommended Practice (SORP);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## **Section 7: Statement of disclosure to auditors**

Crowe U.K. LLP has indicated its willingness to be reappointed as statutory auditor.

As far as the Trustees are aware, there is no relevant audit information of which the company's auditors are unaware, and the Trustees have taken all the steps that they ought to have taken, in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This Annual Report, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Trustees of Place2Be on 18<sup>th</sup> September 2023, including in their capacity as company directors approving the Directors' and Strategic Reports contained therein, and is signed as authorised on its behalf by:



Simon Mackenzie Smith, Chair of Trustees  
18<sup>th</sup> September 2023

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE**

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## **Opinion**

We have audited the financial statements of Place2Be for the year ended March 2022 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement and notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2023 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Other information**

The Trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation (GDPR),

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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employment legislation, Health and Safety legislation and Child Protection legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Audit Committee about their own identification and assessment of the risks of irregularities, agreeing income to contracts or other supporting evidence on a sample basis, testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

**Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jayne Rowe  
Senior Statutory Auditor

For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor

**PLACE2BE**  
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**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2023**

	Note	Unrestricted funds 2023 £000	Restricted funds 2023 £000	Total funds 2023 £000	Total funds 2022 £000
<b>Income from:</b>					
Donations and legacies	4	7,970	4,437	12,407	8,560
Charitable activities	5	10,183	2,172	12,355	10,750
Trading income	7	10	-	10	20
Other income	6	229	-	229	155
<b>Total income</b>		<b>18,392</b>	<b>6,609</b>	<b>25,001</b>	<b>19,485</b>
<b>Expenditure on:</b>					
Raising funds		1,501	20	1,521	1,209
Charitable activities		18,315	5,243	23,558	19,510
<b>Total expenditure</b>		<b>19,816</b>	<b>5,263</b>	<b>25,079</b>	<b>20,719</b>
<b>Net movement in funds before other recognised gains/(losses)</b>		<b>(1,424)</b>	<b>1,346</b>	<b>(78)</b>	<b>(1,234)</b>
<b>Other recognised gains/(losses):</b>					
(Losses)/gains on revaluation of fixed assets		(607)	-	(607)	85
<b>Net movement in funds</b>		<b>(2,031)</b>	<b>1,346</b>	<b>(685)</b>	<b>(1,149)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		13,113	1,491	14,604	15,753
Net movement in funds		(2,031)	1,346	(685)	(1,149)
<b>Total funds carried forward</b>		<b>11,082</b>	<b>2,837</b>	<b>13,919</b>	<b>14,604</b>

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 37 to 58 form part of these financial statements.

**PLACE2BE**  
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**REGISTERED NUMBER: 02876150**

**CONSOLIDATED BALANCE SHEET**  
**AS AT 31 MARCH 2023**

	Note	2023 £000	2022 £000
<b>Fixed assets</b>			
Tangible assets	12	1,686	2,096
Investments	14	1	1
Investment property	13	4,050	4,657
		<u>5,737</u>	<u>6,754</u>
<b>Current assets</b>			
Debtors	15	4,211	3,377
Cash at bank and in hand		6,493	6,802
		<u>10,704</u>	<u>10,179</u>
Creditors: amounts falling due within one year	16	(1,954)	(1,691)
		<u>8,750</u>	<u>8,488</u>
<b>Net current assets</b>		<u>8,750</u>	<u>8,488</u>
<b>Total assets less current liabilities</b>		<u>14,487</u>	<u>15,242</u>
Creditors: amounts falling due after more than one year	17	(568)	(638)
<b>Total net assets</b>		<u><u>13,919</u></u>	<u><u>14,604</u></u>
<b>Charity funds</b>			
Restricted funds	18	2,837	1,491
Total restricted funds	18	2,837	1,491
Unrestricted funds	18	11,082	13,113
<b>Total funds</b>		<u><u>13,919</u></u>	<u><u>14,604</u></u>

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**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

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**CONSOLIDATED BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2023**

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The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....  
**Simon Mackenzie Smith**  
Chair of Trustees  
Date:



.....  
**Catherine Roche**  
Chief Executive

The notes on pages 37 to 58 form part of these financial statements.

**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

**CHARITY BALANCE SHEET**  
**AS AT 31 MARCH 2023**

	Note	2023 £000	2022 £000
<b>Fixed assets</b>			
Tangible assets	12	1,686	2,096
Investments	14	2	2
Investment property	13	4,050	4,657
		<u>5,738</u>	<u>6,755</u>
<b>Current assets</b>			
Debtors	15	4,233	3,389
Cash at bank and in hand		6,460	6,768
		<u>10,693</u>	<u>10,157</u>
Creditors: amounts falling due within one year	16	(1,944)	(1,670)
		<u>8,749</u>	<u>8,487</u>
<b>Net current assets</b>		<u>8,749</u>	<u>8,487</u>
<b>Total assets less current liabilities</b>		<u>14,487</u>	<u>15,242</u>
Creditors: amounts falling due after more than one year	17	(568)	(638)
<b>Total net assets</b>		<u>13,919</u>	<u>14,604</u>
<b>Charity funds</b>			
Restricted funds	18	2,817	1,491
Total restricted funds	18	2,817	1,491
Unrestricted funds	18	11,102	13,113
<b>Total funds</b>		<u>13,919</u>	<u>14,604</u>

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**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

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**CHARITY BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2023**

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The charity's net movement in funds for the year was £(685)k (2022 - £(1,125)k ).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....  
**Simon Mackenzie Smith**  
Chair of Trustees  
Date:



.....  
**Catherine Roche**  
Chief Executive

The notes on pages 37 to 58 form part of these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**CONSOLIDATED STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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	<b>2023</b>	<i>2022</i>
	<b>£000</b>	<i>£000</i>
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	<b>25</b>	<i>1,157</i>
	<hr/>	<hr/>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	<b>(266)</b>	<i>(112)</i>
	<hr/>	<hr/>
<b>Net cash used in investing activities</b>	<b>(266)</b>	<i>(112)</i>
	<hr/>	<hr/>
<b>Cash flows from financing activities</b>		
Repayments of borrowing	<b>(68)</b>	<i>(44)</i>
	<hr/>	<hr/>
<b>Net cash used in financing activities</b>	<b>(68)</b>	<i>(44)</i>
	<hr/>	<hr/>
<b>Change in cash and cash equivalents in the year</b>	<b>(309)</b>	<i>1,001</i>
Cash and cash equivalents at the beginning of the year	<b>6,802</b>	<i>5,801</i>
	<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	<b>6,493</b>	<i>6,802</i>
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 37 to 58 form part of these financial statements

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**1. General information**

Place2Be is a private, limited by guarantee, company (registered number 02876150), which is incorporated in England and domiciled in the UK. Place2Be is registered under a charity with registration numbers 1040756 and SC038649. The address of the registered office is 175 St. John Street, Clerkenwell, London, EC1V 4LW.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Place2Be meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

**2.2 Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly owned subsidiary, on a line by line basis. All intragroup transactions, balances, income and expenses are eliminated in full on consolidation.

The charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**2. Accounting policies (continued)**

**2.3 Income**

**Voluntary Income**

Income received by way of donations is accounted for when conditions for their receipt have been met, there is reasonable probability of receipt and the amount receivable can be reliably estimated.

**Donated goods, facilities and services**

Gifts in Kind and donated services are included at the value to Place2Be where this can be quantified. Where this is possible, this is based on estimated open market value. The value of services provided by volunteers is not included in these accounts. Further analysis is included in note 3.

**Grants Receivable**

Grants are recognised in the SoFA when received or when Place2Be becomes entitled to receive. Grants that have been received will be treated as deferred income where there is a specific requirement in the terms of the grant that the income recognition is dependant on certain activities being completed in a future accounting period.

**Training Income**

Training income is recognised when the training has been delivered. Invoiced amounts are held as deferred income until delivered.

**School Services Income**

Schools are typically invoiced in April for the year to the end of the following March so as to be consistent with the Place2Be financial year end. However, in some instances invoices are raised in September and cover the school year to the end of the following August. In these instances revenue is pro rated to recognise income attributable to the period.

**2.4 Resources expended**

Resources expended are accounted for on an accruals basis and include the related irrecoverable VAT. All costs, other than those specifically related to the costs of generating funds, are regarded as being incurred in connection with charitable activities and include costs of services and support costs and depreciation. Costs of generating funds include staff costs and other direct costs of fundraising activities. Support costs have been allocated in categories consistent with the management and operations of the organisation. Costs are categorised into the following categories: Mental health services and support, Learning and development and Raising awareness and promoting understanding.

**2.5 Government grants**

Government grants relating to tangible fixed assets are treated as deferred income and released to the consolidated statement of financial activities over the expected useful lives of the assets concerned. Other grants are credited to the consolidated statement of financial activities as the related expenditure is incurred.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**2. Accounting policies (continued)**

**2.6 Corporation tax and taxation**

Income tax expense represents the tax currently payable on any taxable profit for the year. Taxable profit only arises from any non charitable trading activity undertaken. The Group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Irrecoverable VAT is included in Resources Expended.

**2.7 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation.

Refurbishment costs incurred as part of the leasehold improvements of 175 St. John Street have been capitalised and are being depreciated over the remaining length of the lease. All new equipment purchases with a capital value of more than £5,000, whether financed by the receipt of grants or paid for out of unrestricted funds, are depreciated on a reducing balance basis over 3 years. Smaller assets are treated as revenue expenditure in the year of purchase. Gifts in Kind comprising equipment donated to Place2Be are fully written off in the period in which the gift is received.

**2.8 Investments**

Investments represent investment in the Place2Be Trading subsidiary and funds held on short term deposit. Investment in the subsidiary is held at cost less impairment. Short term deposits are shown at market value and changes in value in the year, whether or not realised, are reported in the Statement of Financial Activities. Investments are those funds held on short term deposit. These are shown at market value and changes in value in the year, whether or not realised, are reported in the statement of financial activities.

**2.9 Investment properties**

Property investments are valued using professional advice and on the basis of market value as defined in the RICS Appraisal and Valuation Manual ("The Red Book"). An independent valuation of the property at Angel Gate has been carried out at 31 March 2023 by Foxglove Property Consultants Ltd.

**2.10 Financial instruments**

Place2Be has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise bank loans and overdrafts, trade and other creditors and accruals.

At the balance sheet date the Group held financial assets at amortised cost of £8,663k (2022: £7,862k). Financial assets at fair value through income or expenditure of £nil (2022: £nil) and financial liabilities at amortised cost of £1,954k (2022: £1,619k).

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**2. Accounting policies (continued)**

**2.11 Pensions**

Place2Be offers a personal defined contribution pension scheme through a major pension provider. This is open to all staff that meet the government's auto-enrolment eligibility criteria. Enrolled individuals are required to make a contribution to the scheme of at least 3% of their basic monthly pay with Place2Be contributing a further 5% of basic monthly pay to the scheme for each enrolled employee.

Pension fund contributions are paid over on a monthly basis to the respective scheme provider. The company encourages staff to obtain independent financial advice before entering the scheme. The cost of employer contributions is shown in note 12.

**2.12 Fund accounting**

Unrestricted Funds are funds which are expendable at the discretion of the Trustees in furtherance of the objectives of the charity.

Designated Funds are unrestricted funds that have been set aside by the Trustees of the Charity for specific purposes.

Restricted Funds are those which are used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes.

**2.13 Key judgements and uncertainties**

In the application of the Charity's accounting policies, which are described in note 2, Trustees are required to make judgements, estimates, assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

**3. Services and facilities donated free of cost**

The Charity gratefully acknowledges receipt of voluntary services provided by clinicians on placement and a wide range of advisers and other voluntary supporters.

Included in income is intangible income of £506k for the year (2022: £292k), representing gifts in kind, primarily in respect of legal and professional services estimated by the providers at £429 k (2022: £170k). This income and corresponding expenditure is included in the accounts under appropriate headings and contained within the analysis reported in notes 4-10.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**4. Income from donations and legacies**

	<b>Unrestricted funds 2023 £000</b>	<b>Restricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Companies and corporate trusts	1,741	885	<b>2,626</b>	3,017
Other trusts and charities	3,823	2,091	<b>5,914</b>	2,851
Corporate gifts in kind	506	-	<b>506</b>	292
Government grants	-	-	-	8
Private donations and events	1,900	1,461	<b>3,361</b>	2,392
	<u>7,970</u>	<u>4,437</u>	<u><b>12,407</b></u>	<u>8,560</u>

**5. Activities in Futherance of Charity Objectives**

	<b>Unrestricted funds 2023 £000</b>	<b>Restricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Schools	9,067	5	<b>9,072</b>	7,966
Government and Clinical Commissioning Groups	(2)	2,071	<b>2,069</b>	2,046
Training	1,118	96	<b>1,214</b>	738
	<u>10,183</u>	<u>2,172</u>	<u><b>12,355</b></u>	<u>10,750</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**6. Other income**

	<b>Unrestricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Rental income	172	<b>172</b>	119
Insurance income	-	-	10
Other income	57	<b>57</b>	26
	<u>229</u>	<u><b>229</b></u>	<u>155</u>

**7. Income from other trading activities**

**Income from non charitable trading activities**

	<b>Unrestricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Companies and corporate trusts	10	<b>10</b>	20

**8. Cost of generating funds**

	<b>Unrestricted funds 2023 £000</b>	<b>Restricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Staffing costs	1,128	-	<b>1,128</b>	940
Advisors and consultants	61	-	<b>61</b>	41
Event costs	170	-	<b>170</b>	79
Other	142	20	<b>162</b>	149
<b>Total 2023</b>	<u>1,501</u>	<u>20</u>	<u><b>1,521</b></u>	<u>1,209</u>
<i>Total 2022</i>	<u>1,195</u>	<u>14</u>	<u>1,209</u>	

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**9. Charitable activities**

	<b>Mental health services &amp; support 2023 £000</b>	<b>Learning &amp; development 2023 £000</b>	<b>Raising awareness &amp; promoting understanding 2023 £000</b>	<b>Total funds 2023 £000</b>	<i>Total funds 2022 £000</i>
Direct costs	14,408	1,599	954	<b>16,961</b>	13,276
Central costs	5,652	609	336	<b>6,597</b>	6,234
<b>Total 2023</b>	<u>20,060</u>	<u>2,208</u>	<u>1,290</u>	<u><b>23,558</b></u>	<u>19,510</u>
<i>Total 2022</i>	<u>16,759</u>	<u>1,827</u>	<u>924</u>	<u>19,510</u>	

**10. Auditor's remuneration**

	<b>2023 £000</b>	<i>2022 £000</i>
Fees payable to the charity's auditor in respect of:		
Auditor's remuneration - audit	<b>27</b>	28
Auditor's remuneration - other services	<b>7</b>	8
	<u><b>34</b></u>	<u>36</u>

**11. Staff costs**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>	<b>Company 2023 £000</b>	<i>Company 2022 £000</i>
Wages and salaries	<b>17,054</b>	13,624	<b>17,054</b>	13,624
Social security costs	<b>1,623</b>	1,233	<b>1,623</b>	1,233
Contribution to defined contribution pension schemes	<b>809</b>	649	<b>809</b>	649
	<u><b>19,486</b></u>	<u>15,506</u>	<u><b>19,486</b></u>	<u>15,506</u>

Included in the above are redundancy and termination costs in the year to 31 March 2023 of £13k relating to 5 members of staff (2022: £62k and 23 members of staff). All costs were paid in the year.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**11. Staff costs (continued)**

The average number of persons employed by the charity during the year was as follows:

	<b>Group 2023 No.</b>	<i>Group 2022 No.</i>
Operations, Training and Research	<b>562</b>	473
Fundraising	<b>26</b>	23
Support (including HR, Finance and IT)	<b>65</b>	54
	<b>653</b>	550

The average headcount expressed as full-time equivalents was:

	<b>Group 2023 No.</b>	<i>Group 2022 No.</i>
Operations, Training and Research	<b>374</b>	307
Fundraising	<b>25</b>	22
Support (including HR, Finance and IT)	<b>62</b>	51
	<b>461</b>	380

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group 2023 No.</b>	<i>Group 2022 No.</i>
In the band £60,001 - £70,000	<b>6</b>	4
In the band £70,001 - £80,000	<b>1</b>	4
In the band £80,001 - £90,000	<b>2</b>	1
In the band £90,001 - £100,000	<b>4</b>	1
In the band £100,001 - £110,000	<b>-</b>	1
In the band £110,001 - £120,000	<b>1</b>	-

Pension costs associated with those staff in the higher income bands totalled £56k (2022: £41k).

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**11 Staff costs (continued) Remuneration of Key Management Personnel**

The total value of employment benefits including salary, pension and employers National Insurance received by Trustees and the executive team:

	<b>2023</b>	<b>2022</b>
	<b>£000</b>	<b>£000</b>
Trustees	-	-
Executive team	<b>849</b>	<b>744</b>

£355.49 of travel costs were reimbursed to Trustees during the year (2022: £642.16 of expenses were reimbursed to Trustees).

**12. Tangible fixed assets**

**Group and Company**

	<b>Long leasehold Land &amp; Buildings £000</b>	<b>Computers and Other assets £000</b>	<b>Total £000</b>
<b>Cost or valuation</b>			
At 1 April 2022	<b>2,689</b>	<b>1,463</b>	<b>4,152</b>
Additions	-	<b>266</b>	<b>266</b>
At 31 March 2023	<b>2,689</b>	<b>1,729</b>	<b>4,418</b>
<b>Depreciation</b>			
At 1 April 2022	<b>1,076</b>	<b>980</b>	<b>2,056</b>
Charge for the year	<b>302</b>	<b>374</b>	<b>676</b>
At 31 March 2023	<b>1,378</b>	<b>1,354</b>	<b>2,732</b>
<b>Net book value</b>			
At 31 March 2023	<b>1,311</b>	<b>375</b>	<b>1,686</b>
<i>At 31 March 2022</i>	<i>1,613</i>	<i>483</i>	<i>2,096</i>

All fixed assets are used for direct charitable purposes.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**13. Investment property**

**Group and charity**

	<b>Angel Gate £000</b>
<b>Valuation</b>	
At 1 April 2022	4,657
Loss on revaluation	(607)
	4,050
At 31 March 2023	4,050

The 2023 valuation of the Angel Gate property was made on a fair value basis by Foxglove Property Consultants Ltd.

The property has been treated as an investment property since 2018 on the basis that the property was no longer being used for operational purposes by the charity.

**14. Fixed asset investments**

	<b>Unlisted investments £000</b>
<b>Group</b>	
<b>Cost or valuation</b>	
At 1 April 2022	1
At 31 March 2023	1

	<b>Investments in subsidiary companies £000</b>	<b>Unlisted investments £000</b>	<b>Total £000</b>
<b>charity</b>			
<b>Cost or valuation</b>			
At 1 April 2022	1	1	2
At 31 March 2023	1	1	2

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**15. Debtors**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>	<b>Company 2023 £000</b>	<i>Company 2022 £000</i>
Trade debtors	1,065	775	1,065	775
Amounts owed by group undertakings	-	-	22	11
Other debtors	16	13	16	13
Prepayments and accrued income	3,130	2,589	3,130	2,590
	<u>4,211</u>	<u>3,377</u>	<u>4,233</u>	<u>3,389</u>

Included within debtors is £1.304m (2022: £1.684m) representing prepaid rent on 175 St. John Street.

**16. Creditors: Amounts falling due within one year**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>	<b>Company 2023 £000</b>	<i>Company 2022 £000</i>
Bank loans	70	68	70	68
Trade creditors	175	185	175	182
Other taxation and social security	466	389	466	387
Other creditors	218	145	218	145
Accruals and deferred income	1,025	904	1,015	888
	<u>1,954</u>	<u>1,691</u>	<u>1,944</u>	<u>1,670</u>

**Deferred income analysis:**

Deferred income relates to school services and training and comprises services invoiced in advance of services rendered.

	<b>B/f £000</b>	<b>Released in the year £000</b>	<b>Deferred in the year £000</b>	<b>Total funds £000</b>	<i>Total funds 2022 £000</i>
School service funders	217	12,881	(12,672)	426	217
Training	104	885	(760)	229	104
<b>Total 2023</b>	<u>321</u>	<u>13,766</u>	<u>(13,432)</u>	<u>655</u>	<u>321</u>
<i>Total 2022</i>	<u>400</u>	<u>(10,756)</u>	<u>10,677</u>	<u>321</u>	

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**17. Creditors: Amounts falling due after more than one year**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>	<b>Company 2023 £000</b>	<i>Company 2022 £000</i>
Bank loans	<b>568</b>	638	<b>568</b>	638
	<b>568</b>	638	<b>568</b>	638

On 21 July 2021 Place2Be entered a new mortgage agreement with Lloyds Bank Plc in the sum of £750,000 in relation to the Angel Gate investment property. This replaced the previous mortgage agreement with Future Builders England Ltd which was repaid at the point of transfer.

The Lloyds mortgage is a fixed rate loan agreement at 2.52%, repayable over 10 years.

**Commitments relating to Angel Gate property:**

	<b>2023 £000</b>	<i>2022 £000</i>
Not later than one year	<b>70</b>	68
Later than one year and no later than five years	<b>376</b>	366
Later than five years	<b>192</b>	271
	<b>638</b>	705

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2022 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2023 £000
<b>Designated funds</b>					
Property	5,225	-	(180)	(607)	4,438
Development and Strategic Future Awards Ceremonies	2,824	2,000	(1,371)	-	3,453
	59	-	(59)	-	-
	<u>8,108</u>	<u>2,000</u>	<u>(1,610)</u>	<u>(607)</u>	<u>7,891</u>
<b>General funds</b>	<u>5,005</u>	<u>16,392</u>	<u>(18,206)</u>	<u>-</u>	<u>3,191</u>
<b>Unrestricted funds</b>	<u>13,113</u>	<u>18,392</u>	<u>(19,816)</u>	<u>(607)</u>	<u>11,082</u>
<b>Restricted funds</b>					
City Bridge Trust	-	122	(67)	-	55
Voluntary Income & School Service	499	4,648	(3,632)	-	1,515
Other restricted funds	65	-	(57)	-	8
Taylor Family Foundation	-	24	-	-	24
Banbury Project	24	118	(96)	-	46
Moondance	161	-	(102)	-	59
Beaverbrook Foundation	31	-	(31)	-	-
Nominet	20	40	(20)	-	40
Euromonitor	50	50	(50)	-	50
Four Acre Trust	61	88	(128)	-	21
Tim Robinson	34	63	(49)	-	48
Fidelity Grant	45	428	(209)	-	264
Prudence Trust	152	152	(146)	-	158
Lord Mayors Appeal	50	70	(120)	-	-
Juliet Garmoyle	155	184	(54)	-	285
Prudence CMHW Fund	-	31	(21)	-	10
Morgan Stanley	144	184	(250)	-	78
Art Room	-	100	(95)	-	5
Deloitte	-	82	(82)	-	-
Volant charitable trust	-	25	(25)	-	-

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds (continued)**

**Statement of funds - current year (continued)**

	Balance at 1 April 2022 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2023 £000
Marginal Impact Fund	-	200	(29)	-	171
	<u>1,491</u>	<u>6,609</u>	<u>(5,263)</u>	<u>-</u>	<u>2,837</u>
<b>Total funds</b>	<u><u>14,604</u></u>	<u><u>25,001</u></u>	<u><u>(25,079)</u></u>	<u><u>(607)</u></u>	<u><u>13,919</u></u>

**Statement of funds - prior year**

	<i>Balance at 1 April 2021 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2022 £000</i>
<b>Designated funds</b>					
Property	5,545	-	(405)	85	5,225
Development and Strategic	4,491	-	(1,667)	-	2,824
Future Awards Ceremonies	59	-	-	-	59
	<u>10,095</u>	<u>-</u>	<u>(2,072)</u>	<u>85</u>	<u>8,108</u>
General funds	<u>4,711</u>	<u>14,227</u>	<u>(13,933)</u>	<u>-</u>	<u>5,005</u>
<b>Unrestricted funds</b>	<u><u>14,806</u></u>	<u><u>14,227</u></u>	<u><u>(16,005)</u></u>	<u><u>85</u></u>	<u><u>13,113</u></u>

**PLACE2BE**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds (continued)**

**Restricted funds**

Restricted Funds - all funds	-	65	-	-	65
Voluntary Income & School Service	326	3,188	(3,015)	-	499
Other restricted funds	28	25	(53)	-	-
Taylor Family Foundation	40	-	(40)	-	-
Banbury Project	10	68	(54)	-	24
Moondance	-	161	-	-	161
Beaverbrook Foundation	35	25	(29)	-	31
Nominet	-	20	-	-	20
Euromonitor	-	50	-	-	50
Four Acre Trust	-	99	(38)	-	61
Tim Robinson	15	63	(44)	-	34
Fidelity Grant	-	124	(79)	-	45
Prudence Trust	66	132	(198)	-	-
Lord Mayors Appeal	301	306	(557)	-	50
Juliet Garmoyle	-	155	-	-	155
Prudence CMHW Fund	-	152	-	-	152
Morgan Stanley	76	253	(185)	-	144
Art Room	50	3	(53)	-	-
Deloitte	-	76	(76)	-	-
Volant charitable trust	-	212	(212)	-	-
Marginal Impact Fund	-	81	(81)	-	-
	<u>947</u>	<u>5,258</u>	<u>(4,714)</u>	<u>-</u>	<u>1,491</u>
<b>Total funds</b>	<u><u>15,753</u></u>	<u><u>19,485</u></u>	<u><u>(20,719)</u></u>	<u><u>85</u></u>	<u><u>14,604</u></u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds - (continued)**

**i) Restricted funds.** These are funds, including grants, given for a specific purpose by the provider as detailed below

**ii) Unrestricted Designated funds comprise:**

**Development & Strategic Priorities Fund.**

The fund provides for the long term and is expected to be utilised in future periods to cover the additional costs in pursuing strategic priorities. £5m was donated in March 2020 from Mohn Westlake for investment in future capability improvements and likely to be expended over a three year period. Transfers out of the fund reflect expenditure on fixed assets such as computer software and equipment.

**Property Fund.**

The fund represents the value of our properties at St John Street and Angel Gate, net of the loan secured on the property at Angel Gate. Transfers to the fund represent leasehold improvements to St John's Street net of repayments on the loan

**Future Awards Ceremonies Fund.**

The fund represents funds set aside for use in future Place2Be Awards Ceremony events.

**iii) Unrestricted Charitable Fund.** This represents the balance of Place2Be funds.

Voluntary Income & School Service	This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.
Other Restricted Funds	This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.
Taylor Family Foundation	Funding towards the delivery of the Journey of Hope therapeutic group work programme for Merton primary schools
Banbury Project	Fund to support in school services in Banbury.
Moondance	Represents funding to support an 18 month project to create a sustainable, future-proofed whole school mental health service in Wales
Beaverbrook Foundation	Funding towards Children's Mental Health Week and other marketing, communications costs to raise awareness of children's mental health
Nominet	Represents funding to develop and enhance the Parenting Smart site which provides resources and support for parents on a wide range of topics

**PLACE2BE**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds - (continued)**

Euromonitor	A three year grant to fund our parenting support in one service area including provision of Family Practitioners, an online parenting course and Parenting Smart
Four Acre Trust	Grant to fund salaries and associated costs for post holders to support delivery of Place2Be services in Birmingham and Nottingham
Tim Robinson	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school based counselling, in conjunction with funding from City Bridge Trust
Fidelity	Fund to support expansion of Place2Be's mental health services in a fifth operational region(Midlands and Wales)
Prudence Trust	Fund to support Place2Be services in 19 schools across the London and South and London and West operational regions as outlined in the Grant Agreement.
Lord Mayors Appeal	Represents funding to support Place2Think sessions for London teachers and to fund digital training for Counsellors on Placement
Juliet Garmoyle	Fund to introduce Place2Be Mental Health Services in schools in the South West of England for the first time, initially in the North Devon region.
Prudence CMHW Fund	Fund towards Children's Mental Health Week costs
Morgan Stanley	Represents funding to support face to face training for school leaders, provide digital training for classroom teachers and support the building of an online 'Best-practice' hub.
Art Room	Represents the funds transferred from The Art Room (Oxford) and further income received in the year which is specifically for activities in The Art Room programme.
Deloitte	Funding towards London and Birmingham operational areas
Volant Charitable Trust	Funding of in school services in Scotland
Marginal Impact Fund	Funding to increase provision in existing Place2Be partner schools and onboard new Place2Be Partner schools
City Bridge Trust	Funding for a longitudinal research study, to explore the long-term impact of one-to-one school based counselling, in conjunction with funding from Tim Robinson

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**19. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestrict ed funds 2023 £000</b>	<b>Restricted funds 2023 £000</b>	<b>Total funds 2023 £000</b>
Tangible fixed assets	1,686	-	<b>1,686</b>
Fixed asset investments	1	-	<b>1</b>
Investment property	4,050	-	<b>4,050</b>
Current assets	7,867	2,837	<b>10,704</b>
Creditors due within one year	(1,954)	-	<b>(1,954)</b>
Creditors due in more than one year	(568)	-	<b>(568)</b>
<b>Total</b>	<b>11,082</b>	<b>2,837</b>	<b>13,919</b>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2022 £000</i>	<i>Restricted funds 2022 £000</i>	<i>Total funds 2022 £000</i>
Tangible fixed assets	2,096	-	2,096
Fixed asset investments	1	-	1
Investment property	4,657	-	4,657
Current assets	8,688	1,491	10,179
Creditors due within one year	(1,691)	-	(1,691)
Creditors due in more than one year	(638)	-	(638)
<b>Total</b>	<b>13,113</b>	<b>1,491</b>	<b>14,604</b>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**20. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>
Net expenditure for the year (as per Statement of Financial Activities)	(78)	(1,234)
<b>Adjustments for:</b>		
Depreciation charges	676	701
Decrease/(increase) in debtors	(834)	1,819
Increase/(decrease) in creditors	261	(129)
<b>Net cash provided by operating activities</b>	<b>25</b>	<i>1,157</i>

**21. Analysis of cash and cash equivalents**

	<b>Group 2023 £000</b>	<i>Group 2022 £000</i>
Cash in hand	<b>6,493</b>	<i>6,802</i>

**22. Analysis of changes in net debt**

	<b>At 1 April 2022 £000</b>	<b>Cash flows £000</b>	<b>At 31 March 2023 £000</b>
Cash at bank and in hand	6,802	(309)	6,493
Debt due within 1 year	(68)	(2)	(70)
Debt due after 1 year	(638)	70	(568)
	<b>6,096</b>	<b>(241)</b>	<b>5,855</b>

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**23. Obligations under operating leases**

The charity entered into a 10 year lease agreement on 25 August 2017 for the rental of new head office premises. Principal rent amounts to £384,000 per annum and has been paid in full in advance.

The Group and the charity had no commitments under non-cancellable operating leases at 31 March 2023.

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>Group</b>	<i>Group</i>	<b>Company</b>	<i>Company</i>
	<b>2023</b>	<i>2022</i>	<b>2023</b>	<i>2022</i>
	<b>£000</b>	<i>£000</i>	<b>£000</b>	<i>£000</i>
Lease payments	<b>384</b>	<i>384</i>	<b>384</b>	<i>384</i>

**24. Related party transactions**

During the year ended 31 March 2023 the charity received £318k (2022: £458k) by way of donations and gifts in kind from related parties.

**25. Donations from Trustees**

Donations from Trustees during the year ended 31 March 2023 amounted to £95,047 from 8 Trustees (2022: £13,895 from 4 Trustees).

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

**26. Comparative Statement of Financial Activities**

	Unrestricted funds 2022 £000	Restricted funds 2022 £000	Total funds 2022 £000	Total funds 2021 £000
Income from:				
Donations and legacies	5,348	3,212	8,560	9,175
Charitable activities	8,704	2,046	10,750	10,126
Trading income	20	0	20	0
Investments	0	0	0	4
Other Income	155	0	155	0
<b>Total Income</b>	<b>14,227</b>	<b>5,258</b>	<b>19,485</b>	<b>19,305</b>
Expenditure on:				
Raising funds	1,195	14	1,209	876
Charitable activities	14,810	4,700	19,510	18,089
<b>Total expenditure</b>	<b>16,005</b>	<b>4,714</b>	<b>20,719</b>	<b>18,965</b>
Net movement in funds	(1,778)	544	(1,234)	340
Other recognised gains/(losses)	85		85	110
Net movement in funds	<b>(1,693)</b>	<b>544</b>	<b>(1,149)</b>	<b>450</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward	14,806	947	15,753	15,303
Net movement in funds	(1,693)	544	(1,149)	450
Total funds carried forward	<b>13,113</b>	<b>1,491</b>	<b>14,604</b>	<b>15,753</b>

**27. Principal subsidiaries**

The following was a subsidiary undertaking of the charity:

Name	Company number	Principal activity	Class of shares	Holding
Place2Be Trading Ltd	12269387	Non-trading	Ordinary	-% 100%

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**27. Principal subsidiaries (continued)**

The financial results of the subsidiaries for the year were:

<b>Names</b>	<b>Income £000</b>	<b>Expenditure £000</b>	<b>Net assets £000</b>
Place2Be Trading Ltd	10	(10)	1

**PLACE2BE**

England & Wales - Charity number 1040756

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# Accounts

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# Place2Be

## TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

**PLACE2BE**  
**(A company limited by guarantee)**

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**Registered number: 02876150**  
**Charity numbers: 1040756 & SC038649**

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**PLACE2BE**  
**(A company limited by guarantee)**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2022**

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR  
ENDED 31 MARCH 2022

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**Patron**

Her Royal Highness The Princess of Wales

**President**

Dame Benita Refson DBE

**Trustees**

Mr Simon Mackenzie Smith, Chair

Mr Aamir Ahmad

Mr Sandy Begbie

Ms Anuja Dhir

Mr Richard Douglas (appointed 8 June 2022)

Ms Elizabeth Greetham

Ms Sian Hill

Professor Osama Khan (appointed 28 September 2022)

Ms Elpha LeCointe

Mr Adrian Levy

Sir Charlie Mayfield

Mr John Murphy

Dr Margaret Murphy

Mr Tim Robinson (appointed 28 September 2022)

Professor Stephen Scott

Sir William Russell, Deputy Chair (resigned 8 June 2022)

The Rt Hon Stephen Dorrell (resigned 8 June 2022)

The Countess St Aldwyn (resigned 20 October 2021)

Ms Anthea Benjamin (appointed 20 October 2021, resigned 28 September 2022)

**Company registered number**

02876150

**Charity registered numbers**

1040756 and SC038649

**Principal and registered office**

175 St. John Street, London, EC1V 4LW

**Independent auditor**

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7JW

**Bankers**

Lloyds Bank plc, London, W1C 2BU

**Solicitors**

Clifford Chance, 10 Upper Bank Street, London, E14 5JJ

**Company Secretary**

Mr Nicholas Herod

TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2022

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## Foreword by Chair and CEO

### **Adapting to the new normal**

Place2Be's vision is for all children to have the emotional support they need to build lifelong coping skills and for them to thrive. As we embark on a new academic year, we look back with true admiration for our teams and school communities on the achievements and progress we have made together. This is thanks to the resilience of our team members and the deep, trusting and supportive partnerships they forge with our school communities to be there for children, young people and their families. As we enter our 28<sup>th</sup> year, Place2Be's direct services were accessible to over 243,000 children in schools across the UK. With the growing take-up of our training and consultation programme to support school leaders to establish a 'whole school approach' to mental health and wellbeing, we now have a national footprint of almost 1500 schools, in line with the aspirations set out in our business plan to reach 10% of schools across the UK by 2025.

The past year required everyone to adapt to a 'new normal'. Against a backdrop of an on-going pandemic and challenging economic times, we have continued to deliver against the four strands of our business strategy: delivering quality mental health services in schools; building understanding and know-how with school leaders and their staff to put in place a 'whole school approach'; training mental health professionals, moving to a format to make the most of online learning combined with in-person sessions; and carrying out a review to reshape and pave the way forward for a more diverse and inclusive children's mental health workforce. Our aim is to keep momentum high by continuing to shine a spotlight on the need for investment in early intervention and prevention. We have also continued to contribute to and build the body of academic research which underpins our work, and which demonstrates the benefits of early intervention.

### **Reaching more children, young people and families in our local partner school communities.**

As the pandemic has shown, a school is more than a place to achieve academic results. It's at the heart of the community and a sanctuary for many young people. Our school-based teams have worked hand in hand with their school partners to adapt to the 'new normal' and to come together again as a community. This involves establishing a culture where good mental health is promoted, helping to build resilience and identify and provide support for those who need it – be that dealing with grief, loss, anxiety, and a host of other issues we have seen in this past year.

Most importantly, we have continued to do what we do best: delivering our expert services in schools and reaching even more children. We have continued to adapt and refine our services, based on the needs of children. Through our one-to-one support, as well as our group work in over 500 partner schools, we have reached 243,000 children in the past year. We have also made great strides in our work supporting children who are displaying challenging behaviour – often a signal that a child is struggling. Through the introduction of our mental health practitioner and family practitioner roles – and the roll-out of new training and products, our teams can provide more tailored support to meet the child's needs and help the adults around the child to understand how they can support their wellbeing too. This includes a face-to-face programme delivered with parents and their children together, as well as the successful launch of our universally available Parenting Smart website. This has also enabled us to reach a much wider audience with advice and guidance for parents and carers of primary-aged children.

### **Building confidence and skills**

We know from over 27 years of experience in this sector that embedding wellbeing into a school's culture creates the ideal environment for children to share problems or worries and to access support when they need it. This is why it is so important to build the confidence of school staff so they can better understand and recognise the signs that a child needs support.

Over the past year, we introduced our CPD-certified Senior Mental Health Leads training, quality assured by the Department for Education. This comprehensive programme gives school leaders the skills and confidence and structure to develop and implement a mental health strategy for their school community. We are delighted to have trained over 500 school leaders so far. After completing the course, 98% of participants felt they had a better understanding of their role as a senior mental health lead; and 90% of respondents say that they think some action they have taken as a result of this programme positively impacts pupils in their school. We were also delighted to be shortlisted in the UK Charity Awards 2022 for our Mental Health Champions Foundation Programme.

### **Future focused – children’s mental health workforce**

None of our work can happen without the expert professionals we employ in schools across the UK. We were pleased to return to face-to-face training for all our mental health workforce programmes in the past year. Alongside this, we carried out a review of our mental health workforce training, to explore how we can do more to meet the increasing need for children’s mental health support across the UK. This includes proactive steps to ensure the curriculum and our recruitment processes are fully inclusive, and to encourage more mental health professionals to come from within the communities we support. We are delighted to begin the new academic year 2022/23 with a refreshed programme of clinical courses and further important developments are underway for the year ahead.

### **Making the case for early intervention and prevention**

We have become bolder in our thought-leadership and policy and public affairs work in the past year. Using our 27 years’ experience of service delivery in schools, we have participated in several Parliamentary Select Committees, health and education sector roundtables, including one with the Prime Minister in Downing Street. February 2022’s Children’s Mental Health Week, our annual campaign to shine a light on children’s mental health, was once again a resounding success generating widespread national media coverage, interaction and engagement with school communities and key stakeholders.

We were honoured to receive an Award for *Outstanding Contribution to Children’s Arts*, alongside our partners BAFTA Kids, for the roadshows we have run for the past few years. We have continued to build on our relationship with BAFTA who kindly hosted two events this year, including our Wellbeing in Schools Awards, celebrating those championing mental health in schools throughout the UK. We were also thrilled that our very first RHS Chelsea Flower Show sanctuary garden, designed by Jamie Butterworth, generously sponsored by Sarasin & Partners, was awarded a gold medal.

Our Research and Evaluation Team has continued to provide the evidence base that underpins all our work. The publication of Pro Bono Economics’ updated cost-benefit evaluation of Place2Be’s one to one counselling, found that for every £1 spent, there’s a return of £8 in economic benefit to society; up from £6.20. In the current challenging economic climate this affirmation is most welcome.

### **Values led**

As ever, we could not achieve all that we have in the past year without the generosity and compassion of our donors and valued supporters. We are particularly thankful to those who support us through unrestricted sources of income, giving us the flexibility to use the funds where they are most needed. In the past year, this has included further work on our IT infrastructure, to support our organisation development to reach more children.

As a non-profit organisation, our values act as the rudder in steering us through the choppy waters of our current times. Integrity, perseverance, compassion and creativity are not just words, but the rationale for working in this demanding, but equally rewarding, field of children’s mental health. And it is inspiring to see wonderful examples of staff living these values daily across the organisation, both within school communities and in the behind-the-scenes business operations.

In the coming year we will focus on maintaining and building on this momentum, with specific focus on attracting more professionals to train and join the mental health workforce and to increase knowledge and understanding of children’s wellbeing. We are also excited to be expanding into new areas, particularly the South West of England, the only region of the UK not currently served by our in-school Place2Be services. We are so grateful for the energy and commitment of everyone who works with us and for all who continue to support our valuable work, which is needed now more than ever.



**Simon Mackenzie Smith, Chair of Trustees.**



**Catherine Roche, CEO.**

## Section 1: Objectives and activities

### Our status and mission

Place2Be is a company limited by guarantee and a charity registered in England & Wales and in Scotland.

Our mission is to enhance the wellbeing and prospects of children and their families by providing access to therapeutic and emotional support in schools, using a proven model backed up by research and training.

### Our vision, aims and strategy

- Place2Be is the UK's leading provider of school-based children's mental health services
- We provide emotional and therapeutic support in schools, as well as expert training and resources, to improve the emotional wellbeing of children, young people, parents and teachers
- We call this a whole school approach to mental health and wellbeing.

#### Our work focuses on four areas:

- Supporting children and young people's mental health through therapeutic work in schools
- Building awareness, skills and knowledge of mental health within school communities, to equip school leaders, teachers and staff to address and prioritise wellbeing
- Building an expert workforce in the field of children and young people's mental health
- Innovating, gathering evidence and communicating the impact of our work on school communities across the UK; as well as society as a whole.

#### Why this matters:

- One in six children and young people have a diagnosable mental health problem. *Source: NHS Digital (2021)*
- Half of lifetime mental illness starts by the age of 14. *Source: Kessler R and Wang P (2007)*
- According to Young Minds, 67% of young people believed that the pandemic will have a long-term negative effect on their mental health. *Source: Young Minds (2021)*
- Mental health problems cost the UK economy at least £118 billion a year, according to the LSE and Mental Health Foundation.

## Section 2: Strategic Report

### Section 2a: Achievements and performance against 2021/2022 commitments

#### Our activity and impact at a glance

Providing high quality mental health services within schools	Building skills, confidence and knowledge in schools
<p>In FY2021/22:</p> <p>Direct in-school delivery: We worked with 500 schools in total reaching 243,000 children and young people</p> <p><i>(vs 492 schools in 2019/20, reaching 247,000 children and young people)</i></p> <p>In the academic year 21/22:</p> <ul style="list-style-type: none"> <li>6,896 (vs 5,875 previous year) pupils accessed Place2Be's one-to-one weekly support</li> <li>33,249 (vs 27,995 previous year) pupils booked their own Place2Talk appointment</li> </ul> <p>Of pupils who have taken part in Place2Be counselling between August 2020 and July 2021</p> <p><b>68%</b> caused fewer problems for their teacher or class <b>73%</b> found it easier to have friends <b>79%</b> of those with severe difficulties showed an improvement in wellbeing</p>	<p>In FY2021/22:</p> <p><b>17,022</b> school staff undertook our Mental Health Champions Foundation (MHCF) programme. 94% of those who completed the course would recommend it and 71% learned something that resulted in a change in their action, behaviour or attitude in the workplace (vs 53,603 last year)</p> <p>Following completion of the MHCF programme, 8,032 education professionals joined our online community, The Place2Be Staffroom. There are an <b>average of 16,600</b> monthly views of resources and <b>21,686 learning interactions</b>. <b>18,280</b> view of Art Room resources on Staffroom.</p> <p><b>511</b> participants completed our new <i>Senior Mental Health Lead</i> programme, for which we are a DfE approved provider. <b>80%</b> felt they had a clear plan to prioritise their school's mental health activity after the course, compared to just 30% before. <b>98%</b> felt they had a better understanding of their role as an SMHL.</p> <p><b>222</b> people completed our reflective supervision groups, Place2Think [822 in the previous year when we had two funding streams supporting delivery].</p> <p><b>12,748 total downloads</b> of Art Room Activities available to all on the website.</p> <p>129,000 resource downloads of <b>Place2Be's Children's Mental Health Week resources (vs 225, 00 total downloads the previous year)</b>.</p>
Building a child mental health workforce	Raising awareness and communicating our impact
<p>In FY2021/22:</p> <p>200 students on Level 2 93 students on Level 3 40 students on Postgraduate Diploma, including some extensions due to pandemic <i>[99 people on all qualifying courses previous year]</i></p> <p><b>546 people</b> attended a Taster Day <i>[vs 162 previous year and 1,039 19/20]</i></p> <p><b>There was a reduction in face-to-face training, due to Covid-19 restrictions.</b></p> <p><b>765</b> Counsellors on Placement (CoPs) trained with Place2Be for more than 2 months.</p> <p><b>Counsellors on Placement Hub</b> <b>807</b> new users on the hub [total 1.4k with previous year] <b>4.8k</b> comments <b>137.8k</b> views (overall) <b>72.6k</b> votes and answers on polls/quizzes</p> <p><b>836</b> individual CoPs attended a workshop (<b>685</b> previous year) and 619 of these attended more than one workshop (<b>550</b> previous year)</p> <p>We ran <b>136</b> workshops, each a day-long course (<b>115</b> previous year).</p> <p>754 unique users accessed Place2Be's learning hub, which provides a range of courses and guidance.</p>	<p>In FY2021/22:</p> <p>Four peer review papers, sharing best practice, were published in the following titles:</p> <p><b>Lancet Child and Adolescent Health; Journal of Child Psychiatry and Psychology; European Child and Adolescent Psychiatry.</b></p> <p><b>Greek Journal of Hellenic Society of Children and Adolescent Psychiatry.</b> July 2021.</p> <p><b>Child and Adolescent Mental Health:</b> November 2021.</p> <p><b>Child and Adolescent Mental Health: attending school counselling.</b> d May 2022.</p> <p><b>Plus</b> <b>Pro Bono Economics:</b> Place2Be's one-to-one counselling service in UK primary schools: an updated cost-benefit analysis. <i>June 2022.</i></p> <p><b>Website usage and engagement:</b> <b>491,516</b> users between 31 March 2021-1 April.</p> <p><b>Social media engagement:</b> <b>20,366 followers gained</b> across all channels, between April 2021-March 2022, with over 25m impressions, up 18% year on year.</p>

### **Overview of delivery against our business strategy in 2021/22**

Figures published by the NHS in November 2021 show that diagnosable mental health conditions now affect one in six children. Sadly, across our frontline services, we have seen rising numbers of young people struggling with anxiety, self-harm, eating difficulties and suicidal thoughts in the past year. The good news is we know this situation is solvable with the appropriate help. By intervening early and by working in partnership with schools, we can prevent a child's emotional issues from escalating as they grow up.

In the past year, we continued to focus on the priority areas outlined in our strategy, embedding our new clinical approach, and continuing to look at how we could improve our range of services to be even more effective, and to reach more children and families. We were also delighted to welcome two new Directors to the senior management team: Simon Yates as Director of Operations; and Sarah Houghton, who took up an internal promotion into the newly created post of Director, Mental Health Workforce Development.

### **Building confidence, skills and knowledge in schools, to promote a better understanding of mental health**

The appetite for our online Mental Health Champion Foundation (MHCF) programme continued during the summer term of 2021. We wanted to keep in touch and establish a peer-learning forum for the education professionals who had carried out this training, so developed the Place2Be **Staffroom** to provide an online community and forum for support and idea sharing. The platform soft-launched in March 2021 with a small number of active users, before officially launching in May 2021. Through ongoing dialogue with the members across the UK who have completed the MHCF programme, we are gaining a better understanding of the challenges faced in schools which informs how we tailor ongoing support both in the **Staffroom** and through other services.

The Staffroom has grown organically over the year into a vibrant community of over 8,000 teachers. It now provides a space for teachers to gain access to resources from Place2Be clinicians, activities from the Art Room to use in school, as well as view webinars on topics affecting schools. Its impact is assessed through user engagement levels and qualitative feedback on the platform, of which the depth and quality of the comments has been highlighted by Hive Learning as a standard for other organisations to aim for. The MHCF programme itself remains popular with school staff. We reduced our planned participant numbers in line with a return to the classroom for teachers. In the year to the end of March 2022 over 17,000 educators joined the programme.

As a result of reduced funding for the Place2Think service and increased school staff absence, we scaled back delivery of our Place2Think service, which provides a reflective space for school staff to discuss the emotional issues facing their students. The model is however under review as schools tell us that there is still a need for reflective space.

Place2Be is now the specialist mental health partner in the newly created National Institute of Teaching. This new DfE backed consortium will provide high quality through-career training to the teaching profession and affords Place2Be and our partners a fantastic opportunity to embed mental health at the heart of teacher and school leader training.

### **Providing high quality mental health services in schools**

Place2Be continues on its trajectory to have an embedded mental health professional in 700 schools by 2025. This year our partner schools reached 419 by 31 March 2022, with a forecast of over 100 more joining in FY22/23. We are exploring how we can work in a more strategic way with some Multi Academy Trusts as well as continuing to build out our practice in local communities and regions.

In the past year we have reshaped our clinical delivery model to include a wider range of universal and targeted interventions, while reducing the standard number of one-to-one sessions. Our data shows that this new approach has enabled us to support significantly more children and young people in one-to-one counselling, with no detriment to our positive impact. In the coming year, as these newer interventions become more established and as we continue building our group work programme, we look forward to being able to reach many more.

The past year has seen the launch of several new programmes co-created in partnership with South London and Maudsley Trust (SLAM), the Anna Freud Centre for Children and Families and of course our service users. We are making good strides in the delivery of a blended service offer for school communities, with a mix of service online as well as face-to-face in schools.

Our Family Practitioners have been trained to offer a face-to-face training programme delivered to parents/carers along with their

children. This is called Personalised Individual Parenting Training (PIPT). 258 parents have completed this programme this year. Complementing this we have written and launched the Parenting Smart site which is universally available, and our Parenting Smart online course, available in its first iterations exclusively to parents and carers from our partner schools. Nearly 40,000 unique users have accessed the Parenting Smart site and 475 parents engaged with the course.

Our secondary school staff have been trained in Knowledge Insight and Tools (KIT), a CBT informed intervention developed for counsellors, in partnership with experts from the Anna Freud Centre. Delivery of this is in its early stages, with 58 cases so far. We have seen some very promising early outcomes from these interventions. In the coming year we look forward to seeing these new offers becoming established across our schools.

In line with our business plan and additional operational capacity introduced in the 2020 restructure, we created a new Place2Be region, covering the Midlands and Wales. In the past year we have focused on resourcing and embedding the work of this fifth region, enabling us to focus greater attention on the specific needs of schools in Wales and the Midlands. We had success in South Wales securing significant funding from two donors matched by funding from local authorities, which will result in 15 new schools in South Wales joining Place2Be.

In May this year, we announced a new fund, initiated by Hugh Garmoye in memory of his wife Juliet Garmoye, which will enable Place2Be to extend its vital services into the South West for the first time, starting with Devon. The fund provides a sustainable model which will have a lasting impact on whole communities in this region and we have worked closely with local NHS and councils to ensure our services are integrated into and support existing provisions. The development of the regional model has allowed us to reach more schools outside London in the South of England and we have a growing presence in Hampshire, Wiltshire and Somerset.

#### **Building the child mental health workforce**

We were able to return to face-to-face training for all our professional qualifying programmes from September 2021 albeit with reduced numbers to manage the social distancing required. We made use of the interactive screens for those who were isolating or testing positive to ensure continuity of delivery. We will return to pre-pandemic numbers in September 2022. We performed extensive discovery work in Autumn 2021 and based on the outcome of the work we are developing a revised programme of professional qualifications, to build the child mental health workforce of the future. This will start with our newly redeveloped Level 6 Supervision Qualification programme followed by a conversion programme for people already qualified as adult counsellors to build their skills in working with children and young people.

Most of our original Level 2 and Level 3 Wolfson Bursary recipients had completed their programmes by the end of March 2022. Feedback from both students and tutors has been positive. We put in extra support to ensure success for those who needed it. One of the candidates, a primary teacher named Ashyia, commented that through her training on the bursary programme, she now feels she has the skills and tools to empower children in her class, and has been able to help them increase their resilience and emotional awareness.

#### **Raising awareness of children and young people's mental health:**

We have continued to advocate for the importance of early intervention and school-based mental health provision for all children and young people in the UK. Children's Mental Health Week, our annual promotional campaign, continued to attract widespread media and public attention. The February 2022 theme of *Growing Together* provided a great opportunity to encourage school communities to think about the importance of personal growth and being together again after two challenging years. Our activity resulted in 2,000 pieces of broadcast and online coverage, including high profile pieces on BBC and Sky News, and over 129,000 resource downloads, as well as generating over £100k in donations.

We have made significant strides in our public affairs activity across the year, ensuring that school-based mental health support and early intervention are seen as top priorities for the future. We have continued to raise our profile among politicians and members of the UK and Scottish Parliaments and the Welsh Assembly, particularly during Children's Mental Health Week. During the Week, CEO Catherine Roche was invited to participate in a special Education Select Committee session, and Place2Be hosted well-attended events in Westminster and Holyrood and significantly raised our profile among MPs, MSPs and Ministers.

Senior Place2Be staff have participated in, and contributed to, influential sector committees, including a round-table event at Number 10 Downing Street and The Times Education Commission. We have also contributed to national consultations on future mental health provision for children and young people, most recently to the Department of Health and Social Care's National Institute for Care and Health Excellence Guidelines (NICE).

We were honoured to be invited to work with corporate sponsors Sarasin & Partners and horticulturalist Jamie Butterworth, for our first RHS Chelsea Flower Show garden which won a Gold medal and secured us national TV coverage and in-person discussions with a high profile and engaged audience. We have also continued to build on our valued partnership with BAFTA, worked with the RHS and RPO on Art Room projects promoting the arts and mental health, and continued to enjoy the benefits of our Royal patronage. In June, the publication of the updated Pro Bono Economics report on the economic benefit of Place2Be support provided an ideal platform to showcase the economic argument for Place2Be's model, increasingly important in difficult economic times.

We are delighted that Jamie Butterworth has now become a Place2Be champion supporter, joining our host of celebrity supporters who are already playing active roles in raising awareness of our work. This includes children's TV presenter and *Strictly Come Dancing* star Rhys Stephenson, CBBC's Art Ninja Ricky Martin; and journalist, author and child therapist Kate Silverton, all of whom became official Place2Be ambassadors in the past year.

### **Delivery against Commitment to Equality, Diversity and Inclusion [EDI]**

Place2Be remains committed to being a fully inclusive organisation. We continue to challenge ourselves to ensure that diversity and inclusion is fully embedded in everything we do, from our training and recruitment through to our clinical practice, our communications and organisational culture. Our five areas of focus within our diversity and inclusion action plan, are shared with our staff and published on [our website](#). Our staff continue to drive forward this agenda, through the EDI Steering Group, which meets every six weeks, with representation from across the UK. Recent developments include considering any adaptations we can make to our processes and systems to support neurodiverse colleagues. Beyond our own organisation, Place2Be continues to lead the therapy sector's Diversity and Inclusion Coalition of mental health sector training providers, with its initial focus on addressing gender and ethnic disparity in the sector. An outcome in the year ahead is the production of an EDI toolkit for counselling and psychotherapy programmes.

### **Staff Wellbeing**

With a deep commitment to promoting positive mental wellbeing at work, we actively seek to foster a culture of care for employees to feel positive, resilient, and productive at work. This has been so important in the past year for all staff. For staff not based in schools, we have introduced hybrid working, aiming for an approximate 50/50 split between office and home working. We continue to promote the dedicated wellbeing section on our intranet, as well as a series of activities and staff wellbeing benefits throughout the year.

We encourage dialogue, with regular check-in sessions, many informal, to ensure staff have an opportunity to voice concerns and had a space for reflection and staying connected during lockdowns. The past two years we have offered staff wellbeing days, to be taken during the summer months, as well as end of term activities designed to support a positive working environment. Our Wellbeing in School Awards, kindly hosted by BAFTA at a ceremony in May, provided a welcome opportunity to recognise and celebrate the excellent contribution, passion and hard work of inspiring wellbeing ambassadors, including children, young people and adults who go above and beyond to support mental wellbeing in their school communities. Our Awards have been great for staff morale and stakeholder confidence.

### **Investment in technology**

Investment continued in 2021/22 to ensure we have robust and efficient infrastructure and tools to support our teams and service users. Our IT support team performed well in ensuring that all staff were supplied with the right technical equipment to enable them to continue to work remotely and securely. In addition, we continued to ensure our systems are better integrated and aligned to our business needs. We established, and are incredibly grateful to the members of, our Information Technology Advisory Group, chaired by our Trustee Aamir Ahmad. We continue to benefit immensely from the pro bono expertise of the Bank of America in helping to shape our IT infrastructure change programme, which we are implementing in phases over the next three to five years. The IT strategy is underpinned by our data charter, to ensure all staff engage with the need to carefully manage the information saved in our shared systems. Notable achievements in the past twelve months include the adoption of a new finance system and improvements in the way that our website integrates with our customer relationship marketing (CRM) system. Responding to

heightened IT security needs, we have also improved controls around our clinical case management system and other key systems. At the organisational level we obtained Cyber Essentials Plus accreditation and have been certified as 'standards exceeded' for the NHS's DSPT data security framework.

**Environment, Social and Governance**

In line with our values, we are committed to our wider responsibilities as an organisation and employer, ensuring we operate sustainably and ethically across all aspects of our work. Our Environmental, Social and Governance Charter (ESG) outlines our commitments to each of these areas. Our staff led ESG group steers our organisation-wide commitment to reduce our carbon footprint, particularly through travel, reducing waste and energy, and sustainable procurement. Our ESG Group, consisting of staff from across the organisation, meets quarterly to keep this work on track.

## **2022/23 Forward plan**

In the financial year 2022/2023 we will continue to focus on the four priority areas outlined in our business strategy. This will be a period of net investment in our capabilities, and we anticipate a controlled net drawdown in the year.

Activity for the year ahead includes:

- The expansion of services to reach more children, young people and communities. Place2Be continues to deliver against its business plan to partner with 700 schools by 2025, with a forecast of at least 530 partner schools by the end of March 2023. We will continue to develop partnerships with key MATs (Multi Academy Trusts) and develop relationships with the newly emerging ICBs (Integrated Care Boards) to ensure we maximize our reach and become better connected with the wider health and education systems. In addition to increasing our reach in our core large city areas, we are expanding our service into a number of rural and coastal areas where there is a high need for support and a paucity of providers.
- Continued delivery of our Senior Mental Health leads work. With the extension of the DfE grant to schools into 2023 many more schools will be able to take advantage of this offer. We also aim to pilot and roll out an equivalent course tailored for school leaders in Scotland.
- Implementing and further embedding our revised clinical delivery model. We will continue to focus on the assessment and formulation of our school-based services, getting the right intervention to each child.
- Commence delivery of our redeveloped programme of professional qualifications, to build the child mental health workforce of the future. This will start with our newly redeveloped Level 6 Supervision Qualification programme which opens in September 2022, followed by a conversion programme for people already qualified as adult counsellors to build their skills in working with children and young people.
- We will expand the reach of our digital programme Mental Health Champions – Foundation, particularly for newly qualified teachers as part of the National Institute of Teaching consortium of which Place2Be is a specialist partner.
- Equality, Diversity and Inclusion. We will continue to deliver to our stated EDI commitments and continue to lead the therapy sector's Diversity and Inclusion Coalition with its focus on addressing gender and ethnic disparity in the therapeutic sector. A toolkit to support training organisations in the field of children's mental health to develop fully-inclusive curricula will launch in 2023.
- Our investment in our systems and processes will continue in the year ahead. There will be continued focus on the security of our data particularly in response to the increasing threat of cyber criminals. Improving the integration of all of our systems will continue to be a focus. Building on the adoption of our new finance system we will improve reporting so as to give timely business information.
- We will continue to advocate for the provision of children and young people's mental health support within communities. Through our policy work we will ensure the topic of mental health and the importance of early intervention, and the role of the school community, remains high on the national agenda.

## **Section 2b: Organisational purpose and public benefit**

### **Public Benefit**

Place2Be's objectives and activities are in line with the Charity Commission's guidance on public benefit. The Trustees confirm that they have referred to the Charity Commission's general guidance on public benefit when reviewing Place2Be's objectives and activities.

### **Charitable Objectives**

Trustees performed an assessment of the Articles of Association of both the charity and its trading subsidiary in 2021 in order to ensure that they properly reflected the needs of the charity and current standards of compliance and best practice. The new Articles were formally adopted in December 2021.

As part of the review, the objectives of the charity set out in our Memorandum and Articles of Association were also reviewed to ensure that they appropriately reflect the current aims of the charity. These objectives are the advancement of education and the preservation and protection of health among young persons and adults by:

- enabling therapeutic and emotional support to be provided to children in schools based on a practical model backed by research;
- providing emotional support to children and adults including teachers and parents;
- providing training in the principles, practices and methods of providing emotional support to children and adults and in other allied or ancillary subjects; and
- providing services to facilitate the placing of persons trained in the provision of emotional support to children and adults.

Our services fall within the general charitable purpose of the advancement of health and education, specifically by providing mental health services in schools. Our immediate beneficiaries are the children and young people, as well as their families and school communities.

### **Leadership**

In addition to their quarterly Board meetings, the Trustees meet annually to discuss strategy and to review the strategic plan in the light of the external environment. We review progress against the plan quarterly and the Board receives regular updates. In this way the purpose of the organisation is kept in focus and activities to increase the reach and impact are planned and monitored.

All members of the Board of Trustees are committed to Place2Be's aims and values and understand their role as Place2Be's strategic leaders. The strategic business of the charity is discussed at quarterly Board meetings. Most Trustees are also involved in sub-committee meetings which provide an opportunity to provide strategic leadership in more depth. In some cases, Trustees are involved in particular strategic actions, such as the Technology Advisory Group in light of the significant investment in this area and the establishment of a People and Culture Committee in light of increased focus on our people agenda as a growing, expanding organisation. The CEO directs Place2Be's activities, supported by the Executive team which meets informally weekly and formally on a monthly basis.

### **Our staff and pay structures**

During the year to March 2022 we had an average of 570 staff (372 FTE), compared to 520 (366 FTE) from the previous year. Place2Be is committed to paying staff a fair and appropriate salary to ensure we can attract and retain people with the skills and abilities to deliver our objectives. Our approach is guided by the following principles:

- we provide a total reward package which recognises contribution to the achievement of our aims;
- our reward offering will be competitive in the marketplace from which we draw the people we need; and
- the reward decisions we make will be based on objective assessment of performance and of our organisational needs.

Remuneration policy is set by the People and Culture Committee, who have oversight of its implementation and application. Specific responsibilities include:

- monitoring sector pay levels and practices through participation in relevant surveys;
- reviewing and approving the annual salary budget;

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- reviewing and approving individual pay recommendations for the Executive team; and
- reviewing gender and ethnicity pay gap metrics.

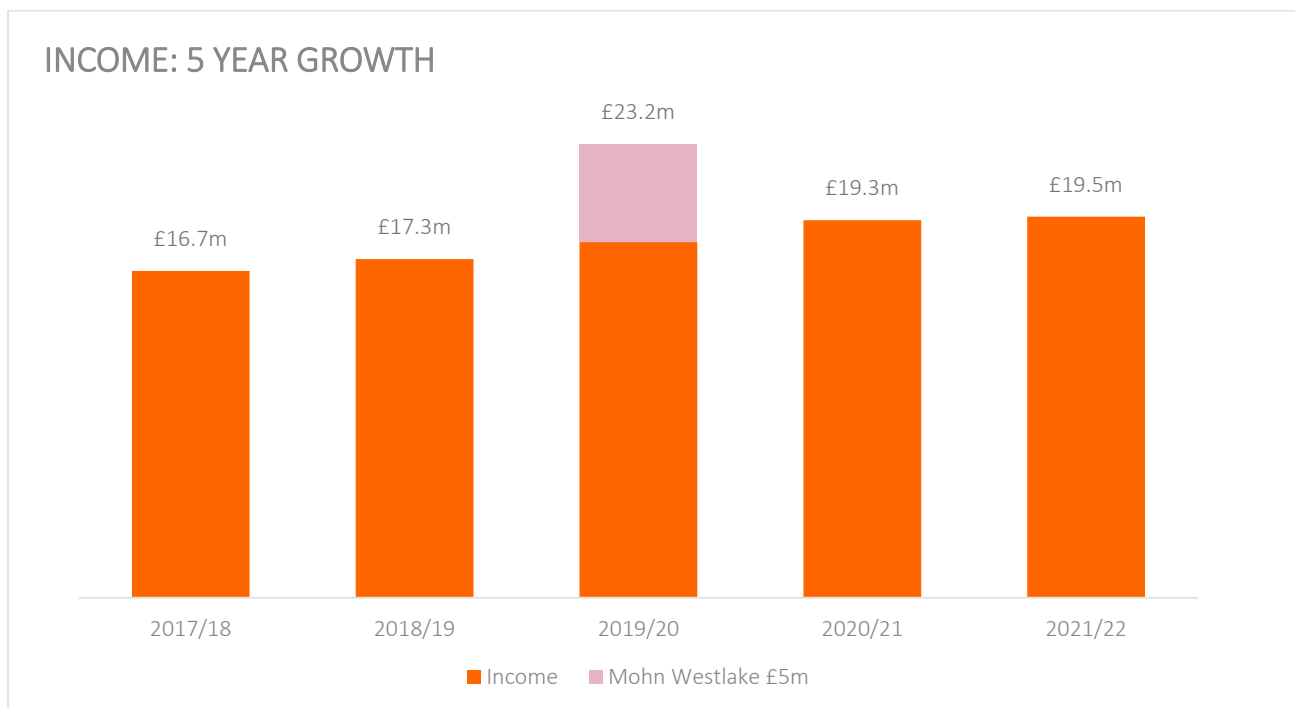
## Section 2c: Income, Expenditure and Balance Sheet

### Summary of Performance

Income for the year amounted to £19.5m (2020/21: £19.3m), expenditure totalled £20.7m (2020/21: £18.9m) and, together with a gain in the revaluation of Angel Gate of £85k (2020/21: £110k), resulted in an overall net reduction in funds of £1.1m, taking the total funds balance to £14.6m.

### Principal Sources of Funding

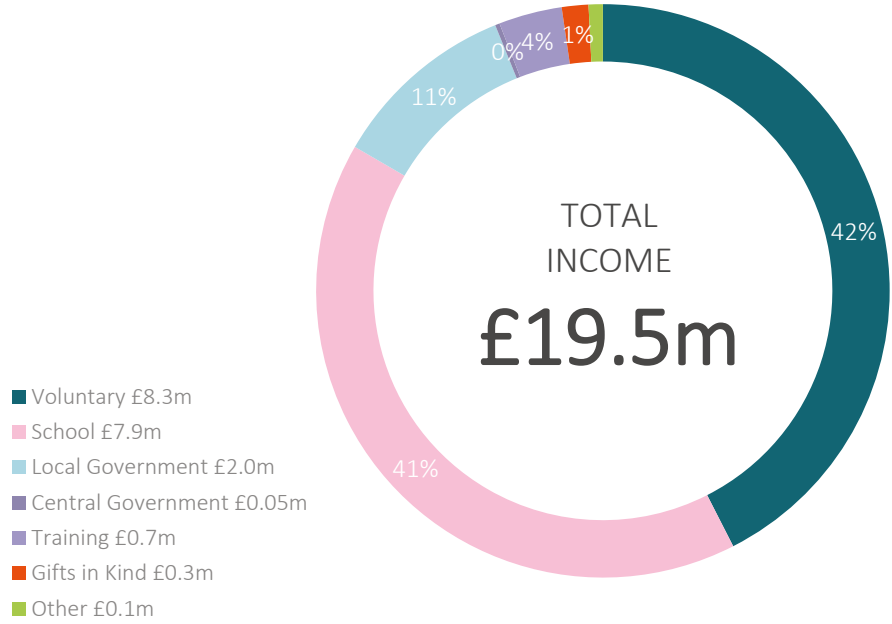
Taking into consideration the generous one off £5m donation pledged by The Mohn Westlake Foundation in 2019/20, income growth continued into 2021/22.



The greatest proportion of income was generated from Voluntary Income £8.3m (2020/21: £8.8m) which accounts for 42% (2020/21: 46%) of total funds. Income from Schools of £7.9m (2020/21: £7.9m) marginally increased over the year, reflecting the increasing scope, and reach of our activities aided by technological developments.

The delivery of our in-person training was still impacted by pandemic restrictions towards the beginning of the year, resulting in lower levels of activity. An analysis of principal incoming resources is shown in notes 3 to 6 of the accounts and graphically below.

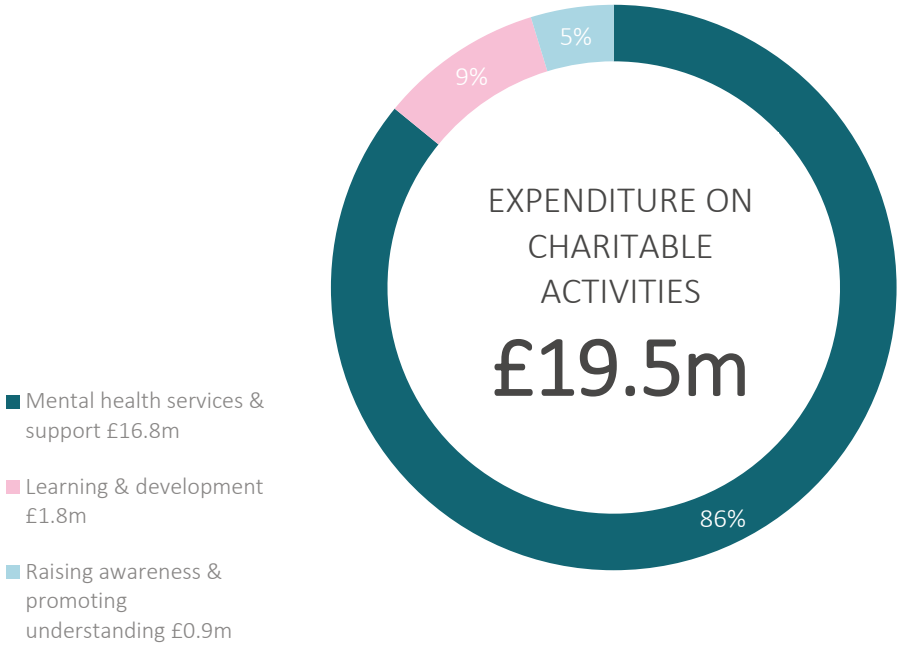
INCOME 2021/22



Expenditure on Charitable Activities

Expenditure on Charitable Activities increased from prior year and totalled £19.5m (2020/21: £18.1m), driven mainly by a 8% increase in Mental Health Services spend, which accounts for 86% of our total costs.

EXPENDITURE ON CHARITABLE ACTIVITIES 2021/22



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**Balance Sheet**

The main changes in the Balance Sheet compared to previous years are as follows:

£000s	2020/21	2021/22	Notes
Fixed assets	7,252	6,754	Depreciation charges in year offset by a gain in the value of our investment property at Angel Gate.
Debtors	5,126	3,377	Debtors from prior year included the final £1.6m instalment of the £5m donation from the Mohn Westlake Foundation.
Cash at bank and in hand	5,801	6,802	Cash balances have continued to improve due to good working capital management.
Creditors - Amounts falling due within one year	(1,820)	(1,691)	Decrease in trade creditors and interest repayments on our loan relating to our investment property at Angel Gate.
Creditors - Amounts falling due after more than one year	(606)	(638)	Long term liability relating to our investment property at Angel Gate.
<b>Net Assets</b>	<b>15,753</b>	<b>14,604</b>	

## **Reserves**

Place2Be reserves, comprising restricted, designated, and unrestricted funds are described and summarised in note 18.

During the year there was a net reduction of £1.1m in group charitable funds bringing the total value of funds to £14.6 m. Restricted funds have increased from £0.9m to £1.5m.

Unrestricted Charitable Funds of £13.1m represent the reserves available to the charity as its core capital. The Trustees and specifically the Finance & Audit Committee monitor the level of Unrestricted Charitable Funds in the context of the level of Place2Be's business and risks, with a specific review once each year. Place2Be looks to maintain at least three months' worth of expenditure in unrestricted reserves. At 31 March 2022, Unrestricted Charitable Funds are approximately comparable to three months' worth of operating costs, which the Trustees view to be adequate.

Unrestricted designated reserves include the Development and Strategic Priorities Fund of £2.8m. The purpose of this fund is to assist growth of the organisation's future capability. Place2Be has drawn down £1.7m of this fund during the year in order to support the delivery of the business plan with investment into infrastructure, equipment and systems.

The Property Fund of approximately £5.2m represents the amount of Place2Be's own funds that are invested in property assets.

## **Section 2d: Key Risks and Uncertainties, with plans and strategies for managing those risks**

The Trustees are responsible for ensuring that there is an effective system for the management of risk within Place2Be and have implemented a broad range of risk management processes. The Risk Committee meets quarterly to review current risks across all activities and departments.

### **Our key risks are:**

#### **Safeguarding**

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be and remains our primary risk. We have a comprehensive framework of consents, controls, policies and reviews to manage the associated risks and act promptly and appropriately if concerns are raised.

All school-based staff and counsellors on placement are required to complete a safeguarding induction course before commencing their role. This course provides training in how to apply the safeguarding policy and procedure. Following this, the organisation has a requirement for annual refresher safeguarding training. Our partner schools are provided with an explanation of our safeguarding procedure before they begin working with us. To ensure policies are adhered to, safeguarding practice is reviewed via line manager supervision, internal audit processes and externally commissioned audits. In addition, we update clinical training for staff and Counsellors on Placement based on real safeguarding cases, issues and risks identified in our practice and also national trends.

We keep the capacity of our Safeguarding team under review and expand in line with growth in school numbers and the complexity of casework. At present our school based work is across five geographical areas with each area having a dedicated safeguarding team member.

The Risk Committee and the Board itself receive quarterly updates on all matters pertaining to safeguarding. Place2Be commissions an independent external safeguarding audit every two years. In 2022 we commissioned our third such audit this time performed by the NSPCC. This was a positive report which identified many strengths such as the school based staff being “highly valued in schools, both for the work they do and their knowledge of safeguarding”. The central safeguarding team was identified as “always responsive in their actions to support school based staff” when dealing with safeguarding concerns. Place2Be has made changes to processes in response to the report’s helpful suggestions on areas for improvement, such as ensuring that training on self-harm and suicide is mandatory given the rise in numbers of cases and the high risks associated with such behaviours for some children.

#### **Financial**

As with any charitable organisation, we need to manage and mitigate financial risks. Our financial model is based on a mix of income streams – schools, commissioners and voluntary income, as well as income for the delivery of learning and development. Our fundraising portfolio is under constant review and since the global pandemic it has become ever more important to diversify our income sources and strengthen relationships with our long term partners. We are very aware of the ever increasing pressure on school budgets which has been heightened by recent wage and energy inflation so we try to work closely with partner schools to ensure that we provide them with affordable high-quality services. We continue to control our expenditure very carefully to ensure that we remain affordable and avoid increasing our fees to schools disproportionately, since this would carry the risk of children in need of our services losing access to our specialist support.

Because we value our staff we try to do what we can to balance the need to remain affordable with our need to make our salaries competitive in the face of cost of living increases.

Building on the recent restructure of our finance department we have implemented a new business information system in order to increase our ability to control and report on performance.

#### **Counsellors on Placement**

One area of primary risk is our reliance on Counsellors on Placement, as part of their training, to provide our one-to-one support. The risk is associated with sourcing, selecting, training and retaining sufficient Counsellors on Placement to deliver the service. The quality of Place2Be’s own training offer and supervision structure ensures that there is mutual benefit to both the Charity and the Counsellor on Placement. We build relationships with academic institutions that provide training in counselling to make sure that the opportunity we offer is made available to trainees in geographical areas where we have a need. We work closely

with the British Association of Counselling and Psychotherapy (BACP) and the UK Council for Psychotherapy (UKCP) to make sure that our placement programmes and training are relevant and valued by the profession. The introduction of our paid Mental Health Practitioner role also provides a supportive career pathway for counsellors once they have qualified.

**Competitive environment**

The need for our services continues to grow and when set against the backdrop of the rapidly changing world due to the global pandemic there remains the need for Place2Be to continually evolve. In addition, there is an ever and rapidly changing landscape with providers of online services, private as well as public sector, now beginning to provide some services for young people's mental health. Place2Be must continue to build on the experience and evidence built up from service provision embedded in schools for over 25 years; continue to embrace technology; strong partnerships and relationships with commissioners and schools.

**Data security**

Since the pandemic of 2020 there has been an increase in the number of hacking and ransomware attacks perpetrated by cyber criminals on institutions. Many educational and not for profit institutions have been targeted. Place2Be has put more resources into the area of cyber security by introducing measures such as multi-factor authentication and second device sign-on for systems which hold sensitive data. A five-year IT and data strategic plan is being implemented which will improve system interoperability and security but the risk of cyber-attacks will continue to remain high. Data security risk and practical measures are considered by the Risk Committee and the Information Technology Advisory Group convened by the Finance and Audit Committee.

### **Section 3: Governance and management**

Place2Be is governed in accordance with its Memorandum and Articles of Association by the Board of Trustees. These were assessed by Trustees in 2021 and a new set adopted in December 2021.

Place2Be abides by and assesses itself against the Charity Commission Code of Conduct. The Charity utilises the Code as a tool to reflect upon its current governance structures and consider the ways in which it meets its charitable objectives and applies the seven principles of recommended practice.

During the year we performed an internal assessment against the Charity Commission's published Code of Conduct which contains a number of tests supporting seven principles of organisational governance. These are divided into the following broad headings:

- **Organisational Purpose:** The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
- **Leadership:** Place2Be is headed by an effective board that provides strategic leadership in line with the charity's aims and values.
- **Integrity:** The board acts with integrity. It adopts values, applies ethical principles to decisions and creates a welcoming and supportive culture which helps achieve the charity's purposes. The board is aware of the significance of the public's confidence and trust in charities. It reflects the charity's ethics and values in everything it does. Trustees undertake their duties with this in mind.
- **Decision making, risk and control:** The board makes sure that its decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored.
- **Board effectiveness:** The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.
- **Equality, Diversity and Inclusion:** The board has a clear, agreed and effective approach to supporting equality, diversity and inclusion throughout the organisation and in its own practice. This approach supports good governance and the delivery of the organisation's charitable purposes.
- **Openness and accountability:** The board leads the organisation in being transparent and accountable.

The Board and Executive are content that the requirements of the Code are met but we continue to consider the ways in which Place2Be can continue to improve the Charity's governance standards and increase our overall effectiveness as an organisation.

We were pleased to be invited to participate in the roundtable hosted by the Charity Commission CEO and Board Members as part of their exercise to consult the sector 'We want to help ensure that the sector is resilient and able to play its part as the country recovers from the impact of the pandemic ... to support the Commission's work to ensure that charities have the tools that they need to succeed and to understand how charities can thrive in a changing world.'

#### **Integrity**

Place2Be takes our responsibility to protect the privacy and safety of everyone we work with very seriously. Integrity is one of our core values and is applied to everything we do, from ensuring client data is kept safely, to having in-depth and robust policies to protect staff and those we work with. We maintain a register of any conflicts of interest which may arise for Trustees and other Trustees then decide how to deal with these.

#### **Board Effectiveness**

The Trustees select and appoint individuals to act as new Trustees, based upon a skills review which identifies the skills needed on the Board. New Trustees are then sought based on the results of the skills review. An initial term of four years is usual, with review and possible extension of a further four years, and thereafter at the Board's discretion. The Chair undertakes reviews with each Trustee annually. As the Charity is a company limited by guarantee with no share capital, Trustees have no personal interest in it. New Trustees undertake an induction programme including a school visit, meetings with the CEO and senior management, and attendance at events.

### **Equality, Diversity and Inclusion**

The organisation is committed to increasing the diversity of Trustees, employees, trainees and counsellors on placement. Place2Be continues to Chair the Diversity and Inclusion Coalition of industry bodies whose focus remains on working together to remove the barriers for people from ethnically diverse backgrounds joining the counselling and psychotherapy professions. Our internal diversity and inclusion staff steering group meets six weekly to ensure we listen to, and incorporate the views and lived experience of all colleagues across Place2Be.

We have a robust Equality, Diversity, and Inclusion plan which the executive directors are accountable for. This plan focuses on attaining continuous improvement in our practice, and mental health workforce, our staff, how we learn and how we engage and promote the work we do.

We performed our fifth gender pay gap report this year. This reported that the mean gender pay gap at Place2Be had decreased from 12.6% on 5 April 2020 to 11.7% on 5 April 2021. Since the number of male employees is relatively low some small movements can have a large impact on the figures. In 2021, the executive team contained two members of male staff, which is the same number of male employees that it contained in 2020. The gap for the median or 'middle' employee reduced from 6.2% in 2020 to 0.0% in 2021, indicating that there is no gap between the "middle" employee within each gender group.

We performed a review of ethnicity pay gap using metrics available to us from voluntary disclosure for our staff. There is currently no statutory or regulatory requirement to publish statistics although the government has previously stated a desire to introduce similar reporting requirements to those for gender. Our figures for 5 April 2021 indicate that the mean gap has reduced from 2.4% to 1.9% over the previous twelve months. The median gap is zero indicating that there is no gap for the 'middle' employee. We accept that these figures are dependent on our staff's willingness to disclose the information and in order to improve the reliability of the measure we have encouraged staff to respond even if they select 'prefer not to say'. The percentage of staff for which we have no data reduced from 12% in April 2020 to just 4% in April 2021.

We are undertaking a number of measures to improve the ethnicity pay gap, including continuing to operate a competency-based approach to recruitment and promotion. Last year, eight employees participated in our reciprocal mentoring programme and we currently have ten employees enrolled for the next run. We have created a post graduate bursary fund to encourage more employees, particularly those from diverse groups in order to further develop their careers by pursuing courses which benefit them and the organisation. We are pleased that three colleagues have benefitted from this scheme, two of whom are from diverse communities. We continue to analyse and benchmark our job descriptions, ensuring we apply a fair and transparent system for assessing newly created roles, using both internal and external benchmarking. In addition, our Recruitment Applicant Tracking System anonymises gender, ethnicity and educational establishment. We have a specific recruitment budget targeted at inclusive recruitment and we have adopted other measures designed to reduce systematic hiring bias such as the "Rooney" Rule.

### **Openness and Accountability**

The Board and the Executive team recognise the importance of openness and transparency in communications with funders, donors, commissioners, schools and beneficiaries. Our annual accounts and report are published in full on our website, and we respond quickly and fully to any queries about our work whilst maintaining strict client confidentiality. We have a disclosure policy which supports members of staff to raise any concerns they may have.

### **Decision making and control**

The Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Board papers are circulated in advance of meetings so that Trustees have the opportunity to consider matters on the agenda and where appropriate consult externally. The Board maintains an up-to-date Contractual & Financial Delegation and Sign Off Policy to ensure that Trustees retain control of the charity while enabling the Executive to deal with the day-to-day running of the charity in a timely way.

Board meetings are run in an open manner so that everyone can have their say, and Trustees with relevant skills are appointed to sub-committees where issues are addressed in more depth. The Board has sub committees with delegated authority for: Finance and Audit, Practice and Quality, Risk, People and Culture and Nominations. Responsibility for the scrutiny of salaries and other duties was transferred from the Remuneration Committee to the People and Culture Committee during the year. In addition, there is a Research Advisory Group, a Development Advisory Group for Scotland, a Technology Advisory Group and plans for a Parenting Advisory Group as a key area of practice development.

#### **Fundraising code of practice**

We value our supporters and donors and put them at the centre of all our fundraising activity. We are registered with the Fundraising Regulator self-regulatory scheme, and as members we follow the Institute of Fundraising's Codes of Fundraising Practice and comply with the key principles embodied in the codes. and are committed to adhering to the Code of Fundraising Practice.

Fundraising activities are not outsourced to professional fundraisers or commercial participators. Place2Be's fundraising team adheres to Section 1.2 of the Code of Fundraising Practice and is committed to protecting vulnerable donors. We are not aware of any occasion when we have been in breach of the Fundraising Code of Practice.

#### **Environmental, Social and Governance framework**

Ownership of our ESG Framework sits with the Executive team reporting into our Board. In line with Place2Be's values, we are committed to our wider responsibilities as an organisation and as an employer. We aim to operate sustainably and ethically across all aspects of our work.

Place2Be's charitable objectives are to improve the mental wellbeing of those it supports. However, as a charitable entity Place2Be wants to have a positive impact on society more widely and is committed to upholding high ethical standards. The Charity takes seriously its responsibilities within all aspects of Environmental, Social and Governance. Further, Place2Be applies ethical standards to those it works with including suppliers, customers and donors so that we support and encourage others to make positive change. Place2Be is committed to publishing its performance in matters of ESG.

Our environmental commitments are contained within our Green Charter. The social elements are addressed principally by our EDI and pay gap activities (described more fully in Section 5 below). In the area of governance the charity assesses itself against the Charity Commission Code of Conduct (in Section 3 above).

In line with our Green Charter we are committed to reducing our carbon footprint, in three key areas:

Minimising harmful emissions through travel, by

- Use of Zoom where possible
- Promotion of sustainable forms of transport – public transport to attend meetings; trains as first choice for long-distance UK trips; and a cycle loan scheme for staff;
- Monitoring CO2 emissions and reporting on usage each quarter – with the aim to reduce car miles per capita by 10% by 2025 against a 2019 baseline.

Reducing waste by

- Promoting sustainable practices in the office and create greater awareness of waste through signposting and internal communications
- Implementing a procurement policy that supports sustainability
- Monitoring volumes of refuse and recycling, with the aim to reduce both, particularly refuse by 10% by 2025.

Reducing office energy use where possible, by

- Monitoring heating, air-conditioning and lighting use – to reduce CO2 and kilowatt usage per capita
- Use of energy efficient appliances and lighting
- Regular assessment of energy efficiency by a third party, in line with the government Energy Savings Opportunity

#### Scheme (ESOS)

- Increasing greenery on office roof-terrace to off-set carbon and create more biodiversity.

#### Reporting and Accountability

We will publish the results and act on the suggestions of our statutory ESOS assessments

We promote our Green Charter and commitments through our intranet and website, and encourage all staff to support this work in a number of ways:

- Staff induction (new joiners to read ESG Framework and Green Charter)
- Signposting throughout the office space and intranet, with reminders about recycling, energy saving, bike loan scheme and other initiatives
- We support the delivery and roll-out of the Charter through regular updates to staff
- We promote membership of our ESG group across the organisation in order to encourage staff to shape, embed and champion this work.

#### Investment policy

Place2Be classes its appetite for Financial Investment Risk as 'very low'. This means that its Investment Policy is cautious and considers risk to be more important than reward in order to protect the Charity's assets. Cash holdings are favoured ahead of securities (e.g. debt or equities) since they have a lower risk profile. The need to spread risk is balanced against the practicalities of administering numerous accounts and the investment policy also considers social, environmental and ethical considerations.

Place2Be, through the Finance and Audit Committee, has adopted a prudent approach to the investment of surplus funds, investing primarily in a small number of secure cash interest bearing deposits.

The Trustees consider the performance of its cash and investments was adequate during the year.

## Section 4: Going concern statement

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees have given due consideration to the charity's ability to operate and to its financial sustainability including the potential impacts of macroeconomic considerations such as the rising cost of living, energy shortages, high levels of inflation and skills shortages across a number of industries.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

## **Section 5: People**

Place2Be has established a Staff Consultative Forum so that employees can engage and contribute views on issues affecting the effective running of the organisation. This is currently in place for staff based at our head office and our school based staff forum is in its formation. The forum continues to provide input into operational and strategic issues which affect staff. We have an Equality, Diversity and Inclusion Steering group, which meets every six weeks to discuss and champion our EDI action plan.

We are committed to inclusive recruitment practices, and we take positive action by putting in place measures to support the recruitment and promotion of underrepresented communities.

7.7% of our employees declare on record as having a disability. We have a proactive People team that supports our managers and staff in responding to reasonable adjustments.

During that time period, there have been 31 individuals where we have put in place reasonable adjustments and support, either through Occupational Health Assessments, Remploy Assessments (for Dyslexia disclosures), external DSE assessments and/or discussions with individuals prior to employment during onboarding (following a disclosure on their Health Declaration). Of these cases - 12 (38%) are linked to a disability.

Place2Be has policies relating to employee welfare and support including:

- Employee Wellbeing
- Ill-health
- Health and Safety
- Equality, Diversity and Inclusion
- Anti-harassment and bullying
- Disclosure (whistleblowing)
- Working Together – Code of Conduct

Our Equality, Diversity and Inclusion Policy has a specific section on disabilities and the support offered to disabled staff and those that become disabled during their employment.

We have active staff voice channels. We conduct regular staff mini-surveys which include questions on how staff feel that we are performing against our EDI agenda. Based on the feedback, we have focused on four areas over the last twelve months: improving internal communication, addressing workload, improving wellbeing and enhancing leadership. Our last pulse survey showed significant improvement in all of these areas.

We have a People Projects Officer dedicated to supporting staff engagement, wellbeing and Equality and diversity across the organisation. We introduced a range of connecting and discussion forums including a quarterly town hall meeting attended by all staff, virtual “coffee meetings” with the Executive director team as well as a leadership forum. During the pandemic, we maximised the use of Zoom, using this to attain high engagement levels.

We continue to prioritise the well-being of our staff team, by providing a 24-hour seven day a week confidential counselling service. In addition, we run a reciprocal mentoring programme which has been well received by staff and we provide channels for accessing mentoring and buddying across all teams.

We encourage our staff to get involved in projects through working groups. We have established a digital champion working group which serves a channel for staff to contribute as well as influence our communication strategy.

We strengthened our discussion on inclusion at work through a series of workshops titled Include me at work with the support of corporate partners PwC. Feedback from sessions was positive, 75% agreed and 12% strongly agreed their understanding of how to be more inclusive to others had increased. As at the end of the financial year, 56 employees had completed this with plans for future roll-out sessions.

We continue to encourage our workforce to grow into leadership roles and in this financial year we have supported the following apprenticeships: Level 3 Team Leader (7), Level 4 Data Analytics (6), Level 4 Associate Project Management (5), Level 5 Coaching (7),

**PLACE2BE**  
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Level 5 HR Consultant (1) and Level 7 Senior Leader (5).

We have developed a bursary fund, which is ringfenced for 10 employees seeking to undertake a post-graduate programme. Place2Be contributes a maximum of £2,000 per person through our central Learning and Development Budget. This programme is especially targeted at staff from diverse groups.

## **Section 6: Statement of Trustees' Responsibilities**

The Trustees as Directors are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the result of the company for that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities Statement of Recommended Practice (SORP);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## **Section 7: Statement of disclosure to auditors**

Crowe U.K. LLP has indicated its willingness to be reappointed as statutory auditor.

So far as the Trustees are aware, there is no relevant audit information of which the company's auditors are unaware, and the Trustees have taken all the steps that they ought to have taken, in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This Annual Report, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Trustees of Place2Be on 28<sup>th</sup> September 2022, including in their capacity as company directors approving the Directors' and Strategic Reports contained therein, and is signed as authorised on its behalf by:



Simon Mackenzie Smith, Chair of Trustees  
28<sup>th</sup> September 2022

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE**

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## **Opinion**

We have audited the financial statements of Place2Be for the year ended March 2022 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement and notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2022 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Other information**

The Trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation (GDPR),

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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employment legislation, Health and Safety legislation and Child Protection legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Audit Committee about their own identification and assessment of the risks of irregularities, agreeing income to contracts or other supporting evidence on a sample basis, testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

**Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Julia Poulter**  
**Senior Statutory Auditor**

For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
Date: 11 November 2022

**PLACE2BE**  
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**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND  
EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2022**

	Note	Unrestricted funds 2022 £000	Restricted funds 2022 £000	Total funds 2022 £000	<i>Total funds 2021 £000</i>
<b>Income from:</b>					
Donations and legacies	4	5,348	3,212	8,560	9,175
Charitable activities	5	8,704	2,046	10,750	10,126
Trading income	7	20	-	20	-
Investments	8	-	-	-	4
Other income	6	155	-	155	-
<b>Total income</b>		<b>14,227</b>	<b>5,258</b>	<b>19,485</b>	<b>19,305</b>
<b>Expenditure on:</b>					
Raising funds	9	1,195	14	1,209	876
Charitable activities	10	14,810	4,700	19,510	18,089
<b>Total expenditure</b>		<b>16,005</b>	<b>4,714</b>	<b>20,719</b>	<b>18,965</b>
<b>Net movement in funds before other recognised gains</b>		<b>(1,778)</b>	<b>544</b>	<b>(1,234)</b>	<b>340</b>
<b>Other recognised gains:</b>					
Gains on revaluation of fixed assets		85	-	85	110
<b>Net movement in funds</b>		<b>(1,693)</b>	<b>544</b>	<b>(1,149)</b>	<b>450</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		14,806	947	15,753	15,303
Net movement in funds		(1,693)	544	(1,149)	450
<b>Total funds carried forward</b>		<b>13,113</b>	<b>1,491</b>	<b>14,604</b>	<b>15,753</b>

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 34 to 55 form part of these financial statements.

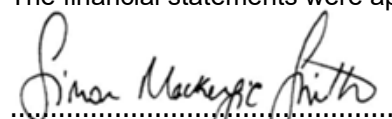
**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

**CONSOLIDATED BALANCE SHEET**  
**AS AT 31 MARCH 2022**

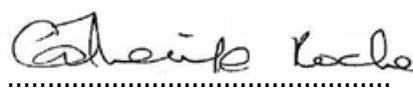
	Note	2022 £000	2021 £000
<b>Fixed assets</b>			
Tangible assets	13	2,096	2,691
Investments	15	1	1
Investment property	14	4,657	4,560
		6,754	7,252
<b>Current assets</b>			
Debtors	16	3,377	5,126
Cash at bank and in hand		6,802	5,801
		10,179	10,927
Creditors: amounts falling due within one year	17	(1,691)	(1,820)
		8,488	9,107
<b>Net current assets</b>			
		15,242	16,359
<b>Total assets less current liabilities</b>			
Creditors: amounts falling due after more than one year	18	(638)	(606)
		14,604	15,753
<b>Total net assets</b>		14,604	15,753
<b>Charity funds</b>			
Restricted funds	19	1,491	947
Unrestricted funds	19	13,113	14,806
		14,604	15,753
<b>Total funds</b>		14,604	15,753

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Simon Mackenzie Smith**  
Chair of Trustees  
Date: 28<sup>th</sup> September 2022



**Catherine Roche**  
Chief Executive

The notes on pages 34 to 55 form part of these financial statements.

**PLACE2BE**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 02876150**

**CHARITY BALANCE SHEET**  
**AS AT 31 MARCH 2022**

	Note	2022 £000	2021 £000
<b>Fixed assets</b>			
Tangible assets	13	2,096	2,691
Investments	15	2	2
Investment property	14	4,657	4,560
		6,755	7,253
<b>Current assets</b>			
Debtors	16	3,389	5,125
Cash at bank and in hand		6,768	5,768
		10,157	10,893
Creditors: amounts falling due within one year	17	(1,670)	(1,811)
		8,487	9,082
<b>Net current assets</b>		<b>8,487</b>	<b>9,082</b>
<b>Total assets less current liabilities</b>		<b>15,242</b>	<b>16,335</b>
Creditors: amounts falling due after more than one year	18	(638)	(606)
		14,604	15,729
<b>Total net assets</b>		<b>14,604</b>	<b>15,729</b>
<b>Charity funds</b>			
Restricted funds	19	1,491	946
Unrestricted funds	19	13,113	14,783
		14,604	15,729
<b>Total funds</b>		<b>14,604</b>	<b>15,729</b>

The charity's net movement in funds for the year was £(1,125k) (2021 - £426k).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

  
 .....  
**Simon Mackenzie Smith**  
 Chair of Trustees  
 Date: 28th September 2022

  
 .....  
**Catherine Roche**  
 Chief Executive

The notes on pages 34 to 55 form part of these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**CONSOLIDATED STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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	<b>2022</b>	<i>2021</i>
	<b>£000</b>	<i>£000</i>
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	<b>1,157</b>	<i>3,649</i>
	<hr/>	<hr/>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	<b>(112)</b>	<i>(716)</i>
	<hr/>	<hr/>
<b>Net cash used in investing activities</b>	<b>(112)</b>	<i>(716)</i>
	<hr/>	<hr/>
<b>Cash flows from financing activities</b>		
Repayments of borrowing	<b>(44)</b>	<i>(40)</i>
	<hr/>	<hr/>
<b>Net cash used in financing activities</b>	<b>(44)</b>	<i>(40)</i>
	<hr/>	<hr/>
<b>Change in cash and cash equivalents in the year</b>	<b>1,001</b>	<i>2,893</i>
Cash and cash equivalents at the beginning of the year	<b>5,801</b>	<i>2,908</i>
	<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	<b>6,802</b>	<i>5,801</i>
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 34 to 55 form part of these financial statements

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**1. General information**

Place2Be is a private, limited by guarantee, company (registered number 02876150), which is incorporated in England and domiciled in the UK. Place2Be is registered under a charity with registration numbers 1040756 and SC038649. The address of the registered office is 175 St. John Street, Clerkenwell, London, EC1V 4LW.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Place2Be meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the charity and its subsidiary undertakings. The results of the subsidiary are consolidated on a line by line basis.

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

**2.2 Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly owned subsidiary, on a line by line basis. All intragroup transactions, balances, income and expenses are eliminated in full on consolidation.

The charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**2. Accounting policies (continued)**

**2.3 Income**

**Voluntary Income**

Income received by way of donations is accounted for when conditions for their receipt have been met, there is reasonable probability of receipt and the amount receivable can be reliably estimated.

**Donated goods, facilities and services**

Gifts in Kind and donated services are included at the value to Place2Be where this can be quantified. Where this is possible, this is based on estimated open market value. The value of services provided by volunteers is not included in these accounts. Further analysis is included in note 3.

**Grants Receivable**

Grants are recognised in the SoFA when received or when Place2Be becomes entitled to receive. Grants that have been received will be treated as deferred income where there is a specific requirement in the terms of the grant that the income recognition is dependant on certain activities being completed in a future accounting period.

**Training Income**

Training income is recognised when the training has been delivered. Invoiced amounts are held as deferred income until delivered.

**School Services Income**

Schools are typically invoiced in April for the year to end of March so as to be consistent with Place2Be financial year end. However, in some instances invoicing covers the school year to end August. In these instances revenue is pro rated to recognise income attributable to the period.

**2.4 Resources expended**

Resources expended are accounted for on an accruals basis and include irrecoverable VAT. All costs, other than those specifically related to the costs of generating funds, are regarded as being incurred in connection with charitable activities and include costs of services and support costs and depreciation. Costs of generating funds include staff costs and the direct costs of fundraising activities. Support costs have been allocated in categories consistent with the management and operations of the organisation. Costs are categorised into the following categories: Mental health services and support, Learning and development and Raising awareness and promoting understanding.

**2.5 Government grants**

Government grants relating to tangible fixed assets are treated as deferred income and released to the Consolidated statement of financial activities over the expected useful lives of the assets concerned. Other grants are credited to the Consolidated statement of financial activities as the related expenditure is incurred.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**2. Accounting policies (continued)**

**2.6 Corporation tax and taxation**

Income tax expense represents the tax currently payable. This tax currently payable is based on taxable profit for the year. The taxable profit only arises from the non charitable trading activity undertaken. The Group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Irrecoverable VAT is included in Resources Expended.

**2.7 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation.

Refurbishment costs incurred as part of the leasehold improvements of 175 St. John Street have been capitalised and are being depreciated over the remaining length of the lease. All new equipment purchases with a capital value of more than £5,000, whether financed by the receipt of grants or paid for out of unrestricted funds, are depreciated on a reducing balance basis over 3 years. Smaller assets are treated as revenue expenditure in the year of purchase. Gifts in Kind comprising equipment donated to Place2Be are fully written off in the period in which the gift is received.

**2.8 Investments**

Investments represent investment in the Place2Be Trading subsidiary and funds held on short term deposit. Investment in the subsidiary is held at cost less impairment. Short term deposits are shown at market value and changes in value in the year, whether or not realized, are reported in the Statement of Financial Activities. Investments are those funds held on short term deposit. These are shown at market value and changes in value in the year, whether or not realised, are reported in the statement of financial activities.

**2.9 Investment properties**

Property investments are valued using professional advice and on the basis of market value as defined in the RICS Appraisal and Valuation Manual ("The Red Book"). Independent valuations of relevant property investments have been carried out at 31 March 2022 by Foxglove Property Consultants Ltd.

**2.10 Financial instruments**

Place2Be has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise bank loans and overdrafts, trade and other creditors and accruals.

At the balance sheet date the Group held financial assets at amortised cost of £7,862k (2021: £8,204k). Financial assets at fair value through income or expenditure of £nil (2021: £nil) and financial liabilities at amortised cost of £1,619k (2021: £1,641k).

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**2. Accounting policies (continued)**

**2.11 Pensions**

Place2Be offers a personal defined contribution pension scheme through a major pension provider. This is open to all staff that meet the government's auto-enrolment eligibility criteria. Enrolled individuals are required to make a contribution to the scheme of at least 3% of their basic monthly pay with Place2Be contributing a further 5% of basic monthly pay to the scheme for each enrolled employee.

Pension fund contributions are paid over on a monthly basis to the respective scheme provider. The company encourages staff to obtain independent financial advice before entering the scheme. The cost of employer contributions is shown in note 12.

**2.12 Fund accounting**

Unrestricted Funds are funds which are expendable at the discretion of the Trustees in furtherance of the objectives of the charity.

Designated Funds are unrestricted funds that have been set aside by the Trustees of the Charity for specific purposes.

Restricted Funds are those which are used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes.

**2.13 Key judgements and uncertainties**

In the application of the Charity's accounting policies, which are described in note 2, Trustees are required to make judgements, estimates, assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

**3. Services and facilities donated free of cost**

The Charity gratefully acknowledges receipt of voluntary services provided by clinicians on placement and a wide range of advisers and other voluntary supporters.

Included in income is intangible income of £292k for the year (2021: £381k), representing gifts in kind, primarily in respect of legal and professional services estimated by the providers at £170k (2021: £223k). This income and corresponding expenditure is included in the accounts under appropriate headings and contained within the analysis reported in notes 4-10.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**4. Income from donations and legacies**

	<b>Unrestricted funds 2022 £000</b>	<b>Restricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Companies and corporate trusts	1,586	1,431	<b>3,017</b>	3,108
Other trusts and charities	1,546	1,305	<b>2,851</b>	2,930
Corporate gifts in kind	292	-	<b>292</b>	381
Government grants	8	-	<b>8</b>	630
Private donations and events	1,916	476	<b>2,392</b>	2,126
	<u>5,348</u>	<u>3,212</u>	<u><b>8,560</b></u>	<u>9,175</u>

**5. Activities in Futherance of Charity Objectives**

	<b>Unrestricted funds 2022 £000</b>	<b>Restricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Schools	7,966	-	<b>7,966</b>	7,955
Government and Clinical Commissioning Groups	-	2,046	<b>2,046</b>	1,720
Training	738	-	<b>738</b>	451
	<u>8,704</u>	<u>2,046</u>	<u><b>10,750</b></u>	<u>10,126</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**6. Other income**

	<b>Unrestricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Rental income	119	<b>119</b>	-
Insurance income	10	<b>10</b>	-
Other income	26	<b>26</b>	-
	<u>155</u>	<u><b>155</b></u>	<u>-</u>

**7. Income from other trading activities**

**Income from non charitable trading activities**

	<b>Unrestricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Companies and corporate trusts	20	<b>20</b>	-
	<u>20</u>	<u><b>20</b></u>	<u>-</u>

**8. Investment income**

	<b>Unrestricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Investment income	-	-	4
	<u>-</u>	<u>-</u>	<u>4</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**9. Cost of generating funds**

	<b>Unrestricted funds 2022 £000</b>	<b>Restricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Staffing costs	940	-	940	774
Advisors and consultants	41	-	41	20
Event costs	79	-	79	12
Other	135	14	149	70
<b>Total 2022</b>	<u>1,195</u>	<u>14</u>	<u>1,209</u>	<u>876</u>
<i>Total 2021</i>	<u>876</u>	<u>-</u>	<u>876</u>	

**10. Charitable activities**

	<b>Mental health services &amp; support 2022 £000</b>	<b>Learning &amp; development 2022 £000</b>	<b>Raising awareness &amp; promoting understanding 2022 £000</b>	<b>Total funds 2022 £000</b>	<i>Total funds 2021 £000</i>
Direct costs	11,337	1,288	651	13,276	13,410
Central costs	5,422	539	273	6,234	4,679
<b>Total 2022</b>	<u>16,759</u>	<u>1,827</u>	<u>924</u>	<u>19,510</u>	<u>18,089</u>
<i>Total 2021</i>	<u>15,373</u>	<u>2,104</u>	<u>612</u>	<u>18,089</u>	

**11. Auditor's remuneration**

	<b>2022 £000</b>	<i>2021 £000</i>
Fees payable to the charity's auditor in respect of:		
Auditor's remuneration audit	28	25
Auditor's remuneration other services	8	10
	<u>36</u>	<u>35</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**12. Staff costs**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>
Wages and salaries	13,624	12,698
Social security costs	1,233	1,124
Contribution to defined contribution pension schemes	649	605
	<u>15,506</u>	<u>14,427</u>

Included in the above are redundancy and termination costs in the year to 31 March 2022 of £62k relating to 23 members of staff (2021: £151k and 40 members of staff). All costs were paid in the year.

The average number of persons employed by the charity during the year was as follows:

	<b>Group 2022 No.</b>	<i>Group 2021 No.</i>
Operations, Training and Research	473	455
Fundraising	23	17
Support (including HR, Finance and IT)	54	48
	<u>550</u>	<u>520</u>

The average headcount expressed as full-time equivalents was:

	<b>Group 2022 No.</b>	<i>Group 2021 No.</i>
Operations, Training and Research	307	307
Fundraising	22	16
Support (including HR, Finance and IT)	51	43
	<u>380</u>	<u>366</u>

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**12. Staff costs (continued)**

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group 2022 No.</b>	<i>Group 2021 No.</i>
In the band £60,001 - £70,000	4	4
In the band £70,001 - £80,000	4	4
In the band £80,001 - £90,000	1	1
In the band £90,001 - £100,000	1	1
In the band £100,001 - £110,000	1	1

Pension costs associated with those staff in the higher income bands totaled £41k (2021: £43k).

**Remuneration of Key Management Personnel**

The total value of employment benefits including salary, pension and employers National Insurance received by Trustees and the executive team:

	<b>2022 £000</b>	<i>2021 £000</i>
Trustees	-	-
Executive team	<b>744</b>	<i>707</i>

£642.16 of travel costs were reimbursed to Trustees during the year (2021: No expenses were reimbursed to Trustees).

In 2022, an additional £63k was paid to contractors acting as key management in an interim capacity.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**13. Tangible fixed assets**

**Group and Company**

	Long leasehold Land & Buildings £000	Computers and Other assets £000	Total £000
<b>Cost or valuation</b>			
At 1 April 2021	2,680	1,498	4,178
Additions	9	103	112
Disposals	-	(138)	(138)
At 31 March 2022	<u>2,689</u>	<u>1,463</u>	<u>4,152</u>
<b>Depreciation</b>			
At 1 April 2021	785	702	1,487
Charge for the year	291	410	701
On disposals	-	(132)	(132)
At 31 March 2022	<u>1,076</u>	<u>980</u>	<u>2,056</u>
<b>Net book value</b>			
At 31 March 2022	<u><u>1,613</u></u>	<u><u>483</u></u>	<u><u>2,096</u></u>
<i>At 31 March 2021</i>	<u><u>1,895</u></u>	<u><u>796</u></u>	<u><u>2,691</u></u>

All fixed assets are used for direct charitable purposes.

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**14. Investment property**

**Group and charity**

	<b>Angel Gate £000</b>
<b>Valuation</b>	
At 1 April 2021	4,560
Additions	12
Surplus on revaluation	85
At 31 March 2022	<u>4,657</u>

The 2022 valuations of the Angel Gate property were made on an open market value for existing use basis by Foxglove Property Consultants Ltd.

The property was transferred to investment property in 2018 on the basis that the property is no longer being used for operational purposes by the charity.

**15. Fixed asset investments**

	<b>£000</b>
<b>Group</b>	
Cost or valuation of COIF Funds at 1 April 2021	1
At 31 March 2022	<u>1</u>

	<b>£000</b>
<b>Charity</b>	
Cost or valuation of COIF Funds and Investment in Subsidiary at 1 April 2021	2
At 31 March 2022	<u>2</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**16. Debtors**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>	<b>Company 2022 £000</b>	<i>Company 2021 £000</i>
Trade debtors	775	609	775	609
Amounts owed by group undertakings	-	-	11	4
Other debtors	13	27	13	23
Prepayments and accrued income	2,589	4,490	2,590	4,489
	<u>3,377</u>	<u>5,126</u>	<u>3,389</u>	<u>5,125</u>

Included within debtors is £1.684m representing prepaid rent on 175 St. John Street.

**17. Creditors: Amounts falling due within one year**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>	<b>Company 2022 £000</b>	<i>Company 2021 £000</i>
Bank loans	68	122	68	122
Trade creditors	185	369	182	369
Other taxation and social security	389	319	387	314
Other creditors	145	128	145	129
Accruals and deferred income	904	882	888	877
	<u>1,691</u>	<u>1,820</u>	<u>1,670</u>	<u>1,811</u>

**Deferred income analysis:**

Deferred income in respect of school service funders and training comprises services invoiced in advance of services rendered.

	<b>2021 £000</b>	<b>Released in the year £000</b>	<b>Deferred in the year £000</b>	<b>Total funds £000</b>
School service funders	230	(10,296)	10,283	217
Training	163	(453)	394	104
Grant funders	7	(7)	-	-
	<u>400</u>	<u>(10,756)</u>	<u>10,677</u>	<u>321</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Creditors: Amounts falling due after more than one year**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>	<b>Company 2022 £000</b>	<i>Company 2021 £000</i>
Bank loans	<b>638</b>	<i>606</i>	<b>638</b>	<i>606</i>
	<b>638</b>	<i>606</i>	<b>638</b>	<i>606</i>

On 21 July 2021 Place2Be entered a new mortgage agreement with Lloyds Bank Plc in the sum of £750,000 in relation to the Angel Gate investment property. This replaced the previous mortgage agreement with Future Builders England Ltd which was repaid at the point of transfer.

The Lloyds mortgage is a fixed rate loan agreement at 2.52%, repayable over 10 years.

**Commitments relating to Angel Gate property:**

	<b>2022 £000</b>	<i>2021 £000</i>
Not later than one year	<b>68</b>	<i>122</i>
Later than one year and no later than five years	<b>366</b>	<i>490</i>
Later than five years	<b>271</b>	<i>116</i>
	<b>705</b>	<i>728</i>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**19. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2021 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2022 £000
<b>Designated funds</b>					
Property	5,545	-	(405)	85	5,225
Development and Strategic	4,491	-	(1,667)	-	2,824
Future Awards Ceremonies	59	-	-	-	59
	<u>10,095</u>	<u>-</u>	<u>(2,072)</u>	<u>85</u>	<u>8,108</u>
General	4,711	14,227	(13,933)	-	5,005
<b>Unrestricted funds</b>	<u>14,806</u>	<u>14,227</u>	<u>(16,005)</u>	<u>85</u>	<u>13,113</u>
<b>Restricted funds</b>					
Other restricted Funds	-	65	-	-	65
Voluntary Income & School					
Service	326	3,188	(3,015)	-	499
The Art Room	28	25	(53)	-	-
Grenfell	40	-	(40)	-	-
Banbury Project	10	68	(54)	-	24
Moondance	-	161	-	-	161
Beaverbrook Foundation	35	25	(29)	-	31
Nominet	-	20	-	-	20
Euromonitor	-	50	-	-	50
Four Acre Trust	-	99	(38)	-	61
Tim Robinson	15	63	(44)	-	34
Fidelity Grant	-	124	(79)	-	45
Scottish Government	66	132	(198)	-	-
Lord Mayors Appeal	301	306	(557)	-	50
Juliet Garmoyle	-	155	-	-	155
Prudence Trust	-	152	-	-	152
Morgan Stanley	76	253	(185)	-	144
Young London Appeal	50	3	(53)	-	-
Deloitte	-	76	(76)	-	-
Voreda	-	212	(212)	-	-

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**19. Statement of funds (continued)**

**Statement of funds - current year (continued)**

	Balance at 1 April 2021 £000	Income £000	Expenditure £000	Gains/ (Losses) £000	Balance at 31 March 2022 £000
White and Case Events	-	81	(81)	-	-
	<u>947</u>	<u>5,258</u>	<u>(4,714)</u>	<u>-</u>	<u>1,491</u>
<b>Total funds</b>	<u><u>15,753</u></u>	<u><u>19,485</u></u>	<u><u>(20,719)</u></u>	<u><u>85</u></u>	<u><u>14,604</u></u>

**Statement of funds - prior year**

	<i>Balance at 1 April 2020 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Transfers in/out £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2021 £000</i>
<b>Designated funds</b>						
Property	5,496	-	-	(61)	110	5,545
Development and Strategic	5,178	-	(687)	-	-	4,491
Future Awards Ceremonies	59	-	-	-	-	59
	<u>10,733</u>	<u>-</u>	<u>(687)</u>	<u>(61)</u>	<u>110</u>	<u>10,095</u>
General	3,443	15,633	(14,426)	61	-	4,711
<b>Unrestricted funds</b>	<u>14,176</u>	<u>15,633</u>	<u>(15,113)</u>	<u>-</u>	<u>110</u>	<u>14,806</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**19. Statement of funds (continued)**

**Restricted  
funds**

Voluntary Income & School Service	279	2,067	(2,020)	-	-	326
The Art Room	140	36	(148)	-	-	28
Grenfell	123	240	(323)	-	-	40
Banbury Project	-	53	(43)	-	-	10
Moondance	8	-	(8)	-	-	-
Beaverbrook Foundation	-	50	(15)	-	-	35
Nominet	-	550	(550)	-	-	-
Euromonitor	-	20	(20)	-	-	-
Four Acre Trust	22	-	(22)	-	-	-
Tim Robinson	-	15	-	-	-	15
Fidelity Grant	5	-	(5)	-	-	-
Scottish Government	-	189	(123)	-	-	66
Lord Mayors Appeal	366	401	(466)	-	-	301
Juliet Garmoyle	10	-	(10)	-	-	-
Prudence Trust	-	1	(1)	-	-	-
Morgan Stanley	174	-	(98)	-	-	76
Young London Appeal	-	50	-	-	-	50
	<u>1,127</u>	<u>3,672</u>	<u>(3,852)</u>	<u>-</u>	<u>-</u>	<u>947</u>
<b>Total funds</b>	<u><u>15,303</u></u>	<u><u>19,305</u></u>	<u><u>(18,965)</u></u>	<u><u>-</u></u>	<u><u>110</u></u>	<u><u>15,753</u></u>

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**The Charity's funds fall into three groups**

**i) Restricted funds.** These are funds, including grants, given for a specific purpose by the provider.

**School Service Funders.** This represents grants to support our work in specific schools or geographical areas.

**The Art Room.** Represents the funds transferred from The Art Room (Oxford) and further income received in the year which is specifically for activities in The Art Room programme.

**Voluntary Income.** This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.

**City Bridge Trust.** Funding for Place2Be Service Manager in the North West London area.

**Grenfell.** Funding to support children affected by the Grenfell Tower fire.

**Banbury Project.** This represents funds to support the role of Mental Health Manager in Banbury.

**Beaverbrook Foundation.** This represents funds to help boost capacity to fundraise from schools and to reach wider audiences.

**Tim Robinson.** Represents funding to support research projects.

**Scottish Government.** Represents funding to provide access to health and wellbeing support for school staff.

**Lord Mayors Appeal.** Represents funding to support Place2Think sessions for London teachers and to fund digital training for Counsellors on Placement

**Morgan Stanley.** Represents funding to support face to face training for school leaders, provide digital training for classroom teachers and support the building of an online 'Best-practice' hub.

**Young London Appeal.** Represents funding to provide support for children's mental health in the London area.

**Moondance.** Represents funding to support an 18 month project to create a sustainable, future-proofed whole school mental health service in Wales

**Nominet.** Represents funding to develop and enhance the Parenting Smart site which provides resources and support for parents on a wide range of topics

**Euromonitor.** A three year grant to fund our parenting support in one service area including provision of Family Practitioners, an online parenting course and Parenting Smart

**Four Acre Trust.** Grant to fund salaries and associated costs for post holders to support delivery of Place2Be services in Birmingham and Nottingham

**Fidelity.** Fund to support expansion of Place2Be's mental health services in a fifth operational region (Midlands and Wales)

**Juliet Garmoye.** Fund to introduce Place2Be Mental Health Services in schools in the South West of England for the first time, initially in the North Devon region.

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**Prudence Trust.** Fund to support Place2Be services in 19 schools across the London and South and London and West operational regions as outlined in the Grant Agreement.

**ii) Unrestricted Designated funds comprise:**

**Development & Strategic Priorities Fund.** The fund provides for the long term and is expected to be utilised in future periods to cover the additional costs in pursuing strategic priorities. £5m was donated in March 2020 from Mohn Westlake for investment in future capability improvements and likely to be expended over a three year period. Transfers out of the fund reflect expenditure on fixed assets such as computer software and equipment.

**Property Fund.** The fund represents the value of our properties at St John Street and Angel Gate, net of the loan secured on the property at Angel Gate. Transfers to the fund represent leasehold improvements to St John's Street net of repayments on the loan

**Future Awards Ceremonies Fund.** The fund represents funds set aside for use in future Place2Be Awards Ceremony events.

**iii) Unrestricted Charitable Fund.** This represents the balance of Place2Be funds.

**20. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2022 £000</b>	<b>Restricted funds 2022 £000</b>	<b>Total funds 2022 £000</b>
Tangible fixed assets	2,096	-	<b>2,096</b>
Fixed asset investments	1	-	<b>1</b>
Investment property	4,657	-	<b>4,657</b>
Current assets	8,688	1,491	<b>10,179</b>
Creditors due within one year	(1,691)	-	<b>(1,691)</b>
Creditors due in more than one year	(638)	-	<b>(638)</b>
<b>Total</b>	<b>13,113</b>	<b>1,491</b>	<b>14,604</b>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**20. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2021 £000</i>	<i>Restricted funds 2021 £000</i>	<i>Total funds 2021 £000</i>
Tangible fixed assets	2,691	-	2,691
Fixed asset investments	1	-	1
Investment property	4,560	-	4,560
Current assets	9,980	947	10,927
Creditors due within one year	(1,820)	-	(1,820)
Creditors due in more than one year	(606)	-	(606)
<b>Total</b>	<u>14,806</u>	<u>947</u>	<u>15,753</u>

**21. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>
Net income/expenditure for the year (as per Statement of Financial Activities)	<u>(1,234)</u>	<u>340</u>
<b>Adjustments for:</b>		
Depreciation charges	701	660
Decrease in debtors	1,819	3,059
Decrease in creditors	(129)	(410)
<b>Net cash provided by operating activities</b>	<u>1,157</u>	<u>3,649</u>

**22. Analysis of cash and cash equivalents**

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>
Cash in hand	<u>6,802</u>	<u>5,801</u>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**23. Analysis of changes in net debt**

	At 1 April 2021	Cash flows £000	At 31 March 2022 £000
Cash at bank and in hand	5,801	1,001	6,802
Debt due within 1 year	(122)	54	(68)
Debt due after 1 year	(606)	(32)	(638)
	<u>5,073</u>	<u>1,023</u>	<u>6,096</u>

**24. Obligations under operating leases**

The charity entered into a 10 year lease agreement on 25 August 2017 for the rental of new head office premises. Principal rent amounts to £384,000 per annum and has been paid in full in advance.

The Group and the charity had no commitments under non-cancellable operating leases at 31 March 2022.

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>Group 2022 £000</b>	<i>Group 2021 £000</i>	<b>Company 2022 £000</b>	<i>Company 2021 £000</i>
Lease payments	<u>384</u>	<u>384</u>	<u>384</u>	<u>384</u>

**25. Related party transactions**

During the year ended 31 March 2022 the charity received £458k (2021: £713k) by way of donations and gifts in kind from related parties.

**26. Donations from Trustees**

Donations from Trustees during the year ended 31 March 2022 amounted to £13,895 from 4 Trustees (£2,200 from 7 Trustees).

**27. Principal subsidiaries**

The following was a subsidiary undertaking of the charity:

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**PLACE2BE**  
**(A company limited by guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**27. Principal subsidiaries (continued)**

<b>Name</b>	<b>Company number</b>	<b>Principal activity</b>	<b>Class of shares</b>	<b>Holding</b>
Place2Be Trading Ltd	12269387	Non-trading	Ordinary	-% 100%

The financial results of the subsidiaries for the year were:

<b>Names</b>	<b>Income £000</b>	<b>Expenditure £000</b>	<b>Profit for the year £000</b>	<b>Net assets £000</b>
Place2Be Trading Ltd	<b>20</b>	<b>(7)</b>	<b>13</b>	<b>1</b>

**PLACE2BE**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**28. Comparative Statement of Financial Activities**

	Note	Unrestricted funds 2021 £000	Restricted funds 2021 £000	Total funds 2021 £000	<i>Total funds 2020 £000</i>
<b>Income from:</b>					
Donations and legacies	4	7,223	1,952	9,175	12,953
Charitable activities	5	8,406	1,720	10,126	10,213
Investments	6	4	-	4	18
<b>Total income</b>		<b>15,633</b>	<b>3,672</b>	<b>19,305</b>	<b>23,184</b>
<b>Expenditure on:</b>					
Raising fund		876	-	876	972
Charitable activities		14,237	3,852	18,089	17,403
<b>Total expenditure</b>		<b>15,113</b>	<b>3,852</b>	<b>18,965</b>	<b>18,375</b>
<b>Net movement in funds before other recognised gains/(losses)</b>		<b>520</b>	<b>(180)</b>	<b>340</b>	<b>4,809</b>
<b>Other recognised gains/(losses): Gains/(losses) on revaluation of fixed assets</b>		<b>110</b>	<b>-</b>	<b>110</b>	<b>(279)</b>
<b>Net movement in funds</b>		<b>630</b>	<b>(180)</b>	<b>450</b>	<b>4,530</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		14,176	1,127	15,303	10,773
Net movement in funds		630	(180)	450	4,530
<b>Total funds carried forward</b>		<b>14,806</b>	<b>947</b>	<b>15,753</b>	<b>15,303</b>

**PLACE2BE**

England & Wales - Charity number 1040756

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# Accounts

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**Place2Be** (A company limited by guarantee)

**TRUSTEES' REPORT AND  
FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 MARCH 2021

**PLACE2BE**  
**(A company limited by guarantee)**

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**Registered number: 02876150**  
**Charity numbers: 1040756 & SC038649**

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**PLACE2BE**  
**(A company limited by guarantee)**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2021**

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR  
ENDED 31 MARCH 2021

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**Patron**

Her Royal Highness The Duchess of Cambridge

**President**

Dame Benita Refson DBE

**Trustees**

Mr Simon Mackenzie Smith, Chair

Mr William Russell, Deputy Chair

Mr Aamir Ahmad (appointed 22 July 2020)

Mr Sandy Begbie

Ms Anuja Dhir (appointed 30 September 2020)

The Rt Hon Stephen Dorrell

Ms Elizabeth Greetham

Ms Sian Hill

Ms Elpha LeCointe

Mr Adrian Levy

Sir Charlie Mayfield

Mr John Murphy (appointed 23 April 2020)

Ms Margaret Murphy

Professor Stephen Scott

The Countess St Aldwyn

Dr Joseph Spence (resigned 30 September 2020)

**Company registered number**

02876150

**Charity registered numbers**

1040756 and SC038649

**Principal and registered office**

175 St. John Street, London, EC1V 4LW

**Independent auditor**

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7J

**Bankers**

Lloyds Bank plc, London, W1C 2BU

**Solicitors**

Clifford Chance, 10 Upper Bank Street, London, E14 5JJ

**Company Secretary**

Mr Nicholas Herod

TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2021

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## Foreword by Chair and CEO

### ***Resilience and leadership in times of challenge***

At Place2Be we believe that no child should have to face mental health problems alone. One of the key components of our whole-school approach to mental health is to equip children and young people with the skills to cope with life's challenges, to engage in their learning and school life and to realise their full potential. This has perhaps never been more important than over the past 12 months, a period in which our core values of compassion, integrity, perseverance and creativity have shaped how we approach our work and culture as an organisation.

We are immensely proud of how our team at Place2Be has stepped up to the challenge of the last year and not only continued to provide support for our school communities, but also stretched further, adapted and developed and reached out to support and assist many more school leaders, staff and parents through our training and resources. We learned a great deal early in 2020, during the first wave of Covid-19, when we adapted and reconfigured our traditional face-to-face model to a more 'blended approach'. So, as the various local lockdowns progressed across Scotland, Wales and England, the dedication of our frontline staff, combined with our professional business support functions, enabled us to continue to be there for children, young people, families and our schools. The timely restructure of our clinical and operational teams also meant that we were set up to respond quickly and effectively to schools' needs and, in a position to progress with the expansion of our work. In the past financial year we have been privileged to provide support and be there for 247,420 children through a mix of face-to-face sessions with students who continued to attend school, and online or phone sessions for those in lockdown or quarantine. Our strong partnerships with school communities across the UK have been vital during these difficult times.

### ***Significant scale-up of our support for school leaders and school staff***

In the past year, we have especially made great strides forward in building awareness skills, knowledge and the confidence of staff in schools to respond to the emotional and behavioural needs and challenges of their pupils. We launched our online Mental Health Champions Foundation Programme, and thanks to generous funding from Morgan Stanley, the Wimbledon Foundation, the Law Family Charitable Foundation and Baillie Gifford, we have engaged with over 50,000 staff across 42% of schools in the UK, reaching every county in England, Wales, Scotland and Northern Ireland. We also delivered our Place2Think mental health consultations to over 850 school staff. The take-up and response to these services demonstrates the very real demand for practical, accessible training to help school teams to better understand - and respond to - children's emotional needs. The outcomes also demonstrate the potential of effective online and blended programmes.

### ***Evidence-based practice***

We have continued to draw on the insights produced by our research and evaluation team from the data and evidence gathered from our front-line work to inform ongoing service development. During this period, we have reviewed and refined our clinical support for parents, to ensure we are delivering the most effective service, with our focus always on the child in need. The pandemic put greater pressure on parents and carers, who reported the highest ever level of behavioural, emotional and attentional difficulties among school-aged children, when Covid-19 restrictions were at their height\*. As well as implementing some structural changes, working with partners such as King's College London and SLAM we researched and began to trial digital services that will enable us to reach even more parents, carers and families who may be struggling to support their child's mental health.

### ***Stakeholder engagement and removing stigma***

We have also increased Place2Be's standing as an expert in the field of children's mental health, based on 27 years' experience of working in schools across the UK. Over the past 12 months, we have stepped up our public affairs work, through contributions and dialogue with key stakeholders and policy makers, including Ministers and Select Committees, the NHS Confederation and the publication of our clinical evidence which underpins our whole-school approach to mental health. Our Children's Mental Health Week in February 2021 coincided with another national lockdown, but with its theme of *Express Yourself*, the Week offered a welcome opportunity for positive engagement and activities in schools and homes to support mental health. It also provided a platform for considered debate and reflection on the role of self-expression in providing a vital emotional outlet at a time when many were struggling to cope. With an unprecedented demand for our school resources, support from our Royal Patron, widespread media coverage, mentions in the House of Commons and

the Scottish Parliament and the first engagement with our new ambassador, Lemn Sissay, the week was our most successful to date. This combined activity has helped to increase understanding, inform policy and position children and young people's mental health firmly on the public agenda.

***Equality, Diversity and Inclusion***

Diversity remains an on-going area of focus. In autumn 2020 we published our Equality, Diversity & Inclusion action plan, updated this summer, to ensure we are fully transparent in delivery against our commitments. Like many organisations, we are on a journey to make Place2Be more representative of the communities we support, and we have made good progress in the past year. This includes our 28 bursaries supported by The Wolfson Foundation, awarded to students on low incomes to support their professional training with Place2Be; giving a greater voice to colleagues and peers from diverse communities through the publication of blogs and personal experiences; and Place2Be's continuing lead role as chair and host of the sector-wide Diversity and Inclusion Coalition, which held a workshop in February to address the need for a more inclusive clinical curriculum in the training of counsellors and mental health professionals.

In May, we said farewell to Director of Learning and Practice Patrick Johnston, who took up a new role with digital service provider Kooth plc, and also to our People Director Jan McCarthy, who retired. We thank them both for their dedication and support over the past few years. We were delighted to welcome our new Director of People and Culture Wande Showunmi, who is already making strides in moving forward this agenda. The increased diversity within our Trustees and Executive team brings a broader perspective and lived experience to the benefit of all in the Place2Be community.

***Conclusion***

The pressure on all those delivering frontline services during the pandemic has been immense. We are hugely proud of the perseverance, integrity and dedication of Place2Be's staff throughout an incredibly challenging year. We also continue to be immensely grateful to the donors and funders who were there for us and whose generosity enables us to support even more children and communities in need. And we are also very fortunate to benefit from the expertise and wisdom of our advisors and Trustees who have helped to steer us through the past 12 months.

As we embark on a new academic year, we're looking forward to pressing on with the expansion of our frontline services to reach more children and families through direct work and partnership with school communities around the UK as well as through our Senior Mental Health Leads programme, now successfully quality-assured through a Department for Education assessment. We will continue to listen to our school communities and to engage with our staff and our supporters to ensure that our services bring real impact and benefit to the mental wellbeing of the children and young people who remain at the



**Simon Mackenzie Smith, Chair of Trustees.**



**Catherine Roche, CEO.**

*\*References: CO-SPACE, (2021)*

## **Section 1: Objectives and activities**

### **Our status and mission**

Place2Be is a company limited by guarantee and a charity registered in England & Wales and in Scotland.

Our mission is to enhance the wellbeing and prospects of children and their families by providing access to therapeutic and emotional support in schools, using a proven model backed up by research and training.

Our objectives, as set out in our memorandum and articles of association, are the advancement of education and the preservation and protection of health amongst young persons and adults, without prejudice to the generality of the forgoing, by:

- enabling therapeutic and emotional support to be provided to children in schools based on a practical model backed by research;
- providing emotional support to children and adults including teachers and parents;
- providing training in the principles, practices and methods of providing emotional support to children and adults and in other allied or ancillary subjects; and
- providing services to facilitate the placing of persons trained in the provision of emotional support to children and adults.

Evidence of how we are delivering our objectives can be found in Section 2.

### **Our vision, aims and strategy**

- Place2Be is the UK's leading provider of school-based children's mental health services
- We provide emotional and therapeutic support in schools, as well as expert training, to improve the emotional wellbeing of children, young people, parents and teachers
- We call this a whole school approach to mental health and wellbeing.

#### **Our work focuses on four areas:**

- Supporting children and young people's mental health through therapeutic work in schools
- Building awareness, skills and knowledge of mental health within school communities, to equip school leaders, teachers and staff to address and prioritise wellbeing
- Building an expert workforce in the field of children and young people's mental health
- Innovating, gathering evidence and communicating the impact of our work on school communities across the UK; as well as society as a whole.

#### **Why this matters:**

- One in six children and young people have a diagnosable mental health problem. *Source: NHS Digital (2020)*
- Half of lifetime mental illness starts by the age of 14. *Source: Kessler R and Wang P (2007)*
- 80 per cent of surveyed children with pre-existing mental health problems said the pandemic had made their mental health worse. *Source: NSPCC. How safe are our children? 2020*
- NHS England estimates that poor mental health costs the economy, NHS and society £105 billion a year in England. *Source: NSPCC. How safe are our children? 2016.*

## Section 2: Strategic Report

### Section 2a: Achievements and performance against 2020/2021 commitments

#### Our impact at a glance

Our work with schools	Building skills and raising awareness
<p>In FY20/21:</p> <p><b>Direct in-school delivery:</b> We worked with <b>492</b> schools in total reaching <b>247,420</b> children and young people [<i>vs 700 schools in 2019/20, reaching 380,691 children and young people</i>]</p> <p>In the academic year 20/21:</p> <ul style="list-style-type: none"> <li><b>5,875</b> [<i>vs 4,795 previous year</i>] pupils accessed Place2Be's one to-one weekly support</li> <li><b>27,995</b> [<i>vs 30,661 previous year</i>] pupils booked their own Place2Talk appointment</li> </ul> <p>Of pupils who have taken part in Place2Be counselling between April 2020 and October 2021 (last data available):</p> <ul style="list-style-type: none"> <li><b>70%</b> caused fewer problems for their teacher or class</li> <li><b>81%</b> found it easier to have friends</li> <li><b>81%</b> of those with severe difficulties showed an improvement in wellbeing</li> </ul>	<p>In FY20/21:</p> <p><b>53,603</b> school staff undertook our new Mental Health Champions (MHC) Foundation programme. 97% of those who completed the course would recommend it and 73% learned something that resulted in a change in their action, behaviour or attitude in the workplace (vs 413 class teachers, both online and face to face who completed our Class Teacher programme in 2019/20)</p> <p><b>822</b> people signed up to join our reflective supervision groups, Place2Think.</p> <p><b>225,341 total downloads</b> [<i>vs 82,000 the previous year</i>] of Place2Be's Children's Mental Health Week resources, between 1 November 2020 - 7 February 2021 (end of the week).</p> <p><b>432,000</b> downloads in total of Place2Be resources for schools, parents and carers. The increase reflects the demand for trusted, practical mental health advice and activities during the pandemic.</p> <p>Children's Mental Health Week was highly commended in the PR industry's Purpose Awards 2021</p>
Building a child mental health workforce	Innovating and communicating our impact
<p>In FY20/21:</p> <p><b>99</b> people on qualifying courses (Level 2 through to PGDip) [<i>vs 418 people previous year</i>]</p> <p><b>162 people</b> attended a 'Taster Day' [<i>vs 1,039 previous year</i>]</p> <p><b>There was a reduction in face to face training, due to Covid-19 restrictions.</b> <b>765</b> Counsellors on Placement (CoPs) trained with Place2Be for more than 2 months.</p> <p><b>685</b> individual CoPs attended a workshop, and <b>550</b> of these attended more than one workshop during this time</p> <p>We ran <b>115</b> workshops, each a day-long course.</p> <p>We awarded <b>28</b> bursaries, funded by The Wolfson Foundation, to students on low incomes to support their professional training with Place2Be</p> <p><b>754</b> unique users accessed Place2Be's learning hub, which provides a range of courses and guidance.</p>	<p><b>Peer review papers published to disseminate learnings and share best practice</b>, between April 2020 and July 2021:</p> <p><b>Counselling and Psychotherapy Research.</b> What issues bring primary school children to counselling? A service evaluation of presenting issues across 291 schools working with Place2Be. (July 2020)</p> <p><b>Child and Adolescent Mental Health.</b> Teachers concerns about pupil's mental health in a cross-sectional survey of a population sample of British school children. (October 2020)</p> <p><b>Lancet Child and Adolescent Health; Journal of Child Psychiatry and Psychology; European Child and Adolescent Psychiatry.</b> The long-term effects of school-based counselling in UK Primary Schools. (<a href="#">May 2021</a>)</p> <p><b>Publication of Place2Be's 25 years' learning from <a href="#">practice and evaluation</a></b> (May 2021)</p> <p><b>Online growth</b></p> <ul style="list-style-type: none"> <li><b>129,286 users</b> visitors to Place2Be website between January and March [<i>vs 88,695 previous year - 46% increase</i>]</li> <li><b>32,702 followers</b> gained across all social media channels April 2020 – March 2021 [<i>v 27,235, previous year, up 20%</i>]</li> </ul>

## **Overview of delivery against our business strategy in 2020/21**

Between April 2020 and March 2021, the pandemic caused huge disruption and great anxiety among school communities across the UK. As the various nations and regions moved in and out of lockdown we were able to respond to this period of unprecedented change and demand for our support and professional advice. We continued to support schools through the pandemic by reconfiguring our services in response to the changing needs of our partner school communities and the broader audience of parents and carers. Our clinicians and expert staff continued to support young people, responding to their individual needs with a blended offer, combining face to face and group work with online and telephone support as required during the various waves of the pandemic. In the financial year 2020/21 we supported 247,420 children and young people, holding a total of 33,870 sessions. We also continued to promote universal digital services ThinkNinja and Kooth, as well as the free crisis textline Shout, all of which are available outside of school hours, to ensure children knew there was support at hand at all times.

The majority of Place2Be's business support staff continued to work remotely wherever possible, with a gradual return to the office, and the resumption of in-person training once the vaccination programme was rolled out from spring 2021.

Despite Covid-19, we continued to focus on the priority areas outlined in **our business strategy**:

**Building confidence, skills and knowledge in schools, to promote a better understanding of mental health:** We listened to school leaders and class teachers and responded to their increasing needs. Over the past year we boosted our support for school staff to increase their knowledge and understanding how to spot and respond to the emotional and behavioural challenges of pupils. We adapted our initial online programme for teacher training and user-tested it with partner schools, before rolling it out as a UK-wide Mental Health Champions Foundation Programme in autumn 2020. We were delighted to be able to offer this support free of charge thanks to generous funding from Morgan Stanley, the Wimbledon Foundation, the Law Family Charitable Foundation and Baillie Gifford. Through this programme we have engaged with over 50,000 staff across 42% of schools in the UK and reaching every county in England, Wales and Scotland and Northern Ireland by May 2021. The levels of activity, completions and contributions to the programme have been consistently above industry averages: over 1.7 million views of the learning resources and 48% of users have completed the course (vs. 13% industry benchmark). We also delivered our Place2Think mental health consultations to over 850 school staff. The take-up and response to these services demonstrates the very real demand for practical, accessible training to help school teams to better understand - and respond to - children's emotional needs.

We also created a wider range of resources for both parents and schools, including Back to School activities around the theme of hope and connectedness, to support communities in their recovery after a period of anxiety and trauma for many young people.

**Providing high quality mental health services in schools:** Our strong partnerships with school communities across the UK have been vital during these difficult times. The latest NHS Digital data published in 2020, shows that one in six children and young people now have a diagnosable mental health problem our frontline staff and 85% of young people we support in secondary schools have been negatively affected by the pandemic. During periods of lockdown, when many schools were closed to the majority of pupils, we adapted the ways we provide support. Our teams rapidly moved to a phone-based service to continue providing support to students, families and school staff. In total, we reached 247,420 during this period. Our new clinical and regional management structure allowed us time to focus more on how to shape our service more effectively in the light of our outcomes data. We have increased the range of targeted and universal offers to include digital as well as face to face interventions and have increased our focus on parenting particularly to support children with behavioural challenges. The new clinical delivery model highlights the central role of a rigorous assessment and formulation process to ensure the right intervention for each child or young person. It also emphasises the value of existing resources in the school and family systems which can be shaped to better support the child or young person's mental health.

Over the past year we worked with a range of clinical partners to build the skills of our clinical teams and to develop our new interventions. During the first waves of lockdown, we ran a trial of an online parenting course, *Parenting Fast and Slow*, developed with [Parenting Matters](#), led by Professor Stephen Scott of King's College London. This was offered to parents in our partner schools between June and December 2020. We have taken the learnings from this trial to inform our understanding of how our staff, schools and parents engage with online resources and how we might overcome any barriers. This experience informed the development of our own [Parenting Smart](#) site, to be rolled out across the UK in the academic year ahead following a soft launch and user testing in our Place2Be schools. This has also helped inform the Place2Be parenting course currently in development in collaboration with Matt Woolgar from South London and Maudsley NHS Trust (SLaM), launching in early 2022. We have also appointed and trained (again in collaboration with SLAM/Kings College) one Family Practitioner for every area who will be offering 'PIPT', an individual face to face parenting training intervention for parents and children together. The Family Practitioners will also be facilitating cohorts of parents taking part in our online parenting course.

In line with our business plan and operational capacity introduced in the 2020 restructure, we continued to reach out to schools, with the aim to expand our in-school services in line with local needs. This has led to the creation of a new Place2Be region, covering the Midlands and Wales. The creation of this fifth region will enable us to devote greater attention to the specific needs of schools in Wales and the Midlands, while also enabling the team in Scotland to focus on delivery and growth within their nation.

**Building the child mental health workforce:**

This area of our work was the most disrupted due to lockdowns and our inability to run face to face training. However, in the same way as our school-based services pivoted to be delivered 'virtually', we were able to continue to deliver many courses and webinars online.

As part of our commitment to broaden the workforce, we were proud to launch our bursary scheme and award 28 bursaries, generously supported by The Wolfson Foundation, to students on low incomes to support their professional training with Place2Be. Place2Be has continued to chair and host the mental health sector-wide Diversity and Inclusion Coalition focused on training providers. In February, we held a workshop in a bid to address the need for a more equal and inclusive clinical curriculum. We also continued to build on our contacts with alumni through our regular newsletter, which is now sent to over 1,000 clinicians who trained with Place2Be to inform them of developments in the sector and to signpost to resources and career opportunities.

**Raising awareness of children and young people's mental health:** Over the past year we have boosted our Policy and Public Affairs activity considerably. Using evidence and experience from our work in schools, we have continued to advocate for the provision of children and young people's mental health support. The appointment of our first policy and public affairs manager in autumn 2020 has enabled Place2Be to play a more prominent sector role to ensure the topic of mental health and the importance of early intervention remains high on the national agenda. Key activity during this period includes: providing oral evidence, as well as giving a voice to students from secondary school partner Ark Elvin Academy at a roundtable session with the Education Select Committee; submitting written evidence to the Health and Social Care Select Committee Inquiry into children's mental health; participating in the Department for Education's Mental Health in Education Action Group; and giving evidence to the Lords Select Committee on Public Health on the role of public services in addressing child vulnerability. For Children's Mental Health Week, now in its seventh year, we chose the theme of 'Express Yourself' which was particularly pertinent, landing as it did during the third national lockdown. This national 'week' provided a platform for debate and reflection on the role of self-expression in providing a vital emotional outlet at a challenging time. We saw an unprecedented demand for our school and parent resources, and the range of activities across the week generated widespread national media coverage, mentions in the House of Commons and the Scottish Parliament, support from our Royal Patron, and the first engagement with our new ambassador, Lemn Sissay. Against all measurements, this year's 'Week' was our most successful to date.

**Delivery against Commitment to Diversity:** During the year, we have put even greater focus on ensuring that everything we do is fully inclusive. We listened to the strength of feeling generated by the harsh realities of events across the world and at home – and responded to the need for greater inclusivity and equality across society, and within our own workplace and sector. Like many organisations, we grappled with the challenges of approaching such areas of sensitivity by opening up more channels and opportunities for debate and discussion around areas for change and growth. From this, we defined and agreed the five areas within our diversity and inclusion action plan, which we communicated to staff and published on [our website](#), to demonstrate our genuine commitment and to holding ourselves to account. Beyond our own organisation, Place2Be also continued to lead the therapy sector’s Diversity and Inclusion Coalition with its initial focus on addressing gender and ethnic disparity in the therapeutic sector (see above).

**Investment in technology:** Investment continued in 2020/21 to ensure we have robust and efficient infrastructure and tools to support our teams and service users. Our IT support team performed well in ensuring that all staff were supplied with the right technical equipment to enable them to continue to work remotely and securely. In addition we continued to ensure our systems are better integrated and aligned to our business needs. We established, and are incredibly grateful to the members of, our Technology Advisory Group, chaired by our Trustee Aamir Ahmad. We have also benefited hugely from the pro bono expertise of the Bank of America in helping to shape our IT infrastructure change programme, which we are implementing in phases over the next three to five years. The IT strategy is underpinned by our data charter, to ensure all staff engage with the need to carefully manage the information we’re saving in our shared systems. In addition, the launch of our new recruitment system has enabled us to be more fully inclusive in our processes to attract and retain high-calibre professionals, from a more diverse range of backgrounds.

**Staff Wellbeing:** Place2Be is committed to promoting positive mental wellbeing at work. We actively seek to foster a culture of care for employees to feel positive, resilient and productive at work. This has been so important in the past year, for both our frontline and t staff. We created a dedicated wellbeing section on our intranet and boosted our programme of staff wellbeing activities across the year, with regular check-in sessions, many informal, to ensure staff had an opportunity to voice concerns and had a space for reflection and keeping in touch with colleagues during lockdown. We also actively promoted our Employee Assistance Programme (a free and confidential support service) throughout the year.

## **2021/22 Forward plan**

In the financial year 2021/2022 we will continue to focus on the four priority areas outlined in our business strategy. This will be a period of net investment in our capabilities and we anticipate a controlled net drawdown of over £2.0m in the year. Specific key activity for the year ahead includes:

- The expansion of services to reach more children, young people and communities. We aim to work with 459 partner schools by March 2022 and our ambition is to support 10% of UK schools by March 2025. We are continuing to build capacity to allow us to focus on development into more school communities, with particular focus on Wales, the Midlands and the North of England. In response to Covid-19 we reconfigured our services and we will continue to support our partner school communities, responding to their individual needs with a blended offer, combining face to face and group work with online support as required.
- Delivery of Mental Health leads work – Place2Be has been granted approved provider status by Department for Education and will begin activity from autumn 2021.
- Implementing and further embedding our revised clinical delivery model – we will continue to focus on the assessment and formulation of our school-based services, getting the right intervention to each child:
  - Journey of Hope group work, and for our work in secondary schools, working in partnership with the Anna Freud National Centre for Children & Families,
  - Introduce a new focused intervention for young people in secondary schools; and
  - a new approach to Parenting services with launch of new Family Practitioner role and national roll-out of our Parenting Smart site and Parenting Skills programme – in conjunction with King’s College / SLAM.
- Strategic review of Place2Be’s role in building the child mental health workforce – in line with changing needs of the service users and workforce, post pandemic, leveraging digital / blended learning, diversity and inclusivity.
- We will expand the reach of our digital programme Mental Health Champions – Foundation, building on the nearly 60,000 school staff from across the UK who have already engaged.
- Equality, Diversity and Inclusion – we will continue to deliver to our stated EDI commitments and continuing to lead the therapy sector’s Diversity and Inclusion Coalition with its focus on addressing gender and ethnic disparity in the therapeutic sector.
- Our investment in our own teams and systems will continue apace in 2021/22 to ensure we have robust and efficient infrastructure and tools to deliver to service users. Cyber security will remain a priority and we will continue to follow a five year IT strategy with security at its heart. Of particular focus will be our emphasis on integration of our existing systems and the quality of data within them.
- We will continue to advocate for the provision of children and young people’s mental health support within communities. We will ensure the topic of mental health and the importance of early intervention remains high on the national agenda.

## **Section 2b: Organisational purpose and public benefit**

Place2Be's objectives and activities are in line with the Charity Commission's guidance on public benefit. The Trustees confirm that they have referred to the Charity Commission's general guidance on public benefit when reviewing Place2Be's objectives and activities.

Our services fall within the general charitable purpose of the advancement of health and education, specifically by providing mental health services in schools. Our immediate beneficiaries are the children and young people, as well as their families and school communities.

The Trustees meet annually to discuss strategy and to review the strategic plan in the light of the external environment. We review progress against the plan quarterly and the Board receive regular updates. In this way the purpose of the organisation is kept in focus and activities to increase the reach and impact are planned and monitored.

### **Leadership**

All members of the Board of Trustees are committed to Place2Be's aims and values and understand their role as Place2Be's strategic leaders. The strategic business of the charity is discussed at quarterly Board meetings. Most Trustees are also involved in sub-committee meetings which provide an opportunity to provide strategic leadership in more depth. In some cases, Trustees are involved in particular strategic actions, such as the Technology Advisory Group in light of the significant investment in this area and the establishment of a People and Culture Committee in light of increased focus on our people agenda as a growing, expanding organisation. The CEO directs Place2Be's activities, supported by the Executive team which meets weekly and formally on a monthly basis.

### **Our staff and pay structures**

During the year to March 2021 we had an average of 520 staff, an increase of 4 from last year.

Place2Be is committed to paying staff a fair and appropriate salary, to ensure we can attract and retain people with the skills and abilities to deliver our objectives. Our approach is guided by the following principles:

- we provide a total reward package which recognises contribution to the achievement of our aims;
- our reward offering will be competitive in the marketplace from which we draw the people we need; and
- the reward decisions we make will be based on objective assessment of performance and of our organisational needs.

Remuneration policy is set by the People and Culture Committee, who have oversight of its implementation and application. Specific responsibilities include:

- monitoring sector pay levels and practices through participation in relevant surveys;
- reviewing and approving the annual salary budget;
- reviewing and approving individual pay recommendations for the Executive team; and
- reviewing gender and ethnicity pay gap metrics.

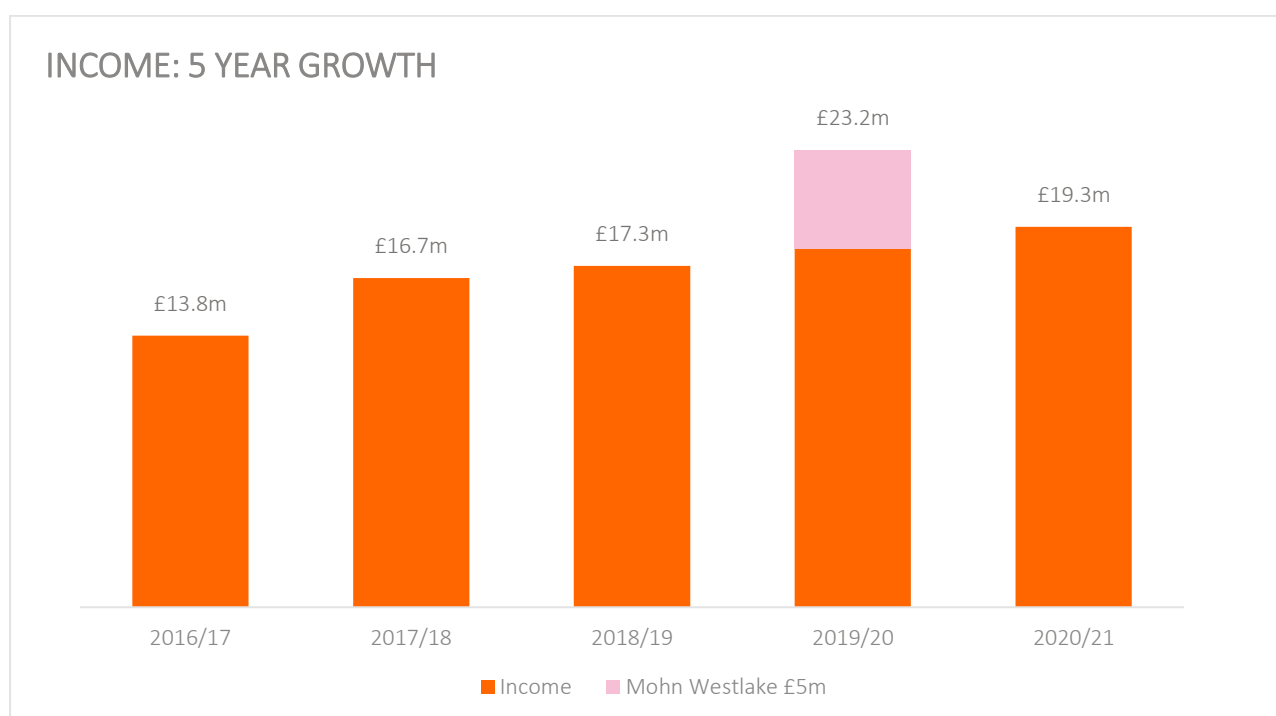
## Section 2c: Income, Expenditure and Balance Sheet

### Summary of Performance

Income for the year amounted to £19.3m (2019/20: £23.2m), expenditure totalled £18.9m (2019/20: £18.4m) and a gain in the revaluation of Angel Gate of £110k (2019/20: loss of £279k) resulted in an overall net movement in funds of £450k, increasing the total funds balance to £15.8m.

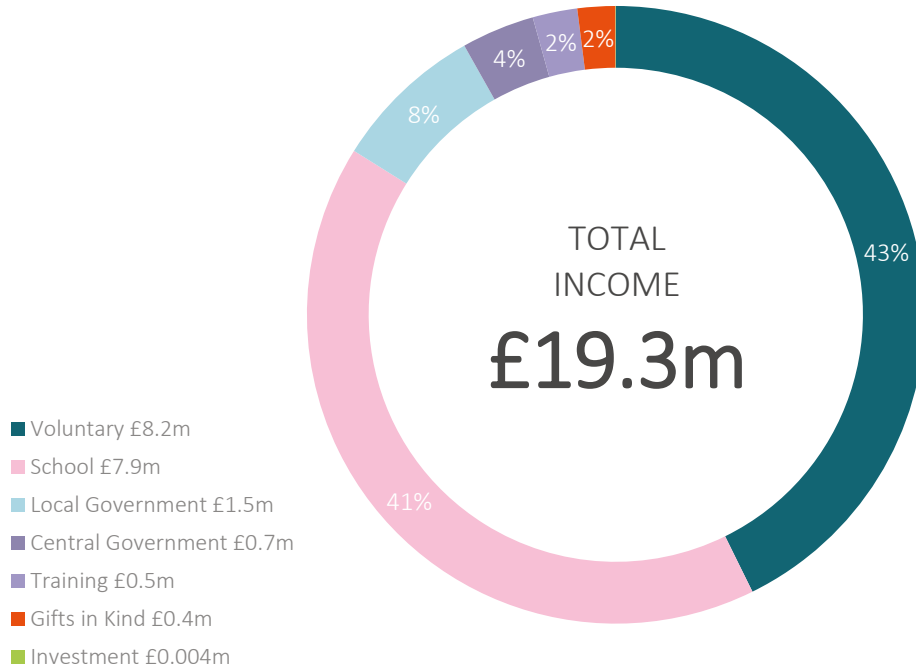
### Principal Sources of Funding

Taking into consideration the generous one off £5m donation pledged by The Mohn Westlake Foundation in the prior year, the income growth trajectory steadily continued into 2020/21.



The greatest proportion of income was generated from Voluntary Income £8.8m (2019/20: £12.9m) which accounts for 46% (2019/20: 56%) of total funds. Income from Schools of £7.9m (2019/20: £7.6m) increased over the year, reflecting the increasing scope, and reach of our activities aided by technological developments. The delivery of our in-person training was heavily impacted by pandemic restrictions, resulting in lower levels of activity. An analysis of principal incoming resources is shown in notes 3 to 6 of the accounts and graphically below.

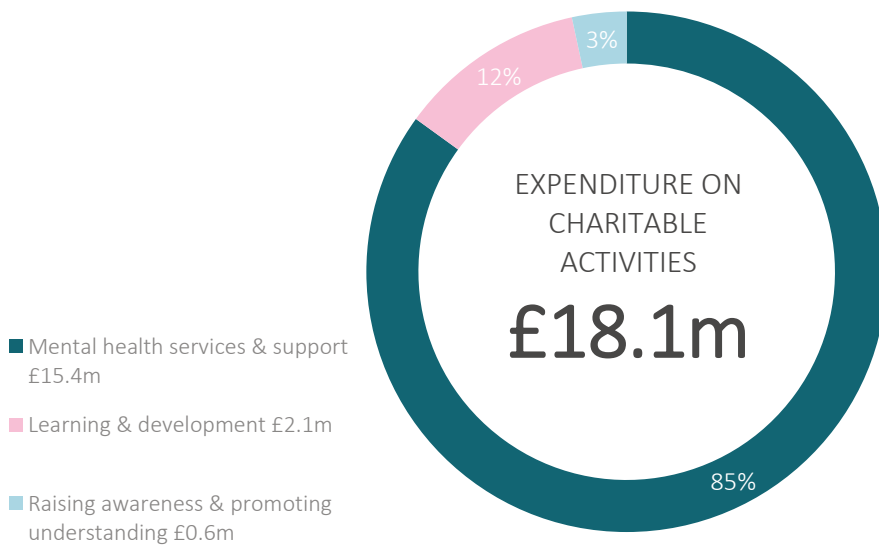
### INCOME 2020/21



### Expenditure on Charitable Activities

Expenditure on Charitable Activities increased from prior year and totalled £18.1m (2019/20: £17.4m), driven mainly by a 5% increase in Mental Health Services spend, which accounts for 85% of our total costs.

### EXPENDITURE ON CHARITABLE ACTIVITIES 2020/21



**PLACE2BE**  
**(A company limited by guarantee)**

**Balance Sheet**

The main changes in the Balance Sheet compared to previous years are as follows:

£000s	2019/20	2020/21	Notes
Fixed assets	7,086	7,252	We have invested in IT equipment and development of the website and also saw a gain in the value of our investment property at Angel Gate.
Debtors	8,184	5,126	Debtors include the remaining £1.6m instalment of the £5m donation from the Mohn Westlake Foundation (£3.3m in the previous year).
Cash at bank and in hand	2,908	5,801	Cash balances have continued to improve due to good working capital management.
Creditors - Amounts falling due within one year	(2,229)	(1,820)	Decreased trade creditors resulting from software invoices received in advance in the previous year.
Creditors - Amounts falling due after more than one year	(646)	(606)	We have made scheduled payments on our loan relating to the original purchase of our investment property at Angel Gate
<b>Net Assets</b>	<b>15,303</b>	<b>15,753</b>	

## **Reserves**

Place2Be reserves, comprising restricted, designated, and unrestricted funds are described and summarised in note 18.

During the year there was a net increase of £450k in group charitable funds bringing the total value of funds to £15.8 million.

Restricted funds have decreased from £1.1 million to £0.9m and consequently this has improved our proportional mix of restricted to unrestricted funds.

Unrestricted Charitable Funds of £4.7m represent the reserves available to the charity as its core capital. The Trustees and specifically the Finance & Audit Committee monitor the level of Unrestricted Charitable Funds in the context of the level of Place2Be's business and risks, with a specific review once each year. At 31 March 2021, Unrestricted Charitable Funds are approximately comparable to three months' worth of operating costs, which Trustees view to be adequate.

Unrestricted designated reserves include the Development and Strategic Priorities Fund of £4.5m. The purpose of this fund is to assist growth of the organisation's future capability. Place2Be has drawn down £0.7m of this fund during the year in order to support the delivery of the business plan with investment into infrastructure, equipment and systems.

The Property Fund of approximately £5.5 million has marginally increased due to the revaluation of Angel Gate. This fund represents the amount of Place2Be's own funds that are invested in property assets.

## **Section 2d: Key Risks and Uncertainties, with plans and strategies for managing those risks**

The Trustees are responsible for ensuring that there is an effective system for the management of risk within Place2Be and have implemented a broad range of risk management processes. The Risk Committee meets quarterly to review current risks across all activities and departments.

### **Our key risks are:**

#### **Safeguarding**

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be and remains our primary risk. We have a comprehensive framework of consents, controls, policies and reviews to manage the associated risks and act promptly and appropriately if concerns are raised.

All school-based staff and counsellors on placement are required to complete a safeguarding induction course before commencing their role. This course provides training in how to apply the safeguarding policy and procedure. Following this, the organisation has a requirement for annual refresher safeguarding training. Our partner schools are provided with an explanation of our safeguarding procedure before they begin working with us. To ensure policies are adhered to, safeguarding practice is reviewed via line manager supervision, internal audit processes and externally commissioned audits. In addition we update clinical training for staff and Counsellors on Placement based on real safeguarding cases, issues and risks identified in our practice and also national trends.

We keep the capacity of our Safeguarding team under review and expand in line with growth in school numbers and the complexity of casework.

The Risk Committee and the Board itself receive quarterly updates on all matters pertaining to safeguarding. Place2Be commissions an independent external safeguarding audit every two years.

### **Financial**

As with any charitable organisation, we need to manage and mitigate financial risks. Our financial model is based on a mix of income streams – schools, commissioners and voluntary income. In addition we continually review and refine our fundraising portfolio, and this has become even more critical as a result of Covid-19. We have adapted our income generating strategies accordingly, placing less emphasis on events. We are very aware of the ever increasing pressure on school budgets and work closely with partner schools to ensure that we provide them with affordable high-quality services. We continue to control our expenditure very carefully to ensure that we can make the maximum impact on the mental health of children and young people within the resources we have available. We have recently restructured the finance department to increase its capacity for control and business analysis.

### **Counsellors on Placement**

One area of primary risk is our reliance on Counsellors on Placement, as part of their training, to provide our one-to-one support. The risk is associated with sourcing, selecting, training and retaining sufficient Counsellors on Placement to deliver the service. The quality of Place2Be's own training offer and supervision structure ensures that there is mutual benefit to both the Charity and the Counsellor on Placement. We build relationships with academic institutions that provide training in counselling to make sure that the opportunity we offer is made available to trainees in geographical areas where we have a need. We work closely with the British Association of Counselling and Psychotherapy (BACP) and the UK Council for Psychotherapy (UKCP) to make sure that our placement programmes and training are relevant and valued by the profession.

### **Competitive environment**

The need for our services continues to grow and when set against the backdrop of the rapidly changing world due to the global pandemic there remains the need for Place2Be to continually evolve. In addition there is an ever and rapidly changing landscape with providers of online services, private as well as public sector, now beginning to provide some services for young people's mental health. Place2Be must continue to build on the experience and evidence built up from service provision embedded in schools for over 25 years; continue to embrace technology; strong partnerships and relationship to commissioners and schools.

### **Data security**

Over the past two years there has been a marked rise in the number of hacking and ransomware attacks perpetrated by cyber criminals on institutions. Many educational and not for profit institutions have been targeted. Place2Be has put more resources into the area of cyber security by introducing measures such as multi-factor authentication and single sign-on for systems which hold sensitive data. A five year IT and data strategic plan is being implemented which will improve system interoperability and security but the risk of cyber-attacks will continue to remain high. Data security risk and practical measures are considered by the Risk Committee and the Technology Advisory Group convened by the Finance and Audit Committee.

## **Section 3: Governance and management**

Place2Be is governed in accordance with its Memorandum and Articles of Association by the Board of Trustees. The Memorandum and Articles of Association were last amended on 18 July 2007.

Since the Charity Governance Code was launched on 13 July 2017, Place2Be has utilised the Code as a tool to reflect upon its current governance structures and consider the ways in which the Charity and its Trustees currently apply the seven principles and recommended practice.

We know that we are best placed to fulfil our vision, mission and strategic goals with effective governance in place. The Board

has therefore established a solid foundation in governance in which all Trustees are clear about their roles and legal responsibilities, are committed to supporting the charity to deliver its objects most effectively for its beneficiaries' benefit and contribute to the Charity's continued improvement. We were pleased to be invited to participate in the roundtable hosted by the Charity Commission CEO and Board Members as part of their exercise to consult the sector 'We want to help ensure that the sector is resilient and able to play its part as the country recovers from the impact of the pandemic ... to support the Commission's work to ensure that charities have the tools that they need to succeed and to understand how charities can thrive in a changing world.'

The Charity already applies the Code's measures. These include leading the development of a long term strategy and monitoring progress against that strategy, clear risk management processes and a scheme of delegation of authority which defines boundaries for the Executive's ability to conduct business.

We continue to consider the ways in which Place2Be can continue continuously improve the Charity's governance standards, increase our overall effectiveness as an organisation and comply fully with this new code.

### **Integrity**

Place2Be takes our responsibility to protect the privacy and safety of everyone we work with very seriously. Integrity is one of our core values and is applied to everything we do, from ensuring client data is kept safely, to having in depth and robust policies to protect staff and those we work with. We maintain a register of any conflicts of interests which may arise for Trustees and other Trustees then decide how to deal with these.

### **Board Effectiveness**

The Trustees select and appoint individuals to act as new Trustees, based upon a skills review which identifies the skills needed on the Board. New Trustees are then sought based on the results of the skills review. An initial term of four years is usual, with review and possible extension of a further four years, and thereafter at the Board's discretion. The Chair undertakes reviews with each Trustee annually. As the Charity is a company limited by guarantee with no share capital, Trustees have no personal interest in it. New Trustees undertake an induction programme including a school visit, meetings with the CEO and senior management, and attendance at events.

### **Equality, Diversity and Inclusion**

The organisation is committed to increasing the diversity of Trustees, employees, trainees and counsellors on placement. Place2Be continues to Chair the Diversity and Inclusion Coalition of industry bodies whose focus remains on working together to remove the barriers for people from ethnically diverse backgrounds and men joining the counselling and psychotherapy professions. Our internal diversity and inclusion staff steering group meets six weekly to ensure we listen to, and incorporate the views and lived experience of all colleagues across Place2Be.

We have a robust Equality, Diversity, and Inclusion plan which the executive directors are accountable for. This plan focuses on attaining continuous improvement in our practice, and mental health workforce, our staff, how we learn and how we engage and promote the work we do.

We performed our fourth gender pay gap report this year. This reported that the mean gender pay gap at Place2Be had increased from 12.6% to 14.3% between 05 April 2019 and 2020. Since the number of male employees is relatively low some small movements can have a large impact on the figures. In the year, the executive team contained two members of male staff as compared with only one at the date of the last report. Removing this impact would have resulted in a narrowing percentage gap over the two years. The gap for the median or 'middle' employee reduced from 6.3% to 6.2% over the time period which further indicates that it is movement at the extremities which is driving the changes in the mean pay gap.

We performed a review of ethnicity pay gap using metrics available to us from voluntary disclosure for our staff. There is currently no statutory or regulatory requirement to publish statistics although the government has previously stated a desire to introduce similar reporting requirements to those for gender. Our figures for 5 April 2021 indicate that the mean gap has reduced from 2.4% to 1.1% over the previous twelve months. The median gap is zero indicating that there is no gap for the

‘middle’ employee. We accept that these figures are dependent on our staff’s willingness to disclose the information and in order to improve the reliability of the measure we have encouraged staff to respond even if they select ‘choose not to say’. The percentage of staff for which we have no data reduced from 12% in April 2020 to just 7% in April 2021.

We are undertaking a number of measures to improve the ethnicity pay gap, including continuing to operate a competency-based approach to recruitment and promotion. We undertook a Pay and Benefits review during the autumn of 2019 which involved analysing all job descriptions and deriving pay points for each post and recommended pay band. The review also introduced a fair and transparent system for assessing newly created roles, using both internal and external benchmarking. In addition, our new Recruitment Applicant Tracking System anonymises gender, ethnicity and educational establishment. We have a specific recruitment budget targeted at inclusive recruitment and we have adopted other measures designed to reduce systematic hiring bias such as the “Rooney” Rule.

### **Openness and Accountability**

The Board and the Executive team recognise the importance of openness and transparency in communications with funders, donors, commissioners, schools and beneficiaries. Our annual accounts and report are published in full on our website, and we respond quickly and fully to any queries about our work whilst maintaining strict client confidentiality. We have a disclosure policy which supports members of staff to raise any concerns they may have.

### **Decision making and control**

The Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Board papers are circulated in advance of meetings so that Trustees have the opportunity to consider matters on the agenda and where appropriate consult externally. The Board maintains an up-to-date Contractual & Financial Delegation and Sign Off Policy to ensure that Trustees retain control of the charity while enabling the Executive to deal with the day-to-day running of the charity in a timely way.

Board meetings are run in an open manner so that everyone can have their say, and Trustees with relevant skills are appointed to sub-committees where issues are addressed in more depth. The Board has sub committees with delegated authority for: Finance and Audit, Practice and Quality, Risk, People and Culture and Nominations. Responsibility for the scrutiny of salaries and other duties was transferred from the Remuneration Committee to the People and Culture Committee during the year. In addition, there is a Research Advisory Group, a Development Advisory Group for Scotland, a Technology Advisory Group and plans for a Parenting Advisory Group as a key area of practice development.

### **Fundraising code of practice**

We value our supporters and donors and put them at the centre of all our fundraising activity. We are registered with the Fundraising Regulator self-regulatory scheme, and as members we follow the Institute of Fundraising’s Codes of Fundraising Practice and comply with the key principles embodied in the codes. and are committed to adhering to the Code of Fundraising Practice.

Fundraising activities are not outsourced to professional fundraisers or commercial participators. Place2Be’s fundraising team adheres to Section 1.2 of the Code of Fundraising Practice and is committed to protecting vulnerable donors. We are not aware of any occasion when we have been in breach of the Fundraising Code of Practice.

### **Place2Be’s Commitment to the Environment**

The Executive and Trustees have approved Place2Be’s Green Charter, in which we committed to reducing the organisation’s environmental impact by taking the following actions:

- Reduce office energy emissions by 10%.
- Reduce the volume of waste; and increase recycling in London office by 10%.
- Reduce CO2 emissions through travel by 10%.

Performance against these targets is now being monitored on a quarterly basis. However, due to Covid-19, and the closure of our offices for much of this period, our results will be skewed.

#### **Investment policy**

Place2Be, through the Finance and Audit Committee, has adopted a prudent approach to the investment of surplus funds, investing primarily in a small number of secure cash interest bearing deposits. The need to spread risk is balanced against the practicalities of administering numerous accounts. The Trustees' investment policy considers social, environmental and ethical considerations. The Trustees consider the performance of its cash and investments was adequate during the year.

### **Section 4: Going concern statement**

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees have given due consideration to the charity's ability to operate and to its financial sustainability including the potential impacts of Coronavirus. The Government's work from home guidelines issued in March 2020 necessitated a change in working patterns for all of our staff and in response to this the charity ensured that all staff could work remotely and adjusted its service delivery model to provide remote support where children and young people were based at home. Revised financial forecasts were prepared taking into account the potential implications of an extended period of lockdown on the charity's main income streams and modelling a number of different scenarios. These forecasts have been updated regularly and the Trustees are satisfied that there is sufficient resilience in the forecasts to demonstrate financial sustainability for the foreseeable future.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

## **Section 5: Employee Involvement and Employment of the Disabled**

Place2Be has established a Staff Consultative Forum so that employees can engage and contribute views on issues affecting the effective running of the organisation. This is currently in place for staff based at our head office and we have plans to expand this to our school-based staff. Staff provided input to the refresh of our business plan and to the management restructure which followed.

We have an Equality, Diversity and Inclusion Steering group, which meets every six weeks to discuss and champion our EDI action plan.

We are committed to inclusive recruitment practices, and we take positive action by putting in place measures to support the recruitment and promotion of underrepresented minorities. 3.11% of our employees declare on record as having a disability and we have a proactive People team that supports our managers and staff in responding to reasonable adjustments.

Place2Be has policies relating to employee welfare and support including:

- Employee Wellbeing
- Ill-health
- Health and Safety
- Equality, Diversity and Inclusion
- Anti-harassment and bullying
- Disclosure (whistleblowing)
- Working Together – Code of Conduct

Our Equality, Diversity and Inclusion Policy has a specific section on disabilities and the support offered to disabled staff and those that become disabled during their employment.

We have active staff voice channels. We conduct regular staff surveys including four in year mini pulse surveys and as well as an EDI temperature check. Based on the feedback, we have focused on four areas: improving internal communication, addressing workload, improving wellbeing and enhancing leadership. Our last pulse survey showed significant improvement in all areas.

We introduced a range of connecting and discussion forums including a quarterly town hall meeting attended by all staff, virtual “coffee meetings” with the Executive director team as well as a leadership forum. During the pandemic, we maximised the use of Zoom, using this to attain high engagement levels.

We continue to prioritise the well-being of our staff team, by providing a 24-hour seven day a week confidential counselling service. In addition, we run a reciprocal mentoring programme which has been well received by staff and we provide channels for accessing mentoring and buddying across all teams.

We encourage our staff to get involved in projects through working groups. We have established a digital champion working group which serves a channel for staff to contribute as well as influence our communication strategy.

## Section 6: Statement of Trustees' Responsibilities

The Trustees as Directors are responsible for preparing the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the result of the company for that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## Section 7: Statement of disclosure to auditors

Crowe U.K. LLP has indicated its willingness to be reappointed as statutory auditor.

So far as the Trustees are aware, there is no relevant audit information of which the company's auditors are unaware, and the Trustees have taken all the steps that they ought to have taken, in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This Annual Report, prepared under the Charities Act 2011 and the Companies Act 2006, was approved by the Trustees of Place2Be on 30 September 2020, including in their capacity as company directors approving the Directors' and Strategic Reports contained therein, and is signed as authorised on its behalf by:



Simon Mackenzie Smith  
Chair of Trustees  
7 October 2021

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE**

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**Opinion**

We have audited the financial statements of Place2Be for the year ended 31 March 2021 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement and notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2021 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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### **Other information**

The Trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### **Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PLACE2BE (CONTINUED)**

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**Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act

**PLACE2BE**  
**(A company limited by guarantee)**

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2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation (GDPR), employment legislation, Health and Safety legislation and Child Protection legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Audit Committee about their own identification and assessment of the risks of irregularities, agreeing income to contracts or other supporting evidence on a sample basis, testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

**Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Julia Poulter**  
**Senior Statutory Auditor**

For and on behalf of  
Crowe U.K. LLP  
Statutory Auditor  
Date: 15th October 2021

**PLACE2BE**  
(A company limited by guarantee)

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2021**

	Note	Unrestricted funds 2021 £000	Restricted funds 2021 £000	Total funds 2021 £000	<i>Total funds 2020 £000</i>
<b>Income from:</b>					
Donations and legacies	4	7,223	1,952	9,175	12,953
Charitable activities	5	8,406	1,720	10,126	10,213
Investments	6	4	-	4	18
<b>Total income</b>		<b>15,633</b>	<b>3,672</b>	<b>19,305</b>	<b>23,184</b>
<b>Expenditure on:</b>					
Raising funds		876	-	876	972
Charitable activities		14,237	3,852	18,089	17,403
<b>Total expenditure</b>		<b>15,113</b>	<b>3,852</b>	<b>18,965</b>	<b>18,375</b>
<b>Net movement in funds before other recognised gains/(losses)</b>		<b>520</b>	<b>(180)</b>	<b>340</b>	<b>4,809</b>
<b>Other recognised gains/(losses):</b> Gains/(losses) on revaluation of fixed assets		<b>110</b>	<b>-</b>	<b>110</b>	<b>(279)</b>
<b>Net movement in funds</b>		<b>630</b>	<b>(180)</b>	<b>450</b>	<b>4,530</b>
<b>of Reconciliation funds:</b>					
Total funds brought forward		14,176	1,127	15,303	10,773
Net movement in funds		630	(180)	450	4,530
<b>Total funds carried forward</b>		<b>14,806</b>	<b>947</b>	<b>15,753</b>	<b>15,303</b>

The Consolidated Statement of Financial Activities includes all gains and losses recognised in the year. The notes on pages 29 to 50 form part of these financial statements.

**PLACE2BE**  
(A company limited by guarantee)

**CONSOLIDATED BALANCE SHEET AS AT  
31 MARCH 2021**

	Note	2021 £000	2020 £000
<b>Fixed assets</b>			
Tangible assets	11	2,691	2,635
Investments	13	1	1
Investment property	12	4,560	4,450
		7,252	7,086
<b>Current assets</b>			
Debtors	14	5,126	8,184
Cash at bank and in hand		5,801	2,908
		10,927	11,092
Creditors: amounts falling due within one year	15	(1,820)	(2,229)
		9,107	8,863
<b>Net current assets</b>			
		16,359	15,949
<b>Total assets less current liabilities</b>			
Creditors: amounts falling due after more than one year	16	(606)	(646)
		15,753	15,303
<b>Total net assets</b>			
		15,753	15,303
<b>Charity funds</b>			
Restricted funds	17	947	1,127
Unrestricted funds	17	14,806	14,176
		15,753	15,303
<b>Total funds</b>			
		15,753	15,303

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....  
**Simon Mackenzie Smith**  
Chair  
Date: 7 October 2021



.....  
**Catherine Roche**  
Chief Executive

The notes on pages 29 to 50 form part of these financial statements.

**PLACE2BE**  
(A company limited by guarantee)

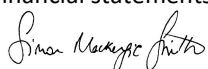
**CHARITY BALANCE SHEET AS AT  
31 MARCH 2021**

	Note	2021 £000	2020 £000
<b>Fixed assets</b>			
Tangible assets	11	2,691	2,634
Investments	13	2	2
Investment property	12	4,560	4,450
		<u>7,253</u>	<u>7,086</u>
<b>Current assets</b>			
Debtors	14	5,125	8,184
Cash at bank and in hand		5,768	2,910
		<u>10,893</u>	<u>11,094</u>
Creditors: amounts falling due within one year	15	(1,812)	(2,230)
		<u>9,081</u>	<u>8,864</u>
<b>Net current assets</b>		<u>9,081</u>	<u>8,864</u>
<b>Total assets less current liabilities</b>		<u>16,334</u>	<u>15,950</u>
Creditors: amounts falling due after more than one year	16	(606)	(646)
<b>Total net assets</b>		<u><u>15,728</u></u>	<u><u>15,304</u></u>
<b>Charity funds</b>			
Restricted funds	17	946	1,127
Unrestricted funds	17	14,782	14,177
<b>Total funds</b>		<u><u>15,728</u></u>	<u><u>15,304</u></u>

The charity's net movement in funds for the year was £425,185 (2020: £4,530,452).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

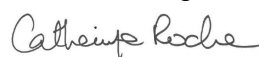
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**Simon Mackenzie Smith**  
Chair

Date: 7 October 2021

The notes on pages 29 to 50 form part of these financial statements.



.....  
**Catherine Roche**  
Chief Executive

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**PLACE2BE**  
**(A company limited by guarantee)**

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**CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE  
YEAR ENDED 31 MARCH 2021**

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	<b>2021</b>	<i>2020</i>
	<b>£000</b>	<i>£000</i>
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	<b>3,649</b>	<i>1,351</i>
	<hr/>	<hr/>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	<b>(716)</b>	<i>(912)</i>
	<hr/>	<hr/>
<b>Net cash used in investing activities</b>	<b>(716)</b>	<i>(912)</i>
	<hr/>	<hr/>
<b>Cash flows from financing activities</b>		
Repayments of borrowing	<b>(40)</b>	<i>(92)</i>
	<hr/>	<hr/>
<b>Net cash used in financing activities</b>	<b>(40)</b>	<i>(92)</i>
	<hr/>	<hr/>
<b>Change in cash and cash equivalents in the year</b>	<b>2,893</b>	<i>347</i>
Cash and cash equivalents at the beginning of the year	<b>2,908</b>	<i>2,561</i>
	<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	<b>5,801</b>	<i>2,908</i>
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 29 to 50 form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**1. General information**

Place2Be is a private, limited by guarantee, company (registered number 02876150), which is incorporated in England and domiciled in the UK. The address of the registered office is 175 St. John Street, Clerkenwell, London, EC1V 4LW.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)) and the Companies Act 2006.

Place2Be meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The consolidated statement of financial activities (SOFA) and consolidated balance sheet consolidate the financial statements of the charity and its subsidiary undertakings. The results of the subsidiary are consolidated on a line by line basis.

The Trustees have reviewed the circumstances of Place2Be and of the group and consider that adequate resources are available to fund the activities of the group for the foreseeable future. Twelve-month rolling cashflow projections are included in management's regular financial reports to Trustees, and income and expenditure is monitored against budget.

The Trustees have given due consideration to the potential impacts of Coronavirus on the charity's ability to operate and to its financial sustainability. The Government's work from home guidelines issued in March 2020 necessitated a change in working patterns for all of our staff and in response to this the charity ensured that all staff could work remotely and adjusted its service delivery model to provide remote support where children and young people were based at home. Revised financial forecasts were prepared taking into account the potential implications of an extended period of lockdown on the charity's main income streams and modelling a number of different scenarios. These forecasts have been updated regularly and the Trustees are satisfied that there is sufficient resilience in the forecasts to demonstrate financial sustainability for the foreseeable future.

The Trustees are of the opinion that the charity and the group are a going concern and the accounts have been prepared on this basis.

**2.2 Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly owned subsidiary, on a line by line basis. All intragroup transactions, balances, income and expenses are eliminated in full on consolidation.

The charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own statement of financial activities in these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**2. Accounting policies (continued)**

**2.3 Income**

**Voluntary Income**

Income received by way of donations is accounted for when the conditions for its receipt have been met, there is reasonable probability of receipt and the amount receivable can be reliably estimated.

**Donated goods, facilities and services**

Gifts in Kind and donated services are included at the value to Place2Be where this can be quantified. Where this is possible, this is based on estimated open market value. The value of services provided by volunteers is not included in these accounts. Further analysis is included in note 3.

**Grants Receivable**

Grants are recognised in the SoFA when received or when Place2Be becomes entitled to receive them. Grants that have been received will be treated as deferred income where there is a specific requirement in the terms of the grant that the income recognition is dependent on certain activities being completed in a future accounting period.

**Training Income**

Training income is recognised when the training has been delivered. Amounts invoiced in advance are held as deferred income until the training is delivered.

**School Services Income**

Schools are typically invoiced in April for the year to end of March so as to be consistent with Place2Be's financial year end. However, in some instances invoicing covers the school year to end August. In these instances revenue is pro rated to recognise income attributable to the period.

**2.4 Resources expended**

Resources expended are accounted for on an accruals basis and include irrecoverable VAT. All costs, other than those specifically related to the costs of generating funds, are regarded as being incurred in connection with charitable activities and include costs of services and support costs and depreciation. Costs of generating funds include staff costs and the direct costs of fundraising activities. Support costs have been allocated in categories consistent with the management and operations of the organisation. Costs are categorised into the following categories: Mental health services and support, Learning and development and Raising awareness and promoting understanding.

**2.5 Government grants**

Government grants relating to tangible fixed assets are treated as deferred income and released to the consolidated statement of financial activities over the expected useful lives of the assets concerned. Other grants are credited to the consolidated statement of financial activities as the related expenditure is incurred.

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**2. Accounting policies (continued)**

**2.6 Corporation tax and taxation**

Income tax expense in years when not nil represents the tax currently payable. Any taxable profit only arises from any non-charitable trading activity undertaken. The Company's liability for current tax in years when not nil is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Irrecoverable VAT is included in Resources Expended.

**2.7 Tangible fixed assets and**

Tangible fixed assets are stated at cost less depreciation.

Refurbishment costs incurred as part of the leasehold improvements of 175 St. John Street have been capitalised and will be depreciated over the remaining length of the lease. All new equipment purchases with a capital value of more than £5,000, whether financed by the receipt of grants or paid for out of unrestricted funds, are depreciated on a straight line basis over 3 years. Smaller assets are treated as revenue expenditure in the year of purchase. Gifts in Kind comprising equipment donated to Place2Be are fully written off in the period in which the gift is received. There were no asset disposals in the year.

**2.8 Investments**

Investments represent investment in Place2Be Trading subsidiary and funds held on short term deposit. Investment in the subsidiary is held at cost less impairment. Short term deposits are shown at market value and changes in value in the year, whether or not realized, are reported in the Statement of Financial Activities.

**2.9 Investment properties**

Property investments are valued by external professional advisers and on the basis of market value as defined in the RICS Appraisal and Valuation Manual ("The Red Book"). Independent valuations of relevant property investments have been carried out at 31 March 2021 by Foxglove Property Consultants Ltd.

**2.10 Financial instruments**

Place2Be has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise bank loans and overdrafts, trade and other creditors and accruals.

At the balance sheet date the Group held financial assets at amortised cost of £8,204k (2020: £7,940k). Financial assets at fair value through income or expenditure of £nil (2020: £nil) and financial liabilities at amortised cost of £1,641k (2020: £1,575k).

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**2. Accounting policies (continued)**

**2.11 Pensions**

Place2Be offers a group personal pension scheme through a major pension provider. This is open to all staff that meet the government's auto-enrolment eligibility criteria. Enrolled individuals are required to make a contribution to the scheme of at least 3% of their basic monthly pay with Place2Be contributing a further 5% of basic monthly pay to the scheme for each enrolled employee.

Pension fund contributions are paid over on a monthly basis to the respective scheme provider. The company encourages staff to obtain independent financial advice before entering the scheme. The cost of employer contributions is shown in note 10.

**2.12 Fund accounting**

Unrestricted Funds are funds which are expendable at the discretion of the Trustees in furtherance of the objectives of the charity.

Designated Funds are unrestricted funds that have been set aside by the Trustees of the Charity for specific purposes.

Restricted Funds are those which are used in accordance with specific restrictions imposed by donors or which have been raised for particular purposes.

**2.13 Key judgements and uncertainties**

In the application of the Charity's accounting policies, which are described in note 1, Trustees are required to make judgements, estimates, assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects the current and future periods.

In the view of the Trustees, no assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

**3. Services and facilities donated free of cost**

The Charity gratefully acknowledges receipt of voluntary services provided by clinicians on placement and a wide range of advisers and other voluntary supporters.

Included in income is intangible income of £381k for the year (2020: £378k), representing gifts in kind, primarily in respect of legal and professional services estimated by the providers at £223k (2020: £378k). This income and corresponding expenditure is included in the accounts under appropriate headings and contained within the analysis reported in notes 4-9.

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**4. Income from donations and legacies**

	<b>Unrestricted funds 2021 £000</b>	<b>Restricted funds 2021 £000</b>	<b>Total funds 2021 £000</b>	<i>Total funds 2020 £000</i>
Companies and corporate trusts	2,637	471	<b>3,108</b>	3,228
Other trusts and charities	2,426	504	<b>2,930</b>	7,378
Corporate gifts in kind	381	-	<b>381</b>	378
Government grants	73	557	<b>630</b>	-
Private donations and events	1,706	420	<b>2,126</b>	1,969
	<u>7,223</u>	<u>1,952</u>	<u><b>9,175</b></u>	<u>12,953</u>

**5. Activities in Furtherance of Charity**

	<b>Unrestricted funds 2021 £000</b>	<b>Restricted funds 2021 £000</b>	<b>Total funds 2021 £000</b>	<i>Total funds 2020 £000</i>
Schools	7,954	-	<b>7,954</b>	7,638
Government and Clinical Commissioning Groups	-	1,720	<b>1,720</b>	1,572
Training	452	-	<b>452</b>	1,003
	<u>8,406</u>	<u>1,720</u>	<u><b>10,126</b></u>	<u>10,213</u>

**6. Investment income**

	<b>Unrestricted funds 2021 £000</b>	<b>Total funds 2021 £000</b>	<i>Total funds 2020 £000</i>
Investment income	<u>4</u>	<u><b>4</b></u>	<u>18</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
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**7. Cost of generating funds**

	<b>Unrestricted funds 2021 £000</b>	<b>Total funds 2021 £000</b>	<i>Total funds 2020 £000</i>
Staffing costs	774	774	661
Advisors and consultants	20	20	63
Event costs	12	12	147
Other	70	70	101
<b>Total 2021</b>	<b>876</b>	<b>876</b>	<b>972</b>

**8. Charitable activities**

	<b>Mental health services &amp; support 2021 £000</b>	<b>Learning &amp; development 2021 £000</b>	<b>Raising awareness &amp; promoting understanding 2021 £000</b>	<b>Total funds 2021 £000</b>	<i>Total funds 2020 £000</i>
Direct costs	11,396	1,560	454	13,410	13,629
Central costs	3,977	544	158	4,679	3,774
<b>Total 2021</b>	<b>15,373</b>	<b>2,104</b>	<b>612</b>	<b>18,089</b>	<b>17,403</b>
<i>Total 2020</i>	<i>14,577</i>	<i>2,162</i>	<i>664</i>	<i>17,403</i>	

**9. Auditor's remuneration**

	<b>2021 £000</b>	<i>2020 £000</i>
Fees payable to the charity's auditor in respect of:		
Auditor's remuneration - audit	25	20
Auditor's remuneration - other	10	21

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**10. Staff costs**

	<b>Group 2021 £000</b>	<i>Group 2020 £000</i>
Wages and salaries	<b>12,698</b>	<i>12,233</i>
Social security costs	<b>1,124</b>	<i>1,059</i>
Contribution to defined contribution pension schemes	<b>605</b>	<i>575</i>
	<b>14,427</b>	<i>13,867</i>

Included in the above are redundancy and termination costs in the year to 31 March 2021 of £151k relating to 40 members of staff (2020: £109k and 25 members of staff). £54k of costs were paid after the year end.

The average number of persons employed by the charity during the year was as follows:

	<b>Group 2021 No.</b>	<i>Group 2020 No.</i>
Operations, Training and Research	<b>455</b>	<i>458</i>
Fundraising	<b>17</b>	<i>15</i>
Support (including HR, Finance and IT)	<b>48</b>	<i>43</i>
	<b>520</b>	<i>516</i>

The average headcount expressed as full-time equivalents was:

	<b>Group 2021 No.</b>	<i>Group 2020 No.</i>
Operations, Training and Research	<b>307</b>	<i>308</i>
Fundraising	<b>16</b>	<i>14</i>
Support (including HR, Finance and IT)	<b>43</b>	<i>40</i>
	<b>366</b>	<i>362</i>

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**10. Staff costs (continued)**

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>Group 2021 No.</b>	<i>Group 2020 No.</i>
In the band £60,001 - £70,000	<b>4</b>	6
In the band £70,001 - £80,000	<b>4</b>	1
In the band £80,001 - £90,000	<b>1</b>	1
In the band £90,001 - £100,000	<b>1</b>	1
In the band £100,001 - £110,000	<b>1</b>	1

Pension costs associated with those staff in the higher income bands totalled £43k (2020: £32.7k).

**Remuneration of Key Management Personnel**

The total value of employment benefits including salary, pension and employer's National Insurance received by Trustees and the executive team:

	<b>2021 £000</b>	<i>2020 £000</i>
Trustees	-	-
Executive team	<b>707</b>	<i>635</i>

No expenses were reimbursed to Trustees during the year (2020: 4 Trustees totalling £1,613).

In 2020, an additional £48.8k was paid to contractors acting as key management in an interim capacity.

NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021

11. Tangible fixed assets

Group and Company

	Long leasehold Land & Buildings £000	Computers and Other assets £000	Total £000
<b>Cost or valuation</b>			
At 1 April 2020	2,662	800	3,462
Additions	18	698	716
At 31 March 2021	2,680	1,498	4,178
<b>Depreciation</b>			
At 1 April 2020	497	330	827
Charge for the year	288	372	660
At 31 March 2021	785	702	1,487
<b>Net book value</b>			
At 31 March 2021	1,895	796	2,691
At 31 March 2020	2,165	470	2,635

All fixed assets are used for direct charitable purposes.

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**12. Investment property**

<b>Group</b>	<b>Angel Gate £000</b>
Valuation at 1 April 2020	4,450
Surplus on revaluation	110
	<hr/>
At 31 March 2021	<b>4,560</b>
	<hr/> <hr/>
<b>Charity</b>	<b>Angel Gate £000</b>
Valuation at 1 April 2020	4,450
Surplus on revaluation	110
	<hr/>
At 31 March 2021	<b>4,560</b>
	<hr/> <hr/>

The 2021 valuation of the Angel Gate property was made on an open market value for existing use basis by Foxglove Property Consultants Ltd.

The property was reclassified as an investment property in 2018 on the basis that the property was no longer being used for operational purposes by the charity.

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**13. Investments**

**Group**

**Cost or valuation**

At 1 April 2020

**1**

At 31 March 2021

**1**

**Charity**

**£000**

**Cost or valuation**

At 1 April 2020

**2**

At 31 March 2021

**2**

Investments for the Charity are represented by £1k in short term deposits and £1k in Place2Be Trading subsidiary. The latter is removed on consolidation to show an overall Group position of £1k.

**14. Debtors**

	<b>Group</b>	<i>Group</i>	<b>Company</b>	<i>Company</i>
	<b>2021</b>	<i>2020</i>	<b>2021</b>	<i>2020</i>
	<b>£000</b>	<i>£000</i>	<b>£000</b>	<i>£000</i>
Trade debtors	<b>609</b>	<i>1,333</i>	<b>609</b>	<i>1,333</i>
Amounts owed by group undertakings	<b>-</b>	<i>-</i>	<b>4</b>	<i>-</i>
Other debtors	<b>27</b>	<i>32</i>	<b>23</b>	<i>33</i>
Prepayments and accrued income	<b>4,490</b>	<i>6,819</i>	<b>4,489</b>	<i>6,819</i>
	<b>5,126</b>	<i>8,184</i>	<b>5,125</b>	<i>8,185</i>

Included within Prepayments and accrued income is £2.1m representing prepaid rent on 175 St. John Street and accrued income of £1.7m representing the final tranche of the £5m donation from The Mohn Westlake Foundation receivable after the year end.

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
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**15. Creditors: Amounts falling due within one year**

	<b>Group 2021 £000</b>	<i>Group 2020 £000</i>	<b>Company 2021 £000</b>	<i>Company 2020 £000</i>
Bank loans	122	122	122	122
Trade creditors	369	727	369	727
Amounts owed to group undertakings	-	-	-	1
Other taxation and social security	319	302	314	302
Other creditors	128	80	129	80
Accruals and deferred income	882	998	878	998
	<b>1,820</b>	<i>2,229</i>	<b>1,812</b>	<i>2,230</i>

**Deferred income analysis:**

Deferred income in respect of school service funders and training comprises services invoiced in advance of services rendered.

	<b>2020 £000</b>	<b>Released in the year £000</b>	<b>Deferred in the year £000</b>	<b>Total funds £000</b>
School service funders	252	(252)	304	<b>304</b>
Training	265	(265)	162	<b>162</b>
Grant funders	-	-	-	-
	<b>517</b>	<b>(517)</b>	<b>466</b>	<b>466</b>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
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**16. Creditors: Amounts falling due after more than one year**

	<b>Group 2021 £000</b>	<i>Group 2020 £000</i>	<b>Company 2021 £000</b>	<i>Company 2020 £000</i>
Bank loans	<b>606</b>	<i>646</i>	<b>606</b>	<i>646</i>
	<b>606</b>	<i>646</i>	<b>606</b>	<i>646</i>

This assumes a repayment of £122k per annum and an interest rate of 3.1%.

The loan represents the mortgage of Angel Gate with Future Builders England Ltd at Bank of England base rate plus 3%, an effective variable rate of 3.1%. This mortgage was repaid and replaced post year end in July 2021 by a fixed rate loan agreement with Lloyds Bank PLC, repayable over 10 years at a fixed rate of 2.52%.

During the financial year a capital and interest repayment holiday of 6 months was granted by Futurebuilders England Ltd to support Place2Be cashflow whilst responding to the impact of the Covid-19 virus.

**Commitments relating to Angel Gate property:**

	<b>2021 £000</b>	<i>2020 £000</i>
Not later than one year	<b>122</b>	<i>122</i>
Later than one year and no later than five years	<b>490</b>	<i>490</i>
Later than five years	<b>116</b>	<i>156</i>
	<b>728</b>	<i>768</i>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**17. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2020 £000	Income £000	Expenditure £000	Transfers in/out £000	Gains/ (Losses) £000	Balance at 31 March 2021 £000
<b>Designated funds</b>						
Property	5,496	-	-	(61)	110	5,545
Development and Strategic Future Awards Ceremonies	5,178	-	(687)	-	-	4,491
	59	-	-	-	-	59
	<u>10,733</u>	<u>-</u>	<u>(687)</u>	<u>(61)</u>	<u>110</u>	<u>10,095</u>
General	<u>3,443</u>	<u>15,633</u>	<u>(14,426)</u>	<u>61</u>	<u>-</u>	<u>4,711</u>
<b>Unrestricted funds</b>	<u>14,176</u>	<u>15,633</u>	<u>(15,113)</u>	<u>-</u>	<u>110</u>	<u>14,806</u>
<b>Restricted funds</b>						
Voluntary Income & School						
Service	279	2,067	(2,020)	-	-	326
The Art Room	140	36	(148)	-	-	28
Grenfell	123	240	(323)	-	-	40
Banbury Project	-	53	(43)	-	-	10
Mental Health Champions	8	-	(8)	-	-	-
Beaverbrook Foundation	-	50	(15)	-	-	35
DHSC	-	550	(550)	-	-	-
Paul Hamlyn Foundation	-	20	(20)	-	-	-
BMR Foundation	22	-	(22)	-	-	-
Tim Robinson	-	15	-	-	-	15
Fidelity Grant	5	-	(5)	-	-	-
Scottish Government	-	189	(123)	-	-	66

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**17. Statement of funds (continued)**

**Statement of funds - current year (continued)**

	Balance at 1 April 2020 £000	Income £000	Expenditure £000	Transfers in/out £000	Gains/ (Losses) £000	Balance at 31 March 2021 £000
Lord Mayor's Appeal	366	401	(466)	-	-	301
Mobile Methodology	10	-	(10)	-	-	-
White & Case Events	-	1	(1)	-	-	-
Morgan Stanley	174	-	(98)	-	-	76
Young London Appeal	-	50	-	-	-	50
	<u>1,127</u>	<u>3,672</u>	<u>(3,852)</u>	<u>-</u>	<u>-</u>	<u>947</u>
<b>Total funds</b>	<u><u>15,303</u></u>	<u><u>19,305</u></u>	<u><u>(18,965)</u></u>	<u><u>-</u></u>	<u><u>110</u></u>	<u><u>15,753</u></u>

**Statement of funds - prior year**

	<i>Balance at 1 April 2019 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2020 £000</i>
<b>Designated funds</b>					
Property	5,775	-	-	(279)	5,496
Development and Strategic	192	5,000	(14)	-	5,178
Future Awards Ceremonies	59	-	-	-	59
	<u>6,026</u>	<u>5,000</u>	<u>(14)</u>	<u>(279)</u>	<u>10,733</u>
General	<u>4,016</u>	<u>13,637</u>	<u>(14,210)</u>	<u>-</u>	<u>3,443</u>
<b>Unrestricted funds</b>	<u>10,042</u>	<u>-</u>	<u>(14,224)</u>	<u>(279)</u>	<u>14,176</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**17. Statement of funds (continued)**

	<i>Balance at 1 April 2019 £000</i>	<i>Income £000</i>	<i>Expenditure £000</i>	<i>Gains/ (Losses) £000</i>	<i>Balance at 31 March 2020 £000</i>
<b>Restricted funds</b>					
Voluntary Income & School Service	41		(2,588)	-	279
The Art Room	132		(177)	-	140
Grenfell	210		(333)	-	123
Banbury Project	53		(103)	-	-
Mental Health Champions	15		(17)	-	8
Beaverbrook Foundation	17		(48)	-	-
Dept of Health	263		(263)	-	-
Paul Hamlyn Foundation	-		(53)	-	-
BMR Foundation	-		-	-	22
Tim Robinson	-		(27)	-	-
Fidelity Grant	-		(110)	-	5
Scottish Government	-		(15)	-	-
Lord Mayor's Appeal	-		(417)	-	366
Mobile Methodology	-		-	-	10
Morgan Stanley	-		-	-	174
	<u>731</u>	<u>4,547</u>	<u>(4,151)</u>	<u>-</u>	<u>1,127</u>
<b>Total funds</b>	<u><u>10,773</u></u>	<u><u>4,547</u></u>	<u><u>(18,375)</u></u>	<u><u>(279)</u></u>	<u><u>15,303</u></u>

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**The Charity's funds fall into three groups**

**i) Restricted funds.** These are funds, including grants, given for a specific purpose by the provider.

**School Service Funders.** This represents grants to support our work in specific schools or geographical areas.

**The Art Room.** Represents the funds transferred from The Art Room (Oxford) and further income received in the year which is specifically for activities in The Art Room programme.

**Voluntary Income.** This represents funds donated by charitable trusts to support our work in specific schools or geographic areas.

**Grenfell.** Funding to support children affected by the Grenfell Tower fire.

**Banbury Project.** This represents funds to support the role of Mental Health Manager in Banbury.

**Mental Health Champions Programme.** Grant in support of the Mental Health Champions Programme to enhance Newly Qualified Teachers' ability to support children's emotional wellbeing and improve the effectiveness of their teaching.

**Beaverbrook Foundation.** This represents funds to help boost capacity to fundraise from schools and to reach wider audiences.

**Department of Health and Social Care.** Represents funding to support children and young people's mental health during and post lockdown.

**Paul Hamlyn Foundation.** Represents funding to support Place2Be based in the Carrick Academy, Scotland .

**BMR Foundation.** Represents funding to support parent counselling services.

**Tim Robinson.** Represents funding to support research projects.

**Fidelity Grant.** Represents funding to support the Mental Health Champions Programme..

**Scottish Government.** Represents funding to provide access to health and wellbeing support for school staff.

**Lord Mayor's Appeal.** Represents funding to support Place2Think sessions for London teachers and to fund digital training for Counsellors on Placement

**Mobile Methodology.** Represents funding to support a redeveloped delivery model of the Art Room.

**White & Case Events.** Represents funding to support 20 partner schools in London.

**Morgan Stanley.** Represents funding to support face to face training for school leaders, provide digital training for classroom teachers and support the building of an online 'Best-practice' hub.

**Young London Appeal.** Represents funding to provide support for children's mental health in the London area.

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**ii) Unrestricted Designated funds comprise:**

**Development & Strategic Priorities Fund.** The fund provides for the long term and is expected to be utilised in future periods to cover the additional costs in pursuing strategic priorities. £5m was donated in March 2020, payable in three equal annual instalments, from the Mohn Westlake Foundation for investment in future capability improvements and likely to be expended over a three year period. Transfers out of the fund reflect expenditure on fixed assets such as computer software and equipment.

**Property Fund.** The fund represents the value of our properties at St John Street and Angel Gate, net of the loan secured on the property at Angel Gate. Transfers to the fund represent leasehold improvements to St John's Street net of repayments on the loan

**Future Awards Ceremonies Fund.** The fund represents funds set aside for use in future Place2Be Awards Ceremony events. The next fundraising ceremony is scheduled for 2022.

**iii) Unrestricted Charitable Fund.** This represents the balance of Place2Be funds.

**18. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2021 £000</b>	<b>Restricted funds 2021 £000</b>	<b>Total funds 2021 £000</b>
Tangible fixed assets	2,691	-	2,691
Fixed asset investments	1	-	1
Investment property	4,560	-	4,560
Current assets	9,981	947	10,928
Creditors due within one year	(1,821)	-	(1,821)
Creditors due in more than one year	(606)	-	(606)
<b>Total</b>	<b>14,806</b>	<b>947</b>	<b>15,753</b>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
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**18. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2020 £000</i>	<i>Restricted funds 2020 £000</i>	<i>Total funds 2020 £000</i>
Tangible fixed assets	2,635	-	2,635
Fixed asset investments	1	-	1
Investment property	4,450	-	4,450
Current assets	9,965	1,127	11,092
Creditors due within one year	(2,229)	-	(2,229)
Creditors due in more than one year	(646)	-	(646)
<b>Total</b>	<u>14,176</u>	<u>1,127</u>	<u>15,303</u>

**19. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>Group 2021 £000</b>	<i>Group 2020 £000</i>
Net income for the year (as per Statement of Financial Activities)	<b>340</b>	4,809
<b>Adjustments for:</b>		
Depreciation charges	<b>660</b>	429
Decrease/(increase) in debtors	<b>3,059</b>	(4,168)
Increase/(decrease) in creditors	<b>(410)</b>	281
<b>Net cash provided by operating activities</b>	<u><b>3,649</b></u>	<u>1,351</u>

**20. Analysis of cash and cash equivalents**

	<b>Group 2021 £000</b>	<i>Group 2020 £000</i>
Cash in hand	<b>5,801</b>	2,908

**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

**21. Analysis of changes in net debt**

	At 1 April 2020 £000	Cash flows £000	At 31 March 2021 £000
Cash at bank and in hand	2,910	2,891	5,801
Debt due within 1 year	(122)	-	(122)
Debt due after 1 year	(646)	40	(606)
	<u>2,142</u>	<u>2,931</u>	<u>5,073</u>

**22. Capital commitments**

	Group 2021 £000	Group 2020 £000	Company 2021 £000	Company 2020 £000
<b>Contracted for but not provided in these financial statements</b>				
Acquisition of tangible fixed assets	-	79	-	79
	<u>-</u>	<u>79</u>	<u>-</u>	<u>79</u>

**23. Obligations under operating leases**

The charity entered into a 10 year lease agreement on 25 August 2017 for the rental of new head office premises. Principal rent amounts to £384,000 per annum and has been paid in full in advance.

The Group and the charity had no commitments under non-cancellable operating leases at 31 March 2021.

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	Group 2021 £000	Group 2020 £000	Company 2021 £000	Company 2020 £000
Lease payments	<u>384</u>	<u>384</u>	<u>384</u>	<u>384</u>

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**NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021**

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**24. Related party transactions**

During the year ended 31 March 2021 the charity received £713k (2020: Nil) by way of donations and gifts in kind from related parties.

**25. Donations from Trustees**

Donations from Trustees during the year ended 31 March 2021 amounted to £2,200 from 7 Trustees (2020: £80,000 from 4 Trustees).

**26. Principal subsidiaries**

The following was a subsidiary undertaking of the charity:

<b>Name</b>	<b>Company number</b>	<b>Principal activity</b>	<b>Class of shares</b>	<b>Holding</b>
Place2Be Trading Ltd	12269387	Non-trading	Ordinary	100%

Financial results of the subsidiaries for the year were:

<b>Names</b>	<b>Income £000</b>	<b>Expenditure £000</b>	<b>Profit for the year £000</b>	<b>Net assets £000</b>
Place2Be Trading Ltd	27	(4)	23	24

**27. Post balance sheet events**

Following the year end a 10 year fixed rate loan agreement for £750,000 was entered into with Lloyds Bank PLC. The loan provides a more favourable interest rate than the loan with Futurebuilders England Limited and the funds were applied to repay the balance of the loan held with Futurebuilders England Limited.

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NOTES TO THE FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2021

28. Comparative Statement of Financial Activities

	Note	Unrestricted funds 2020 £000	Restricted funds 2020 £000	Total funds 2020 £000	<i>Total funds 2019 £000</i>
<b>Income from:</b>					
Donations and legacies	4	9,982	2,971	12,953	7,800
Charitable activities	5	8,637	1,576	10,213	9,503
Investments	6	18	-	18	18
<b>Total income</b>		<b>18,637</b>	<b>4,547</b>	<b>23,184</b>	<b>17,321</b>
<b>Expenditure on:</b>					
Raising funds		972	-	972	1,029
Charitable activities		13,252	4,151	17,403	16,304
<b>Total expenditure</b>		<b>14,224</b>	<b>4,151</b>	<b>18,375</b>	<b>17,333</b>
<b>Net movement in funds before other recognised gains/(losses)</b>		<b>4,413</b>	<b>396</b>	<b>4,809</b>	<b>(12)</b>
<b>Other recognised gains/(losses):</b>					
Gains/(losses) on revaluation of fixed assets		(279)	-	(279)	2,229
<b>Net movement in funds</b>		<b>4,134</b>	<b>396</b>	<b>4,530</b>	<b>2,217</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		10,042	731	10,773	8,556
Net movement in funds		4,134	396	4,530	2,217
<b>Total funds carried forward</b>		<b>14,176</b>	<b>1,127</b>	<b>15,303</b>	<b>10,773</b>