

West Kent Mind
(A company limited by guarantee)



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Trustees' Report and Financial Statements

For the year ended 31 March 2025

Registered Number 03026457

Charity Number 1044977

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Reference and administrative details for the year ended 31 March 2025

President

Pat Downing MBE

Trustees

Graham Clark, Chair	<i>(Chair from 24/10/24)</i>
Ella Davey, Vice Chair	<i>(Vice Chair from 23/01/25)</i>
Peter Brookman, Treasurer	
Marie Stanley	
Laura Acosta	
Stephanie Davies	<i>(from 01/05/25)</i>
Chloe Webb, Chair	<i>(resigned 24/10/24)</i>
Ashley Townsend	<i>(resigned 25/07/24)</i>
Dr Julie Hammond	<i>(resigned 01/05/25)</i>
Rachel Burns	<i>(resigned 23/01/25)</i>
Chris Eriksson-Lee	<i>(resigned 24/10/24)</i>
James de Pury	<i>(from 24/10/24, resigned 23/03/25)</i>

Registered

company number

03026457

Registered

charity number

1044977

Registered

office

34 St John's Road
Sevenoaks
TN13 3LW

Company secretary

Stevie Rice

Chief executive officer

Stevie Rice

Independent examiner

James Mathieson
Lindeyer Francis Ferguson
North House
198 High Street
Tonbridge
Kent
TN9 1BE

Introduction

In this report, we celebrate the achievements and milestones of the past year, highlighting the impact of our services on the mental health and wellbeing of adults and, for the first time children and young people, across West Kent.

You'll find an overview of our key initiatives, inspiring success stories, and the unwavering dedication of our staff, volunteers, and supporters. This is an opportunity to reflect on how far we've come in supporting those who need us most and to look forward to the exciting plans that lie ahead.

Thank you for being part of our journey as we work toward our vision of enriching lives through better mental health by offering support to Get Well, Stay Well, and Thrive.

Chair Welcome, Graham Clark

The past year has been one of change for our Board, with Chloe Webb stepping down from the Chair position in November 2024 due to increasing work commitments. I would like to express my sincere thanks for her dedication and stewardship over the past two years.

A central concern for the Board during the 2024/25 period has been the increasingly challenging economic environment, alongside significant shifts in how mental health services are commissioned and funded, particularly in Kent. Despite these challenges, West Kent Mind continues to deliver innovative, meaningful work with and for our clients. None of this would be possible without the dedication and passion of our staff, volunteers, supporters, and partner organisations. Whether delivering frontline services or working behind the scenes to manage systems, data, and coordination, every individual plays a vital role in ensuring our services remain client-focused and impactful.

I extend my heartfelt thanks to everyone who contributes so tirelessly to West Kent Mind. Your resilience, commitment, and unflinching support are what sustain and guide this incredible organisation.

CEO Welcome, Stevie Rice

Reflecting on the past 12 months, I am filled with immense pride for what we've achieved together. We have continued to deliver evidence-based and impactful services and launched our new programme of work to support children and young people.

During the year we were proud to complete the Mind Quality Mark, a rigorous process that confirms our commitment to delivering safe, effective, and person-centred mental health support. This led to us securing an award for our contribution to the Mind federation, a powerful recognition of the impact we're having, not just locally but nationally. Being highly commended for workforce, leadership, and culture is a further reflection of the strength and heart behind our work.

Our Creative Minds programme, supported by the National Lottery Community Fund, continues to grow, using creativity and connection to support recovery and wellbeing in truly inspiring ways.

This progress has come during a time of significant external challenge, with growing demand for services, funding uncertainty, and a tough economic climate impacting the entire sector. Despite this, we've adapted with purpose, including a successful restructure of our counselling service to ensure long-term accessibility and resilience.

None of this would be possible without the incredible support of our funders, partners, and community for the tireless dedication of our staff, trustees and volunteers. Your belief in our mission keeps us moving forward, and we thank you, deeply.

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Our Vision, Mission, Values and Strategic Goals

Our Vision: People's lives are enriched through better mental wellbeing.

Our Mission: West Kent Mind enriches lives through better mental health by offering support to get well, stay well and thrive.

Our Values:

Inclusive: We are inclusive. We value, accept and welcome everyone as an individual.

Heart: Our approach is from the heart. Everything we do, we do with kindness and compassion.

Support: We provide effective, accessible and meaningful support to anyone who needs it.

Respect: We treat everyone with honesty, respect and dignity.

Commitment: We deliver high quality, informed and responsive services. We are committed to excellence in all that we do.

Thrive: We believe with the right support; everyone can flourish and thrive with better mental health.

Our Strategic Goals:

Goal 1: People in West Kent feel empowered to improve, nurture and sustain their mental wellbeing and the mental wellbeing of others.

Goal 2: Support is responsive, adaptive, accessible and targeted.

Goal 3: Communities are informed, engaged and connected with a positive approach to mental health.

Goal 4: West Kent Mind is an efficient, resilient and sustainable organisation.

At West Kent Mind, our client services for both adults and children are at the heart of everything we do. These services provide vital mental health support to individuals across our community, improving wellbeing, reducing isolation, building resilience, and empowering people to lead fulfilling lives where they can truly thrive

West Kent Mind Counselling Service

Throughout 2024/25, the counselling service supported 134 clients.

2024/25 was an incredibly busy and transformative year for the counselling service, marked by the launch of the redesigned service on 1 April 2024. In response to significant external pressures, including the ongoing cost-of-living crisis and substantial reductions in funding and grants, it became clear that changes were necessary to ensure the long-term sustainability of the counselling service. Following extensive consultation with stakeholders and collaboration across teams, we introduced a newly structured service model.

From the start of 2024/25 the counselling service provided medium term support (a transition away from open-ended) therapy and offered clients up to 24 sessions. We also streamlined our payment process by replacing the Zettle system with GoCardless, a direct debit platform that simplifies payments for clients and relieves therapists of the responsibility of collecting fees. We're extremely grateful to everyone who participated in focus groups, shared feedback, and helped shape the direction of the new service, and to our clients, who have embraced these changes and contributed their insights.

The introduction of Beacon, our CRM system also improved the efficiency of the counselling service. This comprehensive system provided greater visibility and insight into service delivery, along with enhanced reporting capabilities. In addition, we rolled out two key evaluation tools the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS, a mental wellbeing questionnaire which is conducted at the beginning, during and end of a client's 24 counselling sessions) and an end-of-therapy questionnaire, both of which were essential to gather data and client feedback, to help us continuously improve the service.

2024/25 saw great outcomes for the counselling service, not only through consistent positive feedback from clients, but also via SWEMWBS.

The counselling service delivered a total of 2,050 counselling sessions.

A heartfelt thank you goes to our volunteer therapists, whose dedication and hard work has remained unwavering during 2024/25. Despite a reduction in team size due to the changes, we are now seeing numbers increase again, with a current team of 37 therapists. A warm welcome to all our new starters, we're thrilled to have you on board and look forward to the year ahead.

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Fast Track Domestic Abuse Programme

During 2024/25 we were proud to continue delivering this vital and much valued service for individuals impacted by domestic abuse.

Thanks to ongoing support from our funders, we were able to offer Fast Track Domestic Abuse counselling to 55 clients.

Each client received up to eight sessions with a qualified and experienced counsellor, with minimal to no waiting times, which ensured timely and responsive support when it was most needed.

We extend our sincere thanks to our funders, whose support made this work possible, and to our exceptional team of therapists for their professionalism, compassion, and commitment.

Creative Minds

2024/25 was the second year of a three-year Creative Minds programme, funded by the National Lottery Community Fund.

During 2024/25 we successfully delivered our target of eight Creative Minds programmes, each running for 24 weeks with 185 programme sessions being held.

The Creative Minds programme has three core areas: Creative Engagements, Creative Agents Development Programme and Creative Spaces.

Creative Engagements

The six-month Creative Minds engagements sparked imagination, set clients on new creative journeys and supported them to nurture good mental health and wellbeing. West Kent Mind Wellbeing Workers and a team of wonderful volunteers worked with professional artists and arts organisations in community venues to offer a wide range of different activities to inspire creativity and improve wellbeing.

Nine Volunteers dedicated over 384 volunteer hours to support the Creative Minds programme.

This year, Creative Minds engagements offered a diverse choice of arts and cultural activity, which included innovative activities from Dungeons & Dragons tabletop roleplay, Silk Painting to Word Weavers, an online creative writing programme.

Clients reported a 40% increase in creativity confidence.

Delivery of the sessions was led by professional artists, practitioners and arts organisations. The end of each six-month long course was marked by a series of showcase events inviting family, friends and stakeholders to view and experience the work created.

"This group has saved my life. I've never been put back on my feet in quite the same way by anything as the Silk Painting and the group of women meeting in that room." Creative Minds client

Creative Agents

The Creative Agent Development Programme made significant strides during 2024/25, offering individuals in the Creative Minds programme a unique opportunity to further their arts practice. This initiative not only helped clients develop their portfolios, but also empowered them to effectively market their work, facilitate workshops, and support others starting their own creative journeys.

For mental wellbeing, this programme drove personal growth, resilience, and a sense of accomplishment. Through group and individual mentoring, Mental Health First Aid training, and Mental Fitness coaching, participants gained valuable skills. We are incredibly proud to have supported these individuals to thrive by further enhancing their confidence, emotional wellbeing, and social connections.

During 2024/25, 25 clients became Creative Agents.

Creative Spaces

Creative Spaces were carefully curated to platform the difference that arts and creativity make to mental health. During 2024/25 they included selling client artwork, Creative Agents speaking publicly about creative arts experiences and West Kent Mind's wider work, demonstrating skills and leading workshops. Events included our first public art stall featuring Creative Agents fundraising for West Kent Mind, and Creative Agents hosting their first workshops in crochet and gel art.

Over the past year seven Creative Spaces have taken place.

During 2024/25 the Creative Minds team recruited an independent evaluator to work alongside West Kent Mind for the coming year. This work will curate a detailed narrative of the transformative effect that the arts have on clients. The evaluation framework will report the impact of the programme on individuals, organisations and wider community members.

Creative Minds Mental Health First Aid Training

As part of the wider project, 23 participants, artists and volunteers accessed Mental Health First Aid or Mental Health Awareness training.

"{I have learned...} that it is important to give yourself the same level of love and grace as you give others. Check with yourself and find out what your boundaries are before you take on other people's problems and support them." Mental Health First Aid training and Creative Minds participant

We are absolutely delighted with the impact the Creative Minds programme has had in the community and on client's wellbeing. This was demonstrated not only through their positive feedback, but the Creative Minds SWEMWBS scores which increased from 19.89 to 21.77.

During 2024/25, we dedicated time to creating a video that showcased the incredible creativity of the Creative Minds programme. The video, which can be viewed on our website and social media channels, brought to life the inspiring work and talent of participants, and included interviews from programme leads and clients who discussed the huge benefits of the programme.

We very much look forward to entering the third year of the Creative Minds programme.

Elizabeth's Story

"I love the ripple effect of creativity. Through my poetry, my artwork, my conversations at the café and with friends and family, I am now sharing my passions and, in doing so, inspiring other people to reconnect with their own. Talking about what makes your heart sing needs courage, especially after years of silence. But I'm doing it now. And I can see others around me doing it too.

Since reigniting my love of writing and art, I feel more focused and more fulfilled. The low days don't hit quite as hard, as I am busier and not overthinking so much. I have found a greater sense of purpose again. With my children grown and retirement settling in, I have discovered new meaning through making connections and sharing the things I love."

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Community Programmes:

Arts & Minds

The popular 12-week long Arts and Minds groups ran across West Kent, and were hosted in Edenbridge, Paddock Wood, Sevenoaks, Tonbridge and Borough Green as well as online for accessibility.

83 people benefitted from taking part in the Arts and Minds groups

The course was delivered by our experienced and highly creative Wellbeing team who planned a series of arts activities based on client interest and input. This year the delivery team grew to four members whose creative practices ranged from performing arts to visual arts.

"I mainly enjoyed the art but also that when I spoke it felt like I was being listened to, and I wasn't alone." Arts and Minds client

Several of the 2024/25 Arts and Minds groups took steps towards independence as they planned their own meeting times and venues and continued to come together to support one another. In line with our Strategic Plan, we were delighted to see clients thriving in this way and build personal and practical resources, as well as the sense of community needed to nurture and sustain their mental health. One group excelled in creating artisan items which they sold to support West Kent Mind's fundraising efforts.

During 2024/25, we delivered six face-to-face and three online Arts and Minds groups, resulting in a total of 108 sessions.

Regular members of Arts and Minds went on to join a six-month Creative Minds programme, the Creative Agent development programme, and the Our Voice service user network (see page 12). Clients also hosted their own creative activities within sessions, demonstrating their facilitation skills and increased confidence levels.

The Arts and Minds wellbeing team compiled an impressive bank of resources for use across the programme and to support each other with cross-art form delivery. The online group members also benefitted from receiving a fully stocked box of art supplies by post to support them with group activities, made possible by donations and arts sales, making Arts and Minds accessible to all.

Chat Rooms

Chat Rooms offered a blended approach of online and in-person drop-in groups to combat loneliness and social isolation, which provided mental wellbeing support to help build emotional resilience. Facilitated by volunteers and West Kent Mind

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Wellbeing Workers, we provided weekly opportunities for social interaction, activities, meaningful discussions, and conversations in a safe space. The Chat Rooms significantly reduced the likelihood of people experiencing poor mental health deteriorating into mental health crisis. Through access to the Chat Room, clients were able to engage in other external activities which positively impacted their lives and gave them a new perspective and purpose in life.

During 2024/25 83 face-to-face and 62 online chat room sessions were delivered.

In addition to our regular Chat Room format, we introduced Moving Forward Chat Room programmes across Tonbridge, Tunbridge Wells and online. Weekly sessions focussed on supporting clients to grow in confidence with the aim of re-engaging with wider opportunities.

'The kindness, care and attention shown to me has helped me through difficult times, I now know I am not alone. My confidence has increased, I am now able to face the outside world, and I am slowly moving on.' Chat Room client

A programme of visiting speakers, weekly discussion topics and goal setting, equipped participants to take up volunteering roles, paid work, training and to join longer term West Kent Mind programmes.

18 clients progressed into volunteering, work, or further training through our Moving Forward Chat Room programme.

The Mindful Gardening Group

The Mindful Gardening Group is volunteer led, and met weekly at our wellbeing centre in Sevenoaks, where they maintained a wildlife garden (in all seasons!)

Gardening has immediate and long-term effects on mental health outcomes by reducing stress, improving mood and reducing loneliness. During the year, the group benefited from physical activity and interacting in a communal space, sharing their lived experiences.

"I forget about my problems and can just be myself in this garden". Mindful Gardening Group participant

The garden provided a calm outdoor space for clients and staff alike. The gardening group also continued to maintain the wider West Kent Mind grounds where required.

Paul's Story

"I've struggled with my mental health for years and didn't know where to turn. Reaching out to West Kent Mind changed everything.

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At first, I was nervous — I'd never really talked about my feelings before. But the support I received made me feel heard. Through counselling and group sessions, I began to open up, realise I wasn't alone, and slowly regain control.

Now, I feel more confident, equipped with coping strategies, and supported by a real network. West Kent Mind didn't just help me get by — they helped me start living again."

ASD Support Group

The ASD (Autism Spectrum Disorder) Support Group met weekly online during term time, with an additional in-person session held once a month. The hybrid model, introduced during the COVID period, continued to enable wider access to the group, particularly for those who were working, feeling isolated, or otherwise unable to attend in person.

The group supported parents and carers of individuals who are either awaiting an autism diagnosis or have already been diagnosed, regardless of age or stage. During 2024/25 it remained a welcoming and informal space with members either attending weekly or dropping in as needed, whether for specific guidance, peer reassurance, or in response to changing circumstances.

"The group is a real lifeline. There is nothing better than talking to people that understand exactly what I am going through." ASD Group participant

A WhatsApp group was created by the group to offer continued support between meetings, particularly for those who couldn't join live sessions due to challenges such as their child being out of school. The group continued to be mutually supportive, with attendees regularly sharing insights, experiences, and helpful resources.

Parents Supporting Parents

The Parents Supporting Parents group provided a safe, supportive space for parents that navigated the challenges of family life and mental health. The peer led group, with the support of a West Kent Mind programme lead, offered parents the opportunity to connect, share experiences, and find understanding in a non-judgemental environment. During 2024/25, attendees told us how valuable it was to speak openly with others who 'just get it,' reducing feelings of isolation and building confidence.

Through shared experience and mutual support, the group helped parents feel heard, supported, and better equipped to look after both their own wellbeing and that of their families.

Life After Loss

The Life After Loss group created a compassionate, peer-led space where individuals navigating grief and loss could connect, share openly, and feel understood by others with similar lived experiences.

During 2024/25, the group supported participants to help process their emotions, find comfort in community, and rebuild a sense of hope at their own pace.

This year the service introduced 'Open Meets' for the programme, a new, drop-in style service. The structure offered a more flexible and fluid approach, which allowed individuals to access support without the pressure of having to confirm attendance in advance. The response was overwhelmingly positive, with many clients appreciating the freedom to engage with the programme as and when they felt ready.

Changing Pace

During 2024/25, the Changing Pace walk/run programme expanded to include Seated Yoga, which provided participants with a gentle and accessible way to improve their mental and physical wellbeing. Designed to support people living with long-term health conditions, limited mobility, or those simply seeking a slower pace, the weekly online group focused on mindful movement, breathing, and connection. Attendees shared how the sessions helped them to feel calmer, more grounded, and part of a supportive community. The inclusive nature of the group ensured that anyone could take part at their own level, making yoga and its many benefits available to all.

"I felt much more relaxed and calmer after the session. My anxiety was much better" Changing Pace client

The Changing Pace programme enabled West Kent Mind to build strong partnerships with local organisations including Sevenoaks Leisure Centre, Sweaty Betty, TM Active Tonbridge, and Tunbridge Wells Sports Centre, whose support helped us grow the programme's reach.

Our Voice

The Our Voice co-production group launched during 2024/25. The group brought together individuals with lived experience of mental health problems to help shape the future of West Kent Mind's services. The group met monthly, promoted meaningful collaboration and worked to break down barriers between staff and those who access our support.

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"It's refreshing to be involved with an organisation that allows us to shape deliverable content with the least amount of wasted funds." Our Voice participant

The group helped to drive a culture of openness, honesty, and shared ownership, where every voice is heard and valued. The group discussed a wide range of important topics, including communication, accessibility, training, and the development of future services. By listening and learning together, Our Voice played a vital role in ensuring services were more inclusive, responsive, and shaped by the people who use them. A suggestion from the Our Voice group led to the creation of business-style cards with a QR code, which made it easy to carry and be distributed to anyone who may need support or want to learn more about West Kent Mind.

We look forward to seeing how the group continues to develop and make an impact during 2025/26.

Children and Young People Early Intervention Service

In March 2024 we launched the Early Intervention Service for Children and Young people between the ages of 11 and 18. The Early Intervention Service was researched and developed by National Mind in collaboration with young people and their trusted adults in direct response to long waiting times with the aim of preventing further escalation.

The service was available for those that navigate difficult emotions including anger, low mood, anxiety and stress, grief and loss, low self-esteem and loneliness. No one should face those challenges alone, so the service was structured to offer up to seven one-to-one sessions, which started with a compassionate, personalised assessment to identify individual needs. Together with a trained practitioner, each young person built their own wellbeing toolkit, which provided practical and empowering strategies that could be used to manage their mental health moving forward. We understand how vital support systems are in managing ongoing mental health problems, so a trusted adult was welcome to join the sessions, which provided an added layer of care, reassurance, and encouragement.

"The sessions are a breath of fresh air, as I have now someone to talk to and I used the breathing technique during my art exam to help me with my stress."
Children and Young People Early Intervention Service client

During 2024/25 the service was funded to support eligible 11 – 18-year-olds in Tunbridge Wells, as well as young people across West Kent who had been

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exposed to domestic abuse at home. We are incredibly proud to have developed a service that offered children and young people a safe space and the opportunity to truly be heard.

While still in its early stages, we're excited about the impact the service has made and look forward to its continued growth in the new financial year as it supports more children in West Kent to get well, stay well, and thrive.

Training and Development

During 2024/25, our training and workshops programme played a key role in promoting mental health awareness and wellbeing whereby we:

- Tackled stigma and encouraged open conversations.
- Equipped people with skills to support others.
- Shared tools to strengthen personal wellbeing.
- Connected people with local, national and online resources.
- Helped create a culture where mental health is valued and supported.

During 2024/25 West Kent Mind delivered 60 courses, workshops and talks.

Looking ahead, we're committed to growing our reach, adapting our offer to meet emerging needs, and continuing to create spaces where mental health is better understood.

Mind Workplace Wellbeing Quality Assurance Framework

In February 2025, we were awarded the Enhanced standard of the Workplace Wellbeing Quality Assurance Framework. This recognised strong performance in areas including:

- Trainer recruitment and evaluation
- Customer service
- Supporting learner needs
- Feedback and continuous improvement

Training Community of Practice

In July 2024 West Kent Mind began to lead the national Training / Workplace Wellbeing Community of Practice. This group connected 40+ local Minds and National Mind to share knowledge and support. West Kent Mind led regular meetings and moderated discussions via Connecting Minds.

Mental Health First Aid

Despite strong competition, we remained the chosen provider for many businesses for Mental Health First Aid Training.

During 2024/25 we delivered 10 courses (including two Youth MHFA) to 97 learners.

Post-training feedback showed:

- 56% average increase in confidence to support others
- 60% average increase in knowledge

"The videos were excellent for appreciating language to use, non-judgemental approach and delving deeper before signposting. It was an excellent course which I am so pleased I was able to redo 5 years on. I would recommend Ceri as an instructor to everyone - thank you so much." Mental Health First Aid Training participant

Bespoke Business Training

During 2024/25 we worked closely with local organisations to create tailored solutions that addressed their specific business challenges and goals. From inspiring lunch-and-learn sessions to comprehensive two-day training courses, we offered a range of options to support workplaces in becoming healthier and more effective.

98 organisations engaged with our training, enhancing their capacity to support employee mental wellbeing.

Mental ill health remained a significant challenge for UK employers; whereby rising sickness absence rates contributed to increased costs for businesses. Deloitte's latest data showed that every £1 invested in mental health support

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delivered an average return of £4.70. Burnout also increased, with 63% of UK workers reporting symptoms, up from 51% in 2021.

The business case for investing in workplace wellbeing was clear, financially, ethically, and reputationally.

“I wanted to say a massive thank you for the training that you gave on Monday, it was brilliant and has led to some really useful conversations amongst us. The delivery of the content was excellent and was spot on for our environment. I’ve had some really good feedback from the staff.” Workplace Wellbeing participant

As the need for mental health support continued to grow, our training programme remained a vital part of how we drive change, in our community and within workplaces.

During 2024/25, 1,018 people benefited from our training, gaining valuable tools to support mental health and wellbeing in their personal lives and workplaces.

Whether through delivering practical skills, sparking open conversations, or supporting organisations to embed wellbeing into their culture, we’re proud of the difference we’ve made this year. With continued collaboration, curiosity and compassion, we look forward to building on this work and reaching even more people in the year ahead.

West Kent Mind Volunteers

Our workforce remained central to both how we delivered services and smoothly ran behind-the-scenes operations at West Kent Mind.

This year, we’ve been fortunate to have the support of more than 70 dedicated volunteers who generously contribute their time, energy, and expertise to help us reach more people in our community.

From running social and activity groups and supporting our Creative Minds programme to providing administrative support and driving our fundraising efforts, our volunteers made a meaningful impact every single day. Their compassion, commitment, and willingness to share their lived experiences helped us create safe, inclusive spaces where people felt heard, supported, and understood. Their contributions allowed us to broaden our services, meet diverse needs, and offer truly human-centred mental health support across West Kent. We’re deeply thankful to everyone who gave their time to volunteer with us, and we’re excited to grow our volunteer team in the coming year so we can support even more people in West Kent to *get well, stay well, and thrive*.

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Vicky's story

"In November 2024, I joined the Dungeons & Dragons Creative Minds group at West Kent Mind, and it's been an incredibly rewarding experience ever since. As someone who's always loved D&D for its creativity and sense of community, I was excited to help others experience those same benefits while also supporting their mental wellbeing.

I've had the privilege of running weekly sessions, both online and in-person, where we introduce new players to D&D and use the game to drive creativity, build confidence, and create a meaningful community. It's been amazing to see participants grow, not just in their game skills, but in their personal confidence and social connections.

Volunteering has been a huge confidence booster for me, too. I've had the chance to facilitate sessions and even run a workshop at the Tunbridge Wells Literary Festival, something I never thought I'd do before.

One of my most memorable moments was when our group played a live game on stage in front of an audience. The atmosphere, with lights, music, and smoke, was electric! It was a powerful, joyful experience that none of us could have imagined just months before.

Volunteering with West Kent Mind has been such a fulfilling and growth-filled journey. There's so much potential for everyone to get involved and thrive!"

National Mind

As a local Mind, we're proud to be part of the wider Mind federation. Our relationship with other local Minds and with National Mind was especially valuable during 2024/25 and continues to be. It has strengthened our ability to deliver meaningful, community-based support. By working together, we've benefited from shared knowledge, resources, and a united voice, which has enabled us to make a greater impact locally whilst contributing to national campaigns for better mental health, to ensure no one faces a mental health problem alone.

How we raised our funds

The cost-of-living crisis was very real in the charity sector, and we're incredibly grateful for the unwavering support we received from our local community.

The services we provided were possible because of the support we received, whether individuals donated or bid on auction prizes, sponsored events, took on fundraising challenges, or simply dropped spare change into one of our collection tins.

Across the community, people rallied behind us through pyjama days, cake sales, Christmas markets, and so much more. Every act of kindness made a difference, and we couldn't have provided our vital services without our community's support.

During 2024/25, sponsored challenge events have raised over £20,000. We're deeply grateful to everyone who's taken part and supported us in this way.

We're proud that we continued to work closely with the trusts and foundations that generously supported many of our programmes and initiatives during 2024/25. We recognise that the year was an increasingly challenging landscape for grant-giving organisations too, with a rise in demand for their support. That's why we especially value ongoing partnerships and look forward to deepening these relationships and building new ones over the coming year.

We are hugely grateful to our staff, supporters, families, and friends who contributed to these fundraising efforts, as well as to the many individuals, both named and anonymous, who made generous donations during 2024/25.

We also extend our sincere thanks to the parish councils and community organisations whose grants helped us deliver vital services across the towns and villages of West Kent.

A special, heartfelt thank you goes to those who donated in memory of loved ones or chose to remember us in their wills. Your generosity left a legacy of hope and support for people with mental health problems in West Kent.

With special thanks to:

- The TN card celebrated its 5th birthday with a raffle that raised £4,914 featuring over 100 prizes generously donated by local businesses. Additionally, TN card fundraising activities throughout the year brought in a further £7,000.
- 77 generous donations were made to our Big Give Christmas Campaign, made possible by 21 pledgers. With Gift Aid and match funding, the campaign raised a wonderful £11,919.
- The team at Hilden Park Accountants raised over £8,000 through a group skydive.
- The online auction attracted 74 bids, helping to raise vital funds.
- 13 individuals took on personal fundraising challenges, ranging from half marathons and 10k races to ultra events, to support our work.
- Tonbridge Round Table donated £5,000, raised through their annual Tonbridge Fireworks event and carol service.

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Jess's story

"When I started the TN card in 2020, I knew I wanted to support a charity close to my heart, and West Kent Mind was the obvious choice. As a mother of four and someone who experiences clinical depression, I personally understand the importance of mental health support. Through my local parenting blog, I've highlighted the invaluable work of West Kent Mind, and donating 10% of TN card sales felt like a natural way to contribute.

The TN card encourages local residents to support small businesses by offering exclusive discounts and rewards, while also funding vital services for West Kent Mind. Over 950 businesses now participate, creating a thriving community. Each membership, whether monthly or annual, includes a 10% donation to the charity, and additional funds are raised through special events like our annual birthday auction and the Tonbridge and Tunbridge Wells Business Awards.

By sharing updates from West Kent Mind and discussing my own mental health journey, I hope to raise awareness of the charity's work. With the support of the TN card community, we're proud to be on track to have donated over £35,000 to date. I'm incredibly grateful for the opportunity to support this life-changing charity and look forward to what we can achieve together."

How we reached people

This year, our marketing and communications efforts focused on raising awareness of our services, amplifying the voices of those with lived experience, and strengthening connections with our local community to ensure it was more informed, supportive, and empathetic in its approach to mental health.

We continued to build our brand presence across digital platforms, local media, and community networks and ensured that people across West Kent knew where to turn for mental health support.

One of our key digital campaigns was the Big Give Christmas Campaign, promoted across social media and email marketing. Thanks to this support, we exceeded our fundraising target and raised over £11,900 in vital funds to launch the new Children and Young People's Early Intervention Service.

During 2024/25, we created content which shone a spotlight on West Kent Mind services and celebrated the impact of community fundraising. We also supported key campaigns including Mental Health Awareness Week, Local Mind Week and World Mental Health Day, where we tailored content to reflect local voices and lived experiences.

West Kent Mind
(A company limited by guarantee)

We reached 350,000 people across our social media platforms

On Time to Talk Day (6 February 2025) we joined National Mind's campaign to encourage open conversations about mental health. We set up a pop-up stall in central Sevenoaks and invited the public to chat and learn about West Kent Mind. We partnered with Co-op and created "conversation starter kits" which contained herbal tea bags which sparked dialogue. Staff, volunteers, and Creative Agents collaborated to make the day a success enabling us to engage in meaningful conversations with a diverse range of people, from GPs to individuals seeking support for themselves or loved ones. The event was a great opportunity to connect with the community and raise awareness about mental health.

During 2024/25, 9,000 individuals visited our website

We have continued to maintain regular communication with our supporters through monthly e-newsletters, which achieved an average open rate of 38% - 6% above the industry average. Our social media channels saw consistent growth in both engagement and followers, with a 6.5% increase, helping us reach more individuals with timely information, wellbeing resources, and opportunities to get involved.

Thank you for your support

We rely on the support of our community to raise vital funds. A heartfelt thank you goes to all the individuals, businesses, funders and community groups that have supported West Kent Mind this year. With special thanks to...

BNI Royal Spa
BNI Sevenoaks
Brachers Charitable Trust
Charities Aid Foundation
Colyer Fergusson Charitable Trust
Cygnet Hospital Godden Green
Gallagher
Garfield Weston Foundation
Great Stone Bridge Trust
Grocers Charity
Henry Smith Charity
Hilden Park Accountants
Hotel du Vin Tunbridge Wells
Involve Kent
KCC Cllr Peter Oakford
KCC Cllr Richard Streatfield
Kent Community Foundation

West Kent Mind
(A company limited by guarantee)

Kent High Weald Partnership
Kent and Medway Integrated Care Board
Kent and Medway Suicide Prevention Scheme
Kenward Trust
Knole Academy
Live Well Kent
Mind
National Lottery Community Fund
National Lottery Community Trust Awards for All
NHS England
Philip and Connie Phillips Foundation
Poult Wood Golf Course
Russell House School Parents' Association
Samaritans, Sevenoaks and Tunbridge Wells
Samaritans, Tunbridge Wells
Screwfix Foundation
Sevenoaks District Chamber of Commerce
Sevenoaks District Council
Sevenoaks Leisure Centre
Sevenoaks Town Council
Sharp Minds Communications
Shaw Trust
Sir Edward Clarke Lodge
Sir Jules Thorn Trust, Ann Rylands Small Donations
Skinners' Charity Foundation
South East Water
South Eastern Customer and Community Improvement Fund
Spa Communications
Sport England
St James Place Charitable Foundation
Su Swan Designs
Sweaty Betty Sevenoaks
The Amelia Scott
The Armchair Association
Big Give
Big Give pledge funders
Blues with Bottle club
The C J W Trust
The Finance Hub
The JPA Academy
The O2
the TN Card

West Kent Mind
(A company limited by guarantee)

The upcycled fashion show team
TM Active Tonbridge
Tonbridge and Malling Borough Council
Tonbridge Round Table
Tonbridge Wells Borough Council
Tonbridge Wells Girls Grammar School
Tonbridge Wells Harriers
Tonbridge Wells Sports Centre
UK Shared Prosperity Fund
Waitrose Kings Hill
Waitrose Sevenoaks
Walthamstow Hall School
Watchfinder & Co.
Whitehead Monckton Charitable Foundation
Wild Rover Media

Statutory Information

The annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the charity qualifies as small under section 382 of the Companies Act 2006, the strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Policies and objectives

In setting objectives and planning for activities, the Trustees have considered the general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

West Kent Mind is an independent charity that works within West Kent and the surrounding areas. It is affiliated with National Mind. The charity works with and on behalf of people with mental health problems providing a range of practical, emotional, and social support, and works to promote better mental health for all.

The charity involves and includes members of the community in delivering its services and delivers wider public benefits as a result. The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission.

The objectives of the charity are within the area of Kent: 'to promote the preservation of mental health and to assist in relieving and rehabilitating people suffering from mental disorder or conditions of emotional or mental distress requiring advice or treatment.'

Founded in 1963, the charity has developed a range of services that seek to provide people with mental health problems with the support they need to promote recovery, reach their full potential, live well within their communities, and improve their wellbeing.

Investment policy and performance

Having regard to the liquidity requirements of the charity, the trustees have

agreed to keep surplus funds in interest-bearing deposit accounts over varying terms with the aim of balancing ease of access to funds while maximising the interest rate received. The deposits are held in keeping with investment policy and administered using the Flagstone Investments Ltd platform.

Financial review

Going concern

The charity reported a deficit of £19,387 for the year compared to a surplus of £12,921 for the previous year. Income decreased from £880,208 in the previous year to £748,021 this year.

This charity, like others, continues to face financial pressures arising from increased costs, such as Employer's National Insurance, competition for funding income, and the impact on income of structural changes to the NHS.

The Trustees meet regularly to monitor and discuss sustainability of the organisation and the best ways to maintain and improve the financial outlook. For some time, the trustees have taken steps to look at collaboration with other charities that would improve the financial outlook and potentially enhance services too. An opportunity has been significantly progressed that on balance looks likely to proceed in late 2025. This opportunity provides increased revenue, greater economies of scale and improved efficiencies.

The Trustees monitor the financial performance of the charity monthly and are provided with accurate information including cash flow projections. We have considered a range of potential scenarios and identified appropriate mitigating actions to ensure that expenditure remains aligned with available resources.

We continue to monitor all services to ensure they remain appropriately funded and will adapt delivery models where necessary to maintain sustainability. We have also considered the likelihood of planned funding being realised and on a suitably timely basis. Taking these points into account, the trustees have determined that it is appropriate to adopt the going-concern basis for a period of at least 12 months from the date of approval of these financial statements.

The financial statements have been prepared on a going concern basis.

Reserves policy

Reserves are essential to enable the charity to respond to short-term fluctuations in the level of funding; provide sufficient liquidity to meet its revenue and capital needs and cover contingencies in the event of an unexpected curtailment of activities.

Based on the above, the trustees have set a minimum level of unrestricted

reserves equal to the estimated costs of controlled closure and transfer of services (currently £161,000) and an ideal level of three months' running costs (currently £195,000). The value of unrestricted reserves at the year-end decreased from £305,822 in the previous year to £213,996 this year. Reserves are therefore 10% above the ideal level. This position is temporary, and the excess will be utilised over the next couple of months to support budgeted activities, bringing reserves back within the agreed target range.

Structure, governance and management

Constitution

West Kent Mind is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association. The company is constituted under a Memorandum of Association and is a registered charity number 1044977.

Methods of appointment or election of Trustees

The management of the charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed. Each member of the Trust may seek a nomination for election as a trustee. Trustees and staff welcome potential new trustees with key professional skills.

All trustees receive comprehensive induction training sufficient for them to be able to understand their responsibilities and have a role description. In addition, away days and other opportunities to improve their skills and understanding are held for trustees, enabling them to keep fully informed of issues affecting West Kent Mind and their role as trustees.

Organisational structure and decision-making policies

West Kent Mind is governed by a Board of Trustees which meets regularly to manage its affairs. The trustees are elected by membership at the Annual General Meeting. West Kent Mind has approximately 25 staff and over 59 active volunteers who contribute to achieving its objectives.

The Chief Executive, Stevie Rice, leads the staff and volunteer team under delegated powers, reporting to the Chair and Board of Trustees.

Pay policy for key management personnel

The trustees give their time freely and no trustee received remuneration for their work as a trustee in the year.

Staff pay is reviewed annually and benchmarked against pay levels in other charities of similar sizes. The pay of the Chief Executive is reviewed and set annually by the Board of Trustees; the Chief Executive reviews the pay of senior

staff annually. We aim to achieve value for money whilst at the same time ensuring the recruitment and retention of key staff.

Risk management

Responsibility for risk management lies with Trustees. The Charity has an established risk register that sets out the key risks for the organisation as part of a risk management framework.

The risk register is reviewed in full by the senior management team who report key risks to the Risk and Quality Committee each month. The Risk and Quality Committee report to the Board at each quarterly meeting.

The Charity uses a standard risk management model which includes risk identification, assessment, ownership, evaluation and implementation of steps to minimise risks. Key areas covered are governance, operational, financial, reputational, external sector risks and compliance.

Key risks include:

- sustainability and cash flow sensitivities
- declining availability of income from trusts and foundations.
- staff wellbeing.
- commissioning trends for service contracts which favour larger organisations.

Fundraising practices

The charity undertakes its fundraising activities in accordance with the Code of Fundraising Practice issued by the Fundraising Regulator. We are committed to ensuring that all fundraising is carried out transparently, ethically, and respectfully, placing the interests and welfare of our supporters at the heart of our approach.

During the year, the charity did not use professional fundraisers or commercial participators, and no complaints were received regarding our fundraising activities. We do not engage in cold calling, door-to-door collections, or any intrusive fundraising methods.

The Trustees continue to monitor and review our fundraising practices to ensure compliance with relevant legislation and to safeguard the public, particularly vulnerable individuals, from undue pressure or exploitation.

Statement of Trustees' Responsibilities

The Trustees (who are also the directors of the charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently.
- observe the methods and principles of the Charities SORP (FRS 102).
- make judgements and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Graham Clark

Date: 28th August, 2025

Chair



Independent Examiner's Report to the Trustees

I report to the charity directors on my examination of the accounts of the charitable company for the year ended 31 March 2025.

Respective responsibilities and basis of report

As the trustees of the charitable company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charitable company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- Accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
- The accounts do not accord with those records; or
- The accounts do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination: or
- The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

West Kent Mind
(A company limited by guarantee)

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report and in order to enable proper understanding of the accounts to be reached.

Lindeyer Francis Ferguson Ltd
.....
J Mathieson FCA

Lindeyer Francis Ferguson Limited
Chartered Accountants
North House, 198 High Street
Tonbridge, Kent TN9 1BE

Date: *2/9/25*.....

West Kent Mind
(A company limited by guarantee)
STATEMENT OF FINANCIAL ACTIVITIES
(including income and expenditure account)
FOR THE YEAR ENDED 31 MARCH 2025

		General Funds 2025 £	Restricted Funds 2025 £	Total Funds 2025 £	Total Funds 2024 £
	Note				
Income from:					
Donations and legacies	3	82,120	16,937	99,057	96,635
Charitable activities	4	182,005	450,547	632,552	771,300
Other Income	5	1,313	-	1,313	-
Investments	6	15,099	-	15,099	12,273
Total income		280,537	467,484	748,021	880,208
Expenditure on:					
Raising funds	7	35,182	19	35,200	46,924
Charitable activities	8	337,181	395,026	732,207	823,471
Total expenditure		372,363	395,045	767,408	870,395
Net expenditure before net (Losses)/gains on investments		(91,826)	72,439	(19,387)	9,813
Net gains on investments		-	-	-	3,108
Net movement in funds		(91,826)	72,439	(19,387)	12,921
Reconciliation of funds:					
Total funds brought forward		305,822	-	305,822	305,822
Total funds carried forward	17	213,996	72,439	286,435	305,822

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

The notes on pages 33 to 46 form part of these financial statements.

West Kent Mind
(A company limited by guarantee)
BALANCE SHEET
AT 31 MARCH 2025
Registered number: 03026457

		2025	2024
		£	£
	Note		
Fixed assets			
Tangible assets	12	4,724	11,582
		<u>4,724</u>	<u>11,582</u>
Current assets			
Debtors	13	16,178	12,033
Short term investments	14	129,048	-
Cash at bank and in hand		228,414	549,315
		<u>373,641</u>	<u>561,348</u>
Creditors			
Amounts falling due within one year	15	(91,930)	(254,294)
Provisions for liabilities	16	-	(12,814)
		<u>(91,930)</u>	<u>(267,108)</u>
Net current assets		<u>281,711</u>	<u>294,240</u>
Total net assets		<u>286,435</u>	<u>305,822</u>
Charity funds			
Restricted Funds	17	72,439	-
General Funds	17	213,996	305,822
Total funds		<u>286,435</u>	<u>305,822</u>

For the financial year ended 31 March 2025 the charitable company was entitled to exemption from audit under section 477 Companies Act 2006 relating to small companies.
The members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.
The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and for the preparation of the accounts.

Directors' responsibilities:

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.

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

Graham Clark
Chair



Date: 20th August 2025

West Kent Mind
(A company limited by guarantee)

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

		2025 £	2024 £
	Note		
Cash flows from operating activities:			
Net cash provided by (used in)/provided by operating activities	A	(206,951)	133,699
Cash flows from investing activities:			
Purchase of short term deposits		(129,048)	-
Investment income		15,099	12,273
Purchase of tangible assets		-	(3,186)
Proceeds from sale of investments		-	59,522
Net cash (used in) / provided by investing activities		(113,949)	68,608
Change in cash in the period		(320,900)	202,308
Cash at the beginning of the period		549,315	347,007
Cash at the end of the period	21	228,414	549,315

A: Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	2024 £
Net (expenditure)/income per statement of financial activities	(19,387)	12,921
Depreciation	6,858	7,748
Gains on investments	-	(3,108)
Investment income	(15,099)	(12,273)
Loss on disposal of tangible assets	-	1,318
(Increase)/decrease in debtors	(4,145)	139,417
Decrease in creditors	(175,178)	(12,324)
Net cash (used in)/provided by operating activities	(206,951)	133,699

The notes on pages 33 to 46 form part of these financial statements.

West Kent Mind
(A company limited by guarantee)

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

1 Status

West Kent Mind is a charitable company limited by guarantee (charity number 1044977 and company number 03026457) incorporated in England & Wales.

The address of the registered office is 34 St John's Road, Sevenoaks, Kent TN13 3LW.

The charitable activities of the charity continue to be to promote the preservation of mental health and to assist in relieving and rehabilitating people suffering from mental health conditions or emotional distress, supporting those people to get well, stay well and thrive.

2 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

2.1 Basis of preparation

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 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

West Kent Mind meets the definition of a public benefit entity under FRS 102. Assets and liabilities are each recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

There are no material uncertainties about the charity's ability to continue, and so the accounts have been prepared on a going concern basis.

The financial statements are presented in pounds sterling and rounded to the nearest pound.

The members of the company are the Trustees named on page 1.

In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2.2 Going concern

The Trustees regularly review the organisation's sustainability and financial position, including opportunities to enhance both. A potential collaboration with another charity, expected to proceed in late 2025, is anticipated to generate additional revenue, deliver economies of scale, and improve efficiencies.

Monthly financial reports, including cash flow forecasts, are reviewed, and mitigating actions identified to ensure expenditure remains aligned with available resources. Services are monitored to confirm adequate funding, with delivery models adapted as needed to support sustainability.

Having considered the timing and likelihood of anticipated funding, the Trustees consider it appropriate to prepare the financial statements on a going concern basis for at least 12 months from the date of their approval.

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

2.3 Income

Income is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the charity, can be reliably measured.

Grants are included in the statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2.4 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent on each activity.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment. All expenditure is inclusive of irrecoverable VAT.

West Kent Mind
(A company limited by guarantee)

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

2.5 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of any designated funds is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors, or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

2.6 Financial instruments

The charity only 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 their settlement value except for bank loans which are subsequently measured at amortised cost using the effective interest method.

2.7 Tangible fixed assets and depreciation

Assets costing less than £500 are not capitalised. Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful economic life, as follows:

Equipment	25% straight line
Fixtures and Fittings	25% straight line

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the statement of financial activities.

2.8 Current asset investments

Short-term deposits with a maturity of more than three months at inception are classified as current asset investments and not shown as cash in bank (see note 2.8) These deposits are held to meet operational needs and not for investment return. They are stated at the amount deposited, plus any accrued interest.

West Kent Mind
(A company limited by guarantee)

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

2.9 Cash at bank and in hand

Cash at bank and in hand comprises cash and short-term highly liquid investments with a maturity of three months or less from the date of opening the deposit or similar account. It excludes term deposits with maturities exceeding three months which are shown as current asset investments (see note 2.8)

2.10 Interest Receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.11 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the balance sheet date because of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the statement of financial activities as a finance cost.

2.13 Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.14 Pension costs

The charity operates a defined contribution pension scheme for its employees. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost represents contributions payable by the charity to the fund.

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

3	Income from donations and legacies	General Funds 2025 £	Restricted Funds 2025 £	Total Funds 2025 £	Total Funds 2024 £
	Donations	82,120	16,937	99,057	96,635
		82,120	16,937	99,057	96,635
	Total 2024	96,635	-	96,635	
4	Income from charitable activities	General Funds 2025 £	Restricted Funds 2025 £	Total Funds 2025 £	Total Funds 2024 £
	Supported Living and Housing	-	-	-	90,302
	Community Mental Health and Wellbeing Services	22,192	257,453	279,645	126,686
	Counselling and Talking Therapies	47,959	90,740	138,699	313,614
	Community Strategic Support and Development	111,854	102,354	214,208	240,698
		182,005	450,547	632,552	771,300
	Total 2024	677,181	94,119	771,300	

West Kent Mind
(A company limited by guarantee)

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

4 Income from charitable activities

Grants and Contracts

	£	£
National Lottery Community Fund RC London and South East Region	152,575	91,451
National Mind	54,083	112,917
Kent County Council	46,345	22,031
Tonbridge and Malling Borough Council	43,105	27,989
Kent and Medway Integrated Care Board	39,182	217,778
Tunbridge Wells Borough Council	37,000	18,135
The Henry Smith Charity	35,000	-
Garfield Weston Foundation	30,000	30,000
Shaw Trust	23,413	55,056
Colyer Fergusson Charitable Trust	20,000	-
St James's Place Charitable Foundation	10,000	2,500
National Lottery Community Trust Awards for All	9,080	-
Kent and Medway Suicide Prevention Scheme	8,126	1,828
Southeastern Rail	8,058	-
NHS England	7,110	-
Kent Community Foundation	5,000	-
The Grocer's Charity	5,000	-
Kent County Council Members Fund	4,000	-
Sport England Grant	3,943	2,668
Screwfix Foundation	3,800	-
Kent High Weald Partnership	3,000	2,763
Great Stonebridge Trust	2,500	2,000
Phillip and Connie Phillips Foundation	2,500	-
Sevenoaks Town Council	2,500	-
Sir Jules T Ann Ryland	2,000	-
Whitehead Monckton	1,250	-
Skinners' Charity Foundation	1,000	1,000
Involve Kent	1,000	-
Barnardo's	-	19,983
Sevenoaks Primary Care Network	-	7,086
Gatwick Foundation Fund	-	7,000
Tunbridge Wells Puppetry Festival CIC	-	3,400
Sevenoaks District Council	-	2,031
Province of West Kent Freemasons	-	1,911
	560,569	629,527

4 Income from charitable activities

	2025 £	2024 £
Earned Income		
Housing Services	-	58,317
Counselling Services	34,628	38,856
Training Services	33,587	39,585
Other	3,768	5,015
	71,983	141,773

West Kent Mind
(A company limited by guarantee)

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

5 Other Income	General Funds	Total Funds	Total Funds
	2025	2025	2024
	£	£	£
Ebay UK	1,063	1,063	-
Flagstone	150	150	-
Room Hire	100	100	-
	1,313	1,313	-

Income of £1,063 (2024: nil) was made from selling obsolete IT items and £100 from room hire (2024: £350)
A £150 compensation fee was received from Flagstone for an administration error in the year (2024: nil)

6 Investment Income	General Funds	Total Funds	Total Funds
	2025	2025	2024
	£	£	£
Interest receivable	15,099	15,099	12,273
	15,099	15,099	12,273

7 Raising funds	2025	2024
	£	£
Salaries	32,463	43,757
Costs of Fundraising Events	1,292	1,110
Fundraising payment platform charges	845	1,439
Marketing and advertising	600	618
	35,200	46,924

8 Expenditure on charitable activities	Direct costs	Support costs	Total Funds	Total Funds
	2025	2025	2025	2024
	£	£	£	£
Supported Living and Housing	-	-	-	103,420
Community Mental Health and Wellbeing Services	176,971	95,501	272,472	162,332
Counselling and Talking Therapies	83,663	37,518	121,181	254,182
Community Strategic Support and Development	212,357	126,197	338,554	303,537
	472,991	259,216	732,207	823,471
	<i>Note 8</i>	<i>Note 8</i>		
Total 2024	578,395	245,076	823,471	

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

8 Direct Costs

	2025 £	2024 £
Salaries	350,370	436,048
Bought in Services	41,333	41,354
Project Costs	34,798	34,386
IT Costs	18,720	9,088
Marketing and Promotion	10,384	5,941
Office Costs	4,466	2,390
Travel Costs	-	3,876
Bank charges	2,446	146
Subscriptions	2,787	4,390
Utilities	-	-
Volunteer Expenses	1,045	984
Telephone	6,643	5,232
Housing Costs	-	33,242
Loss on disposal of assets	-	1,318
	472,991	578,395

8 Support costs

	2025 £	2024 £
Salaries	168,671	164,002
IT support	14,877	20,772
Repairs and maintenance	13,847	8,647
Insurance	10,592	9,621
Professional fees	9,908	5,451
Depreciation	6,858	7,748
Telephone	1,182	762
Rent	8,953	9,000
Utilities	5,961	7,534
Staff training and events	4,044	500
Recruitment	8,109	353
Office sundries	3,136	2,955
Travel	1,448	1,847
Subscriptions	93	452
Trustee expenses	692	735
Printing, postage and stationery	547	825
Bank charges	135	158
IT equipment	-	3,712
Room Hire	164	-
	259,216	245,076

9 Independent Examiner's remuneration

	2025 £	2024 £
Fees payable to the examiner in respect of the examination of the charity's accounts	3,600	3,900

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

10 Staff costs	2025 £	2024 £
Gross salaries	505,608	578,774
Employer's national insurance	36,478	42,012
Employer's pension contributions	9,418	10,207
Provision for redundancy costs	-	12,814
	551,504	643,807

Statutory redundancy of £12,814 paid in August 2024 was provided for the year end 31 March 2024. There is no current year equivalent cost.

The average number of employees employed by the charity during the year was as follows:

	2025 No.	2024 No.
Support workers	15	20
Management and administration	8	8
Fundraising	2	4
	25	32

The number of employees whose employee benefits (excluding employer pension costs) exceeded £70,000 was 1 (2024:1)

The total remuneration, benefits and pensions paid in respect of the key management personnel in the year was £74,330 (2024: £73,389)

11 Trustees' remuneration and expenses

During the year ended 31 March 2024, £77 was paid for recruitment of new Trustees and £37 was reimbursed against travel to board meetings. Neither of these costs recurred in 2025.

12 Tangible fixed assets	Office Equipment £
Cost	
At 1 April 2024	64,906
At 31 March 2025	64,906
Depreciation	
At 1 April 2024	53,324
Charge for the year	6,858
At 31 March 2025	60,182
Net book value	
At 31 March 2025	4,724
At 31 March 2024	11,582

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

13 Debtors	2025	2024
	£	£
Trade debtors	10,110	3,200
Prepayments and accrued income	6,068	8,833
	16,178	12,033
14 Short term investments	2025	2024
	£	£
Fixed term cash deposits (3+ to 12 months)	127,040	-
of which: accrued interest at year end	2,008	-
	129,048	-
The charity holds fixed term deposits with Flagstone as part of its cash management strategy. Although these funds are intended to support ongoing charitable activities, they are not classified as cash because they are not readily available and cannot be withdrawn without penalty before maturity.		
15 Creditors: amounts falling due within one year	2025	2024
	£	£
Trade creditors	6,377	4,690
Other creditors	50	341
Accruals and deferred income	85,503	249,263
	91,930	254,294
Deferred income brought forward	225,227	261,849
Released in the year	(225,227)	(261,849)
Deferred in the year	63,617	225,227
Carried forward	63,617	225,227
16 Provisions for liabilities	2025	2024
	£	£
Structural review 2024	-	12,814
	-	12,814

A provision for statutory costs pertaining to an internal review was made last year. These costs were paid in August 2024 and do not recur in the current year.

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

17 Analysis of movement between funds - current year

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers and Gains/ Losses £	Balance at 31 March 2025 £
Unrestricted funds					
General funds					
General fund	305,822	280,537	(372,363)	-	213,996
Restricted funds					
Children and Young People					
Donations	-	16,937	(10,375)	-	6,562
Tunbridge Wells Borough Council	-	20,370	(14,995)	-	5,375
National Mind	-	54,083	(44,603)	-	9,480
National Lottery Community Trust	-	9,080	(1,795)	-	7,285
Awards for All	-	-	-	-	-
Southeastern Rail	-	8,058	(8,058)	-	-
Tonbridge and Malling Borough Council	-	18,754	(9,565)	-	9,189
The Grocer's Charity	-	5,000	(5,000)	-	-
Kent County Council Members Fund	-	4,000	(3,439)	-	561
Phillip and Connie Phillips Foundation	-	2,500	(2,500)	-	-
Whitehead Monckton	-	1,250	(1,250)	-	-
Creative Minds					
National Lottery Community Fund RC	-	152,575	(123,285)	-	29,290
London and South East Region	-	-	-	-	-
Chat Room					
Tunbridge Wells Borough Council	-	5,000	(5,000)	-	-
Sevenoaks Town Council	-	2,500	(2,500)	-	-
Parents and Carers Support					
Tunbridge Wells Borough Council	-	11,630	(9,228)	-	2,402
Changing Pace					
Sport England Grant	-	3,943	(3,943)	-	-
Men's Support Group					
Tonbridge and Malling Borough Council	-	2,794	(2,794)	-	-
Counselling Fast Track (Domestic Abuse)					
Tonbridge and Malling Borough Council	-	21,558	(21,558)	-	-
Colyer Fergusson Charitable Trust	-	20,000	(20,000)	-	-
St James's Place Charitable Foundation	-	10,000	(10,000)	-	-
Solace Café					
Kent and Medway Integrated Care Board	-	39,182	(39,182)	-	-
LGBTQIA+ Support					
Kent and Medway Suicide Prevention Scheme	-	8,126	(8,126)	-	-
Infrastructure Support					
Kent Community Fund	-	46,345	(46,345)	-	-
Accommodation Support					
Screwfix Foundation	-	3,800	(1,505)	-	2,295
Total restricted funds	-	467,485	(395,046)	-	72,439
Total funds	305,822	748,022	(767,409)	-	286,435

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

17 Analysis of movement between funds - current year (contd)

Restricted funds above are earmarked for activities stipulated by the funder and used for the objectives set by them. The initiatives included in the table above are:

Children and Young People - working with local secondary schools to deliver Mental Health Awareness training.
Creative Minds - working with artists and across West Kent, to inspire creativity and improve wellbeing.
Chat Room - providing face to face and online group chat support groups.
Parents and Carers Support - providing support groups for parents, carers, or trusted adults.
Changing Pace - supporting our community to run and access communal open spaces to improve mental wellbeing
Men's Support Group - providing a support group to focus exclusively on men's mental health.
Counselling Fast Track (DA) - providing up to 24 weekly therapy sessions for anyone affected by domestic abuse.
Solace Café - providing out of hours support to people experiencing mental health problems in April /May 2024.
Infrastructure Support Fund - exploring the challenges of staff recruitment and retention within small charities.
LGBTQIA+ Support Fund - providing discussion groups and support for the local LGBTQIA+ community
Accommodation Support - funds provided towards the decorative upkeep of the office.

17 Analysis of movement between funds - prior year

	Balance 1 April 2023 £	Income £	Expenditure £	Gains/ Losses £	Balance 31 March 2024 £
Unrestricted funds					
General funds					
General fund	292,901	786,089	(776,276)	3,108	305,822
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Restricted funds	£	£	£	£	£
Creative Minds					
National Lottery Community Fund RC London and South East Region	-	91,451	(91,451)	-	-
Changing Pace					
Sport England Grant	-	2,668	(2,668)	-	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	-	94,119	(94,119)	-	-
Total funds	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	292,901	880,208	(870,395)	3,108	305,822

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

18 Summary of funds - current year

	Balance at 1 April 2024 £	Income £	Expenditure £	Gains/ Losses £	Balance at 31 March 2025 £
General funds	305,822	280,537	(372,363)	-	213,996
Restricted funds	-	467,484	(395,045)	-	72,439
	<u>305,822</u>	<u>748,021</u>	<u>(767,408)</u>	<u>-</u>	<u>286,434</u>

Summary of funds - prior year

	Balance at 1 April 2023 £	Income £	Expenditure £	Gains/ Losses £	Balance at 31 March 2024 £
General funds	292,901	786,089	(776,276)	3,108	305,822
Restricted funds	-	94,119	(94,119)	-	-
	<u>292,901</u>	<u>880,208</u>	<u>(870,395)</u>	<u>3,108</u>	<u>305,822</u>

19 Analysis of net assets between funds - current year

	General funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Tangible fixed assets	4,724	-	4,724
Current assets	245,782	127,859	373,641
Creditors due within one year	(36,510)	(55,420)	(91,930)
Total	<u>213,996</u>	<u>72,439</u>	<u>286,435</u>

Analysis of net assets between funds - prior year

	General funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	11,582	-	11,582
Current assets	561,348	-	561,348
Creditors due within one year	(254,294)	-	(254,294)
Provisions	(12,814)	-	(12,814)
Total	<u>305,822</u>	<u>-</u>	<u>305,822</u>

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

20 Analysis of changes in net debt

	At 1 April 2024 £	Cash flows £	At 31 March 2025 £
Cash at bank and in hand	549,315	(320,901)	228,414
Cash deposits between 3 and 12 months	-	129,048	129,048
	549,315	(191,853)	357,462

21 Related party transactions

No trustee was paid any remuneration in respect of their role as a trustee of the charity (2024: Nil).
Donations from Trustees totalling £500 were received as pledges for the Big Give Campaign in the year. (2024 £1,250)
A donation of £1,000 was received from Brachers LLP towards the increased costs of utilities in 2024. There was no equivalent donation in 2025.
A partner of Brachers LLP was a Trustee until October 2024.
Fees totalling £2,350 were paid to Rachel Burns Counselling between April 2024 and March 2025 in respect of supervision work. Rachel Burns was a Trustee until January 2025 (2024 £2,500).

22 Controlling party

There is no ultimate controlling party.