



Trustees' Annual Report for the period

From

Period start date

Day
01

Month
March

Year
2024

To

Period end date

Day
28

Month
February

Year
2025

Section A

Reference and administration details

Charity name Sage Counselling

Other names charity is known by

Registered charity number (if any) 1088917

Charity's principal address 60 Stockbridge Road

Chichester

West Sussex

Postcode

PO19 8QF

Names of the charity trustees who manage the charity

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1 Gina Howard	Chair		Board of Trustees
2 Mary Lou Harris	Counsellor		Board of Trustees
3 Robert Hambrook	Treasurer		Board of Trustees
4 Paul Gupta			Board of Trustees
5 Jane Oswin	Counsellor		Board of Trustees
6 India Cottenden		August 24 -January 25	Board of Trustees
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document <small>(eg. trust deed, constitution)</small>	Constitution
How the charity is constituted <small>(eg. trust, association, company)</small>	Association Model
Trustee selection methods <small>(eg. appointed by, elected by)</small>	By appointment and endorsed at AGM

Additional governance issues (Optional information)

<p>You may choose to include additional information, where relevant, about:</p> <ul style="list-style-type: none">• policies and procedures adopted for the induction and training of trustees;• the charity's organisational structure and any wider network with which the charity works;• relationship with any related parties;• trustees' consideration of major risks and the system and procedures to manage them.	<p>Management Committee and sub-committees. We have sub-committees for overseeing our Training Programme and Planning.</p> <p>As a Member of British Association of Counselling and Psychotherapy (BACP), the governing body for counselling practices and organisations, SAGE Counselling abides by the ethical code of practice issued by the BACP.</p> <p>From January 2024 we increased our insurance cover with Marsh Commercial (formerly Oxygen). This now covers Sage Counselling against Professional indemnity to the level of £5 million, and includes Employer's Liability and Personal Accident Insurance</p> <p>SAGE Counselling continues to work in partnership with the MNDA to offer counselling to selected clients suffering from Motor Neurone Disease and the clients' immediate families/ carers within the West Sussex area. Since December 2022, we have also been working with the East Sussex branch of the MNDA.</p> <p>We are members of Crawley Community Action (CCA), voluntary Action Arun & Chichester (VAAC), Mid-Sussex voluntary Action (MSVA) now known as Community People and Horsham District Council voluntary Sector Support. These are local authority funded agencies that help charities with all aspects of their functioning, from fund-raising to statutory responsibilities, advertising our volunteer roles, helping with various areas of administration and legal matters.</p>
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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

To promote the mental well-being of those adults in our area who suffer from reduced mobility by the provision of a domiciliary counselling service. The organisation is based in Chichester and is available to residents of West Sussex.

While we continue to function primarily as a domiciliary counselling service, we now also offer counselling by phone and via a video link.

To ensure quality standards set by the BACP in the achievement of this objective, there is regular statutory supervision of all counsellors as well as training days on relevant topics such as Resilience, Personality Disorders, Bereavement, Making The Most Of Supervision. All Sage counsellors are expected to attend these training events, and they are also available to members of other agencies, and are therefore of benefit to a wider audience.

In the post-pandemic era, most counselling took place online, and this is particularly suitable for clients who live in areas of the county where we have no counsellors available for home visits. However, now that people have more confidence in going out, many clients have expressed a preference for counselling on a face-to-face basis, and in response to this, we now offer a service of hybrid counselling.

At the end of counselling, clients are offered the opportunity to supply written feedback either online or on a printed form.

Sage Counselling is a fully professional home visiting counselling service delivered by counsellors for adults with limited mobility living in West Sussex who are unable to access other counselling services unaided. Mobility issues can arise from increasing age, medical conditions, end of life illness, disabilities and severe mental health issues such as anxiety and agoraphobia. Sage Counselling is unique in West Sussex and allows a specific marginalised client group to access counselling help.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

We are not a grant-making organisation

We do not have sufficient reserves to develop an income stream from investments. We only run a simple savings account.

Additional donations are accepted from clients when such funds are offered as a mark of gratitude.

Counsellors undertake the counselling work being paid a nominal fee, however counsellors who work on behalf of MNDA clients are paid a fixed rate by this agency. In addition, qualified counsellors are allowed to claim for mileage expenses and from June 2022, counsellors in training could also claim for mileage expenses, but at a lower rate than qualified counsellors.

For many years Trustees and Management have met on a quarterly basis but this year we decided to introduce an interim meeting which we now meet 8 times a year instead of 4. This has helped us to disseminate information, make decisions and resolve any issues as a group.

You **may choose** to include further statements, where relevant, about:

- policy on grant making;
- policy programme related investment;
- contribution made by clients

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

The general trend in the increasing number of counselling sessions has continued, and this year we exceeded our previous highest total and registered our best year ever.

Although we continue to offer counselling by telephone and video link, there is evidence that clients are now more willing to ask for face-to-face counselling, and we believe that this will bring more clients to our organisation.

Positive feedback from clients

Our organisation offers placements for second year students of counselling and psychotherapy. This gives students the opportunity to develop their counselling skills in a safe environment under supervision.

We also offer placements to students in years 3 and 4 of their studies who are working toward a higher qualification such as a BA or MA. In addition, we work with qualified counsellors who are working towards accreditation to the BACP or other professional associations. A number of student counsellors have become fully qualified during their placement with Sage Counselling.

We have continued to develop our virtual office system using the Google Workspace platform. All Sage personnel are now comfortable with using this office for storage and retrieval of documents, as well as using this facility to disseminate information to others in our organisation. All new counsellors are given training on using the Google Workspace during their induction and ongoing.

In April 2023 we published our Business Plan which offers a comprehensive overview of how we work, a description of our main policies, our financial history and our strategies for preparing for the future.

We started updating the plan this year in the hope of finalising in 2025.

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Section ESe

Financial review

Brief statement of the charity's policy on reserves

To avoid being in debt, any delving into reserves is seen as an amber warning of potential financial difficulties.

We have published a Reserves Policy, which states that a fund of £6000 must be available in the event that the organisation has to close down. The sum of £6000 has been identified as the amount that would be required to run down our activities in an orderly fashion and ensure that creditors are paid off.

Details of any funds materially in deficit

Nil

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

During the year 2023, we revised our fee structure, with the approval of the Trustees. This has made us financially independent and secure with no further need for funding.

We ask clients to pay an increased fee of £35, which is still considerably less than the fees charged by conventional counselling services. However, when clients are financially disadvantaged, we will accept an amount that they can afford.

Expenditure is on supervision, mileage costs, counsellor fees, promotional activities, continued professional educational costs and administration.

No investments.

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

G.D. Howard

Robert Hambrook

Full name(s)

Gina Diane Howard

ROBERT JOHN HAMBROOK

Position (e.g., Secretary, Chair, etc)

Chair & Trustee

Treasurer & Trustee

Date

24.11.25



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
SAGE Counselling

1068917

CC16a

Receipts and payments accounts

For the period from	01/03/2024	To	28/02/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Client contributions	32,903				21,214
Training income	1,154				75
Prescription Plus Income					-
Other income (bank interest)	69				57
MNDA Income	10,780				6,875
Private donations/Horsham Lottery					317
Grants and Donations	1,733				-
National Lottery Awards For All Grant					-
Sussex Community Foundation Grant					-
Sub total (Gross income for AR)	46,639				28,538
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	46,639	-	-	-	28,538
A3 Payments					
Counsellors' mileage payments	6,058	-	-	-	2,710
Website costs, including server rental	306	-	-	-	297
Memberships	295	-	-	-	423
Indemnity insurance	1,158	-	-	-	860
Printing	225	-	-	-	-
Payments to qualified counsellors	4,730	-	-	-	-
Supervision	8,620	-	-	-	7,360
Telephone and postage	369	-	-	-	417
Training	2,249	-	-	-	1,404
Administration	5,099	-	-	-	2,477
MNDA costs	6,484	-	-	-	4,508
Adjustments	-	-	-	-	-
DBS checks	126	-	-	-	29
Interviewing (prospective counsellors)	1,032	-	-	-	1,005
Intake Assessment	870	-	-	-	1,315
Independent Examination	420	-	-	-	408
Honorary payments to Officers	2,000	-	-	-	1,750
Sub total	40,041	-	-	-	24,963
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	40,041	-	-	-	24,963
Net of receipts/(payments)	6,598	-	-	849	3,575
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	32,687	-	-	32,687	29,112
Cash funds this year end	39,285	-	-	39,285	32,687

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current account	33,229	-	-
	Savings account	6,056	-	-
		-	-	-
	Total cash funds (agree balances with receipts and payments account(s))	39,285	-	-
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	Independent Examination	Unrestricted	-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
		<i>Gina Howard</i>	GINA HOWARD	19.12.2025
		<i>Robert Hambrook</i>	ROBERT HAMBROOK	19 Dec 25



CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/ members of	Charity Name SAGE Counselling		
On accounts for the year ended	28 February 2025	Charity no (if any)	
Set out on pages	1-10 <small>(remember to include the page numbers of additional sheets)</small>		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 28/02/2025.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

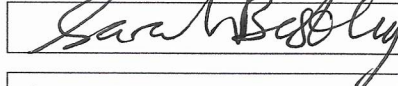
Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

** Please delete the words in the brackets if they do not apply.*

Signed:  Date: 18.12.25

Name: Sarah Bestley

Relevant professional qualification(s) or body (if any):

ACA

Address:

Carter Nicholls Limited, Victoria House,
Stanbridge Park, Staplefield Lane
Staplefield, West Sussex RH17 6AS

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.