

**Registered charity number 1095554**

**Registered company number 4491415**

**Report and financial statements**

**for the year ended 31 December 2022**

## **Directors' Report for the year ended 31 December 2022**

The Directors present their report together with the accounts of the Company for the year ended, 31 December 2022. The accounts comply with current statutory requirements.

<b>Registered Charity Number</b>	1095554
<b>Registered Company Number</b>	4491415
<b>Registered Charity Address</b>	The Cottage behind The Hub, Easton Street, High Wycombe, Bucks, HP11 1NJ
<b>Directors</b>	Clare Wyatt Chris Bushnell David Farmer – resigned 31 July 2023 Penelope Holmes Scott Walkinshaw – appointed 1 April 2022
<b>Secretary &amp; Treasurer</b>	Chris Bushnell
<b>Bankers</b>	NatWest Bank PLC, 22 Market Square, Aylesbury, Buck, HP20 1TR
<b>Governing Document</b>	Memorandum & Articles of Association (22 July 2002)
<b>Independent Examiner</b>	P I Brogden

### **Public Benefit**

Having regard to the Charity Commission's guidance, the Trustees consider that the charity provides a public benefit through the provision of a counselling service to the public by professionally trained and supervised counsellors.

### **Objectives**

The charity's objectives are:

- (a) To provide a professional, confidential, and affordable counselling service to persons seeking help for emotional and psychological difficulties in order to help them to cope with and work through problems and issues and to make positive changes in their life.
- (b) To offer training and development opportunities to qualified and trainee counsellors and to provide forums for those wishing to explore an interest in counselling.

## **Review of Activities**

In 2022 the South Bucks Counselling Trustees and agency Leadership team continued the transformation of the agency, whilst strengthening its long-term sustainability. Our priority remains to provide a high quality, affordable counselling service to the local community, delivering an accessible, responsive, and containing experience for our clients.

Our work in 2022 has focused on three key areas:

1. Ongoing investment in the agency's systems and processes.
2. Adapting to an increasingly broad client base.
3. Fully embedding a time-limited approach, enabling us to work with more clients.

### **1. Systems and processes**

The ongoing implementation and improvement of the agencies practice management system; Counsel 360, is enabling us to continually:

- Streamline our processes.
- Secure GDPR compliance assurance.
- Improve the financial information provided to the Leadership and Trustees.
- Fully track and manage the client's experience from the moment a client contacts the agency to the completion of counselling.

Whilst our community faces ongoing challenges in accessing NHS mental health services, the implementation of new systems and processes, particularly the practice management system, has enabled us to continue to operate without a waiting list and maintain our ability to respond to client enquiries quickly, usually within 24 hours.

### **2. Adapting to an increasingly broad client base**

By increasing our profile in the local community, we are finding that we are seeing an increase in clients presenting with complex psychological needs. It can be difficult to access robust psychological help in the NHS, and long waiting lists continue to exist. To ensure we are fully equipped to address more complex needs we have strengthened our approach to managing client risk across every area of the agency whilst using new internal systems to maintain client risk records.

We have also noted an increase in younger members of the community approaching the agency. Increased focus on psychological well-being on social media platforms has helped to normalise seeking help for mental health difficulties in this client group. Often the expectation is that we will provide protocol-based interventions such as strategies, tips, and techniques. We have found, however, that when they attend for assessment, these clients benefit from the containing experience we offer of a safe and non-judgmental environment.

### **3. Time limited counselling**

The move to time-limited counselling began in 2020 and is now a well-established way of working within the agency. We have continued to offer time-limited counselling of 24 weeks (6 months) to individual

clients in the community, and this is extended in some circumstances when appropriate for meeting the client's clinical needs. Continuing to work within this new, time-limited frame means that we can reach more people struggling with mental health difficulties in our community.

### **Our team**

As a result of natural attrition, the number of active counsellors reduced slightly during the year under review. This meant that the agency was able to deliver a total of 1,536 sessions which is very slightly down on the 1666 sessions delivered in 2021.

We have a steady flow of trainee counsellors applying for placement positions at our agency from well-recognised and respected training colleges. Our plan for the coming year is to recruit an additional supervisor and re-establish a full complement of counsellors. It is therefore expected the agency will return to higher numbers of sessions and clients in 2023.

The provision of our counselling services would not be possible without the great efforts of all our staff, most of whom are volunteers. Although we offer training placements for students to gain their clinical experience, we have some counsellors who continue to work with us long after they have gained their professional qualifications and give their time freely. Others such as the Trustees all work without payment. Also, we recognize that members of staff work over and above their paid hours on a regular basis, due to their dedication to the agency, and our intake team and supervisors play a critical role in ensuring the quality of our clinical services.

We are indebted to them all for providing a first-class service to our clients. The work of the Leadership team has been critical to the ongoing growth of the agency. The upcoming changes to processes and systems as well as an expected uptick in demand reflecting the current environment will continue to place significant demands on all concerned. The Trustees are grateful for their ongoing dedication and support.

### **Affordable counselling**

Our fees have remained unchanged since 2018, sessions are offered at £45. As part of the client assessment process, we discuss and agree an affordable price per session for that client, at either £45 or below. Whilst we do not perform formal means-testing we work to understand the ability of clients to afford the services provided. The average rate charged increased during the year to £32.84 per session in 2022 compared to £30.33 per session in 2021 and £33.27 in 2019. Average session costs remain 1.9% below 2019.

To ensure we can offer counselling at affordable rates, we undertake fund-raising activities to offset costs of the agency that are not covered by client fees. In July 2022 the agency was grateful to receive a donation of £10,000 per year for a period of three years from the Rothschild Foundation designed specifically to fund the provision of low-cost counselling. The July 2022 donation funded the difference between the price paid and list price for 959 sessions through to February 2023.

## **Outlook**

2022 was once again a successful year in terms of fundraising efforts and has enabled the agency to continue with all its investments referred to above. We expect the current global economic and political environment to place even greater pressure on the funds available to our clients to obtain counselling. Whilst the agency is currently well funded, fundraising remains critical to the future health of the agency, and we continue to seek support from both local and national grant and fund awarding bodies; the pressures on funding providers and the numbers seeking fundraising remains a challenge within a difficult environment.

## **Reserves policy and risk management**

The directors consider that, for the company to meet its long-term objectives and be in a position to undertake specific projects and take advantage of other opportunities as they arise, unrestricted reserves should be sufficient to cover six month's total expenditure. Pleasingly, with the charitable donations received during the year, this level of reserves was maintained again at the end of 2022. The directors consider that current reserves are sufficient in the medium term but continue to focus on the initiatives outlined in the review of activities, which it is hoped will contribute to an increased level of reserves in future years.

## **Trustees responsibility in relation to the financial statements**

The law applicable to charitable companies in England and Wales requires the directors to prepare financial statements for each financial year which give a true and fair view of the Company's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Make judgements that are reasonable and prudent.
- State whether applicable accounting standards and statements of recommended practice have been followed subject to any 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 accounting records which 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 Charities Act 2011. They are also responsible for safeguarding the assets of the company and for taking reasonable steps for the prevention of fraud and other irregularities. The report has been prepared in accordance with the special provisions of section 477 of the Companies Act 2006 relating to small companies.

Approved by the Trustees and signed on their behalf by Clare Wyatt, Chair.



CM Wyatt

22 August 2023

Date

## **Independent examiner's report to the trustees of South Bucks Counselling**

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 December 2022, which are set out on pages 5 to 8.

### **Responsibilities and basis of report**

As the charity's trustees of the Company (and also 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 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 your charity's accounts as 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 report**

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:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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
4. 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).

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



Peter Brogden

Date

09/03/2023

**South Bucks Counselling**  
**Statement of Financial Activities**  
**For the year ended 31 December 2022**

	Notes	Unrestricted funds 2022 £	Unrestricted funds 2021 £
<b>Income and endowments from:</b>			
<b>Donations</b>		<b>31,785</b>	<b>21,596</b>
<b>Charitable activities</b>			
Counselling		50,493	51,691
Conference and training courses		-	-
<b>Total for charitable activities</b>		<b>50,493</b>	<b>51,691</b>
<b>Income from investments:</b>			
Bank interest		103	5
<b>Total income and endowments:</b>		<b>82,381</b>	<b>73,292</b>
<b>Expenditure on:</b>			
<b>Charitable activities:</b>			
Counselling	3	84,602	75,288
Conference and training courses		-	-
Governance costs		350	350
<b>Total expenditure on charitable activities</b>		<b>84,952</b>	<b>75,638</b>
<b>Net income (expenditure) for the year</b>		<b>(2,571)</b>	<b>(2,347)</b>
<b>Total funds brought forward</b>		<b>(2,347)</b>	<b>-</b>
<b>Total funds carried forward</b>		<b>(4,918)</b>	<b>(2,347)</b>

**South Bucks Counselling**  
**Balance Sheet at 31 December 2022**

	Notes	2022 £	2021 £
<b>Fixed assets</b>			
Net book value at 31 December 2022	4	-	-
<b>Current assets</b>			
Debtors	5	-	-
Prepayments	6	738	710
Cash at Bank and in Hand		55,349	54,564
		<b>56,087</b>	<b>55,274</b>
<b>Current liabilities</b>			
Creditors falling due within one year	7	5,730	2,687
<b>Net current assets</b>		<b>50,357</b>	<b>52,587</b>
<b>Total net assets</b>		<b>50,357</b>	<b>52,587</b>
<b>Unrestricted Funds</b>		<b>50,357</b>	<b>52,587</b>

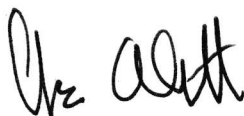
**Audit exemptions**

For the year ended 31 December 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of the accounts.

The Accounts were approved by the Board of Directors and signed on its behalf on the 31-Jul-23



By: C Wyatt



C Bushnell

**South Bucks Counselling**  
**Notes to the accounts**  
**For the year ended 31 December 2022**

**1 Company Status**

South Bucks Counselling is a company limited by guarantee and not having a share capital. The members have each undertaken to contribute such a sum as may be required, not exceeding £1, in the event of the company being wound up. South Bucks Counselling is also a registered charity (No. 1095554) and as such is exempt from all forms of direct taxation.

**2 Accounting Policies**

**(a) Accounting Period**

The 2022 accounts cover the 12 months to 31 December 2022

**(b) Basis of accounting**

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes(s) to these accounts.

The accounts have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and with the Charities Act 2011.

**(c) Donations**

Donations comprise grants which have been credited to income in the year in which they are received.

**(d) Charitable activities**

Income from charitable activities is credited in the year in which it arises.

**(e) Expenditure**

Expenditure is included in the Statement of Financial Activities on an accruals basis.

**(f) Depreciation**

Depreciation of assets which comprise office equipment was provided at 25%.

**3 Expenditure on charitable activities**

	<b>Counselling activities 2022 £</b>	<b>Counselling activities 2021 £</b>
Counsellors' costs (including travel)	1,800	1,872
Supervision and assessment	13,470	13,630
Office management	30,821	29,378
Premises	22,550	23,558
Marketing	4,154	2,332
Insurance	834	838
Telephone	863	446
Professional affiliations	319	319
Bank charges	220	358
Audit & Accounting	2,150	1,080
Professional Consulting	5,739	-
Miscellaneous	1,681	1,477
	<b>84,602</b>	<b>75,288</b>

**South Bucks Counselling**  
**Notes to the accounts**  
**For the year ended 31 December 2022**

	2022 £	2021 £
<b>4 Fixed Assets</b>		
<b>Office Equipment at cost</b>		
Balance at 1 January 2021	1,651	1,651
Additions during the year	-	-
At 31 December 2021	<u>1,651</u>	<u>1,651</u>
<b>Depreciation</b>		
Balance at 1 January 2021	1,651	1,651
Charge during the year	-	-
At 31 December 2021	<u>1,651</u>	<u>1,651</u>
<b>Net book value at 31 December 2021</b>	<u>-</u>	<u>-</u>
<b>5 Debtors</b>		
Donations	-	-
Other Debtors	-	-
	<u>-</u>	<u>-</u>
<b>6 Prepayments</b>		
Insurance prepaid	738	710
	<u>738</u>	<u>710</u>
<b>7 Creditors</b>		
PAYE and NI	-	2
Independent Examiner's fee	350	350
Income in Advance	2,150	-
Miscellaneous	3,230	2,335
	<u>5,730</u>	<u>2,687</u>
<b>8 The average number of employees during the year</b>		
All part time	<u>-</u>	<u>1</u>