

REGISTERED COMPANY NUMBER: 05422550 (England and Wales)
REGISTERED CHARITY NUMBER: 1111486

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024
FOR
WESTMERIA COUNSELLING SERVICES**

**Sargeant Partnership LLP
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG**

WESTMERIA COUNSELLING SERVICES

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WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2024**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 April 2024. The trustees have adopted the provisions of 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).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Westmeria Counselling aim to preserve and protect the physical and mental health of persons within the UK by the provision of a low cost counselling service for those in crisis and/or in need of support and who could not otherwise access such services.

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

ACHIEVEMENT AND PERFORMANCE

We are still offering a blended approach of delivery of service which has given us more scope to take on more clients and also to fit in around our counsellors needs too. We have noticed a continued increase in the amount of referrals in this period. There is a constant stream of referrals in both the voluntary and private side of the charity.

Demand for counselling is continuing to grow after the pandemic. We had a total of 540 referrals, 390 from donation and Corporate - an increase of 24% and an additional 150 private referrals, which is down on last year, with the possible reason that clients are having more sessions on that side. Our private route is very popular for people who can afford it and don't want to wait any longer than they have to have another option. This is still very much low cost in comparison with the rest of the market. The total amount of donations from Westmeria non-private clients in this period was higher due to the increased capacity offered. However the donations average is still on the lower side and this is due to the cost of living increase with people offering less. The donations from clients totalled an amazing £44,000 which is a huge increase of over £16,000 from last year. More people were accessing counselling services during this financial year. The increase is largely due to having taken on more counsellors and the new rooms working to capacity, along with the policy for charging for missed sessions and for assessments. Also still the amount of people who have been suffering the after effects of Covid and the anxiety/low mood surrounding is prevalent, along with the increase of anxiety from the cost of living increase. We have nearly doubled the amount of sessions we can offer due to the online addition, whereby our counsellors offer two face to face appointments and the other 2 they volunteer are remote- therefore using the rooms to capacity and doubling the offering. This clearly reflects in the amount of donations received.

The private side is still doing tremendously well as we used our private offering to fill the rooms with newly qualified counsellors alongside the other qualified counsellors still working there. This has contributed £44,675 which is slightly less than last year by £1,600 but still high.

So, overall our donations and private work donations amount to £86,675. This is set to increase with full capacity going forward.

All counselling rooms continue to be used from 8:45am to 9:00pm Monday to Friday and 9:00am to 2pm on a Saturday. The counselling staff over this period included an average of 44 counsellors - an increase to the previous year of 38 and has increased at the end of this year to a staggering 52. All these counsellors are working and donating for Westmeria (note that not all see clients, some counsellors are tutors or supervisors) This is helped because we have been able to occupy more space and increase our offering and the blended approach gives us more capacity.

As in previous years we have been fortunate to keep on students when they become qualified and therefore our average of qualified staff and trainees is still really high. This continues to compare favourably with other counselling organisations which can have significantly more trainee counsellors working for them which highlights the belief in the Westmeria vision and the health of the organisation. Some places will remain ring-fenced for students as we wish to continue to offer placements to our own students on the diploma course. This has been managed, to some degree, by allowing some counsellors who have been qualified for some time to focus on private work.

These staff provide on average:

166 sessions per week at Westmeria and remotely (including the PCT funded work) Up by 32%

100 sessions per week at Westmeria and remotely for Private funded work. Up by 18%

THE COUNSELLING COLLEGE

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2024

We are proud to say that our pass rate for the year remains at 100% this compares very favourably with other colleges. We are continuing to network with other schools with a view to using them to source some of the higher level qualifications that are the most profitable. This year the school turned over £170,000 - an increase of £30,000 from last year and, after costs has contributed an enormous £78,800 to the charity - up once more from last year by nearly £9,000. This can be explained by all the courses being completely full once more as our reputation is growing and us taking on extra tutors add the numbers on lower levels and extending our course offering to include another L4 diploma. By September 2024 we will be full 5 days per week. This also spurs us on to find a property to house our college for security in the future.

FINANCIAL REVIEW

Financial position

The financial stability of the charity of the past year has again been possible due to the generosity of donations and the fundraising efforts of the committee. Whilst still offering our fundraising events we are now moving towards the bulk of our finances to come from the college. Our fundraising efforts have slowed down this year and I believe this is down to the cost of living.

However, it has seen us raise circa £11,000, down by £21,000 from last year, but which is still an amazing achievement. We are lucky to have secured ourselves as charity of the year for PW running club, and shared charity of the year with Sidcup Golf Club, which will be of incredible benefit to us and raises awareness of our services in the community. We held our anniversary ball which was a huge achievement celebrating 20 years. That said we were also able to secure lottery funding of £18,600, which is an accolade to the work we do and recognised by the Big Lottery.

We still have a contract for the Bromley Healthcare staff counselling which has increased to offer to whoever needs it. We are still providing counselling and supervision to Rose Bruford Drama College.

The private counselling scheme is still working really well and brought in an additional £44,675 this year. Our set fee donations continue to do well and we have increased our rooms and amount of counselling sessions we offer and brought an amazing total of £44,000.

The Westmeria College is still proving to be a profitable growth area. This year the college has contributed about £78,800 as all courses are full once more and we have added another Level 4 which will boost our income still further.

Our reserves are still in line to maintain the service for the 6 months and it is still very much our plan to be able to invest in our own property for the service at some point in the future and setting aside a big deposit for this purpose. Having looked around we recognise that a bigger deposit is necessary to secure the size of property that we would need to house the whole business. With the college expanding our courses this may well need extra, secured, space to continue in the future.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The organisation is a charitable company limited by guarantee, number 5422550 and registered as a charity, number 1111486. The company established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2024**

STRUCTURE, GOVERNANCE AND MANAGEMENT

Recruitment and appointment of the management committee

There are three directors of the company. For the purposes of the charity law the Directors and Trustees are known as the Management Committee. It is to be noted that the Trustees will remain in post unless they decide to retire from their duties. In this case, as statute dictates, the existing Trustees can appoint new Trustees. However, at least 75% of the Management Committee should be in agreement. CEO will check out commitment with Trustees yearly before the AGM.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

05422550 (England and Wales)

Registered Charity number

1111486

Registered office

Bromley Park Medical Centre
6 Daly Drive
Bromley Park
Bickley
Kent
BR1 2JQ

Trustees

Trustees and Directors

Ms S J Doughty - Director, CEO

Ms A J Baker - Director

Mr T Peppiatt - Trustee

Mrs J B Britton - Trustee (Company Secretary and Director)

Mrs J Brown - Trustee

Mrs G Micallef - Trustee

Mrs S Peskett - Trustee

Mrs N Price - Trustee

Company Secretary

Mrs J B Britton

Independent Examiner

Gary Sargeant FCA

Sargeant Partnership LLP

Chartered Accountants

5 White Oak Square

London Road

Swanley

Kent

BR8 7AG

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2024**

REFERENCE AND ADMINISTRATIVE DETAILS

Bankers

Nat West Bank PLC

Beckenham Branch

41 High Street

Beckenham, Kent BR3 4YN

Approved by order of the board of trustees on 13/11/2024 and signed on its behalf by:

Jackie Britton

.....
Mrs J B Britton - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF WESTMERIA COUNSELLING SERVICES

Independent examiner's report to the trustees of Westmeria Counselling Services ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2024.

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 TO THE TRUSTEES OF WESTMERIA COUNSELLING SERVICES

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can 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:

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 in this report in order to enable a proper understanding of the accounts to be reached.



Gary Sargeant FCA

Sargeant Partnership LLP
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

Date: 13/11/2024

WESTMERIA COUNSELLING SERVICES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2024

	Notes	2024 Unrestricted funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		127,513	94,193
Charitable activities			
General			
		233,193	197,050
Investment income	2	3,952	1,439
Total		364,658	292,682
EXPENDITURE ON			
Raising funds	3	-	250
Charitable activities			
General			
		357,343	280,376
Other		1,247	1,206
Total		358,590	281,832
NET INCOME		6,068	10,850
RECONCILIATION OF FUNDS			
Total funds brought forward		337,114	326,264
TOTAL FUNDS CARRIED FORWARD		343,182	337,114

The notes form part of these financial statements

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)**BALANCE SHEET****30 APRIL 2024**

	Notes	2024 Unrestricted funds £	2023 Total funds £
FIXED ASSETS			
Tangible assets	8	3,953	4,337
CURRENT ASSETS			
Debtors	9	7,330	5,420
Cash at bank		340,456	336,228
		<u>347,786</u>	<u>341,648</u>
CREDITORS			
Amounts falling due within one year	10	(8,557)	(8,871)
NET CURRENT ASSETS		<u>339,229</u>	<u>332,777</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		343,182	337,114
NET ASSETS		<u>343,182</u>	<u>337,114</u>
FUNDS	11		
Unrestricted funds		343,182	337,114
TOTAL FUNDS		<u>343,182</u>	<u>337,114</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

WESTMERIA COUNSELLING SERVICES (REGISTERED NUMBER: 05422550)

BALANCE SHEET - continued

30 APRIL 2024

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 13/11/2024..... and were signed on its behalf by:

Jackie Britton

.....
J B Britton - Trustee

The notes form part of these financial statements

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2024

2. INVESTMENT INCOME

	2024	2023
	£	£
Interest Income	<u>3,952</u>	<u>1,439</u>

3. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Support costs	<u>-</u>	<u>250</u>

4. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation - owned assets	<u>1,246</u>	<u>1,206</u>

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2024 nor for the year ended 30 April 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 April 2024 nor for the year ended 30 April 2023.

6. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2024	2023
Administrative	<u>3</u>	<u>3</u>

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

	2024	2023
£60,001 - £70,000	<u>1</u>	<u>-</u>

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2024

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	94,193
Charitable activities	
General	197,050
Investment income	1,439
Total	<u>292,682</u>
EXPENDITURE ON	
Raising funds	250
Charitable activities	
General	280,376
Other	1,206
Total	<u>281,832</u>
NET INCOME	10,850
RECONCILIATION OF FUNDS	
Total funds brought forward	326,264
TOTAL FUNDS CARRIED FORWARD	<u><u>337,114</u></u>

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2024

8. TANGIBLE FIXED ASSETS

	Plant and machinery £	Computer equipment £	Totals £
COST			
At 1 May 2023	12,576	9,429	22,005
Additions	-	862	862
	<u>12,576</u>	<u>10,291</u>	<u>22,867</u>
At 30 April 2024	12,576	10,291	22,867
DEPRECIATION			
At 1 May 2023	11,437	6,231	17,668
Charge for year	285	961	1,246
	<u>11,722</u>	<u>7,192</u>	<u>18,914</u>
At 30 April 2024	11,722	7,192	18,914
NET BOOK VALUE			
At 30 April 2024	854	3,099	3,953
	<u>854</u>	<u>3,099</u>	<u>3,953</u>
At 30 April 2023	1,139	3,198	4,337
	<u>1,139</u>	<u>3,198</u>	<u>4,337</u>

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	3,410	2,860
Prepayments and accrued income	3,920	2,560
	<u>7,330</u>	<u>5,420</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	4,272	2,532
Social security and other taxes	2,560	2,340
Other creditors	405	374
Accruals and deferred income	1,320	3,625
	<u>8,557</u>	<u>8,871</u>

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2024

11. MOVEMENT IN FUNDS

	At 1/5/23 £	Net movement in funds £	At 30/4/24 £
Unrestricted funds			
General fund	321,833	6,373	328,206
Big Lottery Funding	10,116	(305)	9,811
Santander Foundation	2,915	-	2,915
London Community Foundation	2,250	-	2,250
	<u>337,114</u>	<u>6,068</u>	<u>343,182</u>
TOTAL FUNDS	<u>337,114</u>	<u>6,068</u>	<u>343,182</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	364,658	(358,285)	6,373
Big Lottery Funding	-	(305)	(305)
	<u>364,658</u>	<u>(358,590)</u>	<u>6,068</u>
TOTAL FUNDS	<u>364,658</u>	<u>(358,590)</u>	<u>6,068</u>

Comparatives for movement in funds

	At 1/5/22 £	Net movement in funds £	At 30/4/23 £
Unrestricted funds			
General fund	310,792	11,041	321,833
Big Lottery Funding	10,307	(191)	10,116
Santander Foundation	2,915	-	2,915
London Community Foundation	2,250	-	2,250
	<u>326,264</u>	<u>10,850</u>	<u>337,114</u>
TOTAL FUNDS	<u>326,264</u>	<u>10,850</u>	<u>337,114</u>

WESTMERIA COUNSELLING SERVICES

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2024

11. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	292,682	(281,641)	11,041
Big Lottery Funding	-	(191)	(191)
	<u>292,682</u>	<u>(281,832)</u>	<u>10,850</u>
TOTAL FUNDS	<u>292,682</u>	<u>(281,832)</u>	<u>10,850</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/5/22 £	Net movement in funds £	At 30/4/24 £
Unrestricted funds			
General fund	310,792	17,414	328,206
Big Lottery Funding	10,307	(496)	9,811
Santander Foundation	2,915	-	2,915
London Community Foundation	2,250	-	2,250
	<u>326,264</u>	<u>16,918</u>	<u>343,182</u>
TOTAL FUNDS	<u>326,264</u>	<u>16,918</u>	<u>343,182</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	657,340	(639,926)	17,414
Big Lottery Funding	-	(496)	(496)
	<u>657,340</u>	<u>(640,422)</u>	<u>16,918</u>
TOTAL FUNDS	<u>657,340</u>	<u>(640,422)</u>	<u>16,918</u>

WESTMERIA COUNSELLING SERVICES

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2024**

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 April 2024.