

HELP COUNSELLING CENTRE

England & Wales · Charity number 1140721

Details

Status Registered

Legal form Charitable company

Company number [07407329](#)

Registered 2011-03-08

Register [View on the Charity Commission register](#)

Contact

Address Help Counselling Centre
167-169 Great Portland Street
5th Floor
London
W1W 5PF

Phone 02038349514

Email Info@helpcounsellingcentre.com

Website www.helpcounselling.com

Activities

Objects: A) TO PROMOTE THE PRESERVATION OF MENTAL HEALTH AND WELL-BEING IN THE COMMUNITY ACCORDING TO THE PRINCIPLES OF EQUALITY AND DIVERSITY AND TO OFFER AND ASSIST IN THE RELIEF AND REHABILITATION OF PERSONS SUFFERING FROM EMOTIONAL AND MENTAL DISTRESS REQUIRING ADVICE AND/OR TREATMENT; ANDB) TO ASSIST IN THE TRAINING OF PERSONS IN PSYCHOTHERAPY AND COUNSELLING SO THEY MAY WORK WITH PERSONS SUFFERING FROM EMOTIONAL AND MENTAL DISTRESS

Activities: HELP Counselling Centre provides low-cost, short & long-term counselling for people who need support in negotiating a crisis as well as for those who wish to consider their life patterns and choices. We offer 165 low-cost counselling sessions per week for our London community. We are also a supportive place for trainee counsellors on accredited courses to gain experience.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£314,966	£318,028	-	-
2024-03-31	£253,975	£252,347	-	-
2023-03-31	£195,054	£197,982	-	-
2022-03-31	£121,559	£155,665	-	-
2021-03-31	£104,469	£147,527	-	-

Trustees

Name	Role	Appointed
Moira Maguire	Chair	2020-06-26
Anshul Wig		2026-06-01
David Robert Leech		2020-02-10
Joseph McDonnell Thomas		2026-05-14
Kate Kardooni		2026-01-22
Ke-Wei Orly		2020-08-10
Ramanan Sri-Pathmanathan		2026-06-01
Tanbir Rahman		2026-05-12
Timothy Neill		2019-03-01

HELP COUNSELLING CENTRE

England & Wales - Charity number 1140721

Accounts

Registered Charity number: 1140721
Registered Company number: 7407329

Help Counselling Centre

Report and accounts

Year ending 31 March 2025

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Trustees Report

Introduction

The trustees (who are also the Directors of the Company for the purposes of company law) are pleased to present their annual directors' report together with the financial statements of the charity for the year ending 31 March 2025 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and the Charities Statement of Recommended Practice ("Charities SORP") (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland; FRS 102) issued in October 2019.

1. Statutory Information

Name	HELP COUNSELLING CENTRE
Date of incorporation	14 October 2010
Company registration number	7407329
Charity registration number	1140721
Registered office	167-169 Great Portland Street, 5th Floor, London, W1W 5PF
Independent examiner	Kate Kardooni, Kardooni Consulting Limited

2. Structure and Governance

The Help Counselling Centre is a charitable company limited by guarantee and was incorporated on 14 October 2010. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Trustees are appointed by the Board of Trustees and serve for three years, after which period they may put themselves forward for re-appointment. No Trustees resigned from or were appointed to the Board during the year. Simon Wardle gave notice of resignation from 30 April 2025.

The Board of Trustees meets regularly to agree the strategy, budget, financial performance and areas of operational activity for the Charity.

Board of Trustees

The members of the Board of Trustees of the Charity during the year ended 31 March 2025 were as follows:

Name	Office (if any)	Date acted if not for whole year
Moira Maguire	Chair and CEO	
Timothy Neill	Treasurer	
Hallie Heeg		
David Leech		
Ke-Wei Orly		
Simon Wardle		

All trustees/directors are members of the Charity.

Key Management

The Trustees consider all staff and the Board of Trustees to comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely.

The Trustees also confirm that they have had due regard to the guidance on Public Benefit issued by the Charity Commission.

3. Overview of Help Counselling Centre (Help)

Help Counselling Centre is a mental health charity whose mission is to:

- Promote the preservation of mental health and wellbeing in the community and to assist in the relief and rehabilitation for those suffering from emotional and mental distress; and
- To assist in the training of trainee psychotherapists and counsellors in order that they may work with those suffering from emotional and mental distress.

Trustees Report (cont.)

Help Counselling Centre is a Training Placement organisation for clinical supervisors, counsellors and psychotherapists in training who need to gain clinical experience to qualify and be registered with one of the industry professional bodies, BACP or UKCP. Help is an organisational member of BACP.

We have a small team of paid employees, c3 FTE, to operate our service. On a self-employed basis, we retain a number of qualified psychotherapists who conduct supervision and client assessment tasks, pivotal to our operating model. Help is required to provide supervision to ensure trainees can work safely and within the bounds of the BACP ethical framework. The clinical assessment of clients who seek to enter our service is also vital to ensure we offer counselling to those who can best be supported by us rather than an alternative provider. As clients are seen by counsellors in training, they must all be assessed to ensure they are suitable in terms of their presenting issues, history, and risk.

Our counselling sessions are delivered by counsellors and psychotherapists in training. For ethical reasons, the work undertaken by trainee counsellors / psychotherapists is unpaid, i.e., they must volunteer their time. Trainee supervisors, however, may charge a nominal rate which is considerably less than the rates commanded by qualified supervisors.

This minimal-cost-workforce model enables Help to fulfil its charitable aim of providing low-cost counselling services for adults aged 18+. It can take between 3-5 years to qualify as a counsellor, and our training placements are for minimum of 12 months meaning we can also provide clients with long-term help. Having consistency and continuity plays a pivotal role in building a safe, therapeutic and trusting alliance between the counsellor and client.

The blend of low-cost and long-term talking therapy is much needed in a time of continuing demand for mental health support and increasing complexity of presenting issues, in large part due to the added pressures brought on by the pandemic and subsequent economic pressures affecting individual and community wellbeing.

Many clients come to Help due to lack of readily available provision. NHS services remain limited in scope and provision varies geographically with challenges prevalent in some areas. Most of the capacity has been focussed into short-term Cognitive Behavioural Therapy (CBT). Private therapy can be expensive and clients who approach Help are seeking more affordable options. We discuss client income levels before attributing fee bands for the service. At the lower fee band Help asks for a contribution of £40 for face-to-face and £30 for online sessions. This is an increase from the previous year figures of £35 and £25 respectively. This increase reflected the increased costs of running the service.

Help clients are over 18 years and present with a wide range of mental health related issues. They are low to medium risk but mostly complex and require longer-term therapy.

Clients are directed towards Help mainly via word-of-mouth recommendations, internet search engine results, GPs, NHS IAPT services, or through other organisations such as universities for example. Regardless of the channel, all clients must self-refer. The majority of our clients come from the Greater London area, but with the introduction of online counselling we are able to support individuals in any location across the UK and sometimes when they are travelling abroad. The prevalence of home and hybrid working has impacted client locations and preferences.

4. Business Performance April 2024 to March 2025

As reported in the previous period, the Charity had approached Medicor Foundation (who had supported the Charity in 2019) for funding. The Charity was successful in securing a substantial grant donation of £125,000 from Medicor across a 3-year period (2024-2027) in addition to an opportunity for matched funding towards the bursary scheme set out below. The first instalment (of £60,000) was received at the very end of 2023/24 in relation to 2024/25 business. This was critical in the Charity's ability to operate this year.

On 1 April 2024, the Charity migrated to a new accounting system – Xero. This system was credited with interacting smoothly with Medesk, the CRM used by the Charity. At the same time, the Charity retained the services of an external bookkeeper. This implementation, whilst successful, was not without teething problems and unfortunately coincided with some unanticipated staff absence, recruitment challenges, and an unexpected drop off over the summer months in new client applications. The latter was a more widespread issue across the affordable counselling sector and not just restricted to Help Counselling.

As a small charity with a minimal team (3 FTE on payroll) workload had to be balanced at all times and plans adapted to cope with prevailing circumstances. Whilst not at full strength, the team worked hard to restore client numbers to our previous levels. A necessary focus in this area impacted other objectives which were planned but could not be implemented due to resource constraints.

Trustees Report (cont.)

The Trustees supported the team where possible to ensure service continuity for our clients and trainees but recognised that some targets could not be achieved in key areas, e.g. embedding new recruits, CORE OM project delivery, and the research and marketing of new services.

Maintaining day-to-day stability of the organisation was paramount. As a result, during Q4, the Board was required to look at measures to generate extra funding and opportunities to reduce costs. The former included additional marketing via GPs, applications to over 30 Trusts and Foundations who support work in the mental health sector and the organisation of fundraising events i.e. charity quiz night, sponsored runs. The latter included changing the operational structure, job elimination and identifying options available to reduce room hire costs by securing a return to dedicated office/counselling space in west London. These activities took up a considerable amount of time between January and March 2025

Most of the Charity's expenditure during the year was incurred in respect of salaries, recruitment costs, supervision expenses, and room hire for face-to-face consultations. All staff continued to work remotely and the serviced office arrangement with telephone answering call service was maintained. During this reporting period we continued to work to consolidate our face-to-face counselling service as demand for that mode of support increased. All trainees undertaking placements must achieve the correct mix of face-to-face and online counselling hours to complete their training, and clients' confidence in attending face to face sessions continued to increase post-Covid.

The Charity continued to use rooms in 6 locations in London on a block booking basis to match the availability of trainee counsellors and clients. This arrangement continues to represent a significant cost commitment, but it is vital for Help to operate as a top-rated training placement organisation and remain attractive to high calibre trainee counsellors. Supervision has remained fully online to keep costs down and ease scheduling challenges.

Help maintained the same permanent staff headcount of 3FTE while the number of counsellors increased to 90 by March 2025 - an all-time high. However, as noted above, we saw a slight but steady reduction in client numbers throughout the year as new clients were not coming forward in the numbers required to replace those who had finished their sessions with us. This impacted on our income. Trainee counsellors averaged 2.8 clients (2024: 3 clients) in their caseload, with the client number averaging 236 clients across the year (2024: 251). However, requests for face-to-face sessions increased with approximately 43% of clients being seen face-to-face on average across the year (2024: 39%). Unfortunately, as client numbers reduced, client revenue fluctuated, and we experienced higher client debtor rates than in previous years. Client income was £ 211,955 overall (2024: £ 222,719). Client sessions are weekly, and the average contribution is approximately £24 per session (2024: £25-26). Counsellors continued to make a monthly contribution of £30 towards the cost of their supervision, a necessary requirement for us to provide for working safely and within the bounds of the BACP ethical framework for the counselling profession to which we are contractually obliged.

We were able to achieve our fundraising target of £15,000 into our Bursary Scheme by leveraging our existing network of supporters, local trusts and foundations or individual donors with an interest in our cause. This sum met the requirements of Medicor Foundation for the grant of £10,000 in matched funding towards the bursary fund, which will be received in 2025/6. Bursaries granted are kept ring-fenced and used to top-up the tariffs of those clients who find themselves struggling to pay the full amount. In terms of unrestricted donations, the Trustees would like to thank David Leech who raised £1,500 through a sponsored run, the Aridev Foundation (£1,000), Moira Maguire (£500), and those who made individual donations via the various online giving organisations.

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The Trustees would like to thank the Medicor Foundation for its support both in terms of the core grant of £60,000 and the promised matched funding towards our bursary fund which will fall into the next financial year.

The Trustees would also like to thank:

- The Grace Trust
- M Mister
- Redgate Specialist Finance
- Robert Haas

and the many anonymous donors who supported us this year.

Trustees Report (cont.)

As in previous reporting periods we continued to receive support from Dixon Wilson, Chartered Accountants, at no cost, to run our monthly payroll and would like to take this opportunity to thank them again for their support. We have not attempted to evaluate this support in these accounts. We retain third party expertise via Peninsula for all HR and employee relations matters and procure the necessary insurance cover via Howden and Towergate. Most the Charity's expenditure during the year was incurred in respect of room hire, salaries and supervision expenses. Given the considerable challenges encountered during the year, and despite the reported small deficit for the year (which is due mainly to timing of receipt of client donations) the Board of Trustees are satisfied that the performance of the Charity stabilised by March 2025. The support provided by Medicor was essential during this reporting period.

However, it should be noted that financial pressures still exist, and cost of living considerations may well impact client behaviour and preferences in the coming year.

5. Operating Performance April 2024 to March 2025

Key statistics are as follows:

	2025	2024
Number of clients at year end	229	247
Number of new client assessments	233	279
Number of new clients joining in the year	171	158
Number of counsellors at year end	90	82
Number of therapy sessions during year	8,074	8,091
- Of which, face to face	3,522	3,155

The primary funding sources during the year have comprised grants, private donations and associated gift aid and client contributions.

The majority of the Charity's expenditure during the year was incurred in respect of room hire, salaries and supervision expenses.

6. Reserves Policy

Help is fortunate that it does not have to rely upon donations from a few donors in order to continue to provide its services but on a very large number of small donations coupled with client and trainee fees. We are however exposed to changes in client behaviour and unexpected trends in our sector; low-cost counselling by its very nature does not produce surplus income and it is difficult to achieve any significant level of financial reserves with the current business model unless we increase our client tariffs. This action has to be balanced against our charitable objectives. Having said that, Help does have to have sufficient resources to fund an unexpected expenditure such as sickness cover and for this reason Help's cash balances are constantly monitored. In this regard, Help, along with a number of similar organisations, experienced an unexpected drop in applications for counselling services during 2024. In response to this, we are working hard to rebuild our client numbers. When resources allow, we will undertake forward planning to identify higher margin activities.

7. Post Balance Sheet Events

There is nothing to report.

8. Trustees' Responsibilities

The Trustees, who are also the directors of Help Counselling Centre for the purposes of company law, are responsible for preparing a Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. The report and accounts have been prepared in accordance with the provisions in the Companies Act 2006 relating to small companies.

Company law requires the charity trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit for that period. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

Trustees Report (cont.)

- 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 maintaining adequate 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 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.

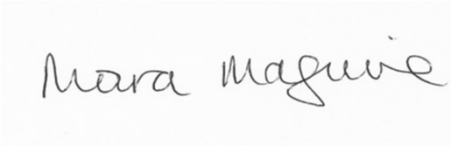
In so far as the Trustees are aware at the time of approving our Trustees' Annual Report:

- There is no relevant information on which the charitable company's independent examiner is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant information and to establish that the independent examiner is aware of that information.

9. Method of Preparation of Accounts

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

This report was approved by the Board of Trustees on 5 December 2025

A handwritten signature in cursive script that reads "Moira Maguire". The signature is written in black ink on a light-colored background.

Moira Maguire
Chair of the Board of Trustees

Independent examiner's report

Respective responsibilities of trustees and examiners

The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider that an audit is not required for this year under s.144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair" view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that, in any material respect, the requirements to keep accounting records in accordance with s.130 of the Charities Act and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kardoon Consulting Limited

5 December 2025

Statement of Financial Activities for the year ended 31 March 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Last year total funds 2024 £
Incoming resources					
Incoming resources from generated funds:					
Fundraising income	12.	-	73,064	73,064	855
Interest income	6.	1,022	-	1,022	157
Incoming resources from charitable activities		240,880	-	240,880	252,963
		-----	-----	-----	-----
Total incoming resources		241,902	73,064	314,966	253,975
Resources expended generating voluntary income					
Costs of generating voluntary income		(136,190)	-	(136,190)	(124,366)
		-----	-----	-----	-----
Surplus from generating voluntary income		105,712	73,064	178,776	129,609
Resources expended					
Office administration costs		(30,525)	-	(30,525)	(10,799)
Governance costs		(1,891)	-	(1,891)	(1,679)
Staff costs		(149,422)	-	(149,422)	(115,503)
		-----	-----	-----	-----
Total resources expended		(181,838)	-	(181,838)	(127,981)
		-----	-----	-----	-----
Net incoming/(outgoing) resources before transfers		(76,126)	73,064	(3,062)	1,628
		-----	-----	-----	-----
Gross transfers		73,064	(73,064)	-	-
		-----	-----	-----	-----
Other recognised gains and losses		-	-	-	-
		-----	-----	-----	-----
Net movement in funds		(3,062)	-	(3,062)	1,628
		-----	-----	-----	-----
Total unrestricted funds brought forward		32,642	-	32,642	31,014
		-----	-----	-----	-----
Total unrestricted funds carried forward		29,580	-	29,580	32,642
		=====	=====	=====	=====

Income and Expenditure account

	Notes	2025 £	2024 £
Turnover		313,944	253,818
Direct costs of turnover		(316,137)	(251,166)
Gross (deficit)/surplus		(2,193)	2,652
Governance costs		(1,891)	(1,181)
Operating (deficit)/surplus		(4,084)	1,471
Interest receivable	6.	1,022	157
(Deficit)/Surplus on ordinary activities before tax		(3,062)	1,628
Tax on profit on ordinary activities		-	-
Retained (deficit)/surplus for the financial year		(3,062)	1,628

Statement of total recognised gains and losses

	2025 £	2024 £
(Shortfall)/Excess of income over expenditure before realisation of assets	(3,062)	1,628
Realised/unrealised gains/(losses) on investments	-	-
Net movement in funds	(3,062)	1,628

Balance sheet as at 31 March 2025

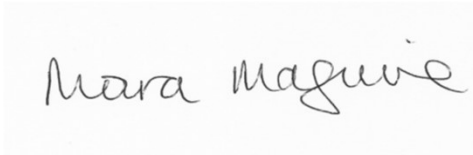
	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Last year total funds 2024 £
Fixed assets	9.	-	-	-	545
Current assets					
Debtors and prepayments	10.	905	-	905	485
Cash at bank and in hand		35,969	15,025	50,994	113,027
Total current assets		36,874	15,025	51,899	113,512
Creditors					
Amounts due within one year	11.	(7,294)	-	(7,294)	(10,495)
Net current assets/(liabilities)		29,580	15,025	44,605	103,017
Total assets less current liabilities		29,580	15,025	44,605	103,562
Funds of the Charity					
Unrestricted funds		29,580	-	29,580	32,642
Restricted and discretionary income funds	12.	-	15,025	15,025	70,920
Total funds		29,580	15,025	44,605	103,562

These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and constitute the annual accounts required by the Companies Act 2006.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under s.477 of the Companies Act 2006 and that no members have required the company to obtain an audit in accordance with s.476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The notes on pages 12 to 18 form an integral part of these accounts.



Moira Maguire
Director and Chair of the Board of Trustees
Approved by the trustees on 5 December 2025

Notes to the accounts

1. Accounting policies

Basis of preparation of the accounts

The financial statements have been prepared under the historical cost convention (unless otherwise stated in the relevant policy or note) and in accordance with the Charities SORP (FRS102) "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) and the Companies Act 2006.

The financial statements have been prepared in accordance with the 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)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Advantage has been taken of Section 396(5) of the Companies Act 2006 to allow the format of the financial statements to be adapted to reflect the special nature of the Charity's operation and in order to comply with the requirements of the SORP.

The Charity has taken advantage of the exemption in the FRSSE from the requirement to produce a cash flow statement.

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

The particular accounting policies adopted are set out below.

Accounting convention

The financial statements are prepared on a going concern basis under the historical cost convention.

Incoming resources

Incoming resources are included in the Statement of Financial Activities when:

- The Charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising), the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations

When the Charity receives grants and donations which are to be used for a specific purpose, referred to as restricted funds, the costs allocated against such income relate specifically to the purpose to which the funds are to be used. To the extent that general overhead costs incurred relate to the purpose to which funds are to be used, such costs are allocated as a fair proportion of the total costs incurred based on the Trustees' estimate.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the Charity is reasonably quantifiable, measurable, and material. The value placed on these resources is the estimated value to the Charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Report.

Investment income

This is included in incoming resources when received and in the case of Help Counselling comprises bank interest only.

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to pay out resources.

Governance costs

Include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings, and cost of any legal advice to trustees on governance or constitutional matters.

Notes to the accounts (cont.)

Tangible fixed assets for use by the Charity

Tangible fixed assets are capitalised if they can be used for more than one year and cost at least £500. They are stated at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the asset, less any estimated realisable value on disposal, over the useful economic life of the asset. Depreciation is applied on a straight line basis using the following rates:

- Office equipment 5 years on a straight line basis

Taxation

As a registered Charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the Charity and is therefore included in the relevant costs in the Statement of Financial Activities.

Funds structure policy

The Charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds have been provided to the Charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

2. Winding up or dissolution of the Charity

If upon winding up or dissolution of the Charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the Charity.

3. (Loss) (2024: Surplus) for the financial year

	2025	2024
	£	£
This is stated after crediting:		
Turnover from ordinary activities	313,944	253,818
And after charging:		
Room and Office Rentals	71,997	66,243
Depreciation	545	329

4. Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees or persons connected with them.

5. Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005)

Various items of support costs and charitable expenditure which are required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised in June 2008) to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities, which should be read together with these notes.

6. Investment income

	2025	2024
	£	£
Bank deposit interest received	1,022	157

Notes to the accounts (cont.)

7. Staff costs and emoluments

	2025 £	2024 £
Gross wages, salaries, and benefits in kind (pension contributions)	137,997	107,325
Employer's National Insurance and pension contributions	10,980	7,273
Temporary Office Support	445	840
	-----	-----
	149,422	115,438
	=====	=====
Numbers of full time employees or full time equivalents		
- Engaged on charitable activities	3	3

8. Trustees' remuneration

Neither the trustees nor any persons connected with them have received any fees or other remuneration, either in the current year or the prior year.

9. Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 April 2024	1,640	1,640
Additions	-	-
Disposals	-	-
	-----	-----
At 31 March 2025	1,640	1,640
Accumulated depreciation		
At 1 April 2024	1,095	1,095
Charge for the year	545	545
	-----	-----
At 31 March 2025	1,640	1,640
	-----	-----
Net book value at 31 March 2025	-	-
	=====	=====
Net book value at 1 April 2024	545	545
	=====	=====

10. Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Rent deposits (re room hire)	485	485
Gift Aid Claim	420	-
	-----	-----
	905	485
	=====	=====

Notes to the accounts (cont.)

11. Creditors

	2025 £	2024 £
Other creditors and accruals	4,058	7,963
PAYE and National Insurance Contributions	2,495	2,079
Payments received in advance	245	-
Pension Contributions	496	453
	-----	-----
	7,294	10,495
	=====	=====

12. Restricted and discretionary income funds

Fund name	Note	Balance brought forward £	Incoming resources £	Outgoing resources/ Allocated costs £	Balance carried forward £
Restricted funds					
Ms H Heeg (including Gift Aid received)	a.	625	-	(625)	-
Mr A Pollock (including Gift Aid received)	a.	1,710	-	(1,710)	-
D Leech (including Gift Aid)	a.	-	1,191	(1,191)	-
M Mister (including Gift Aid to be claimed)	a.	-	125	(125)	-
Redgate Specialists	a.	-	5,700	(5,700)	-
Bursary Fund Campaign (including Gift Aid)	a.	-	7,265	(7,265)	-
The Grace Trust	a.	-	1,500	(1,500)	-
The Daisy Trust	b.	3,560	-	(3,560)	-
The Late Mrs Anne Husted Reiner	c.	5,025	-	-	5,025
		-----	-----	-----	-----
		10,920	15,781	(21,676)	5,025
Discretionary funds					
The Medicor Foundation	d.	60,000	-	(50,000)	10,000
M Maguire (including Gift Aid to be claimed)	e.	-	688	(688)	-
M Maguire (including Gift Aid to be claimed)	f.	-	700	(700)	-
		-----	-----	-----	-----
		60,000	1,388	(51,388)	10,000
		-----	-----	-----	-----
Total restricted and discretionary income funds		70,920	17,169	(73,064)	15,025
		=====	=====	=====	=====

- a. These are donations to maintain a bursary fund (originally established in 2022 by the Worshipful Company of Chartered Secretaries and Administrators) that was to be used to subsidise specific clients' consultations.
- b. This is a donation to help fund face to face consultations.
- c. This donation has the same restriction as those in (a) above but with the added proviso that the beneficiaries should also be in full time (tertiary) education.
- d. At the current staffing levels, Help has reached the point where it cannot take on more clients and counsellors. This donation is to fund core expenses whilst Help takes on additional staff in order to administer growth in both clients and counsellor numbers.
- e. This is a donation towards a marketing campaign
- f. This is a donation towards the cost of staff and board meetings

Notes to the accounts (cont.)

13. Share capital

The Charity is incorporated under the Companies Act 2006 and is limited by guarantee, each member having undertaken to contribute such amounts not exceeding one pound as may be required in the event of the company being wound up whilst he or she is still a member or within one year thereafter. Each director is also a member of the company.

14. Detailed statement of financial activities

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of incoming resources

	2025	2024
	£	£
Voluntary income		
Online donations	4,629	3,484
Donations and Legacies	66,809	-
Private donors	1,210	-
Gift aid	416	-
	-----	-----
Total	73,064	3,484
	=====	=====
Investment income		
Interest income	1,022	157
	-----	-----
Total	1,022	157
	=====	=====
Incoming resources from charitable activities		
Client donations	211,955	222,719
Income from councillors in training/supervision	28,925	27,615
	-----	-----
Total	240,880	250,334
	=====	=====
	-----	-----
Total incoming resources	314,966	253,975
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended

	2025	2024
	£	£
Costs of generating voluntary income		
Room hire	71,997	65,027
Clinical Cover Costs	-	4,820
Initial assessments	12,273	13,545
Supervision expense	43,525	35,606
Stripe and similar transaction charges	4,093	4,187
CRB checks	1,212	1,181
Advertising and Promotional	3,090	-
	-----	-----
Total	136,190	124,366
	=====	=====
Office administration costs		
Office supplies	263	618
Telephone and internet	1,867	1,346
Miscellaneous Costs	-	99
IT and website costs	5,565	3,552
Rent of Office Space	-	1,216
Legal and professional fees	141	2,953
Other professional services	2,755	-
Accounting services	18,760	-
Insurance	385	614
Depreciation	545	329
Bank charges	24	72
Staff travel	220	-
	-----	-----
Total	30,525	10,799
	=====	=====
Governance costs		
Trustee insurance	426	629
Training and professional memberships	260	1,050
Room hire for staff and board meetings	1,205	-
	-----	-----
Total	1,891	1,679
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended (continued)

	2025	2024
	£	£
Staff costs		
Gross wages, salaries, and benefits in kind	137,997	107,325
Employers' National Insurance and pension contributions	10,980	7,273
Temporary staff	445	840
Recruitment Fees	-	65
	-----	-----
Total	149,422	115,503
	=====	=====
Total expended resources	318,028	252,347
	=====	=====

HELP COUNSELLING CENTRE

England & Wales - Charity number 1140721

Accounts

Registered Charity number: 1140721
Registered Company number: 7407329

Help Counselling Centre

Report and accounts

Year ending 31 March 2024

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Trustees Report

Introduction

The trustees present their annual report and accounts for the year ended 31 March 2024.

The board of trustees are satisfied with the performance of the charity during the year and the position as at 31 March 2024 and consider that the charity is in a strong position to continue its activities and meet its obligations.

1. Statutory Information

Name	HELP COUNSELLING CENTRE
Date of incorporation	14 October 2010
Company registration number	7407329
Charity registration number	1140721
Registered office	167-169 Great Portland Street, 5th Floor, London, W1W 5PF

2. Structure and governance

The Help Counselling Centre is a charitable company limited by guarantee and was incorporated on 14 October 2010. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Trustees are appointed by the board of trustees and serve for three years, after which period they may put themselves forward for re-appointment. The Board has an on-going process of recruiting new trustees and a recruitment procedure that includes an interview to establish the skills and time that any new trustees can offer to the charity, and subsequent discussion at a meeting of the Board of Trustees. Each new trustee is given an induction pack which includes details of the charity's background, a copy of the constitution, and relevant publications prepared by the Charity Commission.

The charity has a board of trustees that meets regularly to agree the broad strategy and areas of activity for the charity.

Board of Trustees

The members of the Board of Trustees of the charity during the year ended 31 March 2024 were as follows:

Name	Office (if any)	Date acted if not for whole year
Moira Maguire	Chair and CEO	
Timothy Neill	Treasurer	
Hallie Heeg		
David Leech		
Sara Mormino		Resigned 26 July 2023
Ke-Wei Orly		
Simon Wardle		

All trustees/directors are members of the charity.

Key Management

The Trustees consider all staff and the Board of Trustees to comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely.

The Trustees also confirm that they have had due regard to the guidance on Public Benefit issued by the Charity Commission.

3. Overview of Help Counselling Centre (Help)

Help Counselling Centre is a Training Placement organisation for clinical supervisors, counsellors and psychotherapists in training who need to gain clinical experience to qualify and be registered with one of the industry professional bodies, BACP or UKCP.

Trustees Report (cont.)

We have a small team of paid employees, c3 FTE, to operate our service. On a self-employed basis, we retain a number of qualified psychotherapists who conduct supervision and client assessment tasks, pivotal to our operating model. Help is required to provide supervision to ensure trainees can work safely and within the bounds of the BACP ethical framework. The clinical assessment of clients who seek to enter our service is also vital to ensure we offer counselling to those who can best be supported by us rather than an alternative provider. As clients are seen by counsellors in training, they must all be assessed to ensure they are suitable in terms of their presenting issues, history, and risk.

Our counselling sessions are delivered by counsellors and psychotherapists in training. For ethical reasons, the work undertaken by trainee counsellors / psychotherapists is unpaid, i.e., they must volunteer their time. Trainee supervisors, however, may charge a nominal rate which is considerably less than the rates commanded by qualified supervisors.

This minimal-cost-workforce model enables Help to fulfil its charitable aim of providing low-cost counselling services for adults aged 18+. It can take between 3-5 years to qualify as a counsellor, and our training placements are for minimum of 12 months meaning we can also provide clients with long-term help. Having consistency and continuity plays a pivotal role in building a safe, therapeutic and trusting alliance between the counsellor and client.

The blend of low-cost and long-term talking therapy is much needed in a time of increasing demand for mental health support and increasing complexity of presenting issues, in large part due to the added pressures brought on by the pandemic.

Clients come to Help because they have nowhere else to go. The NHS is oversubscribed and has a tiered system of support where most of the capacity has been focussed into short-term Cognitive Behavioural Therapy (CBT). This was originally aimed at getting citizens back to work thereby reducing the cost of state-funded benefit payments. CBT is a here-and-now 'treat the symptoms' approach. However, many clients need to work on the root cause of their issues which can take time to unravel. Private therapy can be expensive and, with 70% of Help clients declaring household incomes of below £36k pa, is out of their ability to pay. For face-to-face sessions Help asks for a contribution of £35 and £25 for online sessions.

Help clients are over 18 years and present with a wide range of mental health related issues. They are low to medium risk but mostly complex and require longer-term therapy.

Clients are directed towards Help mainly via word-of-mouth recommendations, internet search engine results, GPs, NHS IAPT services, or through other organisations such as universities for example. Regardless of the channel, all clients must self-refer. The majority of our clients come from the Greater London area, but with the introduction of online counselling we are able to support individuals in any location across the UK and sometimes when they are travelling abroad. The prevalence of home and hybrid working has impacted client locations and preferences.

4. Business performance April 2023 to March 2024

The most significant challenges that Help faced during Covid reduced during this reporting period and a degree of relative stability in our operating environment was achieved. However, as recovery continued post the pandemic, we continued to manage our cost base very closely during this financial year as other social and economic factors came into play, namely inflation and cost of living pressures. There is no central or local government funding available for charities such as Help so the Board has to remain vigilant to external issues that can affect performance. External funding can be sought, but this a time-consuming activity with uncertain results, and post Covid the fund-raising environment for small charities remained very difficult.

Thus the primary funding sources during the year continued to comprise client contributions and private donations. Most of the charity's expenditure during the year was incurred in respect of salaries, supervision expenses and room hire for face-to-face consultations.

The business model has remained the same but the main aspects of the operating model such as the systems, processes and reporting continued to evolve to support the growing scale of our activities. At the end of June 2023 we relinquished the small administrative office we had established outside of London. The rental costs were due to increase considerably and we could not justify this ongoing commitment. Our staff agreed to work remotely once again and meet face to face as needed. We then established a new business address (Gt Portland Street, London W1) via a serviced office arrangement. This allowed us to provide a telephone call answering service for clients, and a postal management service, both increasing efficiency in the context of remote working.

Trustees Report (cont.)

During this reporting period we worked to consolidate our face-to-face counselling service as demand increased. All trainees undertaking placements have to achieve the correct mix of face-to-face and online counselling hours to complete their training, and clients' confidence in attending face to face sessions also has increased.

Given our financial considerations, it was still not possible to enter into a new long-term rental agreement for new premises in this reporting period. Therefore, we continued to use rooms in 6 locations in London on a block booking basis to match the availability of trainee counsellors and clients. This arrangement continues to represent a significant cost commitment, but it is vital for Help to operate as a top-rated training placement organisation and remain attractive to high calibre trainee counsellors. Supervision has remained fully online to keep costs down and ease scheduling challenges.

By capitalising on operational upgrades mentioned previously, Help maintained the same permanent staff headcount of 3FTE while growing to an all-time high of 80+ counsellors by March 2024. As each trainee counsellor has an average of 3 clients in their caseload, we were able to reach our maximum capacity of approximately 250 clients. These clients are now seen both face-to-face and online (approximately 35:65 ratio respectively).

Within these operating parameters, we saw a steady increase in our revenues which come from clients and counsellors. Client sessions are weekly, and the average contribution is approximately £25-26 per session. Counsellors make a monthly contribution of £30 towards the cost of their supervision, a necessary requirement for us to provide for working safely and within the bounds of the BACP ethical framework for the counselling profession to which we are contractually obliged.

In addition to client and trainee contributions, we were able to achieve some modest external funding via our Bursary Scheme by leveraging our existing network of supporters, local trusts and foundations or individual donors with an interest in our cause. We identified specific groups who are keen to access counselling but need financial support to do so and attracted monetary backing in these instances, setting up a bursary reserve in each case.

Bursaries granted are kept ring-fenced and used to top-up the tariffs of those clients who find themselves struggling to pay the full amount. These reasons can be simply because of a squeeze on household income or commonly because the client is in receipt of benefits and either in or out of work. We stipulate that clients must pay something towards their therapy and our average top up is £10 per session. As noted above, Help asks for £25 for online sessions and £35 for face-to-face sessions (the additional £10 is to contribute towards the cost of room hire).

The bursary scheme mentioned above was established in 2021/2022 with a donation from the Worshipful Company of Chartered Secretaries. The Trustees would like to thank Sara Mormino (£855), Hallie Heeg (£1,875 including Gift Aid) and Andrew Pollock (£6,250 including Gift Aid) who contributed additional amounts to this scheme during the year. The Trustees would also like to thank The Daisy Trust for contributing a further £3,000 towards a scheme to help fund the costs of room hire.

In terms of unrestricted donations the Trustees would like to thank David Leech who raised £1,500 through a sponsored run, the Aridev Foundation (£1,000), Moira Maguire (£500) and those who made individual donations via the various online giving organisations.

During this reporting period much work has been done to reintroduce face to face counselling as pandemic restrictions eased and demand for this service increased. All trainees undertaking placements have to achieve the correct mix of face-to-face and online counselling hours to complete their training, and clients' confidence in attending face to face sessions also has increased.

Whilst the day-to-day operational considerations took priority the Board recognised that without additional resources Help had no capacity to perform research and activity that would enable us to seek additional sources of income through direct revenues or fund raising. We also wanted to create the capacity to evaluate and understand what is required to grow further in a sustainable way, based on client needs. A workstream was established in partnership with Medicor, a funder who had supported Help in 2019. At their invitation Help prepared a 3-year business plan for the forthcoming financial year.

Within these operating parameters, we saw a steady improvement in our business performance in this reporting period. We achieved this by growing trainee and client numbers during the financial year at a pace that we could handle with our available resources.

As in previous reporting periods we continued to receive support from Dixon Wilson, Chartered Accountants, at no cost, to run our monthly payroll and would like to take this opportunity to thank them again for their support. We have not attempted to evaluate this support in these accounts. We retain third party expertise via Peninsula for all HR and employee relations matters and procure the necessary insurance cover via Howden and Towergate.

Trustees Report (cont.)

The Board of Trustees, notwithstanding the impact of the Covid 19 pandemic upon our activities over the past few years, are satisfied with the performance of the charity during the year and the position as at 31 March 2024. They consider that the charity is in a good position to continue its activities and meet its obligations. However it should be noted that financial pressures still exist and cost of living considerations may well impact client behaviour and preferences in the coming year.

5. Operating performance April 2023 to March 2024

The business model remained the same in this reporting period, but the main aspects of the operating model such as the systems, processes, capability, and resulting scalability significantly changed. Operational transformation dominated the agenda for the Board and this work has been expertly led by the Help Director who joined the charity in the summer of 2021. This approach has enabled paid staffing levels to remain consistent at approximately c3FTE with wider support derived from a self-employed clinical team. The Help Director worked very effectively during this financial year to strengthen and diversify the pool of self-employed qualified supervisors and assessors to meet our growing needs, provide adequate cover for absence whilst managing costs.

The span of control undertaken by the Director must be emphasised. Despite the relative size of the charity, the degree of operational complexity is high given the spread of resources deployed to deliver the service.

Operational transformation has enabled Help to maintain the same permanent staff headcount of c3FTE while growing from an all-time low of 20 counsellors during the pandemic, which shut down our face-to-face service in Portobello Road, to the numbers we are pleased to report below:

	2024	2023
Number of clients at year end	247	238
Number of new client assessments	279	281
Number of new clients joining in the year	158	222
Number of counsellors at year end	82	84
Number of therapy sessions during year	8,091	5,988
- Of which, face to face	3,155	2,096

The primary funding sources during the year have comprised grants, private donations and associated gift aid, and client contributions.

The majority of the charity's expenditure during the year was incurred in respect of salaries, room hire and supervision expenses.

6. Reserves Policy

Help is fortunate that it does not have to rely upon donations from a few donors in order to continue to provide its services but on a very large number of small donations coupled with client and trainee fees. We are however exposed to changes in client behaviour and unexpected trends in our sector; low-cost counselling by its very nature does not produce surplus income and it is difficult to achieve any significant level of financial reserves with the current business model unless we increase our client tariffs. This action has to be balanced against our charitable objectives. Having said that, Help does have to have sufficient resources to fund an unexpected expenditure such as sickness cover and for this reason Help's cash balances are constantly monitored. When resources allow, we will undertake forward planning to identify higher margin activities.

7. Post balance sheet events

There is nothing to report.

8. Statement of Directors' and Trustees' Responsibilities

This report of the trustees is a directors' report as required by s.417 of the Companies Act 2006. All of the trustees of the company are also directors of the company, and their responsibilities include all the responsibilities of trustees under the Charities Acts and of directors under the Companies Acts.

The Charities Acts and the Companies Acts require the board of trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements, the Board is required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;

Trustees Report (cont.)

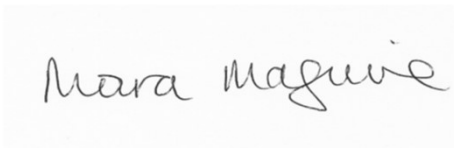
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.

The trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with the Companies Act 2006 and comply with regulations made under the Charities Act. 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. Trustees are also responsible for the contents of the trustees' report.

9. Method of preparation of accounts

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

This report was approved by the board of trustees on 13 December 2024

A handwritten signature in cursive script that reads "Moira Maguire". The signature is written in black ink on a light-colored background.

Moira Maguire
Chair of the Board of Trustees

Independent examiner's report

Respective responsibilities of trustees and examiners

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under s.144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- To state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair" view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that, in any material respect, the requirements to keep accounting records in accordance with s.130 of the Charities Act and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kardooni Consulting Limited

13 December 2024

Statement of Financial Activities for the year ended 31 March 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Last year total funds 2023 £
Incoming resources					
Incoming resources from generated funds:					
Voluntary income		3,484	-	3,484	13,327
Interest income	6	157	-	157	134
Incoming resources from charitable activities	12	249,479	855	250,334	181,593
Total incoming resources		253,120	855	253,975	195,054
Resources expended					
Costs of generating funds:					
IT and Bank Charges		7,811	-	7,811	4,814
Advertising and Promotional		-	-	-	1,319
Charitable activities		127,852	-	127,852	87,863
Governance costs		1,181	-	1,181	990
Other resources expended		115,503	-	115,503	102,996
Total resources expended		252,347	-	252,347	197,982
Net incoming/(outgoing) resources before transfers		773	855	1,628	(2,928)
Gross transfers		855	(855)	-	-
Other recognised gains and losses		-	-	-	-
Net movement in funds		1,628	-	1,628	(2,928)
Total unrestricted funds brought forward		31,014	-	31,014	33,942
Total unrestricted funds carried forward		32,642	-	32,642	31,014

Income and Expenditure account

	Notes	2024 £	2023 £
Turnover		253,818	194,920
Direct costs of turnover		(251,166)	(196,992)
Gross (deficit)/surplus		2,652	(2,072)
Governance costs		(1,181)	(990)
Operating (deficit)/surplus		1,471	(3,062)
Interest receivable	6.	157	134
Surplus/(deficit) on ordinary activities before tax		1,628	(2,928)
Tax on profit on ordinary activities		-	-
Retained surplus/deficit for the financial year		1,628	(2,928)

Statement of total recognised gains and losses

	2024 £	2023 £
Excess/(Shortfall) of income over expenditure before realisation of assets	1,628	(2,928)
Realised/unrealised gains/(losses) on investments	-	-
Net movement in funds	1,628	(2,928)

Balance sheet as at 31 March 2024

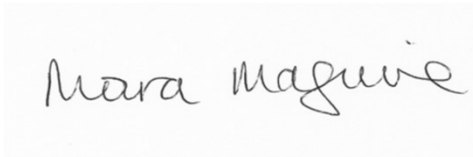
	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Last year total funds 2023 £
Fixed assets	9.	545	-	545	874
Current assets					
Debtors and prepayments	10.	485	-	485	962
Cash at bank and in hand		42,107	70,920	113,027	45,399
Total current assets		42,592	70,920	113,512	46,361
Creditors					
Amounts due within one year	11.	(10,495)	-	(10,495)	(10,326)
Net current assets/(liabilities)		32,097	70,920	103,017	36,035
Total assets less current liabilities		32,642	70,920	103,562	36,909
Funds of the charity					
Unrestricted funds		32,642	-	32,642	31,014
Restricted income funds	12.	-	70,920	70,920	5,895
Total funds		32,642	70,920	103,562	36,909

The accounts have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under s.477 of the Companies Act 2006 and that no members have required the company to obtain an audit in accordance with s.476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The notes on pages 12 to 18 form an integral part of these accounts.



Moira Maguire
Director and Chair of the Board of Trustees
Approved by the trustees on 13 December 2024

Notes to the accounts

1. Accounting policies

Basis of preparation of the accounts

The financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE), effective April 2008, and all other applicable accounting standards, as modified by the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2005 (revised June 2008). The accounts have been drawn up in accordance with the provisions of the Charities (Accounts and Reports) Regulations 2008 and the Companies Acts, and include the results of the charity's operations which are described in the Trustees' Report.

In so far as the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (revised June 2008) requires compliance with specific Financial Reporting Standards other than the FRSSE, then the specific Financial Reporting Standards have been followed where their requirements differ from those of the FRSSE.

Advantage has been taken of Section 396(5) of the Companies Act 2006 to allow the format of the financial statements to be adapted to reflect the special nature of the charity's operation and in order to comply with the requirements of the SORP.

The charity has taken advantage of the exemption in the FRSSE from the requirement to produce a cash flow statement.

The particular accounting policies adopted are set out below.

Accounting convention

The financial statements are prepared on a going concern basis under the historical cost convention.

Incoming resources

Incoming resources are included in the Statement of Financial Activities when:

- The charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising), the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations

When the charity receives grants and donations which are to be used for a specific purpose, referred to as restricted funds, the costs allocated against such income relate specifically to the purpose to which the funds are to be used. To the extent that general overhead costs incurred relate to the purpose to which funds are to be used, such costs are allocated as a fair proportion of the total costs incurred based on the trustees' estimate.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the time they are received.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable, and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Report.

Investment income

This is included in incoming resources when received and in the case of Help Counselling comprises bank interest only.

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Notes to the accounts (cont.)

Governance costs

Include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings, and cost of any legal advice to trustees on governance or constitutional matters.

Tangible fixed assets for use by the charity

Tangible fixed assets are capitalised if they can be used for more than one year and cost at least £500. They are stated at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the asset, less any estimated realisable value on disposal, over the useful economic life of the asset. Depreciation is applied on a straight line basis using the following rates:

- Office equipment 5 years on a straight line basis

Taxation

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity and is therefore included in the relevant costs in the Statement of Financial Activities.

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

2. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

3. Surplus (2023: (Loss)) for the financial year

	2024	2023
	£	£
This is stated after crediting:		
Turnover from ordinary activities	253,818	194,920
And after charging:		
Room and Office Rentals	66,243	31,796
Depreciation	329	329

4. Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees or persons connected with them.

5. Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005)

Various items of support costs and charitable expenditure which are required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised in June 2008) to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities, which should be read together with these notes.

Notes to the accounts (cont.)

6. Investment income

	2024	2023
	£	£

Bank deposit interest received	157	134
--------------------------------	-----	-----

7. Staff costs and emoluments

	2024	2023
	£	£

Gross wages, salaries, and benefits in kind (pension contributions)	107,325	96,660
---	---------	--------

Employer's National Insurance and pension contributions	7,273	6,280
---	-------	-------

Temporary Office Support	840	-
--------------------------	-----	---

	115,438	102,940
	115,438	102,940

Numbers of full time employees or full time equivalents		
- Engaged on charitable activities	3	3

8. Trustees' remuneration

Neither the trustees nor any persons connected with them have received any fees or other remuneration, either in the current year or the prior year.

9. Tangible fixed assets

	Office equipment	Total
	£	£

Cost		
At 1 April 2023	1,640	1,640
Additions	-	-
Disposals	-	-

At 31 March 2024	1,640	1,640
------------------	-------	-------

Accumulated depreciation		
At 1 April 2023	766	766
Charge for the year	329	329
Disposals	-	-

At 31 March 2024	1,095	1,095
------------------	-------	-------

Net book value at 31 March 2024	545	545
--	------------	------------

Net book value at 1 April 2023	874	874
---------------------------------------	------------	------------

Notes to the accounts (cont.)

10. Debtors

	2024	2023
	£	£
Amounts falling due within one year:		
Rent deposits (re room hire)	485	962
	-----	-----
	485	962
	=====	=====

11. Creditors

	2024	2023
	£	£
Other creditors and accruals	7,963	8,027
PAYE and National Insurance Contributions	2,079	1,889
Pension Contributions	453	410
	-----	-----
	10,495	10,326
	=====	=====

12. Restricted funds

Fund name	Note	Balance brought forward	Incoming resources	Outgoing resources/ Allocated costs	Balance carried forward
		£	£	£	£
Sara Mormino	a.	-	855	(855)	-
Ms H Heeg (including Gift Aid received)	a.	625	-	-	625
Mr A Pollock (including Gift Aid received)	a.	1,710	-	-	1,710
The Daisy Trust	b.	3,560	-	-	3,560
The Late Mrs Anne Husted Reiner	c.	-	5,025	-	5,025
The Medicor Foundation	d.	-	60,000	-	60,000
		-----	-----	-----	-----
Total restricted funds		5,895	65,880	(855)	70,920
		=====	=====	=====	=====

- a. These are donations to maintain a bursary fund (originally established in 2022 by the Worshipful Company of Chartered Secretaries and Administrators) that was to be used to subsidise specific clients' consultations.
- b. This is a donation to help fund face to face consultations.
- c. This donation has the same restriction as those in (a) above but with the added proviso that the beneficiaries should also be in full time (tertiary) education.
- d. At the current staffing levels, Help has reached the point where it cannot take on more clients and counsellors. This donation is to fund core expenses whilst Help takes on additional staff in order to administer growth in both clients and counsellor numbers.

13. Share capital

The charity is incorporated under the Companies Act 2006 and is limited by guarantee, each member having undertaken to contribute such amounts not exceeding one pound as may be required in the event of the company being wound up whilst he or she is still a member or within one year thereafter. Each director is also a member of the company.

Detailed statement of financial activities

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of incoming resources

	2024	2023
	£	£
Voluntary income		
Online donations	3,484	1,950
Private donors	-	11,377
Gift aid	-	3,361
	-----	-----
Total	3,484	16,688
	=====	=====
Investment income		
Interest income	157	134
	-----	-----
Total	157	134
	=====	=====
Incoming resources from charitable activities		
Client donations	222,719	161,343
Donations and Legacies	-	1,500
Income from councillors in training/supervision	27,615	15,389
	-----	-----
Total	250,334	178,232
	=====	=====
	-----	-----
Total incoming resources	253,975	195,054
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended

	2024	2023
	£	£
Costs of generating voluntary income		
IT and website costs	3,552	1,958
Bank and similar transaction charges	4,259	2,856
	-----	-----
Total	7,811	4,814
	=====	=====
Fundraising trading costs		
Advertising and Promotional	-	1,319
	-----	-----
Total	-	1,319
	=====	=====
Charitable activities		
Office supplies	618	1,301
Telephone and internet	1,346	1,197
Clinical Cover Costs	4,820	-
Initial assessments	13,545	14,070
Supervision expense	35,606	34,912
Training and professional memberships	1,050	480
Miscellaneous Costs	99	-
Rent of Office Space	1,216	2,969
Room hire	65,027	28,827
Legal and professional fees	2,953	2,554
Insurance	614	595
Depreciation	329	329
	-----	-----
Total	127,223	87,234
	=====	=====
Governance costs		
Trustee insurance	629	629
CRB checks	1,181	990
	-----	-----
Total	1,810	1,619
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended (continued)

	2024	2023
	£	£
Staff costs		
Gross wages, salaries, and benefits in kind	107,325	96,660
Employers' National Insurance and pension contributions	7,273	6,280
Temporary staff	840	-
Recruitment Fees	65	56
	-----	-----
Total	115,503	102,996
	=====	=====
Total expended resources	252,347	197,982
	=====	=====

HELP COUNSELLING CENTRE

England & Wales - Charity number 1140721

Accounts

Registered Charity number: 1140721
Registered Company number: 7407329

Help Counselling Centre

Report and accounts

Year ending 31 March 2023

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Trustees Report

Introduction

The trustees present their annual report and accounts for the year ended 31 March 2023.

The board of trustees, notwithstanding the impact of the Covid 19 pandemic upon our activities, are satisfied with the performance of the charity during the year and the position as at 31 March 2023 and consider that the charity is in a strong position to continue its activities and meet its obligations.

1. Statutory Information

Name	HELP COUNSELLING CENTRE
Date of incorporation	14 October 2010
Company registration number	7407329
Charity registration number	1140721
Registered office	167-169 Great Portland Street, 5th Floor, London, W1W 5PF

2. Structure and governance

The organisation is a charitable company limited by guarantee incorporated on 14 October 2010. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Trustees are appointed by the board of trustees and serve for three years, after which period they may put themselves forward for re-appointment. The Board has an on-going process of recruiting new trustees and a recruitment procedure that includes an interview to establish the skills and time that any new trustees can offer to the charity, and subsequent discussion at a meeting of the Board of Trustees. Each new trustee is given an induction pack which includes details of the charity's background, a copy of the constitution, and relevant publications prepared by the Charity Commission.

The charity has a board of trustees that meets regularly to agree the broad strategy and areas of activity for the charity.

Board of Trustees

The members of the Board of Trustees of the charity during the year ended 31 March 2023 were as follows:

Name	Office (if any)	Date acted if not for whole year
Moira Maguire	Chair and CEO	
Timothy Neill	Treasurer	
Hallie Heeg		
David Leech		
Sara Mormino		
Ke-Wei Orly		
Simon Wardle		

All trustees/directors are members of the charity.

Key Management

The Trustees consider all staff and the Board of Trustees to comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely.

The Trustees also confirm that they have had due regard to the guidance on Public Benefit issued by the Charity Commission.

3. Overview of Help Counselling Centre (Help)

Help Counselling Centre is a Training Placement organisation for clinical supervisors, counsellors and psychotherapists in training who need to gain clinical experience to qualify and be registered with one of the industry professional bodies, BACP or UKCP.

Trustees Report (cont.)

We have a small team of paid employees, c3 FTE, to operate our service. On a self-employed basis, we retain a number of qualified psychotherapists who conduct supervision and client assessment tasks, pivotal to our operating model. Help is required to provide supervision to ensure trainees can work safely and within the bounds of the BACP ethical framework. The clinical assessment of clients who seek to enter our service is also vital to ensure we offer counselling to those who can best be supported by us rather than an alternative provider. As clients are seen by counsellors in training, they must all be assessed to ensure they are suitable in terms of their presenting issues, history, and risk.

Our counselling sessions are delivered by counsellors and psychotherapists in training. For ethical reasons, the work undertaken by trainee counsellors / psychotherapists is unpaid, i.e., they must volunteer their time. Trainee supervisors, however, may charge a nominal rate which is considerably less than the rates commanded by qualified supervisors.

This minimal-cost-workforce model enables Help to fulfil its charitable aim of providing low-cost counselling services for adults aged 18+. It can take between 3-5 years to qualify as a counsellor, and our training placements are for minimum of 12 months meaning we can also provide clients with long-term help. Having consistency and continuity plays a pivotal role in building a safe, therapeutic and trusting alliance between the counsellor and client.

The blend of low-cost and long-term talking therapy is much needed in a time of increasing demand for mental health support and increasing complexity of presenting issues, in large part due to the added pressures brought on by the pandemic.

Clients come to Help because they have nowhere else to go. The NHS is oversubscribed and has a tiered system of support where most of the capacity has been focussed into short-term Cognitive Behavioural Therapy (CBT). This was originally aimed at getting citizens back to work thereby reducing the cost of state-funded benefit payments. CBT is a here-and-now 'treat the symptoms' approach. However, many clients need to work on the root cause of their issues which can take time to unravel. Private therapy can be expensive and, with 70% of Help clients declaring household incomes of below £36k pa, is out of their ability to pay. For face-to-face sessions Help asks for a contribution of £35 and £25 for online sessions.

Help clients are over 18 years and present with a wide range of mental health related issues. They are low to medium risk but mostly complex and require longer-term therapy.

Clients are directed towards Help mainly via word-of-mouth recommendations, internet search engine results, GPs, NHS IAPT services, or through other organisations such as universities for example. Regardless of the channel, all clients must self-refer. The majority of our clients come from the Greater London area, but with the introduction of online counselling we are able to support individuals in any location across the UK and sometimes when they are travelling abroad. The prevalence of home and hybrid working has impacted client locations and preferences.

4. Business performance April 2022 to March 2023

As recovery continued post the pandemic, considerable financial challenges remained for Help, and there was a clear necessity to manage our cost base very closely during this financial year. There is no central or local government funding available for charities such as Help. External funding can be sought, but this a time-consuming activity with uncertain results, and post Covid the fund-raising environment for small charities remained very difficult.

The primary funding sources during the year have comprised client contributions, private donations, and gift aid. Most of the charity's expenditure during the year was incurred in respect of salaries, supervision expenses and room hire for face-to-face consultations.

The Board of Trustees determined that our aim for this financial year should be to cover the majority of our costs via the above and in this we were largely successful.

In addition to client and trainee contributions, we were able to achieve some modest external funding via our Bursary Scheme by leveraging our existing network of supporters, local trusts and foundations or individual donors with an interest in our cause. We identified specific groups who are keen to access counselling but need financial support to do so and attracted monetary backing in these instances, setting up a bursary reserve in each case.

Trustees Report (cont.)

Bursaries granted are kept ring-fenced and used to top-up the tariffs of those clients who find themselves struggling to pay the full amount. These reasons can be simply because of a squeeze on household income or commonly because the client is in receipt of benefits and either in or out of work. We stipulate that clients must pay something towards their therapy and our average top up is £10 per session. As noted above, Help asks for £25 for online sessions and £35 for face-to-face sessions (the additional £10 is to contribute towards the cost of room hire).

The bursary scheme mentioned above was established in 2021/2022 with a donation from the Worshipful Company of Chartered Secretaries. The Trustees would like to thank Hallie Heeg (£1,875 including Gift Aid) and Andrew Pollock (£6,250 including Gift Aid) who contributed additional amounts to this scheme during the year. The Trustees would also like to thank The Daisy Trust for contributing a further £3,000 towards a scheme to help fund the costs of room hire.

In terms of unrestricted donations the Trustees would like to thank David Leech who raised £1,500 through a sponsored run, the Aridev Foundation (£1,000), Moira Maguire (£500) and those who made individual donations via the various online giving organisations.

During this reporting period much work has been done to reintroduce face to face counselling as pandemic restrictions eased and demand for this service increased. All trainees undertaking placements have to achieve the correct mix of face-to-face and online counselling hours to complete their training, and clients' confidence in attending face to face sessions also has increased.

Given our financial considerations, it was not possible to enter into a new long-term rental agreement for new premises in this reporting period. Thus, to facilitate the rebuild of our face-to-face counselling service, rooms were procured in 6 locations in London on a block booking basis to match the availability of trainee counsellors and clients. This arrangement represented a significant cost commitment but it was vital for Help if it was to operate as a training placement organisation and remain attractive to high calibre trainee counsellors. Supervision has remained fully online to keep costs down and ease scheduling challenges.

Having run the charity via home working arrangements from March 2020 onwards, in September 2022 the Board decided to rent a small office outside London, allowing our employees to have a fixed base at an acceptable rental cost. This provided a much-needed opportunity for the team to come together after a long period of remote working.

Within these operating parameters, we saw a steady improvement in our business performance in this reporting period. We achieved this by growing trainee and client numbers during the financial year at a pace that we could handle with our available resources.

As in the previous reporting period we continued to receive support from Dixon Wilson, Chartered Accountants, at no cost, to run our monthly payroll and would like to take this opportunity to thank them again for their support. We have not attempted to evaluate this support in these accounts. We retain third party expertise via Peninsula for all HR and employee relations matters and procure the necessary insurance cover via Howden and Towergate.

The Board of Trustees, notwithstanding the impact of the Covid 19 pandemic upon our activities over the past few years, are satisfied with the performance of the charity during the year and the position as at 31 March 2023. They consider that the charity is in a strong position to continue its activities and meet its obligations.

5. Operating performance April 2022 to March 2023

The business model remained the same in this reporting period, but the main aspects of the operating model such as the systems, processes, capability, and resulting scalability significantly changed. Operational transformation dominated the agenda for the Board and this work has been expertly led by the Help Director who joined the charity in the summer of 2021. This approach has enabled paid staffing levels to remain consistent at approximately c3FTE with wider support derived from a self-employed clinical team. The Help Director worked very effectively during this financial year to strengthen and diversify the pool of self-employed qualified supervisors and assessors to meet our growing needs, provide adequate cover for absence whilst managing costs.

The span of control undertaken by the Director must be emphasised. Despite the relative size of the charity, the degree of operational complexity is high given the spread of resources deployed to deliver the service.

Trustees Report (cont.)

Operational transformation has enabled Help to maintain the same permanent staff headcount of c3FTE while growing from an all-time low of 20 counsellors during the pandemic, which shut down our face-to-face service in Portobello Road, to the numbers we are pleased to report below:

	2023	2022
Number of clients at year end	238	107
Number of new client assessments	281	140
Number of new clients joining in the year	222	108
Number of counsellors at year end	84	68
Number of therapy sessions during year	5,988	1,727
- Of which, face to face	35%	None

The primary funding sources during the year have comprised grants, private donations and associated gift aid, and client contributions.

The majority of the charity's expenditure during the year was incurred in respect of salaries and supervision expenses.

6. Reserves Policy

Help is fortunate that it does not have to rely upon donations from a few donors in order to continue to provide its services but on a very large number of small donations. Therefore Help does not believe it is at risk from a sudden collapse in income if only because the demand for our services is constant. Having said that, Help does have to have sufficient resources to fund an unexpected expenditure such as sickness cover and for this reason Help's cash balances are constantly monitored.

7. Post balance sheet events

There is nothing to report.

8. Statement of Directors' and Trustees' Responsibilities

This report of the trustees is a directors' report as required by s.417 of the Companies Act 2006. All of the trustees of the company are also directors of the company, and their responsibilities include all the responsibilities of trustees under the Charities Acts and of directors under the Companies Acts.

The Charities Acts and the Companies Acts require the board of trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements, the Board is required to:


- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.

The trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with the Companies Act 2006 and comply with regulations made under the Charities Act. 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. Trustees are also responsible for the contents of the trustees' report.

9. Method of preparation of accounts

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

This report was approved by the board of trustees on 13 December 2023



Moira Maguire
Chair of the Board of Trustees

Independent examiner's report

Respective responsibilities of trustees and examiners

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under s.144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- To state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair" view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that, in any material respect, the requirements to keep accounting records in accordance with s.130 of the Charities Act and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kardooni Consulting Limited

13 December 2023

Statement of Financial Activities for the year ended 31 March 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Last year total funds 2022 £
Incoming resources					
Incoming resources from generated funds:					
Voluntary income		13,327	-	13,327	62,693
Interest income	6	134	-	134	2
Incoming resources from charitable activities	12	170,216	11,377	181,593	58,864
		-----	-----	-----	-----
Total incoming resources		183,677	11,377	195,054	121,559
Resources expended					
Costs of generating funds:					
IT and Bank Charges		4,814	-	4,814	4,456
Advertising and Promotional		1,319	-	1,319	6,631
Charitable activities		87,863	-	87,863	88,536
Governance costs		990	-	990	1,848
Other resources expended		102,996	-	102,996	54,194
		-----	-----	-----	-----
Total resources expended		197,982	-	197,982	155,665
		-----	-----	-----	-----
Net incoming/(outgoing) resources before transfers		(14,305)	11,377	(2,928)	(34,106)
Gross transfers		11,377	(11,377)	-	-
Other recognised gains and losses		-	-	-	-
		-----	-----	-----	-----
Net movement in funds		(2,928)	-	(2,928)	(34,106)
Total unrestricted funds brought forward		33,942	-	33,942	68,048
		-----	-----	-----	-----
Total unrestricted funds carried forward		31,014	-	31,014	33,942
		=====	=====	=====	=====

Income and Expenditure account

	Notes	2023 £	2022 £
Turnover		194,920	121,557
Direct costs of turnover		(196,992)	(153,817)
Gross (deficit)/surplus		(2,072)	(32,260)
Governance costs		(990)	(1,848)
Operating (deficit)/surplus		(3,062)	(34,108)
Interest receivable	6.	134	2
(Deficit)/surplus on ordinary activities before tax		(2,928)	(34,106)
Tax on profit on ordinary activities		-	-
Retained (deficit) for the financial year		(2,928)	(34,106)

Statement of total recognised gains and losses

	2023 £	2022 £
Excess/(Shortfall) of income over expenditure before realisation of assets	(2,928)	(34,106)
Realised/unrealised gains/(losses) on investments	-	-
Net movement in funds	(2,928)	(34,106)

Balance sheet as at 31 March 2023

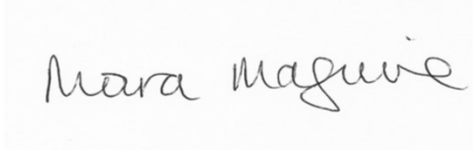
	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Last year total funds 2022 £
Fixed assets	9.	874	-	874	1,203
Current assets					
Debtors and prepayments	10.	962	-	962	545
Cash at bank and in hand		39,504	5,895	45,399	45,369
Total current assets		40,466	5,895	46,361	45,914
Creditors					
Amounts due within one year	11.	(10,326)	-	(10,326)	(7,028)
Net current assets/(liabilities)		30,140	5,895	36,035	38,886
Total assets less current liabilities		31,014	5,895	36,909	40,089
Funds of the charity					
Unrestricted funds		31,014	-	31,014	33,942
Restricted income funds	12.	-	5,895	5,895	6,147
Total funds		31,014	5,895	36,909	40,089

The accounts have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under s.477 of the Companies Act 2006 and that no members have required the company to obtain an audit in accordance with s.476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The notes on pages 11 to 17 form an integral part of these accounts.



Moira Maguire
Director and Chair of the Board of Trustees
Approved by the trustees on 13 December 2023

Notes to the accounts

1. Accounting policies

Basis of preparation of the accounts

The financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE), effective April 2008, and all other applicable accounting standards, as modified by the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2005 (revised June 2008). The accounts have been drawn up in accordance with the provisions of the Charities (Accounts and Reports) Regulations 2008 and the Companies Acts, and include the results of the charity's operations which are described in the Trustees' Report.

In so far as the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (revised June 2008) requires compliance with specific Financial Reporting Standards other than the FRSSE, then the specific Financial Reporting Standards have been followed where their requirements differ from those of the FRSSE.

Advantage has been taken of Section 396(5) of the Companies Act 2006 to allow the format of the financial statements to be adapted to reflect the special nature of the charity's operation and in order to comply with the requirements of the SORP.

The charity has taken advantage of the exemption in the FRSSE from the requirement to produce a cash flow statement.

The particular accounting policies adopted are set out below.

Accounting convention

The financial statements are prepared on a going concern basis under the historical cost convention.

Incoming resources

Incoming resources are included in the Statement of Financial Activities when:

- The charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising), the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations

When the charity receives grants and donations which are to be used for a specific purpose, referred to as restricted funds, the costs allocated against such income relate specifically to the purpose to which the funds are to be used. To the extent that general overhead costs incurred relate to the purpose to which funds are to be used, such costs are allocated as a fair proportion of the total costs incurred based on the trustees' estimate.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the time they are received.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable, and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Report.

Investment income

This is included in incoming resources when received and in the case of Help Counselling comprises bank interest only.

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Notes to the accounts (cont.)

Governance costs

Include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings, and cost of any legal advice to trustees on governance or constitutional matters.

Tangible fixed assets for use by the charity

Tangible fixed assets are capitalised if they can be used for more than one year and cost at least £500. They are stated at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the asset, less any estimated realisable value on disposal, over the useful economic life of the asset. Depreciation is applied on a straight line basis using the following rates:

- Office equipment 5 years on a straight line basis

Taxation

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity and is therefore included in the relevant costs in the Statement of Financial Activities.

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

2. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

3. (Loss) (2022: (Loss)) for the financial year

	2023	2022
	£	£
This is stated after crediting:		
Turnover from ordinary activities	194,920	121,557
And after charging:		
Room and Office Rentals	31,796	1,950
Depreciation	329	328

4. Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees or persons connected with them.

5. Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005)

Various items of support costs and charitable expenditure which are required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised in June 2008) to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities, which should be read together with these notes.

Notes to the accounts (cont.)

6. Investment income

	2023	2022
	£	£

Bank deposit interest received	134	2
--------------------------------	-----	---

7. Staff costs and emoluments

	2023	2022
	£	£

Gross wages, salaries, and benefits in kind (pension contributions)	96,660	49,178
---	--------	--------

Employer's National Insurance and pension contributions	6,280	1,321
---	-------	-------

	102,940	50,499
	102,940	50,499

Numbers of full time employees or full time equivalents		
- Engaged on charitable activities	3	2

8. Trustees' remuneration

Neither the trustees nor any persons connected with them have received any fees or other remuneration, either in the current year or the prior year.

9. Tangible fixed assets

	Office equipment	Total
	£	£

Cost		
At 1 April 2022	1,640	1,640
Additions	-	-
Disposals	-	-

At 31 March 2023	1,640	1,640
------------------	-------	-------

Accumulated depreciation		
At 1 April 2022	437	437
Charge for the year	329	329
Disposals	-	-

At 31 March 2023	766	766
------------------	-----	-----

Net book value at 31 March 2023	874	874
--	------------	------------

Net book value at 1 April 2022	1,203	1,203
---------------------------------------	--------------	--------------

Notes to the accounts (cont.)

10. Debtors

	2023	2022
	£	£
Amounts falling due within one year:		
Rent deposits (re room hire)	962	545
	-----	-----
	962	545
	=====	=====

11. Creditors

	2023	2022
	£	£
Other creditors and accruals	8,027	6,125
PAYE and National Insurance Contributions	1,889	1,791
Pension Contributions	410	435
	-----	-----
	10,326	8,351
	=====	=====

12. Restricted funds

Fund name	Note	Balance brought forward £	Incoming resources £	Outgoing resources/ Allocated costs £	Balance carried forward £
Worshipful Company of Chartered Secretaries and Administrators	a.	2,147	-	(2,147)	-
Ms H Heeg (including Gift Aid received)	a.	-	1,875	(1,250)	625
Mr A Pollock (including Gift Aid received)	a.	-	6,250	(4,540)	1,710
The Daisy Trust	b.	4,000	3,000	(3,440)	3,560
		-----	-----	-----	-----
Total restricted funds		6,147	11,125	(11,377)	5,895
		=====	=====	=====	=====

a. These are donations to maintain a bursary fund (originally established in 2022 by the Worshipful Company of Chartered Secretaries and Administrators) that was to be used to subsidise specific clients' consultations.

b. This is a donation to help fund face to face consultations.

13. Share capital

The charity is incorporated under the Companies Act 2006 and is limited by guarantee, each member having undertaken to contribute such amounts not exceeding one pound as may be required in the event of the company being wound up whilst he or she is still a member or within one year thereafter. Each director is also a member of the company.

Detailed statement of financial activities

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of incoming resources

	2023	2022
	£	£
Voluntary income		
Online donations	1,950	7,876
External funding and grants	-	44,817
Private donors	11,377	10,000
Gift aid	3,361	-
	-----	-----
Total	16,688	62,693
	=====	=====
Investment income		
Interest income	134	2
	-----	-----
Total	134	2
	=====	=====
Incoming resources from charitable activities		
Client donations	161,343	52,729
Donations and Legacies	1,500	10
Income from councillors in training/supervision	15,389	6,125
	-----	-----
Total	178,232	58,864
	=====	=====
Total incoming resources	195,054	121,559
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended

	2023	2022
	£	£
Costs of generating voluntary income		
IT and website costs	1,958	3,678
Bank and similar transaction charges	2,856	778
	-----	-----
Total	4,814	4,456
	=====	=====
Fundraising trading costs		
Advertising and Promotional	1,319	6,631
	-----	-----
Total	1,319	6,631
	=====	=====
Charitable activities		
Office supplies	1,301	1,104
Telephone and internet	1,197	1,113
Initial assessments	14,070	5,825
Supervision expense	34,912	32,600
Trainee recruitment	-	875
Training and professional memberships	480	-
Rent of Office Space	2,969	1,950
Room hire	28,827	210
Utilities	-	(99)
Legal and professional fees	2,554	43,405
Insurance	595	1,225
Depreciation	329	328
	-----	-----
Total	87,234	88,536
	=====	=====
Governance costs		
Trustee insurance	629	-
CRB checks	990	1,848
	-----	-----
Total	1,619	1,848
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended (continued)

	2023	2022
	£	£
Staff costs		
Gross wages, salaries, and benefits in kind	96,660	49,178
Employers' National Insurance and pension contributions	6,280	1,321
Temporary staff	-	3,695
Recruitment Fees	56	-
	-----	-----
Total	102,996	54,194
	=====	=====
Total expended resources	197,982	155,665
	=====	=====

HELP COUNSELLING CENTRE

England & Wales - Charity number 1140721

Accounts

Registered Charity number: 1140721
Registered Company number: 7407329

Help Counselling Centre

Report and accounts

Year ending 31 March 2022

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Trustees Report

Introduction

The trustees present their annual report and accounts for the year ended 31 March 2022.

The board of trustees, notwithstanding the impact of the Covid 19 pandemic upon our activities, are satisfied with the performance of the charity during the year and the position as at 31 March 2022 and consider that the charity is in a strong position to continue its activities and meet its obligations.

Statutory Information

Name, registered office and constitution of the charity

The full name of the charity is HELP COUNSELLING CENTRE.

The legal registration details are:

Date of incorporation	14 October 2010
Company registration number	7407329
Registered office	9 Orme Court, London, W2 4RL
Charity registration number	1140721

Structure, governance, and management

The organisation is a charitable company limited by guarantee incorporated on 14 October 2010. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Trustees are appointed by the board of trustees and serve for three years, after which period they may put themselves forward for re-appointment. The Board has an on-going process of recruiting new trustees and a recruitment procedure that includes an interview to establish the skills and time that any new trustees can offer to the charity, and subsequent discussion at a meeting of the Board of Trustees. Each new trustee is given an induction pack which includes details of the charity's background, a copy of the constitution, and relevant publications prepared by the Charity Commission.

The charity has a board of trustees that meets regularly to agree the broad strategy and areas of activity for the charity.

Key Management

The Trustees consider all staff and the Board of Trustees to comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely.

The Trustees also confirm that they have had due regard to the guidance on Public Benefit issued by the Charity Commission.

Board of Trustees

The members of the Board of Trustees of the charity during the year ended 31 March 2022 were as follows:

Name	Office (if any)	Date acted if not for whole year
Moira Maguire	CEO	
Timothy Neill	Treasurer	
Hallie Heeg		
David Leech		
Sara Mormino		
Ke-Wei Orly		
Simon Wardle		
Jason Nash		Resigned 20 September 2021

All trustees/directors are members of the charity.

Activities of HCC

History and objectives

Help Counselling was setup over 50 years ago and for many years occupied premises in Portobello Road to serve clients in the local community. The aims of the charity are to provide low-cost, long-term talking therapy to those who would otherwise not be able to access private counselling or NHS services due to cost or availability.

Trustees Report (cont.)

This objective is achieved through Help's main operation as a training placement organisation, offering 12 month+ voluntary placements to students studying on suitably accredited counselling and psychotherapy post-graduate training courses that require them to acquire a certain number of clinical hours to qualify.

We are organisational members of the BACP, adhering to their ethical framework and good practice guidelines for training placement organisations.

Types of clients served

Help clients are over 18 years and present with a wide range of mental health related issues. They are low to medium risk but mostly complex and require longer-term therapy.

- How clients find HCC

Clients are directed towards Help mainly via word-of-mouth recommendations, internet search engine results, GPs, NHS IAPT services, or through other organisations such as universities for example. Regardless of channel, all clients must self-refer.

- Risk assessment

As clients are seen by counsellors in training, they must all be assessed to ensure they are suitable in terms of their presenting issues, history, and risk.

How HCC is funded and background to client donations

The primary funding sources during the year have comprised grants, private donations and associated gift aid, and client contributions.

The majority of the charity's expenditure during the year was incurred in respect of salaries and supervision expenses.

Liaison with training colleges

During the pandemic we have worked hard to build new relationships with a wider group of training organisations meaning we have a more diverse set of counsellors studying at different levels and in different modalities. Students find their placements at Help mainly through being on the recommended placement lists at their training organisation and through word-of-mouth.

Role of supervisors

As our counsellors are in training, they are all fully supervised by internally provided supervisors in line with the requirements of the BACP. The role of the supervisors is to ensure that counsellors work within their competencies and to provide clinical responsibility for client work.

COVID

At the beginning of the financial year Covid restrictions were still in place and although the 'stay at home' instruction had just been lifted after the third national lockdown, restrictions on indoor gatherings and activities were still in place. Not only did this have a continued impact in delivering in-person therapy sessions, but it also had a major impact on student counsellors who were still no longer able to attend their trainings in person. Additional uncertainty prevailed about what the training organisations required the counsellors to do in respect of obtaining clinical hours – traditionally those hours were all obtained in a face-to-face setting which had not been possible for the last year. The training organisations also faced major challenges themselves due to loss of income from foreign students and staff following the government guidance and therefore not being on site.

The knock-on effect of this turbulent time was that we experienced high attrition rates of counsellors leaving their placements early and reduced applications as trainee counsellors were distanced from the courses, plus some training organisations were unclear on the status of placements.

Without counsellors, we were unable to uplift our client numbers and we reached our lowest volumes in August 2021 as a result.

The resulting financial pressure meant that we could not add resources in all the areas we would have liked, thus placing additional pressure on our small team. General uncertainty and lock down arrangements provided ongoing challenges for our team and trainee counsellors with all counselling activities being conducted online and caution around in person meetings with regard to the team and board trustees. Abiding by the rules was important but this did hinder the usual teamwork and collaboration which plays such a key role in the work we do. Economic uncertainty impacted the number of clients coming forward with natural concerns about affordability given the demographic we traditionally support. Training colleges and organisations were also impacted, and trainee counsellors endured months of uncertainty about how their placements would be arranged and evaluated given the impossibility of face-to-face sessions for many of our users. Ongoing restrictions also delayed our plans to return to face-to-face counselling during 2021 and required additional work to adapt our organisational structure, technology infrastructure and team skillset.

Trustees Report (cont.)

In response to these challenges, the Covid measures prompted a necessary process of review, and the subsequent rebuilding of our processes and procedures has delivered a more resilient organisation that will better support the charity's future endeavours. The highlights are:-

1. From April through to August 2021 we transformed our IT infrastructure and systems. This included migrating to a new cloud-based Clinical Management platform from an old, unsupported Access database that was proving impossible to work with remotely when we could no longer be in the office. Our new system, Medesk has been fully configured to be bespoke to our needs, it is fully scalable, has its own secure video platform and online booking facilities.
2. As part of our restructure, we have established a pool of qualified assessors to support the review of all clients coming into our service. A qualified clinician assesses every client to ensure we evaluate their needs and their suitability to the support we can provide. Online booking has enabled us to assess significantly greater numbers with a much faster turnaround.
3. To maximise the features of Medesk we also migrated our network data onto Microsoft SharePoint and implemented OneDrive. As a result, all our systems are now entirely cloud-based meaning we have no servers or network to maintain which not only reduces our IT support costs but also the way we work is more collaborative and effective. This is particularly important with our growing network of trainee counsellors.
4. We also took the opportunity to go paperless and now every form, contract or related paperwork is electronic. No longer having to rely on posting and scanning has vastly simplified and speeded up our internal operations. Importantly it has reduced the amount of time clients have to wait before being seen.
5. Online working allowed us to expand our geographical reach, and this is a welcome development as we sought to grow our service.

All of these accomplishments have been made possible by our resolute team into which we have welcomed new members with the diverse capability and experience needed to fully embed these changes and provide us with the firm foundations we need for the future.

However, once legal restrictions were lifted on July 19th 2021, we were able to start a recruitment drive that enabled us to build up to the counsellor and client numbers experienced in March 2021 which were a record high, made possible by the other transformational changes we had made.

Our charity's future purpose remains to sustain and build further our on-line counselling service and whilst also offering face to face counselling sessions now it is safer to do so. This is something that the training colleges are pressing for as are some of our clients.

Donors

All clients are asked to make a financial contribution towards the cost of their counselling. This is based on a sliding scale according to their annual household income. However, these donations are not sufficient to cover our costs and we also rely on the generosity of those who are prepared to make a more substantial donation.

In this regard we are extremely grateful to an anonymous donor for their donation of £17,462 in 2019 towards the cost of implementing a new client management system (of which £2,645 was utilised in 2020/2021 and the balance this year) and Sue and Laura Birkinshaw (the latter a former trustee) for their donation of £10,000. We would also like to thank Mr Robert Haas, a local resident who became interested in supporting Help Counselling as a result of the Grenfell fire. He provided an introduction to a European funder, Medicor Foundation, who made a donation of £150,000 in 2019, £60,000 of which was paid in December 2019, a further £60,000 during 2020/21 and a final £30,000 this year). In addition we would like to thank those who donated via one of the online donation websites. It is fair to say that without these contributions during 2021/2022 it would not have been possible for Help to continue operations and we are extremely grateful for this support.

As noted above, clients are asked to make a donation as a contribution towards the cost of providing our services. In some cases, even though the amount asked is considerably less than what would be asked in a professional consultation, it is more than many applicants for our services can afford. Accordingly, Help Counselling has set up a bursary scheme whereby the shortfall between the amount that Help needs in order to maintain our services and the amount that many clients can afford is met by a bursary fund. The first organisation to help establish this fund is the Worshipful Company of Chartered Secretaries who have generously donated £2,500. It is our intention to approach similar bodies who also have objectives to support organisations such as Help Counselling also to contribute to this bursary fund.

Trustees Report (cont.)

The primary funding sources during the year have comprised grants, private donations and associated gift aid, and client contributions.

The majority of the charity's expenditure during the year was incurred in respect of salaries and supervision expenses.

Post balance sheet events

There is nothing to report.

Statement of directors' and trustees' responsibilities

This report of the trustees is a directors' report as required by s.417 of the Companies Act 2006. All of the trustees of the company are also directors of the company, and their responsibilities include all the responsibilities of trustees under the Charities Acts and of directors under the Companies Acts.

The Charities Acts and the Companies Acts require the board of trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements, the Board is required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.

The trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with the Companies Act 2006 and comply with regulations made under the Charities Act.


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.

The trustees are also responsible for the contents of the trustees' report.

Method of preparation of accounts

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

This report was approved by the board of trustees on 18 October 2022



Moira Maguire
Director and Chair of the Board of Trustees

Independent examiner's report

Respective responsibilities of trustees and examiners

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under s.144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- To state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair" view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that, in any material respect, the requirements to keep accounting records in accordance with s.130 of the Charities Act and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kardooni Consulting Limited

18 October 2022

Statement of Financial Activities for the year ended 31 March 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Last year total funds 2021 £
Incoming resources					
Incoming resources from generated funds:					
Voluntary income		62,340	353	62,693	66,387
Investment income	6	2	-	2	8
Incoming resources from charitable activities		58,864	-	58,864	37,911
Miscellaneous Income		-	-	-	163
Total incoming resources		121,206	353	121,559	104,469
Resources expended					
Costs of generating funds:					
Costs of generating voluntary income		19,272	(14,816)	4,456	2,912
Fundraising costs		6,631	-	6,631	3,150
Charitable activities		88,536	-	88,536	56,125
Governance costs		1,848	-	1,848	1,129
Other resources expended		54,194	-	54,194	84,211
Total resources expended		170,481	(14,816)	155,665	147,527
Net incoming/(outgoing) resources before transfers		(49,275)	15,169	(34,106)	(43,058)
Gross transfers		15,169	(15,169)	-	-
Other recognised gains and losses		-	-	-	-
Net movement in funds		(34,106)	-	(34,106)	(43,058)
Total funds brought forward		68,048	-	68,048	111,106
Total funds carried forward		33,942	-	33,942	68,048

Income and Expenditure account

	Notes	2022 £	2021 £
Turnover		121,557	104,461
Direct costs of turnover		(153,817)	(146,398)
Gross (deficit)/surplus		(32,260)	(41,937)
Governance costs		(1,848)	(1,129)
Operating (deficit)/surplus		(34,108)	(43,066)
Interest receivable	6.	2	8
(Deficit)/surplus on ordinary activities before tax		(34,106)	(43,058)
Tax on profit on ordinary activities		-	-
Retained (deficit) for the financial year		(34,106)	(43,058)

Statement of total recognised gains and losses

	2022 £	2021 £
Excess/(Shortfall) of income over expenditure before realisation of assets	(34,106)	(43,058)
Realised/unrealised gains/(losses) on investments	-	-
Net movement in funds before taxation	(34,106)	(43,058)

Balance sheet as at 31 March 2022

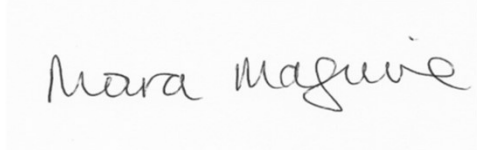
	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Last year total funds 2021 £
Fixed assets	9.	1,203	-	1,203	1,531
Current assets					
Debtors and prepayments	10.	545	-	545	101
Cash at bank and in hand		39,222	6,147	45,369	89,684
Total current assets		39,767	6,147	45,914	89,785
Creditors					
Amounts due within one year	11. & 12.	(7,028)	(6,147)	(13,175)	(23,268)
Net current assets/(liabilities)		32,739	-	32,739	66,517
Total assets less current liabilities		33,942	-	33,942	68,048
Funds of the charity					
Unrestricted funds		33,942	-	33,942	68,048
Restricted income funds	12.	-	-	-	-
Total funds		33,942	-	33,942	68,048

The accounts have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under s.477 of the Companies Act 2006 and that no members have required the company to obtain an audit in accordance with s.476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The notes on pages 11 to 17 form an integral part of these accounts.



Moira Maguire
Director and Chair of the Board of Trustees
Approved by the trustees on 18 October 2022

Notes to the accounts

1. Accounting policies

Basis of preparation of the accounts

The financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE), effective April 2008, and all other applicable accounting standards, as modified by the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2005 (revised June 2008). The accounts have been drawn up in accordance with the provisions of the Charities (Accounts and Reports) Regulations 2008 and the Companies Acts, and include the results of the charity's operations which are described in the Trustees' Report.

In so far as the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (revised June 2008) requires compliance with specific Financial Reporting Standards other than the FRSSE, then the specific Financial Reporting Standards have been followed where their requirements differ from those of the FRSSE.

Advantage has been taken of Section 396(5) of the Companies Act 2006 to allow the format of the financial statements to be adapted to reflect the special nature of the charity's operation and in order to comply with the requirements of the SORP.

The charity has taken advantage of the exemption in the FRSSE from the requirement to produce a cash flow statement.

The particular accounting policies adopted are set out below.

Accounting convention

The financial statements are prepared on a going concern basis under the historical cost convention.

Incoming resources

Incoming resources are included in the Statement of Financial Activities when:

- The charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising), the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations

When the charity receives grants and donations which are to be used for a specific purpose, referred to as restricted funds, the costs allocated against such income relate specifically to the purpose to which the funds are to be used. To the extent that general overhead costs incurred relate to the purpose to which funds are to be used, such costs are allocated as a fair proportion of the total costs incurred based on the trustees' estimate.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable, and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Report.

Investment income

This is included in incoming resources when receivable.

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Notes to the accounts (cont.)

Governance costs

Include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings, and cost of any legal advice to trustees on governance or constitutional matters.

Tangible fixed assets for use by the charity

Tangible fixed assets are capitalised if they can be used for more than one year and cost at least £500. They are stated at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the asset, less any estimated realisable value on disposal, over the useful economic life of the asset. Depreciation is applied on a straight line basis using the following rates:

Leasehold fixtures and fittings	Over the life of the relevant lease.
Office equipment	5 years on a straight line basis

Taxation

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the company and is therefore included in the relevant costs in the Statement of Financial Activities.

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

2. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

3. (Loss) (2021: (Loss)) for the financial year

	2022	2021
	£	£
This is stated after crediting:		
Turnover from ordinary activities	121,557	104,461
And after charging:		
Rentals under operating leases	1,950	21,915
Depreciation	328	1,909

4. Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees or persons connected with them.

5. Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005)

Various items of support costs and charitable expenditure which are required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised in June 2008) to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities, which should be read together with these notes.

Notes to the accounts (cont.)

6. Investment income

	2022	2021
	£	£

Bank deposit interest received	2	8
--------------------------------	---	---

7. Staff costs and emoluments

	2022	2021
	£	£

Gross wages, salaries, and benefits in kind	49,178	73,334
---	--------	--------

Employer's National Insurance and pension contributions	1,321	4,564
---	-------	-------

	50,499	77,898
	50,499	77,898

Numbers of full time employees or full time equivalents		
- Engaged on charitable activities	2	2

8. Trustees' remuneration

Neither the trustees nor any persons connected with them have received any fees or other remuneration, either in the current year or the prior year.

9. Tangible fixed assets

	Fixtures and fittings	Office equipment	Total
	£	£	£

Cost			
At 1 April 2021	-	1,640	1,640
Additions	-	-	-
Disposals	-	-	-
	-	1,640	1,640
At 31 March 2022	-	1,640	1,640

Accumulated depreciation			
At 1 April 2021	-	109	109
Charge for the year	-	328	328
Disposals	-	-	-
	-	437	437
At 31 March 2022	-	437	437

Net book value at 31 March 2022	-	1,203	1,203
Net book value at 1 April 2021	-	1,531	1,531

Notes to the accounts (cont.)

10. Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Sundry Debtors	-	101
	-----	-----
	-	101
	=====	=====

11. Creditors

	2022 £	2021 £
Other creditors and accruals	6,426	6,125
PAYE and National Insurance Contributions	463	1,791
Pension Contributions	139	435
	-----	-----
	7,028	8,351
	=====	=====

12. Restricted funds

Fund name	Note	Balance brought forward £	Incoming resources £	Outgoing resources/ Allocated costs £	Balance carried forward £
Anonymous	a.	14,816	-	(14,816)	-
Worshipful Company of Chartered Secretaries and Administrators	b.	-	2,500	(353)	2,147
The Daisy Trust	c.	-	4,000	-	4,000
		-----	-----	-----	-----
Total restricted funds		14,816	6,500	(15,169)	6,147
		=====	=====	=====	=====

- a. In the year ended 31 March 2020 £17,462 was given by an anonymous donor towards a hardware and software upgrade project that commenced in 2020/21 when £2,645 was utilised. The balance of these funds (£14,816) was utilised in 2021/22
- b. This was a donation to establish a bursary fund that was to be used to subsidise specific clients' consultations.
- c. This was a donation to help fund face to face consultations.

13. Share capital

The charity is incorporated under the Companies Act 2006 and is limited by guarantee, each member having undertaken to contribute such amounts not exceeding one pound as may be required in the event of the company being wound up whilst he or she is still a member or within one year thereafter. Each director is also a member of the company.

Detailed statement of financial activities

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of incoming resources

	2022	2021
	£	£
Voluntary income		
Online donations	7,876	2,187
External funding and grants	44,817	64,160
Private donors	10,000	40
	-----	-----
Total	62,693	66,387
	=====	=====
Investment income		
Interest income	2	8
	-----	-----
Total	2	8
	=====	=====
Incoming resources from charitable activities		
Client donations	52,729	29,861
Donations and Legacies	10	8,050
Income from councillors in training/supervision	6,125	-
	-----	-----
Total	58,864	37,911
	=====	=====
Incoming resources from charitable activities		
Other Income	-	163
	-----	-----
Total	-	163
	=====	=====
Total incoming resources	121,559	104,469
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended

	2022	2021
	£	£
Costs of generating voluntary income		
IT and website costs	3,678	594
Bank charges	778	278
	-----	-----
Total	4,456	872
	=====	=====
Fundraising trading costs		
Advertising and Promotional Fundraising costs	6,631	2,040
	-	3,150
	-----	-----
Total	6,631	5,190
	=====	=====
Charitable activities		
Office supplies and petty cash	1,104	1,527
Telephone and internet	1,113	2,338
Supervision expense	32,600	14,097
Initial assessments	5,825	-
Trainee recruitment	875	-
Training and professional memberships	-	373
Rent	1,950	21,915
Room hire	210	-
Utilities	(99)	722
Council tax and rates	-	3,064
Legal and professional fees	43,405	6,701
Insurance	1,225	1,156
Repairs and maintenance	-	2,140
Waste disposal and cleaning	-	183
Depreciation	328	1,909
Sundry expenses	-	-
	-----	-----
Total	88,536	56,125
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended (continued)

	2022	2021
	£	£
Governance costs		
Trustee insurance	-	629
CRB checks	1,848	500
	-----	-----
Total	1,848	1,129
	=====	=====
Staff costs		
Gross wages, salaries, and benefits in kind	49,178	73,334
Employers' National Insurance and pension contributions	1,321	4,564
Temporary staff	3,695	2,113
Recruitment Fees	-	4,200
	-----	-----
Total	54,194	84,211
	=====	=====
Total expended resources	155,665	147,527
	=====	=====

HELP COUNSELLING CENTRE

England & Wales - Charity number 1140721

Accounts

Registered Charity number: 1140721
Registered Company number: 7407329

Help Counselling Centre

Report and accounts

Year ending 31 March 2021

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Trustees Report

Introduction

The trustees present their annual report and accounts for the year ended 31 March 2021.

The board of trustees, notwithstanding the impact of the Covid 19 pandemic upon our activities, are satisfied with the performance of the charity during the year and the position as at 31 March 2021 and consider that the charity is in a strong position to continue its activities and meet its obligations.

Name, registered office and constitution of the charity

The full name of the charity is HELP COUNSELLING CENTRE.

The legal registration details are:

Date of incorporation	14 October 2010
Company registration number	7407329
Registered office	9 Orme Court, London, W2 4RL
Charity registration number	1140721

Key Management

The Trustees consider all staff and the Board of Trustees to comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely.

The Trustees also confirm that they have had due regard to the guidance on Public Benefit issued by the Charity Commission.

Objectives, Activities, Performance and Future Plans

Help Counselling's vision is to create a community where adults suffering from a mental health problem can access the support they need to lead an independent, fulfilling life.

Our mission is to provide affordable, individual counselling for those on low incomes in the local community; as part of this we work to tackle the shortage of qualified counsellors in our community by also providing a structured and supportive learning environment for trainees.

Our values are:



We welcome working with adults that live in our local community. We are not restricted to a particular mental health problem.



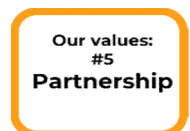
Compassion helps people feel heard and understood. We aim to support social, economic, physical, spiritual and economic well-being.



We believe that everyone has the potential to achieve personal fulfilment. Our counsellors strive to provide each client with their own ability to make informed choices about their lives.



Our charity strives for high standards and our service is conducted with openness, kindness, honesty and accountability.



We work with other local organisations and the NHS services to achieve a more holistic approach to mental health provision within our local community.

Trustees Report (cont.)

We are a small Charity that has been quietly changing lives in a big way for 50 years. Unlike many counselling services, we can provide up to 55 sessions of counselling for some of our clients with higher needs. This option of long-term care provision allows our clients to process difficult and complex issues and work towards the best resolution and coping mechanisms possible. Until December 2020 we were at the heart of the Royal Borough of Kensington & Chelsea and the tri-borough (Kensington & Chelsea, Westminster and Hammersmith & Fulham) community from our centre on Portobello Road. At this time the lease on our offices expired and as there was no immediate prospect of returning to face to face consultations due to the Covid crisis we decided not to renew our lease but continue with our online consultations only. We now have a small administrative office in Orme Court, W2.

By June 2020 it was becoming clear that the Covid 19 crisis was showing no signs of abating and we realised that the only way to continue treatments was to offer online consultations. We decided to build up the number of consultations slowly so that both clients and counsellors could learn how to operate in an online environment. However, in the short term this approach had a severe impact upon the number of sessions we could normally offer and consequently the level of client donations.

Our counselling service is unique in not having restrictions on the type of mental health issues we support - we help everyone over the age of 18 that can access the service and who would not be better served by psychiatric treatment. We are also one of the only services in the city offering the option of long-term counselling.

Due to long waiting times and only being able to access 6-12 sessions (short term) counselling on the NHS, more people are coming through our service. The most common presenting issues for our clients coming to counselling are: depression and/or anxiety, family/relationships/life changes and abuse/trauma. We regularly receive referrals from local NHS services, through local voluntary sector services, by family and friends that have previously accessed our service, by finding us online and (until December 2020) by walking past us on Portobello Road. The various ways we receive referrals illustrates the importance of our service as well as how trusted we are to support individuals with their mental health.

We often hear from our clients that there is no other counselling agency like Help. We pride ourselves on offering a warm, secure environment for our clients. Going the extra mile for clients, who are often isolated and unsupported; who have experienced pain, suffering, trauma or neglect and may be struggling on a daily basis, with low self-worth, anxiety or depression is just one way that we can have a positive impact on the lived experience of our clients.

Help is of course also a respected counselling placement for trainee counsellors and we take just as much care with our therapists, as we do with our clients. We recruit our trainees from a wide range of prestigious training organisations throughout the London area. Although we offer our clients, an integrative therapeutic approach to general counselling, our therapists and our in house supervisors, are trained in a variety of theoretical models, from Gestalt to Transactional Analysis and from the Psychodynamic to the Transpersonal. This eclectic mix, offers our trainees the unique opportunity to gain knowledge of counselling approaches other than their own, supplementing and complementing their skill set.

Trainees are working their way to complete their British Association for Counselling and Psychotherapy (BACP) or United Kingdom Council for Psychotherapy (UKCP) registration. We provide a supportive, structured and caring environment for our trainee counsellors. This includes bi-weekly supervision sessions to support their learning and practical experience. Our aim is to contribute towards training high calibre counsellors for the future.

Some trainees come to Help for their initial placement and we have the responsibility to match them with their first ever clients. Others join Help, further along in their training, at a point where they are ready to work with more complex presenting issues, from the diverse client base that only a community based, low cost counselling service like Help can accommodate.

Post qualification, many of our counsellors choose to stay on at Help to volunteer, while others move swiftly in to private practice, or to jobs within mental health organisations and settings. While we're always sad to see them go, we take pride in the quality of our ongoing relationships with our Help alumni.

All clients are asked to make a financial contribution towards the cost of their counselling. This was based on a sliding scale according to their annual income.

Trustees Report (cont.)

In this regard we are extremely grateful to an anonymous donor for their donation of £17,462 in 2019 towards the cost of implementing a new client management system (of which £2,645 was utilised this year), Karen Roux for her donation of £3,000, the Daisy Trust for their donation of £1,000, the Medicor Foundation for their donation of £150,000 in 2019, £60,000 of which was paid in December 2019 and a further £60,000 during 2020/21, Caring as One who gave £1,515, The Sutton Place Foundation who gave £1,000 and The Smith Foundation who gave £3,000. In addition we would like to thank David Leech for his donation of £40, Christina Maurice Jones for her donation of £50 and those who donated via one of the online donation

Mr Robert Haas, a local resident who became interested in supporting Help Counselling as a result of the Grenfell fire, provided an introduction to a European funder, Medicor Foundation. In December 2019 Help Counselling was informed that our continued charitable efforts resulted in an award of £150,000 donation from Medicor Foundation as a special project. This was to be paid in a number of instalments of which £60,000 was paid in December 2019 and a further £60,000 during 2020/21. Without this contribution and the the donations detailed above it would not have been possible for Help to continue operations and we are extremely grateful for this support.

Our charity's future purpose is to sustain and build further our on-line counselling service and return to face to face counselling sessions when it is safe to do so. This is something that the training colleges are pressing for as are some of our clients.

Our key objectives to achieve this purpose include:

1. Maximising our capacity for our counselling sessions, thus increasing client contributions
2. Implementing a solid business plan aimed at the long-term sustainability of the charity.
3. Recruiting new counsellors and supervisors
4. Process improvement
5. Raising Help's profile in the tri-borough areas and beyond
6. Broadening our fundraising streams to include a mixed portfolio of funders

Structure, governance, and management

The organisation is a charitable company limited by guarantee incorporated on 14 October 2010. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Trustees are appointed by the board of trustees and serve for three years, after which period they may put themselves forward for re-appointment. The Board has an on-going process of recruiting new trustees and a recruitment procedure that includes an interview to establish the skills and time that any new trustees can offer to the charity, and subsequent discussion at a meeting of the Board of Trustees. Each new trustee is given an induction pack which includes details of the charity's background, a copy of the constitution, and relevant publications prepared by the Charity Commission.

The charity has a board of trustees that meets regularly to agree the broad strategy and areas of activity for the charity.

Risk Assessment

The Trustees have examined the major risks that the charitable company faces and in their opinion adequate systems have been established so that the necessary steps can be taken to lessen these risks.

One of the major risks to which the Charity is exposed to is the loss of large grants from Trusts and Foundations, and it is for this reason that the Trustees have borne this risk in mind and set a reserves policy which covers approximately three months expenditure.

Financial review

The Statement of Financial Activities shows net (outgoing) resources of £(43,058) (2020: net incoming resources of £12,010).

The financial statements are set out on pages 9 to 18 and the board of trustees consider the financial performance of the charity during the year to have been satisfactory.

At the end of the year, the charity had unrestricted reserves of £68,048 (2020 £111,106) and restricted reserves of £0 (2020: £0). Total reserves at the year-end were £68,048 (2020: £111,106).

Trustees Report (cont.)

The primary funding sources during the year have comprised grants, private donations and associated gift aid, and client contributions.

The majority of the charity's expenditure during the year was incurred in respect of salaries, rent, and supervision expenses.

Volunteer CEO

The name of the CEO, to whom day to day management of the charity is delegated by the charity trustees, is Moira Maguire. She resigned from the Board and became Volunteer CEO of the charity on 1 May 2019 but became Chair on 1 September 2020.

Board of Trustees

The members of the Board of Trustees of the charity during the year ended 31 March 2021 were as follows:

Name	Office (if any)	Date acted if not for whole year
Moira Maguire	CEO	Appointed Chair 1 September 2020
Katie Dias	Chair	Resigned 1 July 2020
Timothy Neill	Treasurer	
David Leech		
Sara Mormino		Appointed 10 August 2020
Jason Nash		Appointed 10 August 2020
Ke-Wei Orly		Appointed 10 August 2020
Simon Wardle		Appointed 10 August 2020
Hallie Heeg		Appointed 1 October 2020
Love Oyeniran		Resigned 1 July 2020
Laura Birkinshaw		Resigned 12 October 2020

All trustees/directors are members of the charity.

Post balance sheet events

There is nothing to report.

Statement of directors' and trustees' responsibilities

This report of the trustees is a directors' report as required by s.417 of the Companies Act 2006. All of the trustees of the company are also directors of the company, and their responsibilities include all the responsibilities of trustees under the Charities Acts and of directors under the Companies Acts.

The Charities Acts and the Companies Acts require the board of trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements, the Board is required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business; and
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.

The trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with the Companies Act 2006 and comply with regulations made under the Charities Act.

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.

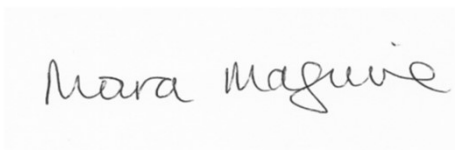
The trustees are also responsible for the contents of the trustees' report.

Trustees Report (cont.)

Method of preparation of accounts

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

This report was approved by the board of trustees on 10 December 2021

A handwritten signature in black ink that reads "Moira Maguire". The signature is written in a cursive style and is centered within a light gray rectangular box.

Moira Maguire
Director and Chair of the Board of Trustees

Independent examiner's report

Respective responsibilities of trustees and examiners

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under s.144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act; and
- To state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair" view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that, in any material respect, the requirements to keep accounting records in accordance with s.130 of the Charities Act and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kardoon Consulting Limited

10 December 2021

Statement of Financial Activities for the year ended 31 March 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Last year total funds 2020 £
Incoming resources					
Incoming resources from generated funds:					
Voluntary income		66,387	-	66,387	67,035
Activities for generating funds		-	-	-	240
Investment income	6	8	-	8	60
Incoming resources from charitable activities		37,911	-	37,911	91,864
Miscellaneous Income		163	-	163	-
Total incoming resources		104,469	-	104,469	159,199
Resources expended					
Costs of generating funds:					
Costs of generating voluntary income		2,912	-	2,912	1,127
Fundraising costs		3,150	-	3,150	9,659
Charitable activities		56,125	-	56,125	77,687
Governance costs		1,129	-	1,129	1,199
Other resources expended		84,211	-	84,211	57,517
Total resources expended		147,527	-	147,527	147,189
Net incoming/(outgoing) resources before transfers		(43,058)	-	(43,058)	12,010
Gross transfers		-	-	-	-
Other recognised gains and losses		-	-	-	-
Net movement in funds		(43,058)	-	(43,058)	12,010
Total funds brought forward		111,106	-	111,106	99,096
Total funds carried forward		68,048	-	68,048	111,106

Income and Expenditure account

	Notes	2021 £	2020 £
Turnover		104,461	159,139
Direct costs of turnover		(146,398)	(145,990)
Gross (deficit)/surplus		(41,937)	13,149
Governance costs		(1,129)	(1,199)
Operating (deficit)/surplus		(43,066)	11,950
Interest receivable	6.	8	60
(Deficit)/surplus on ordinary activities before tax		(43,058)	12,010
Tax on profit on ordinary activities		-	-
Retained (deficit)/surplus for the financial year		(43,058)	12,010

Statement of total recognised gains and losses

	2021 £	2020 £
Excess/(Shortfall) of income over expenditure before realisation of assets	(43,058)	12,010
Realised/unrealised gains/(losses) on investments	-	-
Net movement in funds before taxation	(43,058)	12,010

Balance sheet as at 31 March 2021

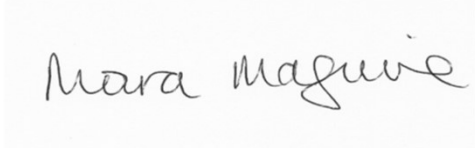
	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Last year total funds 2020 £
Fixed assets	9.	1,531	-	1,531	1,800
Current assets					
Debtors and prepayments	10.	101	-	101	12,344
Cash at bank and in hand		74,867	14,817	89,684	119,644
Total current assets		74,968	14,817	89,785	131,988
Creditors					
Amounts due within one year	11. & 12.	(8,451)	(14,817)	(23,268)	(22,682)
Net current assets/(liabilities)		66,517	-	66,517	109,306
Total assets less current liabilities		68,048	-	68,048	111,106
Funds of the charity					
Unrestricted funds		68,048	-	68,048	111,106
Restricted income funds	12.	-	-	-	-
Total funds		68,048	-	68,048	111,106

The accounts have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under s.477 of the Companies Act 2006 and that no members have required the company to obtain an audit in accordance with s.476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The notes on pages 12 to 18 form an integral part of these accounts.



Moira Maguire
Director and Chair of the Board of Trustees
Approved by the trustees on 10 December 2021

Notes to the accounts

1. Accounting policies

Basis of preparation of the accounts

The financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE), effective April 2008, and all other applicable accounting standards, as modified by the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2005 (revised June 2008). The accounts have been drawn up in accordance with the provisions of the Charities (Accounts and Reports) Regulations 2008 and the Companies Acts, and include the results of the charity's operations which are described in the Trustees' Report.

In so far as the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (revised June 2008) requires compliance with specific Financial Reporting Standards other than the FRSSE, then the specific Financial Reporting Standards have been followed where their requirements differ from those of the FRSSE.

Advantage has been taken of Section 396(5) of the Companies Act 2006 to allow the format of the financial statements to be adapted to reflect the special nature of the charity's operation and in order to comply with the requirements of the SORP.

The charity has taken advantage of the exemption in the FRSSE from the requirement to produce a cash flow statement.

The particular accounting policies adopted are set out below.

Accounting convention

The financial statements are prepared on a going concern basis under the historical cost convention.

Incoming resources

Incoming resources are included in the Statement of Financial Activities when:

- The charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising), the incoming resources and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations

When the charity receives grants and donations which are to be used for a specific purpose, referred to as restricted funds, the costs allocated against such income relate specifically to the purpose to which the funds are to be used. To the extent that general overhead costs incurred relate to the purpose to which funds are to be used, such costs are allocated as a fair proportion of the total costs incurred based on the trustees' estimate.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable, and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the Trustees' Report.

Investment income

This is included in incoming resources when receivable.

Notes to the accounts (cont.)

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings, and cost of any legal advice to trustees on governance or constitutional matters.

Tangible fixed assets for use by the charity

Tangible fixed assets are capitalised if they can be used for more than one year and cost at least £500. They are stated at cost less accumulated depreciation.

Depreciation is provided at rates calculated to write off the cost of the asset, less any estimated realisable value on disposal, over the useful economic life of the asset. Depreciation is applied on a straight line basis using the following rates:

Leasehold fixtures and fittings	Over the life of the relevant lease.
Office equipment	5 years on a straight line basis

Taxation

As a registered charity, the company is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the company and is therefore included in the relevant costs in the Statement of Financial Activities.

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

2. Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

3. (Loss) (2020: Surplus) for the financial year

	2021	2020
	£	£
This is stated after crediting:		
Turnover from ordinary activities	104,461	159,139
And after charging:		
Rentals under operating leases	21,915	28,500
Depreciation	1,909	2,400

4. Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees or persons connected with them.

5. Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005)

Various items of support costs and charitable expenditure which are required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised in June 2008) to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities, which should be read together with these notes.

Notes to the accounts (cont.)

6. Investment income

	2021	2020
	£	£

Bank deposit interest received	8	60
--------------------------------	---	----

7. Staff costs and emoluments

	2021	2020
	£	£

Gross wages, salaries, and benefits in kind	73,334 (*)	51,419
---	------------	--------

Employer's National Insurance and pension contributions	4,564	2,376
---	-------	-------

	77,898	53,795
	77,898	53,795

Numbers of full time employees or full time equivalents

- Engaged on charitable activities	2	2
------------------------------------	---	---

* - This amount is net of £2,876 received under the Covid Furlough Arrangements

8. Trustees' remuneration

Neither the trustees nor any persons connected with them have received any fees or other remuneration, either in the current year or the prior year.

9. Tangible fixed assets

	Fixtures and fittings	Office equipment	Total
	£	£	£

Cost

At 1 April 2020	12,000	-	12,000
-----------------	--------	---	--------

Additions	-	1,640	1,640
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Disposals	(12,000)	-	(12,000)
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At 31 March 2021	-	1,640	1,640
------------------	---	-------	-------

Accumulated depreciation

At 1 April 2020	10,200	-	10,200
-----------------	--------	---	--------

Charge for the year	1,800	109	1,909
---------------------	-------	-----	-------

Disposals	(12,000)	-	(12,000)
-----------	----------	---	----------

At 31 March 2021	-	109	109
------------------	---	-----	-----

Net book value at 31 March 2021	-	1,531	1,531
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Net book value at 1 April 2020	1,800	-	1,800
---------------------------------------	--------------	----------	--------------

Notes to the accounts (cont.)

10. Debtors

	2021 £	2020 £
Amounts falling due within one year:		
Sundry Debtors	101	101
Accrued income	-	243
Lease deposit	-	12,000
	-----	-----
	101	12,344
	=====	=====

11. Creditors

	2021 £	2020 £
Other creditors and accruals	6,125	4,358
PAYE and National Insurance Contributions	1,791	672
Pension Contributions	435	190
	-----	-----
	8,351	5,220
	=====	=====

12. Restricted funds

Fund name	Note	Balance brought forward £	Incoming resources £	Outgoing resources/ Allocated costs £	Balance carried forward £
Anonymous	a.	-	2,645	(2,645)	-
		-----	-----	-----	-----
Total restricted funds		-	2,645	(2,645)	-
		=====	=====	=====	=====

- a. In the year ended 31 March 2020 £17,462 was given by an anonymous donor towards a hardware and software upgrade project that commenced in 2020/21. These funds will be credited to the Income account as utilised.

13. Share capital

The charity is incorporated under the Companies Act 2006 and is limited by guarantee, each member having undertaken to contribute such amounts not exceeding one pound as may be required in the event of the company being wound up whilst he or she is still a member or within one year thereafter. Each director is also a member of the company.

Detailed statement of financial activities

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of incoming resources

	2021	2020
	£	£
Voluntary income		
Online donations	2,187	3,544
External funding and grants	64,160	62,991
Private donors	40	500
	-----	-----
Total	66,387	67,035
	=====	=====
Activities for generating funds		
Room rental and workshops	-	180
	-----	-----
Total	-	180
	=====	=====
Investment income		
Interest income	8	60
	-----	-----
Total	8	60
	=====	=====
Incoming resources from charitable activities		
Client donations	29,861	89,714
Donations and Legacies	8,050	2,150
	-----	-----
Total	37,911	91,864
	=====	=====
Incoming resources from charitable activities		
Other Income	163	-
	-----	-----
Total	163	-
	=====	=====
Total incoming resources	104,469	159,139
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended

	2021	2020
	£	£
Costs of generating voluntary income		
IT and website costs	594	-
Bank charges	278	827
	-----	-----
Total	872	827
	=====	=====
Fundraising trading costs		
Advertising and Promotional	2,040	-
Cost of Workshops	-	300
Fundraising costs	3,150	9,659
	-----	-----
Total	5,190	9,959
	=====	=====
Charitable activities		
Office supplies and petty cash	1,527	2,443
Telephone and internet	2,338	2,441
Supervision expense	14,097	30,700
Training and professional memberships	373	1,407
Rent	21,915	28,500
Room hire	-	1,316
Utilities	722	972
Council tax and rates	3,064	4,353
Legal and professional fees	6,701	253
Insurance	1,156	1,396
Repairs and maintenance	2,140	334
Waste disposal and cleaning	183	1,172
Depreciation	1,909	2,400
	-----	-----
Total	56,125	77,687
	=====	=====

Detailed statement of financial activities (cont.)

This schedule is an intrinsic part of the accounts required to comply with the 2008 Revision of the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales, effective April 2008. However, it is not part of the statutory accounts required under the provisions of the Companies Act 2006 in relation to incorporated charities.

Analysis of resources expended (continued)

	2021 £	2020 £
Governance costs		
Trustee insurance	629	615
CRB checks	500	584
	-----	-----
Total	1,129	1,199
	=====	=====
Staff costs		
Gross wages, salaries, and benefits in kind	73,334	51,419
Employers' National Insurance and pension contributions	4,564	2,376
Temporary staff	2,113	3,722
Recruitment Fees	4,200	-
	-----	-----
Total	84,211	57,517
	=====	=====
Total expended resources	147,527	147,189
	=====	=====