

MARCHES COUNSELLING SERVICE

England & Wales · Charity number 1140780

Details

Other names	MCS
Status	Registered
Legal form	Charitable company
Company number	07471763
Registered	2011-03-10
Register	View on the Charity Commission register

Contact

Address	Marches Counselling Service 57 St. Owen Street Hereford HR1 2JQ
Phone	01432 279906
Email	admin@marchescounselling.org
Website	www.marchescounselling.org

Activities

Objects: THE RELIEF OF RESIDENTS IN HEREFORDSHIRE AND THE MARCHES WHO, BECAUSE OF MENTAL OR PHYSICAL ILL HEALTH; SOCIAL OR ECONOMIC CIRCUMSTANCES, OR DISABILITY, ARE SUFFERING FROM PSYCHOLOGICAL DISTRESS AND/OR DISORDER, THROUGH:1 THE PROVISION OF A LOCALLY BASED, CONFIDENTIAL, RELIABLE AND AFFORDABLE COUNSELLING AND PSYCHOTHERAPY SERVICE, WITH A FAST AND SMOOTH TRANSITION FROM REFERRAL TO ASSESSMENT AND ALLOCATED COUNSELLOR2 THE PROVISION OF A SIGN-POSTING SERVICE TO LOCAL AGENCIES, STATUTORY, VOLUNTARY OR PRIVATE, FOR THOSE WHO COME FOR ASSESSMENT, BUT FOR WHOM COUNSELLING IS INAPPROPRIATE3 THE PROVISION OF A SUPPORTIVE AND EDUCATIVE WORKING ENVIRONMENT FOR COUNSELLORS TO RAISE AND MAINTAIN PROFESSIONAL STANDARDS AND THEREBY BENEFIT THE RECIPIENTS OF THERAPY4 AND TO FURTHER BENEFIT THE WELL-BEING OF THOSE NEEDING PSYCHOLOGICAL SUPPORT THROUGH WORKING AGAINST THE STIGMA OF MENTAL ILLNESS AND DISTRESS BY EDUCATION AND AWARENESS RAISING WITHIN THE GENERAL PUBLIC.

Activities: The provision of a locally based, confidential, reliable and affordable therapy service, with a fast transition from referral to assessment and allocated therapist. The service works to BACP professional

standards and provides a sign-posting service to local agencies for those who contact the service, but for whom counselling is inappropriate.

Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Elderly/old People, People With Disabilities, Other Defined Groups, The General Public/mankind

Geography

- Herefordshire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£182,562	£139,766	-	-
2024-03-31	£100,698	£102,188	-	-
2023-03-31	£81,058	£91,869	-	-
2022-03-31	£95,578	£89,723	-	-
2021-03-31	£102,506	£79,376	-	-

Trustees

Name	Role	Appointed
Graham Thomas		2021-10-19
Patricia Tatchell		2026-03-11
Sarah Petter		2026-03-11
Siobhan Donnelly-Maguire		2025-09-24
Tina Alison Abbott		2022-11-09

MARCHES COUNSELLING SERVICE

England & Wales - Charity number 1140780

Accounts



ANNUAL REPORT 2024 - 2025

Trustees Introduction

This year has been one of consolidation as we were successful in our application for a three year grant from the National Lottery Community Fund. It has given us a level of security in extending our work with the most disadvantaged at a time of economic stress for many, and an opportunity to concentrate on making the service more sustainable over the coming years rather than simply surviving.

Key to the sustainability of the service has always been our staff. Like most charities we have relied upon their goodwill and hard work. The grant, as well as providing us with the finance to employ the Development Officer, has also permitted the first full staff payment review since we began as a registered charity in 2010. The economic climate affects everyone and we knew it was vital to support the time and energy our counsellors and administration team put in with a remuneration more in keeping with the times.

We have been fortunate in continuing to attract new counsellors seeking clinical placement who give their time as volunteers, but the growth of our work has also necessitated the growth of our qualified clinical staff team. Increasing pressures in the mental health service locally has seen our client group continue grow and become more complex; for this we need experienced staff. That people stay with us after placement, despite a comparatively low remuneration, is testimony to the added value that our administrative and supervision structure offers. This year, for the duration of the lottery bid, we have committed to providing free supervision; a not inconsiderable cost that normally all counsellors have to support themselves in order to work. To us the additional protection our professional mandatory supervision offers both clients and staff is central to the success of the service.

The introduction of new IT systems this year has provided the administration team with additional challenges which we are aware they could well have done without. We are very grateful that they have shouldered the burden alongside their vital work as our first point of contact with clients.

We intend that the next year will build upon strengthened foundations and see the service developments we envisage come to fruition. As always we are responsive to the changing environment and seek new ways in which the skills our staff have to offer can benefit the community. Central to this will be bringing new life into the charity in the form of a Service Director role which will be instrumental in sustaining and developing the management of our growing organization.

CLIENT FEEDBACK ON OUR SERVICE THIS YEAR

I loved speaking with my counsellor every week. She made opening up easy and no issue felt too small. Personally I've noticed my life completely change and I believe in myself, that I am a good person. I also have so much more empathy for others which is life changing. My relationships are healed, especially with my Mum which I had given up on before . I recommend MCS to anyone struggling if they are open to changing their life. Thank you so much.

I have suggested your services to colleagues and patients. I am very grateful for not being pressured on time frames as I have experienced with other counselling services.

Well worth every minute - in time and in financial cost

I found the counselling really beneficial. I was respected for who I am, with no judgement. We had mutual respect for each other, which built a therapeutic and professional relationship. Thank you to the admin support for the nonjudgmental and accommodating approach. It's hard to make that first phone call to ask for support and admin instantly made me feel at ease.

Very professional counsellor who helped me talk openly as possible about my life, made me feel valued at the same time.

The support and understanding provided has been outstanding. I cannot thank you enough.

I very much appreciated my sessions with my counsellor. She was very kind and patient. I felt completely comfortable sharing my thoughts and feelings with her. She made me feel supported and cared about.

I'm very grateful for the support over the past few months. This has helped me hugely with in my life and also with family members. My counsellor is super at what he has done and doing.

Thank you for listening, understanding and helping me (and my Mum). I am very grateful.

I really didn't know what quite to expect from my counselling journey. My counsellor carefully led me along this bumpy (and sometimes difficult) path. Thank you. I hope to rejoin at somepoint.

I have really valued my time at MCS and would highly recommend this service to those who are also struggling mentally and financially

I want to thank you for helping me climb out of a very deep hole that has lasted many years. I now feel more able to deal with the remaining problem I have.

A huge thanks for all the support Marches have offered me. I'm so grateful. You matched me perfectly with my counsellor and I will miss our time together as it was so beneficial.

IT systems

Moving to 365

We were fortunate to receive funding from the Rowlands Trust to enable us to update our IT system. This has involved the replacing of computers too old to be changed to Windows 11 and moving from Microsoft Office suite of programmes to the online version of 365. Although, with the funding, we were able to bring in a local computer company to set things up for us, there have still been a number of challenges in getting all our staff onto the new systems. Our thanks to admin who have had to bear the bulk of the frustrations.

Client Management System

We have had a second year of bedding in the CMS and endeavoring to mold it to our various needs, but it continues to present admin with challenges not expected from a database. Making things more 'user friendly' can get in the way of flexibility it seems and the reporting function has yet to be of real benefit to us. Unfortunately, to achieve what we are looking for is going to involve further costs.

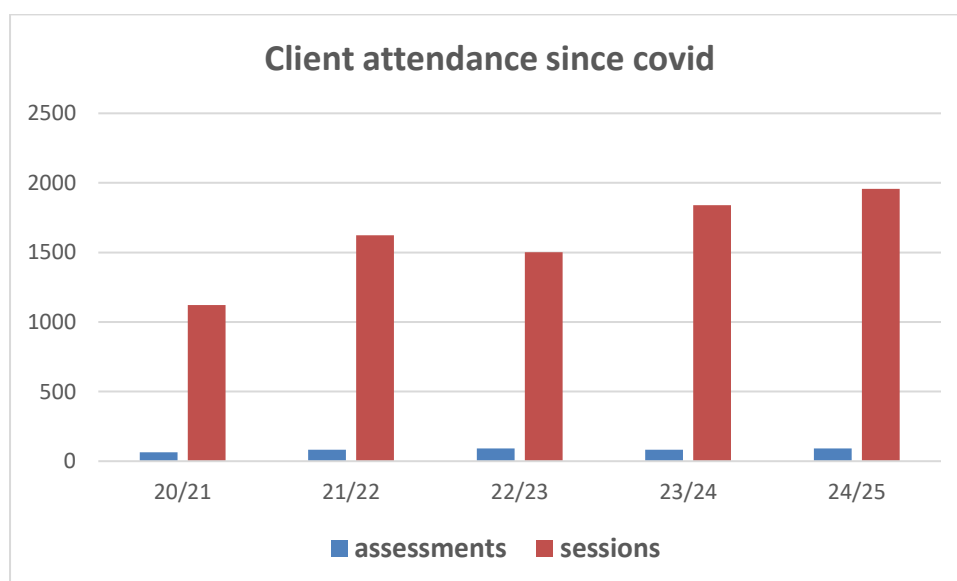
Communication and Training

More positively the generosity of our funders has allowed us to acquire a new screen for the training room so that hybrid working and training can take place more comfortably. We have begun to issue a staff newsletter to keep members up to date with changes; and in the summer vacation a sixth form student joined us on work experience. She spent time chatting to our counsellors and finding out about their work, whilst putting our library of books into a catalogue which will enable easier access for those who embrace the awareness that the therapy world is one of 'life-long learning'.

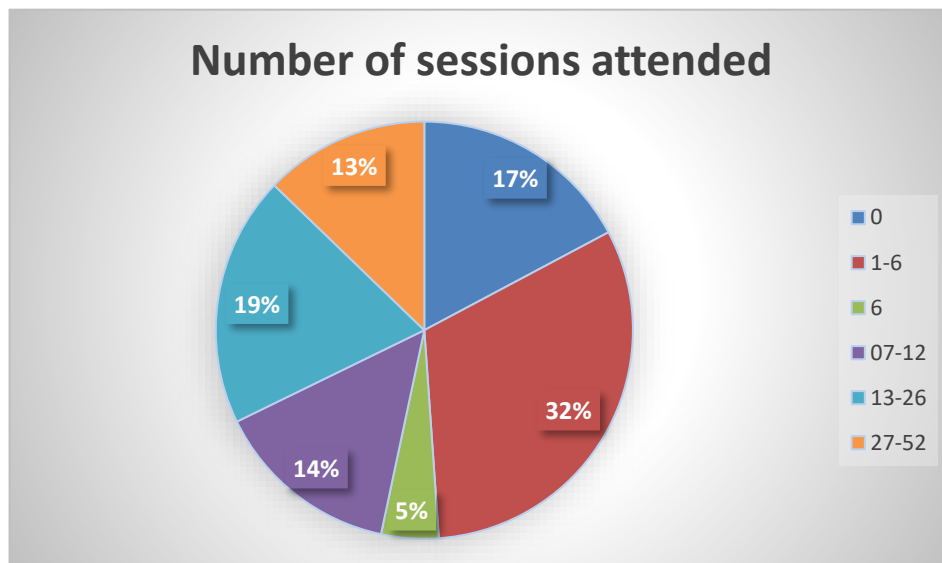
The Counselling Service

Client profiles and fees

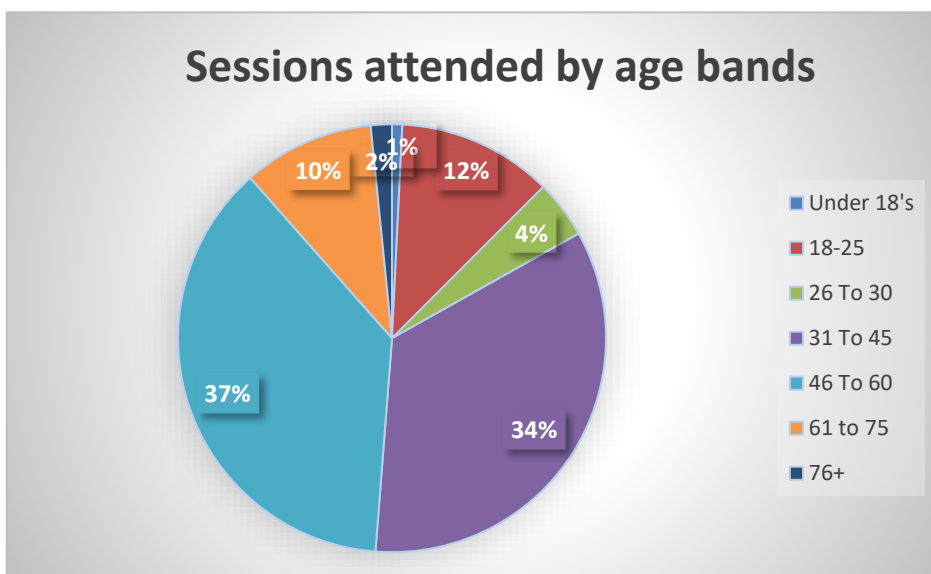
Over the year we engaged with 180 clients and provided 1956 sessions of therapy.



The number of client contacts has risen again from previous years, and we continue to see many clients staying with us to do the long term work necessary to make permanent changes.



We continue to do a good percentage of our work with the more difficult to reach groups, the over 60s (12%) and men (38%).



However, over 90% of those seen are being subsidised in order to attend the sessions, which, if we include core development initiatives over the past year, cost us £68.50 a session to provide. We have kept the full fee for those who can afford to pay at £65 per counselling hour. Part of the development work, subsidised by the TNL Community Fund, has been the provision of the 'package' deal to the most disadvantaged (see below). This has underlined the need for broadening and strengthening our funding streams in order to be able to sustain the initiative. It is thus we are particularly pleased with having retained the level of gift aid despite an increase in those needing subsidy.

Reaching Out – Bromyard

Our move back into the market towns after covid has seen us develop an outpost in the centre of Bromyard. We have been welcomed by Halo and decorated and furnished a small room at their leisure centre within which to see our clients. This was opened in December 2024 in the presence of the local mayor and MP.



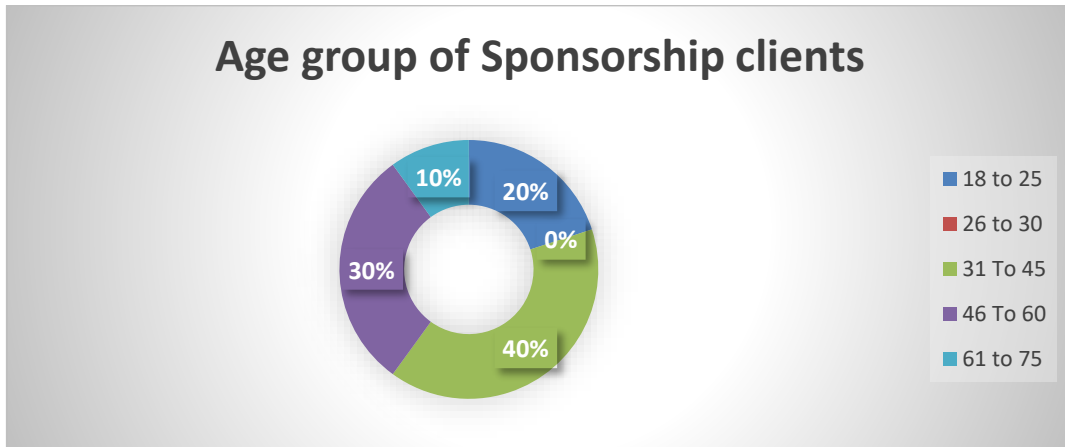
Sponsorship Clients

One aspect of the funding achieved through TNL Community Fund was our plan to reach out to people on low incomes, struggling with their mental health, where another organization was unable to provide the in depth work needed. This involves setting up partnerships, each organization working with their own skills for the well-being of the persons concerned. This year has seen the project piloted with The Cartshed, a well-established charity who initially worked with veterans offering the benefits of being in nature and now supports people more widely. Referral pathways and criteria were established and improved as the project went on.

The initial package offered clients the opportunity of an assessment appointment to check that they were appropriate for the service, able to engage, and up to six sessions of therapy. The full cost of this to the service, which has always been not-for-profit, is £455. Although the service is designed for people with very little disposable income, the client was asked to pay £30 as a contribution and to underline their commitment to the work involved. It is well known to services which offer free counselling (such as the NHS) that there will be a large number of drop-outs, moreover payment for the service offers the client more sense of control of what might be offered. Part of the pilot project is the review of the payment system.

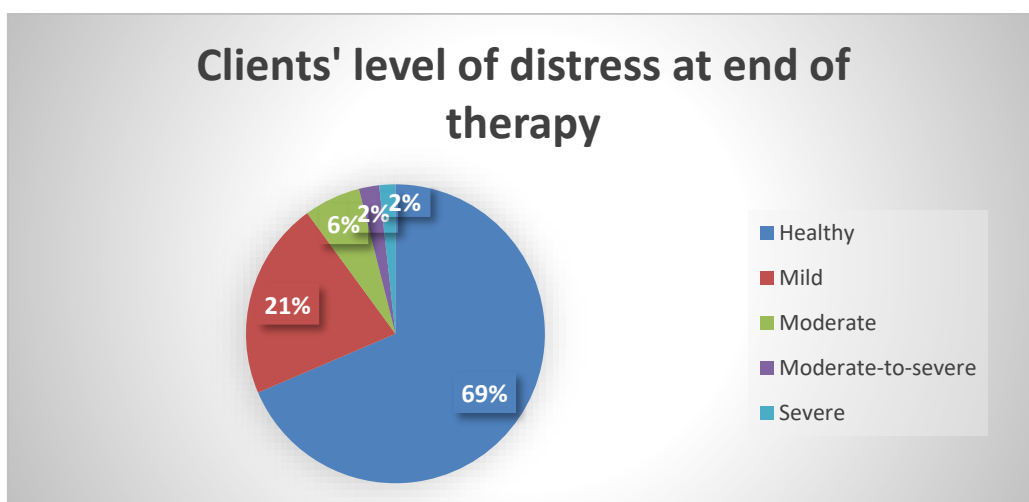
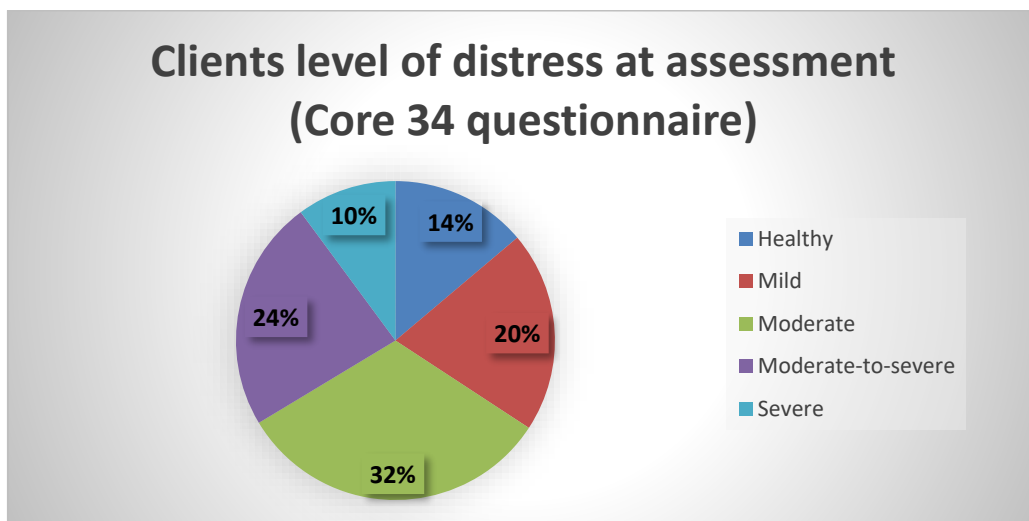
10 clients have been involved in 111 sessions to date. It is interesting that this average number of sessions correlates with our client population as a whole, which suggests that we have found a level of payment which can work for this very disadvantaged group. Where a client continues beyond the six sessions with their counsellor, they are asked to contribute £5 per session towards the cost. Where we are unusual is that we see each client as an individual and assess their personal circumstances rather than operate a single system which then has to fit all. The in-house group supervision which our counsellors are given ensures that each client is treated fairly in the context of their personal circumstances.

The chart below indicates that there is range of people being reached in this initiative.



Outcomes

As well as the comments from clients feedback provided at the beginning of this report, we continue to use CORE34 as an outcome measure. Our success is illustrated below.



Looking forward

We are grateful to the TNL Community Fund in providing us with the security of a three year grant to review the service and make long term plans to allow both for sustainability and the succession planning necessary for a service which will have been here for 15 years in 2026. This year has seen both the consolidation of the Development Officer role and the planning for a Service Director to take over the management of the administration for a growing organisation as the Clinical Director steps back from management. Our advertising for the latter resulted in a number of enquiries from suitably qualified people and the eventual offer of the post to someone experienced in management within third sector organisations as well as familiar with the therapy world. We are looking forward to her taking up the post in September, and anticipate that her previous knowledge and experience of our service, plus an initial period of induction in June, will result in her quickly being able to contribute to the strategic planning needed.

Alongside staff changes, this next year should see the continuation of the two programmes initiated this year, the support of the most disadvantaged through the package deals with partner organizations, and the establishment of more hubs in the market towns, In addition we are looking to strengthen our links with the business world, and reach out with the offer of supervision and training for other organisations whose staff are coping with clients with mental health challenges without the specific background or training to prevent vicarious traumatization and burnout.

HOW TO CONTACT US

At MCS we welcome input from any interested people. This can be achieved formally by becoming a member of the organisation or a volunteer, or informally through contacting us via email at admin@marchescounselling.org and/or through a phone call: 01432 279906.

Charity number: 1140780

Company number: 07471763

(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2025

Marches Counselling Service Ltd
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For the year ended 31 March 2025

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Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2025

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2025. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2025

ACHIEVEMENTS AND PERFORMANCE

This year has been one of consolidation as we were successful in our application for a three year grant from the National Lottery Community Fund. It has given us a level of security in extending our work with the most disadvantaged at a time of economic stress for many, and an opportunity to concentrate on making the service more sustainable over the coming years rather than simply surviving.

Key to the sustainability of the service has always been our staff. Like most charities we have relied upon their goodwill and hard work. The grant, as well as providing us with the finance to employ the Development Officer, has also permitted the first full staff payment review since we began as a registered charity in 2010. The economic climate affects everyone and we knew it was vital to support the time and energy our counsellors and administration team put in with a remuneration more in keeping with the times.

We have been fortunate in continuing to attract new counsellors seeking clinical placement who give their time as volunteers, but the growth of our work has also necessitated the growth of our qualified clinical staff team. Increasing pressures in the mental health service locally has seen our client group continue to grow and become more complex; for this we need experienced staff. That people stay with us after placement, despite a comparatively low remuneration, is testimony to the added value that our administrative and supervision structure offers. This year, for the duration of the lottery bid, we have committed to providing free supervision; a not inconsiderable cost that normally all counsellors have to support themselves in order to work. To us the additional protection our professional mandatory supervision offers both clients and staff is central to the success of the service.

The introduction of new IT systems this year has provided the administration team with additional challenges which we are aware they could well have done without. We are very grateful that they have shouldered the burden alongside their vital work as our first point of contact with clients.

Our move back into the market towns after Covid has seen us develop an outpost in the centre of Bromyard. We have been welcomed by Halo and decorated and furnished a small room at their leisure centre within which to see our clients. This was opened in December 2024 in the presence of the local mayor and MP.

Over the year we engaged with 180 clients and provided 1956 sessions of therapy. The number of client contacts has risen again from previous years, and we continue to see many clients staying with us to do the long term work necessary to make permanent changes. We continue to do a good percentage of our work with the more difficult to reach groups, the over 60s (12%) and men (38%).

We intend that the next year will build upon strengthened foundations and see the service developments we envisage come to fruition. As always we are responsive to the changing environment and seek new ways in which the skills our staff have to offer can benefit the community. Central to this will be bringing new life into the charity in the form of a Service Director role which will be instrumental in sustaining and developing the management of our growing organization.

Examples of client feedback on our service this year

"I loved speaking with my counsellor every week. She made opening up easy and no issue felt too small. Personally I've noticed my life completely change and I believe in myself, that I am a good person. I also have so much more empathy for others which is life changing. My relationships are healed, especially with my Mum which I had given up on before. I recommend MCS to anyone struggling if they are open to changing their life. Thank you so much."

"I have suggested your services to colleagues and patients. I am very grateful for not being pressured on time frames as I have experienced with other counselling services."

"Well worth every minute - in time and in financial cost."

"I found the counselling really beneficial. I was respected for who I am, with no judgement. We had mutual respect for each other, which built a therapeutic and professional relationship. Thank you to the admin support for the nonjudgmental and accommodating approach. It's hard to make that first phone call to ask for support and admin instantly made me feel at ease."

"I really didn't know what quite to expect from my counselling journey. My counsellor carefully led me along this bumpy (and sometimes difficult) path. Thank you. I hope to rejoin at some point."

"A huge thanks for all the support Marches have offered me. I'm so grateful. You matched me perfectly with my counsellor and I will miss our time together as it was so beneficial."

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2025

FINANCIAL REVIEW

Over 90% of those seen are being subsidised in order to attend the sessions, which, if we include core development initiatives over the past year, cost us £68.50 a session to provide. We have kept the full fee for those who can afford to pay at £65 per counselling hour. Part of the development work, subsidised by the TNL Community Fund, has been the provision of a 'package' deal to the most disadvantaged, referred to us by other organisations offering support. This has underlined the need for broadening and strengthening our funding streams in order to be able to sustain the initiative. It is thus we are particularly pleased with having retained the level of gift aid despite an increase in those needing subsidy.

Reserves

We are aware that our reserves, built up previously, continue to be compromised by the on-going financial situation.

Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward. Central to this has been succession planning as established staff members reach retirement age.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

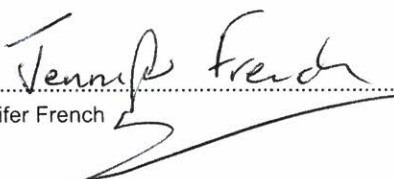
The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Graham Thomas
Tina Abbott

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


Jennifer French

01 October 2025

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2025

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

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

01 October 2025

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 £	2024 £
Income and endowments from:					
Donations and legacies	2	9,232	93,385	102,617	12,712
Charitable activities	3	78,359	-	78,359	86,475
Other trading activities	4	1,017	-	1,017	1,242
Investments	5	569	-	569	269
Total		89,177	93,385	182,562	100,698
Expenditure on:					
Charitable activities	6	(67,517)	(72,249)	(139,766)	(102,188)
Total		(67,517)	(72,249)	(139,766)	(102,188)
Net income/expenditure		21,660	21,136	42,796	(1,490)
Reconciliation of funds					
Total funds brought forward		84,567	-	84,567	86,057
Total funds carried forward		106,227	21,136	127,363	84,567

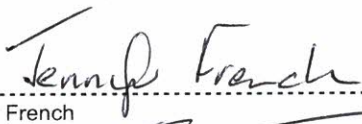
Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2025

	Notes	2025 £	2024 £
Fixed assets			
Tangible assets	9	3,753	910
		3,753	910
Current assets			
Debtors	10	3,470	3,262
Cash at bank and in hand		126,073	84,574
		129,543	87,836
Creditors: amounts falling due within one year	11	(5,933)	(4,179)
Net current assets		123,610	83,657
Total assets less current liabilities		127,363	84,567
Net assets		127,363	84,567
The funds of the charity			
Restricted income funds		21,136	-
Unrestricted income funds	12	106,227	84,567
Total funds		127,363	84,567

For the year ended 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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


 Jennifer French
 Trustee
 01 October 2025

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2025

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
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2. Income from donations and legacies

	Unrestricted funds	Restricted funds	2025	2024
	£	£	£	£
Donations received	800	-	800	25
Grants received	8,432	93,385	101,817	12,687
	9,232	93,385	102,617	12,712

3. Income from charitable activities

	2025	2024
	£	£
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	75,799	78,619
Supervision fees	2,560	7,856
	78,359	86,475
	78,359	86,475

4. Income earned from other activities

	2025	2024
	£	£
Unrestricted funds		
Room hire and sundry income	1,017	1,242
	1,017	1,242

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

5. Investment income

	2025	2024
	£	£
Unrestricted funds		
Bank interest receivable	569	269
	569	269

6. Costs of charitable activities by fund type

	Unrestricted funds	Restricted funds	2025	2024
	£	£	£	£
Counselling and supervision	12,671	47,434	60,105	40,770
Support costs	54,846	24,815	79,661	61,418
	67,517	72,249	139,766	102,188

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of owned fixed assets	1,250	303

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2024	3,201
Additions	4,093
At 31 March 2025	7,294
Depreciation	
At 01 April 2024	2,291
Charge for year	1,250
At 31 March 2025	3,541
Net book values	
At 31 March 2025	3,753
At 31 March 2024	910

10. Debtors

	2025 £	2024 £
Amounts due within one year:		
Trade debtors	1,063	1,022
Other debtors	2,407	2,240
	3,470	3,262

11. Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	4,153	2,579
Other creditors	700	700
Accruals and deferred income	1,080	900
	5,933	4,179

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2024 £	Incoming resources £	Outgoing resources £	Balance at 31/03/2025 £
<i>General</i>				
Accumulated general funds	84,567	89,177	(67,517)	106,227
	84,567	89,177	(67,517)	106,227

Unrestricted Funds - Previous year

	Balance at 01/04/2023 £	Incoming resources £	Outgoing resources £	Balance at 31/03/2024 £
<i>General</i>				
Accumulated general funds	86,057	100,698	(102,188)	84,567
	86,057	100,698	(102,188)	84,567

13. Analysis of net assets between funds

	Tangible fixed assets £	Net current assets / (liabilities) £	Net Assets £
Unrestricted funds			
<i>General</i>			
Accumulated general funds	3,753	102,474	106,227
Restricted funds			
National Lottery	-	21,136	21,136
Community Fund			
	3,753	123,610	127,363

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	910	83,657	84,567
Restricted funds			
	910	83,657	84,567

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2025

	2025	2024
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	800	25
Grants receivable	101,817	12,687
	102,617	12,712
Charitable activities		
Counselling fees	75,799	78,619
Supervision fees	2,560	7,856
	78,359	86,475
Other trading activities		
Room hire and sundry income	1,017	1,242
	1,017	1,242
Investments		
Bank interest receivable	569	269
	569	269
Total incoming resources	182,562	100,698
EXPENDITURE		
Charitable activities		
Assessment	(6,570)	(4,450)
Supervision	(10,247)	(8,143)
Counsellors' fees	(39,881)	(19,570)
Volunteers' payments (expenses only)	(3,407)	(8,607)
	(60,105)	(40,770)
SUPPORT COSTS		
Establishment costs		
Rent	(9,249)	(9,109)
Lighting and heating	(2,544)	(1,565)
Repairs and renewals	(449)	-
	(12,242)	(10,674)
Administrative costs		
Administration	(55,758)	(39,708)
Clinical management	(5,579)	(4,273)
Public liability insurance	-	(100)
Subscriptions	(465)	(939)
Credit card charges	-	(344)
	(61,802)	(45,364)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2025

Communications and IT		
Telephone and internet	(1,132)	(1,371)
I.T. and software costs	(386)	(2,330)
	(1,518)	(3,701)
Accountancy fees		
Accountancy fees	(1,080)	(900)
	(1,080)	(900)
Other office costs		
Depreciation - owned assets	(1,250)	(303)
Postage and stationery	(506)	(379)
Advertising and website	(1,091)	-
General expenses	(172)	(97)
	(3,019)	(779)
Total resources expended	(139,766)	(102,188)
Net Income	42,796	(1,490)

Charity number: 1140780

Company number: 07471763

(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2025

Marches Counselling Service Ltd
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For the year ended 31 March 2025

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Statement of Financial Position	6
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Detailed Statement of Financial Activities	12 to 13

Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2025

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2025. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2025

ACHIEVEMENTS AND PERFORMANCE

This year has been one of consolidation as we were successful in our application for a three year grant from the National Lottery Community Fund. It has given us a level of security in extending our work with the most disadvantaged at a time of economic stress for many, and an opportunity to concentrate on making the service more sustainable over the coming years rather than simply surviving.

Key to the sustainability of the service has always been our staff. Like most charities we have relied upon their goodwill and hard work. The grant, as well as providing us with the finance to employ the Development Officer, has also permitted the first full staff payment review since we began as a registered charity in 2010. The economic climate affects everyone and we knew it was vital to support the time and energy our counsellors and administration team put in with a remuneration more in keeping with the times.

We have been fortunate in continuing to attract new counsellors seeking clinical placement who give their time as volunteers, but the growth of our work has also necessitated the growth of our qualified clinical staff team. Increasing pressures in the mental health service locally has seen our client group continue to grow and become more complex; for this we need experienced staff. That people stay with us after placement, despite a comparatively low remuneration, is testimony to the added value that our administrative and supervision structure offers. This year, for the duration of the lottery bid, we have committed to providing free supervision; a not inconsiderable cost that normally all counsellors have to support themselves in order to work. To us the additional protection our professional mandatory supervision offers both clients and staff is central to the success of the service.

The introduction of new IT systems this year has provided the administration team with additional challenges which we are aware they could well have done without. We are very grateful that they have shouldered the burden alongside their vital work as our first point of contact with clients.

Our move back into the market towns after Covid has seen us develop an outpost in the centre of Bromyard. We have been welcomed by Halo and decorated and furnished a small room at their leisure centre within which to see our clients. This was opened in December 2024 in the presence of the local mayor and MP.

Over the year we engaged with 180 clients and provided 1956 sessions of therapy. The number of client contacts has risen again from previous years, and we continue to see many clients staying with us to do the long term work necessary to make permanent changes. We continue to do a good percentage of our work with the more difficult to reach groups, the over 60s (12%) and men (38%).

We intend that the next year will build upon strengthened foundations and see the service developments we envisage come to fruition. As always we are responsive to the changing environment and seek new ways in which the skills our staff have to offer can benefit the community. Central to this will be bringing new life into the charity in the form of a Service Director role which will be instrumental in sustaining and developing the management of our growing organization.

Examples of client feedback on our service this year

"I loved speaking with my counsellor every week. She made opening up easy and no issue felt too small. Personally I've noticed my life completely change and I believe in myself, that I am a good person. I also have so much more empathy for others which is life changing. My relationships are healed, especially with my Mum which I had given up on before. I recommend MCS to anyone struggling if they are open to changing their life. Thank you so much."

"I have suggested your services to colleagues and patients. I am very grateful for not being pressured on time frames as I have experienced with other counselling services."

"Well worth every minute - in time and in financial cost."

"I found the counselling really beneficial. I was respected for who I am, with no judgement. We had mutual respect for each other, which built a therapeutic and professional relationship. Thank you to the admin support for the nonjudgmental and accommodating approach. It's hard to make that first phone call to ask for support and admin instantly made me feel at ease."

"I really didn't know what quite to expect from my counselling journey. My counsellor carefully led me along this bumpy (and sometimes difficult) path. Thank you. I hope to rejoin at some point."

"A huge thanks for all the support Marches have offered me. I'm so grateful. You matched me perfectly with my counsellor and I will miss our time together as it was so beneficial."

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2025

FINANCIAL REVIEW

Over 90% of those seen are being subsidised in order to attend the sessions, which, if we include core development initiatives over the past year, cost us £68.50 a session to provide. We have kept the full fee for those who can afford to pay at £65 per counselling hour. Part of the development work, subsidised by the TNL Community Fund, has been the provision of a 'package' deal to the most disadvantaged, referred to us by other organisations offering support. This has underlined the need for broadening and strengthening our funding streams in order to be able to sustain the initiative. It is thus we are particularly pleased with having retained the level of gift aid despite an increase in those needing subsidy.

Reserves

We are aware that our reserves, built up previously, continue to be compromised by the on-going financial situation.

Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward. Central to this has been succession planning as established staff members reach retirement age.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

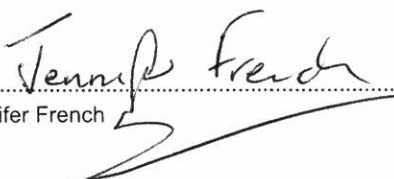
The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Graham Thomas
Tina Abbott

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


Jennifer French

01 October 2025

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2025

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

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

01 October 2025

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 £	2024 £
Income and endowments from:					
Donations and legacies	2	9,232	93,385	102,617	12,712
Charitable activities	3	78,359	-	78,359	86,475
Other trading activities	4	1,017	-	1,017	1,242
Investments	5	569	-	569	269
Total		89,177	93,385	182,562	100,698
Expenditure on:					
Charitable activities	6	(67,517)	(72,249)	(139,766)	(102,188)
Total		(67,517)	(72,249)	(139,766)	(102,188)
Net income/expenditure		21,660	21,136	42,796	(1,490)
Reconciliation of funds					
Total funds brought forward		84,567	-	84,567	86,057
Total funds carried forward		106,227	21,136	127,363	84,567

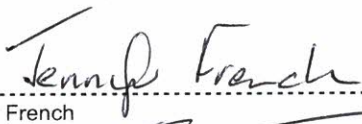
Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2025

	Notes	2025 £	2024 £
Fixed assets			
Tangible assets	9	3,753	910
		3,753	910
Current assets			
Debtors	10	3,470	3,262
Cash at bank and in hand		126,073	84,574
		129,543	87,836
Creditors: amounts falling due within one year	11	(5,933)	(4,179)
Net current assets		123,610	83,657
Total assets less current liabilities		127,363	84,567
Net assets		127,363	84,567
The funds of the charity			
Restricted income funds		21,136	-
Unrestricted income funds	12	106,227	84,567
Total funds		127,363	84,567

For the year ended 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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


 Jennifer French
 Trustee
 01 October 2025

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2025

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	Unrestricted funds	Restricted funds	2025	2024
	£	£	£	£
Donations received	800	-	800	25
Grants received	8,432	93,385	101,817	12,687
	9,232	93,385	102,617	12,712

3. Income from charitable activities

	2025	2024
	£	£
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	75,799	78,619
Supervision fees	2,560	7,856
	78,359	86,475
	78,359	86,475

4. Income earned from other activities

	2025	2024
	£	£
Unrestricted funds		
Room hire and sundry income	1,017	1,242
	1,017	1,242

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

5. Investment income

	2025	2024
	£	£
Unrestricted funds		
Bank interest receivable	569	269
	569	269

6. Costs of charitable activities by fund type

	Unrestricted funds	Restricted funds	2025	2024
	£	£	£	£
Counselling and supervision	12,671	47,434	60,105	40,770
Support costs	54,846	24,815	79,661	61,418
	67,517	72,249	139,766	102,188

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of owned fixed assets	1,250	303

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2024	3,201
Additions	4,093
At 31 March 2025	7,294
Depreciation	
At 01 April 2024	2,291
Charge for year	1,250
At 31 March 2025	3,541
Net book values	
At 31 March 2025	3,753
At 31 March 2024	910

10. Debtors

	2025 £	2024 £
Amounts due within one year:		
Trade debtors	1,063	1,022
Other debtors	2,407	2,240
	3,470	3,262

11. Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	4,153	2,579
Other creditors	700	700
Accruals and deferred income	1,080	900
	5,933	4,179

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2024 £	Incoming resources £	Outgoing resources £	Balance at 31/03/2025 £
<i>General</i>				
Accumulated general funds	84,567	89,177	(67,517)	106,227
	84,567	89,177	(67,517)	106,227

Unrestricted Funds - Previous year

	Balance at 01/04/2023 £	Incoming resources £	Outgoing resources £	Balance at 31/03/2024 £
<i>General</i>				
Accumulated general funds	86,057	100,698	(102,188)	84,567
	86,057	100,698	(102,188)	84,567

13. Analysis of net assets between funds

	Tangible fixed assets £	Net current assets / (liabilities) £	Net Assets £
Unrestricted funds			
<i>General</i>			
Accumulated general funds	3,753	102,474	106,227
Restricted funds			
National Lottery Community Fund	-	21,136	21,136
	3,753	123,610	127,363

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2025

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	910	83,657	84,567
Restricted funds			
	910	83,657	84,567

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2025

	2025	2024
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	800	25
Grants receivable	101,817	12,687
	102,617	12,712
Charitable activities		
Counselling fees	75,799	78,619
Supervision fees	2,560	7,856
	78,359	86,475
Other trading activities		
Room hire and sundry income	1,017	1,242
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Investments		
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Total incoming resources	182,562	100,698
EXPENDITURE		
Charitable activities		
Assessment	(6,570)	(4,450)
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Counsellors' fees	(39,881)	(19,570)
Volunteers' payments (expenses only)	(3,407)	(8,607)
	(60,105)	(40,770)
SUPPORT COSTS		
Establishment costs		
Rent	(9,249)	(9,109)
Lighting and heating	(2,544)	(1,565)
Repairs and renewals	(449)	-
	(12,242)	(10,674)
Administrative costs		
Administration	(55,758)	(39,708)
Clinical management	(5,579)	(4,273)
Public liability insurance	-	(100)
Subscriptions	(465)	(939)
Credit card charges	-	(344)
	(61,802)	(45,364)

Marches Counselling Service Ltd
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Communications and IT		
Telephone and internet	(1,132)	(1,371)
I.T. and software costs	(386)	(2,330)
	(1,518)	(3,701)
Accountancy fees		
Accountancy fees	(1,080)	(900)
	(1,080)	(900)
Other office costs		
Depreciation - owned assets	(1,250)	(303)
Postage and stationery	(506)	(379)
Advertising and website	(1,091)	-
General expenses	(172)	(97)
	(3,019)	(779)
Total resources expended	(139,766)	(102,188)
Net Income	42,796	(1,490)

MARCHES COUNSELLING SERVICE

England & Wales - Charity number 1140780

Accounts



Marches Counselling Service

ANNUAL REPORT 2023 - 2024

Trustees Introduction

This will be the last year we set out our annual report in this format. 24-25 will see the results of our lottery funding and the development work planned this year, which includes updating our branding, publicity materials and website.

Recognising the challenges of the economic climate, particularly for small charities such as our own, we have put a lot of time and energy into the work of becoming more sustainable. Successful in the first round of Reaching Communities Lottery Fund, we have worked hard this year towards the promise of three year's funding which could provide a secure period when we might make changes to the organization; to both reach out to the more disadvantaged and build a structure to support working with them at this time.

We are pleased that the energy put into this has not been detrimental to our overall performance. Indeed, this past year has seen an increase in referrals and client sessions which outstripped our expectations. This is both positive in the context of achieving our charitable objectives, but also negative in increasing the pressure for core funding to support the work. However, we now have a new Development Officer in place who has been working hard to help us achieve success in both broadening and strengthening our income streams.

This year we have continued with the implementation of our new client management system (CMS). It has yet to bed in and has involved far more work than anticipated for the admin staff. Although the best system we could find in providing the flexibility for the data we have and require, there is still a lot of work involved in making it fit for purpose. The ideal of automatic reporting of statistics is still some way off I am afraid, but those involved are hard at work to achieve this. Thanks in particular to Graham our Treasurer who is our main IT advisor in this field at present, and Carys, for all her hard work getting accurate statistics on the system back to 2018. No mean feat!

We are still involved with project work, piloting a telephone service for people over 50 who may be unable to access face to face counselling and looking into the possibility of providing art workshops for our refugee community in Herefordshire as part of the support being offered to them through the City of Sanctuary initiatives. The proposed work with asylum seekers became irrelevant with their removal from the centers in Hereford.

Despite the challenges there are also opportunities as concerns for mental health within our largely rural and often isolated community continue to grow.

OUR SERVICE

"I found the counselling really beneficial. I was respected for who I am, with no judgement. We had mutual respect for each other, which built a therapeutic and professional relationship. Thank you to the admin support for the non-judgmental and accommodating approach. It's hard to make that first phone call to ask for support and admin instantly made me feel at ease."

"Having reached a point where my understanding of the issues affecting me, the road ahead looks clearer. So I now feel positive about reaching a positive conclusion. But it does provide a degree of reassurance knowing that a return is possible."

"I want to thank you for helping me climb out of a very deep hole that has lasted many years. I now feel more able to deal with the remaining problem I have."

"I loved speaking with my counsellor every week. She made opening up easy and no issue felt too small. Personally I've noticed my life completely change and I believe in myself, that I am a good person. I also have so much more empathy for others which is life changing. My relationships are healed, especially with my Mum which I had given up on before. I recommend MCS to anyone struggling if they are open to changing their life. Thank you so much."

"I have really valued my time at MCS and would highly recommend this service to those who are also struggling mentally and financially."

"My counsellor has significantly helped me over the last few years to overcome some very traumatic experiences and has also more recently been leading me onto a journey of self-reflection towards my true authenticity and a higher awareness of my subconscious triggers. I highly recommend her as a counsellor to anyone, she really listens and cares, she is empathetic to the core but also is so skilled to know when to bring challenge. She has restored peace back into my world and has been my consistent safe place each week. Counselling has changed my life in such a positive way and I also thank Marches for that being compassionate to each person's financial position. My counsellor has driven me to work hard on myself and look at things differently and I want to highly recommend her and thank her for walking my journey with me."

"I have suggested your services to colleagues and patients. I am very grateful for not being pressured on time frames as I have experienced with other counselling services."

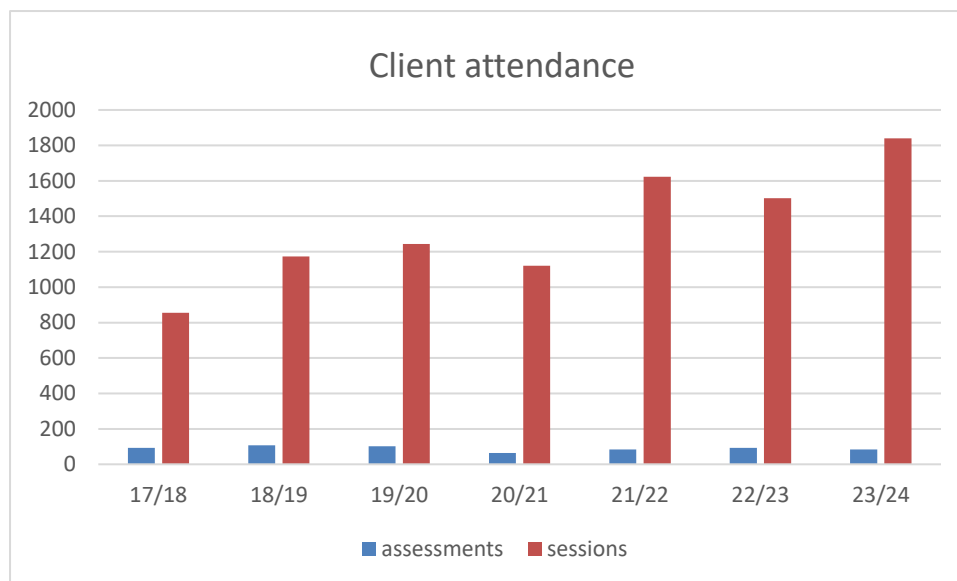
"My time in counselling has been completely rewarding for me. I feel lighter, empowered and confident in my abilities moving forward to engage in life fully. I have learned to look at myself more kindly and feel many of the internalised traumas that were weighing me down have been talked through, seen, heard and lifted. Counselling has been life changing for me and I am very, very grateful to have been given the space to be so honest and open about my life without judgement, but listened to and asked the questions I needed to be asked. Thank you!"

Client Management System

This year has seen the transfer of data to the new CMS back to 2018, however it has yet to provide us with the historical perspective and understanding of trends we require, as generating reports other than those provided by the system itself has proved quite challenging. Despite assurances that the system would be flexible, the way in which it is set up was not conducive to the amount of data and level of information we are dealing with.

Client profiles and fees

Over the year we engaged with 83 clients and provided 1839 sessions of therapy.



The number of client contacts has risen again from previous years, but over 90% of those seen were subsidised in order to attend the sessions, which, if we include development initiatives over the past year, cost us £67 a session to provide. The piloting of an increased full fee for counselling to £65 this year does not appear to have deterred many as we are clear that this is negotiable. For the time being we will retain this, although with increasing workload it has underlined the importance of grant funding. We have to acknowledge that this is a time when there is increased competition for reduced assets, so it has also reinforced our strategic plan to broaden our funding streams. On a positive note, we have been able to sustain the income from gift aid despite a decrease in the percentage of people in employment.

During the year we completed a piece of work to develop our service for people with long term physical health conditions. Initially aimed at establishing a psychotherapeutic group for people experiencing Long Covid, we subsequently broadened it out to enable us to offer counselling and psychotherapy to a much wider group of people whose physical health conditions were affecting their mental health, or who were coping with a change in their life arising from a diagnosis. This work was funded by the EF Bulmer Trust and the Eveson Trust. It has enabled us to promote our services to the many organisations in Herefordshire which support people living with health conditions. Some of the findings from this piece of work are below.

The impact of Long Covid

Early in the Covid19 pandemic official guidance made a distinction between those with mild illness and those where it was severe enough to require hospitalisation. The typical recovery time for those with mild illness was said to be around two weeks, but media attention was focused on the large number of deaths in those with a severe infection. Being a previously unknown illness it was a while before patients worldwide started to report long-lasting symptoms, even after a mild infection. The term long-covid was reportedly first used in May 2020, and experiences shared online filled a gap in knowledge in how the media talked about the pandemic.

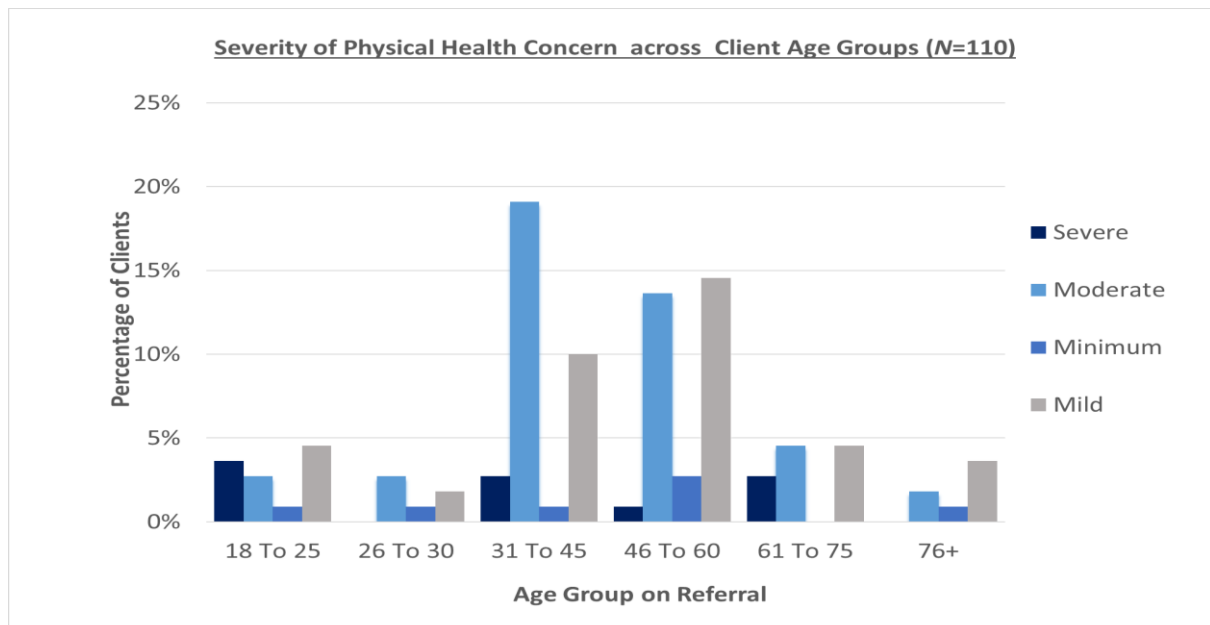
Many people with long COVID reported experiencing difficulty accessing appropriate healthcare, particularly while face-to-face services were restricted by lockdown and subsequent health and safety precautions. In addition, people reported being misdiagnosed with anxiety or depression.

It is now recognised that long-covid can cause many additional issues as well as anxiety, and can severely impact people's ability to work. The Institute for Fiscal Studies studied labour impacts of long-covid in the UK in 2021. They concluded that of people who worked before contracting long-covid, one in ten had stopped working. Most of them were on sick leave rather than unemployed.

As well as exploring the possibility of groupwork for people experiencing long-covid, the pandemic prompted us to examine the overall relationship between mental health and physical health in our clients.

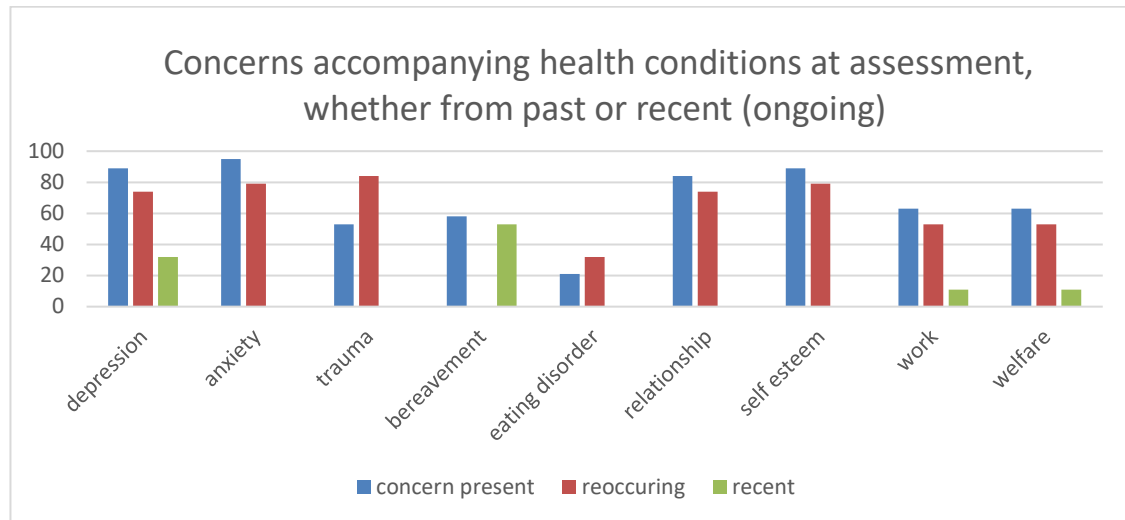
Relationship between physical and mental health

Below is some initial analysis of data from clients with long term health conditions who have attended our service. By looking at the accompanying mental health concerns at assessment, we can understand more about the profile of these clients. This has underlined our awareness that many of those coming to us from our publicity and receiving assessment, present in quite complex situations.

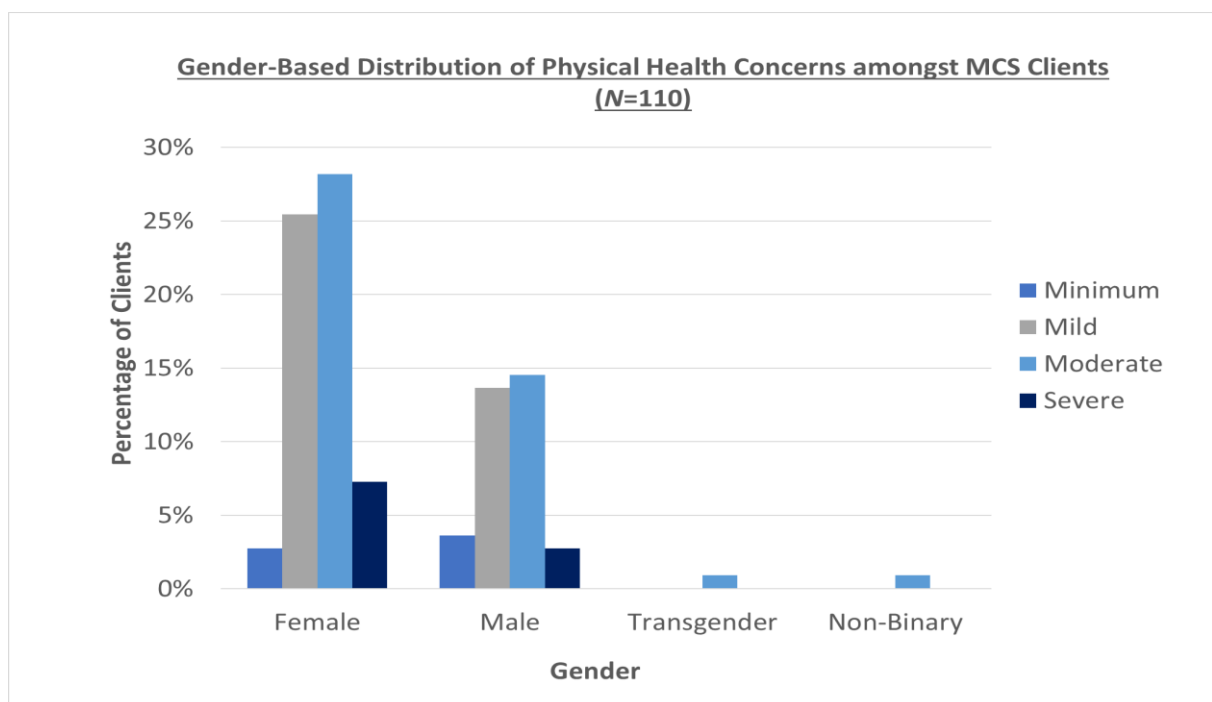


We have data on outcome from those who have been discharged, but by the nature of these conditions, many (over 50%) are still working with us.

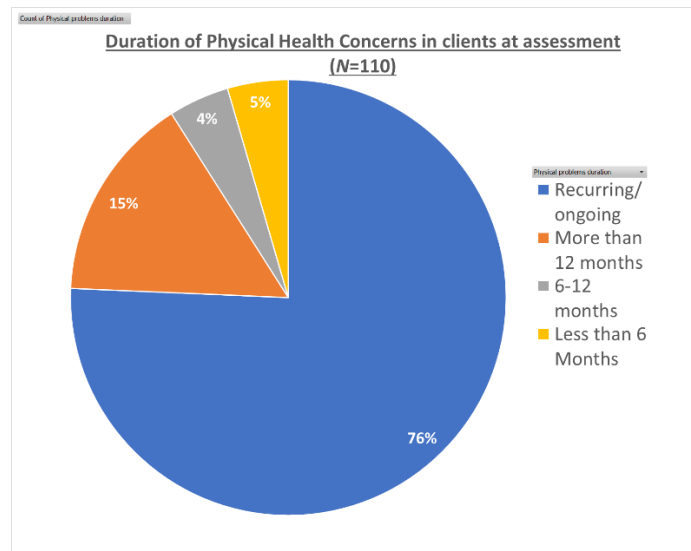
The chart below shows the range of concerns involved in clients whose therapy is still on-going. Some of the concerns, such as bereavement, were recent, but many were of long-standing. The complexity of the presentations indicated the need for individual work before someone would be able to utilise either short term group work for the management of their physical health, or longer term group psychotherapy.



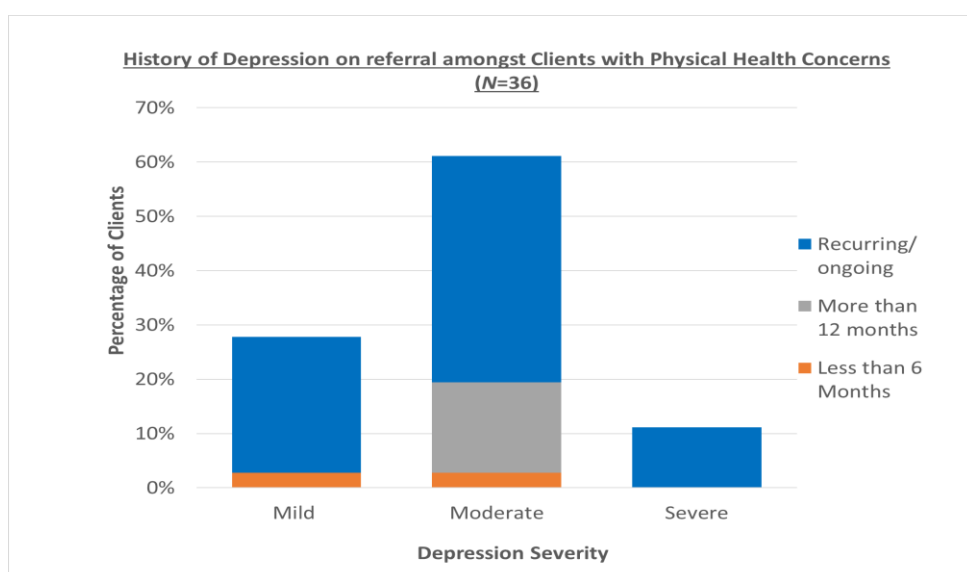
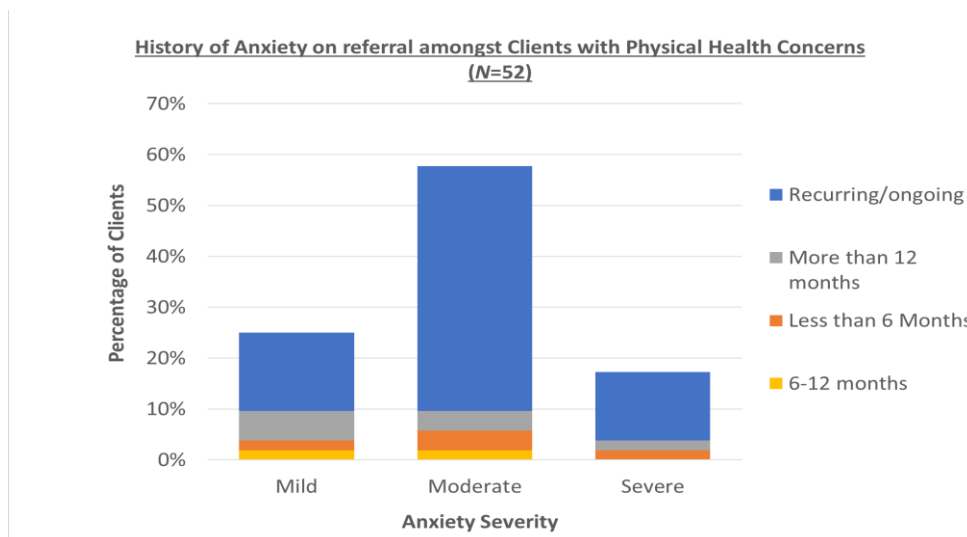
Physical health concerns appear more prominent in women than in men. There may be many reasons for this. To some extent it could reflect more reluctance on the part of men to acknowledge concerns; we might also hypothesise that once identified, men are more likely to seek medical attention; or perhaps that, with the stress of childbirth and menopause, women have more pressures which lead to a conflation of physical and mental health issues.



It is interesting that where there are concerns, over 75% are reoccurring. This supports the well-established research evidence for links between mental and physical health.



In particular, we see that the most common mental health issues dealt with in primary care, those of anxiety and depression, are prominent here.



Looking forward

One thing remains clear since covid, that there are still difficult times ahead. We have been fortunate in securing a grant from the National Lottery Community Fund for the next three years. This gives us a secure base upon which to build. We have a programme to reach out more into the rural areas through community hubs and are looking at how we can improve working conditions for those staff who give generously of their time.

Although we recognized that the support will not go on indefinitely, three years will hopefully see us able to strengthen our funding position, at the same time as being able to reach out to the more disadvantaged with an adequately resourced professional service. There will always be challenges, that is the nature of life and what we do, but extending our reach will enable us to help people become more resilient as they meet the challenges that the future will bring.

HOW TO CONTACT US

At MCS we welcome input from any interested people. This can be achieved formally by becoming a member of the organisation or a volunteer, or informally through contacting us via email at admin@marchescounselling.org and/or through a phone call: 01432 279906.

Charity number: 1140780

Company number: 07471763

(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2024

Marches Counselling Service Ltd
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Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2024

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2024

ACHIEVEMENTS AND PERFORMANCE

This year has continued to be one of economic stress for many within the local community as well as nationally. Concerns around health have increased for many, as services struggle to manage increased pressures and the impact of long-covid continues to be felt.

The appointment of a Development Officer, initially from reserves, has given us the resources necessary to look at the sustainability of the service over the next few years. We recognised that the need for a subsidised service was likely to rise rather than fall, and that we would have to address issues of strengthening and widening our funding streams.

Of the 1,839 sessions of therapy we provided this year for 156 clients, only 17% were unsubsidised leaving us with a shortfall of £48,802, an average of £32 per session. This is a larger amount than anticipated, but our work this year has resulted in obtaining funding to support on-going costs from The Reaching Communities Fund for the next three years. This will provide us with a more secure base from which to build.

Most important in attracting clients has been our continued ability to see people promptly once they have contacted us, in contrast to the statutory services locally. As demand increases we will continue to appoint new staff to allow us to offer most clients a start date within days rather than months and to match their therapy to their needs. It is vital that people are able to access support at the right time for them. The average number of sessions was 12, the range was from 1 to 35 over the year.

"Very insightful, reflective and objective at a critical time for me personally. The counsellor was excellent."

"I would like to use this opportunity to thank the counsellor for all her patience, kindness and skill to listen and support me during a very difficult time in my life. I wish her all the best! I would also like to thank Marches for facilitating the counselling sessions for me."

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. This is of particular importance as social and environmental pressures upon many families have increased. Appropriate and timely counselling can help break the cycle of deprivation created by adverse childhood experiences which have a lifelong impact.

"She was an amazing counsellor and a great listener who helped me work and think through difficult experiences in my life. Thanks so much."

As well as affecting immediate family and friends, after therapy many clients are more able to function well in workplace and community. To this end we have been developing our relationship with small local businesses who refer their staff through to us when troubled.

"Having spoken to one member of staff recently who used Marches Counselling several years ago I asked if there was any feedback they could give me. The response was 'at the time of my counselling sessions I never realised what I was gaining and wondered if it was worth it, however, I now know retrospectively that it was a vital part of helping me move forward in my life.'"

With the stigma of mental health issues lessening, we are seeing a shift in the location of disturbance from the individual to the social, and indeed the political. More people are acknowledging struggles which have been exacerbated by the economic situation. This has made many aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

"My counsellor has been brilliant and an absolute credit to the team at Marches. He has helped me over 3 years to really frame things differently and helped me learn how to open up and talk to people. It helps having the right counsellor for the right person and I thank you so much for that. You have helped, which will very much benefit for not just the short term but the long term and way into my future."

FINANCIAL REVIEW

Following the resignation of the person initially appointed as our Development Officer, we have been fortunate in a further appointment. Although initially funded from our reserves, we have been able to develop the role through this year's grant applications.

There is a constant search for external funding, which we recognise will be on-going. Grant giving bodies, as well as being overwhelmed by applications, are often impacted themselves by the economic climate with less resources at their disposal.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2024

Reserves

We are aware that our reserves, built up previously, continue to be compromised by the on-going financial situation. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward and have been aided in this by the appointment of the Development Officer and a new Trustee with management experience.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Marc Leppard
(Resigned: 17 October 2023)
Graham Thomas
Tina Abbott

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


.....
Jennifer French

16 August 2024

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2024

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2024.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

16 August 2024

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2024

	Notes	Unrestricted funds £	2023 £
Income and endowments from:			
Donations and legacies	2	12,712	9,488
Charitable activities	3	86,475	70,219
Other trading activities	4	1,242	1,286
Investments	5	269	65
Total		100,698	81,058
Expenditure on:			
Charitable activities	6	(102,188)	(91,869)
Total		(102,188)	(91,869)
Net expenditure		(1,490)	(10,811)
Reconciliation of funds			
Total funds brought forward		86,057	96,868
Total funds carried forward		84,567	86,057

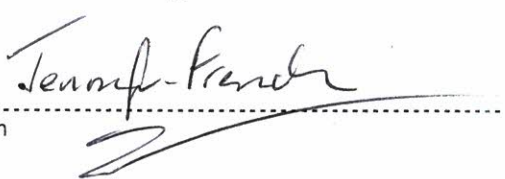
Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2024

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	9	910	1,213
		910	1,213
Current assets			
Debtors	10	3,262	1,931
Cash at bank and in hand		84,574	88,891
		87,836	90,822
Creditors: amounts falling due within one year	11	(4,179)	(5,978)
Net current assets		83,657	84,844
Total assets less current liabilities		84,567	86,057
Net assets		84,567	86,057
The funds of the charity			
Unrestricted income funds	12	84,567	86,057
Total funds		84,567	86,057

For the year ended 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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


 Jennifer French
 Trustee

16 August 2024

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2024

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2024	2023
	£	£
Unrestricted funds		
Donations received	25	1,259
Grants received	12,687	8,229
	12,712	9,488

3. Income from charitable activities

	2024	2023
	£	£
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	78,619	64,241
Supervision fees	7,856	5,978
	86,475	70,219
	86,475	70,219

4. Income earned from other activities

	2024	2023
	£	£
Unrestricted funds		
Room hire and sundry income	1,242	1,286
	1,242	1,286

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

5. Investment income

	2024	2023
	£	£
Unrestricted funds		
Bank interest receivable	269	65
	269	65

6. Costs of charitable activities by fund type

	2024	2023
	£	£
Unrestricted funds		
Counselling and supervision	40,770	37,929
Support costs	61,418	53,940
	102,188	91,869

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of owned fixed assets	303	405

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2023	3,201
At 31 March 2024	3,201
Depreciation	
At 01 April 2023	2,291
At 31 March 2024	2,291
Net book values	
At 31 March 2024	910
At 31 March 2023	910

10. Debtors

	2024 £	2023 £
Amounts due within one year:		
Trade debtors	1,022	115
Other debtors	2,240	1,816
	3,262	1,931

11. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	2,579	4,534
Other creditors	700	700
Accruals and deferred income	900	744
	4,179	5,978

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2023	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2024
	£	£	£	£	£
<i>Designated</i>					
<i>General</i>					
Accumulated general funds	86,057	100,698	(102,188)	-	84,567
	86,057	100,698	(102,188)	-	84,567

Unrestricted Funds - Previous year

	Balance at 01/04/2022	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2023
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,633	65	-	(22,698)	-
<i>General</i>					
Accumulated general funds	74,235	80,993	(91,869)	22,698	86,057
	96,868	81,058	(91,869)	-	86,057

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account was closed during the previous year and the balance transferred to the main bank account.

13. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	910	83,657	84,567
	910	83,657	84,567

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	1,213	84,844	86,057
	1,213	84,844	86,057

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2024

	2024	2023
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	25	1,259
Grants receivable	12,687	8,229
	12,712	9,488
Charitable activities		
Counselling fees	78,619	64,241
Supervision fees	7,856	5,978
	86,475	70,219
Other trading activities		
Room hire and sundry income	1,242	1,286
	1,242	1,286
Investments		
Bank interest receivable	269	65
	269	65
Total incoming resources	100,698	81,058
EXPENDITURE		
Charitable activities		
Assessment	(4,450)	(5,060)
Supervision	(8,143)	(8,893)
Counsellors' fees	(19,570)	(19,629)
Volunteers' payments (expenses only)	(8,607)	(4,347)
	(40,770)	(37,929)
SUPPORT COSTS		
Establishment costs		
Rent	(9,109)	(9,060)
Lighting and heating	(1,565)	(4,968)
Repairs and renewals	-	(25)
	(10,674)	(14,053)
Administrative costs		
Administration	(39,708)	(28,449)
Clinical management	(4,273)	(5,043)
Recruitment and training costs	-	(364)
Public liability insurance	(100)	(100)
Subscriptions	(939)	(916)
Credit card charges	(344)	(33)
	(45,364)	(34,905)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2024

Communications and IT		
Telephone and internet	(1,371)	(1,065)
I.T. and software costs	(2,330)	(2,288)
	(3,701)	(3,353)
Accountancy fees		
Accountancy fees	(900)	(744)
	(900)	(744)
Other office costs		
Depreciation - owned assets	(303)	(405)
Postage and stationery	(379)	(379)
General expenses	(97)	(101)
	(779)	(885)
Total resources expended	(102,188)	(91,869)
Net Expenditure	(1,490)	(10,811)

Charity number: 1140780

Company number: 07471763

(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2024

Marches Counselling Service Ltd
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For the year ended 31 March 2024

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Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2024

ACHIEVEMENTS AND PERFORMANCE

This year has continued to be one of economic stress for many within the local community as well as nationally. Concerns around health have increased for many, as services struggle to manage increased pressures and the impact of long-covid continues to be felt.

The appointment of a Development Officer, initially from reserves, has given us the resources necessary to look at the sustainability of the service over the next few years. We recognised that the need for a subsidised service was likely to rise rather than fall, and that we would have to address issues of strengthening and widening our funding streams.

Of the 1,839 sessions of therapy we provided this year for 156 clients, only 17% were unsubsidised leaving us with a shortfall of £48,802, an average of £32 per session. This is a larger amount than anticipated, but our work this year has resulted in obtaining funding to support on-going costs from The Reaching Communities Fund for the next three years. This will provide us with a more secure base from which to build.

Most important in attracting clients has been our continued ability to see people promptly once they have contacted us, in contrast to the statutory services locally. As demand increases we will continue to appoint new staff to allow us to offer most clients a start date within days rather than months and to match their therapy to their needs. It is vital that people are able to access support at the right time for them. The average number of sessions was 12, the range was from 1 to 35 over the year.

"Very insightful, reflective and objective at a critical time for me personally. The counsellor was excellent."

"I would like to use this opportunity to thank the counsellor for all her patience, kindness and skill to listen and support me during a very difficult time in my life. I wish her all the best! I would also like to thank Marches for facilitating the counselling sessions for me."

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. This is of particular importance as social and environmental pressures upon many families have increased. Appropriate and timely counselling can help break the cycle of deprivation created by adverse childhood experiences which have a lifelong impact.

"She was an amazing counsellor and a great listener who helped me work and think through difficult experiences in my life. Thanks so much."

As well as affecting immediate family and friends, after therapy many clients are more able to function well in workplace and community. To this end we have been developing our relationship with small local businesses who refer their staff through to us when troubled.

"Having spoken to one member of staff recently who used Marches Counselling several years ago I asked if there was any feedback they could give me. The response was 'at the time of my counselling sessions I never realised what I was gaining and wondered if it was worth it, however, I now know retrospectively that it was a vital part of helping me move forward in my life.'"

With the stigma of mental health issues lessening, we are seeing a shift in the location of disturbance from the individual to the social, and indeed the political. More people are acknowledging struggles which have been exacerbated by the economic situation. This has made many aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

"My counsellor has been brilliant and an absolute credit to the team at Marches. He has helped me over 3 years to really frame things differently and helped me learn how to open up and talk to people. It helps having the right counsellor for the right person and I thank you so much for that. You have helped, which will very much benefit for not just the short term but the long term and way into my future."

FINANCIAL REVIEW

Following the resignation of the person initially appointed as our Development Officer, we have been fortunate in a further appointment. Although initially funded from our reserves, we have been able to develop the role through this year's grant applications.

There is a constant search for external funding, which we recognise will be on-going. Grant giving bodies, as well as being overwhelmed by applications, are often impacted themselves by the economic climate with less resources at their disposal.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2024

Reserves

We are aware that our reserves, built up previously, continue to be compromised by the on-going financial situation. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward and have been aided in this by the appointment of the Development Officer and a new Trustee with management experience.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Marc Leppard
(Resigned: 17 October 2023)
Graham Thomas
Tina Abbott

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


.....
Jennifer French

16 August 2024

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2024

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2024.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

16 August 2024

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2024

	Notes	Unrestricted funds £	2023 £
Income and endowments from:			
Donations and legacies	2	12,712	9,488
Charitable activities	3	86,475	70,219
Other trading activities	4	1,242	1,286
Investments	5	269	65
Total		100,698	81,058
Expenditure on:			
Charitable activities	6	(102,188)	(91,869)
Total		(102,188)	(91,869)
Net expenditure		(1,490)	(10,811)
Reconciliation of funds			
Total funds brought forward		86,057	96,868
Total funds carried forward		84,567	86,057

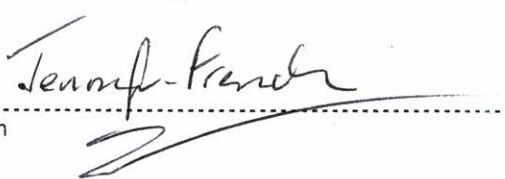
Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2024

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	9	910	1,213
		910	1,213
Current assets			
Debtors	10	3,262	1,931
Cash at bank and in hand		84,574	88,891
		87,836	90,822
Creditors: amounts falling due within one year	11	(4,179)	(5,978)
Net current assets		83,657	84,844
Total assets less current liabilities		84,567	86,057
Net assets		84,567	86,057
The funds of the charity			
Unrestricted income funds	12	84,567	86,057
Total funds		84,567	86,057

For the year ended 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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


 Jennifer French
 Trustee

16 August 2024

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2024

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2024	2023
	£	£
Unrestricted funds		
Donations received	25	1,259
Grants received	12,687	8,229
	12,712	9,488

3. Income from charitable activities

	2024	2023
	£	£
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	78,619	64,241
Supervision fees	7,856	5,978
	86,475	70,219
	86,475	70,219

4. Income earned from other activities

	2024	2023
	£	£
Unrestricted funds		
Room hire and sundry income	1,242	1,286
	1,242	1,286

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

5. Investment income

	2024	2023
	£	£
Unrestricted funds		
Bank interest receivable	269	65
	269	65

6. Costs of charitable activities by fund type

	2024	2023
	£	£
Unrestricted funds		
Counselling and supervision	40,770	37,929
Support costs	61,418	53,940
	102,188	91,869

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of owned fixed assets	303	405

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2023	3,201
At 31 March 2024	3,201
Depreciation	
At 01 April 2023	2,291
At 31 March 2024	2,291
Net book values	
At 31 March 2024	910
At 31 March 2023	910

10. Debtors

	2024 £	2023 £
Amounts due within one year:		
Trade debtors	1,022	115
Other debtors	2,240	1,816
	3,262	1,931

11. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	2,579	4,534
Other creditors	700	700
Accruals and deferred income	900	744
	4,179	5,978

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2023	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2024
	£	£	£	£	£
<i>Designated</i>					
<i>General</i>					
Accumulated general funds	86,057	100,698	(102,188)	-	84,567
	86,057	100,698	(102,188)	-	84,567

Unrestricted Funds - Previous year

	Balance at 01/04/2022	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2023
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,633	65	-	(22,698)	-
<i>General</i>					
Accumulated general funds	74,235	80,993	(91,869)	22,698	86,057
	96,868	81,058	(91,869)	-	86,057

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account was closed during the previous year and the balance transferred to the main bank account.

13. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	910	83,657	84,567
	910	83,657	84,567

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2024

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	1,213	84,844	86,057
	1,213	84,844	86,057

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2024

	2024	2023
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	25	1,259
Grants receivable	12,687	8,229
	12,712	9,488
Charitable activities		
Counselling fees	78,619	64,241
Supervision fees	7,856	5,978
	86,475	70,219
Other trading activities		
Room hire and sundry income	1,242	1,286
	1,242	1,286
Investments		
Bank interest receivable	269	65
	269	65
Total incoming resources	100,698	81,058
EXPENDITURE		
Charitable activities		
Assessment	(4,450)	(5,060)
Supervision	(8,143)	(8,893)
Counsellors' fees	(19,570)	(19,629)
Volunteers' payments (expenses only)	(8,607)	(4,347)
	(40,770)	(37,929)
SUPPORT COSTS		
Establishment costs		
Rent	(9,109)	(9,060)
Lighting and heating	(1,565)	(4,968)
Repairs and renewals	-	(25)
	(10,674)	(14,053)
Administrative costs		
Administration	(39,708)	(28,449)
Clinical management	(4,273)	(5,043)
Recruitment and training costs	-	(364)
Public liability insurance	(100)	(100)
Subscriptions	(939)	(916)
Credit card charges	(344)	(33)
	(45,364)	(34,905)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2024

Communications and IT		
Telephone and internet	(1,371)	(1,065)
I.T. and software costs	(2,330)	(2,288)
	(3,701)	(3,353)
Accountancy fees		
Accountancy fees	(900)	(744)
	(900)	(744)
Other office costs		
Depreciation - owned assets	(303)	(405)
Postage and stationery	(379)	(379)
General expenses	(97)	(101)
	(779)	(885)
Total resources expended	(102,188)	(91,869)
Net Expenditure	(1,490)	(10,811)

Accounts



Marches Counselling Service

ANNUAL REPORT 2022 - 2023

Trustees Introduction

The past year has seen acceptance nationally of an economic crisis for many. This has impacted charities, some sadly disappearing. For us it has seen our income from fees fall as those who come to us have been struggling more financially as well as emotionally. This has also been reflected in a slight reduction in the number of sessions we have provided and given us an additional reason for increasing our efforts to reach out further in to the community and raise additional funds to support the work we do.

It has been a year of many challenges. Although we were successful in raising initial funds to support the role of a Development Officer to facilitate our work going forward, unexpected family circumstances resulted in the post-holder's resignation. Finding further funding and the right person to replace them is now a priority for us. However, our new administrative assistant has stayed with us, becoming an integral part of the administrative team and contributing invaluable to the task of the installation of an online client management system which will, in the long-term, provide the means for more effective monitoring of our work. The networking needed to establish the group work for long-term health conditions to which we are committed is on-going. We have also been looking into the possibilities for art therapy group work with the asylum seekers now resident in Herefordshire hotels.

Despite the challenges there are also opportunities as concerns for mental health within our largely rural and often isolated community grow. Feedback from clients continues to give us confidence that we are meeting the needs of many who have been struggling with the increased pressures which this moment in time contains.

"I started counselling maybe feeling like a bit of a fraud - do I really need this? Am I ready for it? I finished having spent 6 weeks working through feelings and thought processes and feeling on much more of an even keel. Thank you!"

"Comfortable, safe environment. Left feeling like a weight had been lifted."

"The counsellor really helped me through the hardest time of my life. I really can't thank her enough"

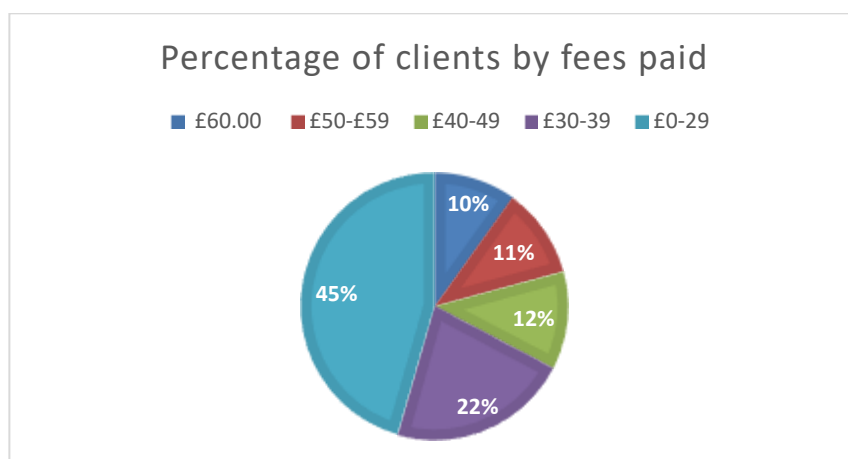
OUR SERVICE

Client Management System

This report is shorter than usual. The reason for this is the transitional state of our data bases as the administrative data sets, which had evolved over our 12 years of working as an independent charity, are being transferred to the new client management system (CMS). The system is active for all current clients, but the transfer of data to give us the historical perspective and understanding of trends we require is still in process. We have to thank both Di and Carys for the time needed to turn the standard Charitylog system into the bespoke vehicle which it is fast becoming; and for their dedication to accuracy, so important, but difficult to achieve when one is dealing with the volume of data present. We also have to thank Herefordshire Council for some of the funding to allow this to take place.

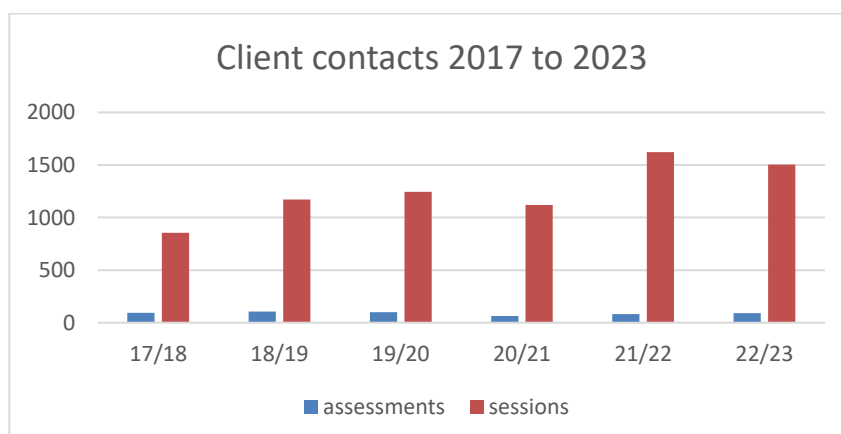
Client profiles and fees

Over the year we saw 108 clients and offered 1377 sessions of therapy. 90% of those seen were subsidised in order to attend the sessions, on average by £34 per client, over 50% of the basic fee to cover core costs, and this has increased the importance of grant funding – at a time when there is increased competition for reduced assets. It has also reinforced our strategic plan to broaden our funding streams.



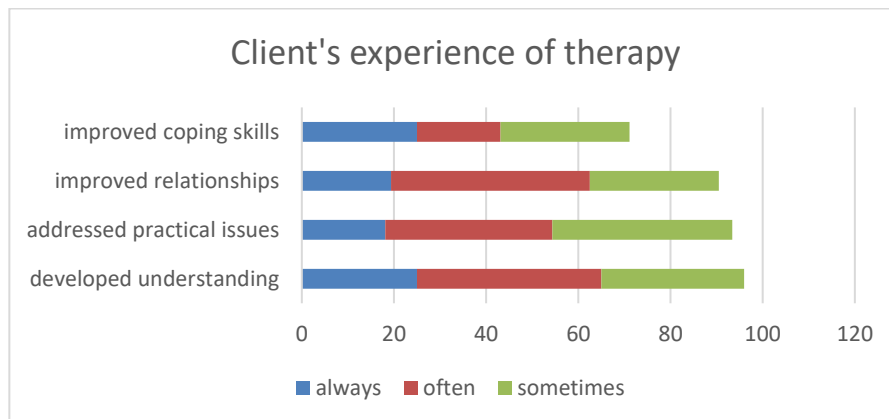
Client contacts

The number of client contacts has dipped a little from the previous year.

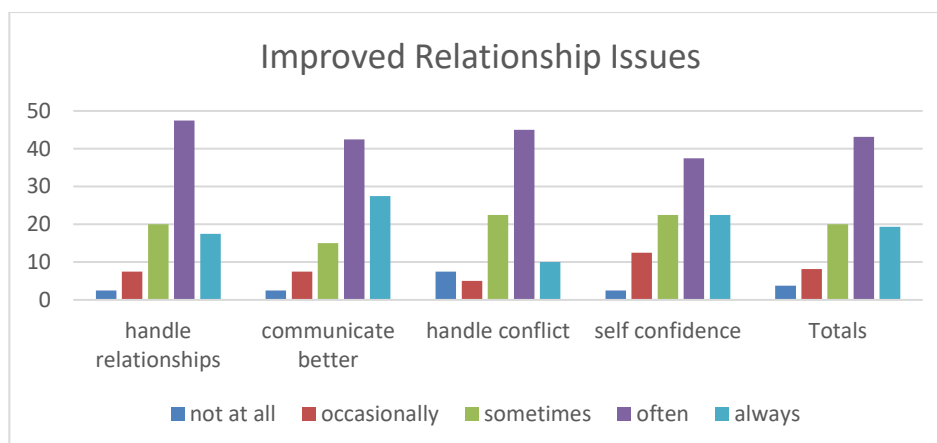


Client outcomes

Because our work is tailored to individual need the outcomes are many and varied. However, as can be seen below, an overview of feedback shows us that the majority of clients go away with an improved understanding of their personal situation and a sense of improved skills and relationships.



Whether we are providing therapy for an individual or working with a couple or family, our task is nearly always concerned with interpersonal dynamics and our approach relational. This can be seen in the chart below where some different aspects are surveyed.



As well as those who struggle with relationships per se, we are pleased that people are able to come to us at various stages in the experience of uncertainty and breakdown. We have people approach us prior to making a final commitment to beginning a shared life and starting a family; some who come when they feel the foundations of their relationship are beginning to shake; and others needing help to negotiate a parting which they have come to realise will be the only way forward for them. In each instance it is the acceptance and non-judgemental stance of our counsellors which creates a space for more mature reflection and decision making.

Staff payment review

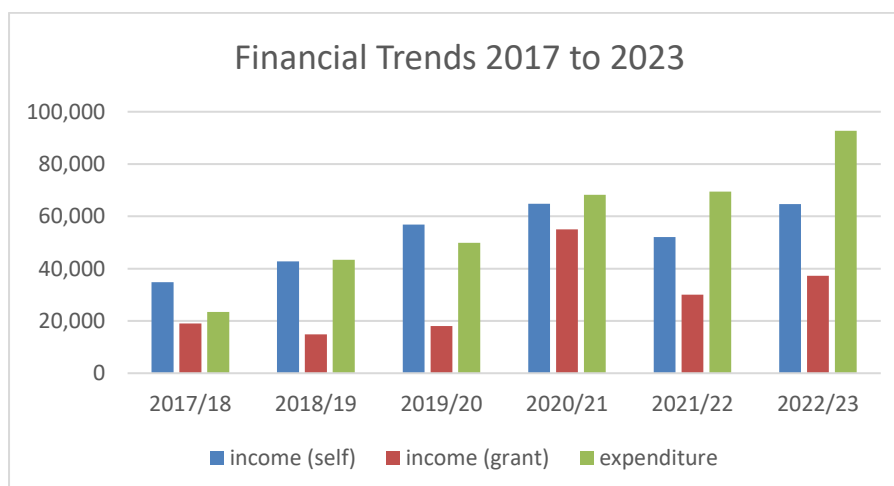
Our service has always relied upon the contribution of volunteers, both in the management of the workload through our working groups, and the clinical staff who come to us on placement. This year, recognizing that our staff as well as our clients are impacted by the rise in the cost of living, we have sought funding to support the volunteers working with us. One aspect of this has been to facilitate our ability to continue to offer travel expenses to those who live some distance from Hereford city. In a large geographical area such as ours, without so doing, some would be unable to travel the distances involved to see our clients. Although obliged to put up supervision fees for the coming year, our funding application will also help to reduce them back down.

Perhaps more importantly, in carrying out a payment review for all staff, the trustees decided that those who stay with us for a time after qualification should receive some remuneration for their client work, and this has been set at the level of the living wage. This will shift the balance from what is seen below for this coming financial year.

	Clinical Placement	Qualified volunteer	Paid experienced	Supervisor Assessor
number	13	3	6	3
clients	50	26	39	8
sessions	508	293	660	55
expenditure	2,404	1,968	13,040	1,490
income	16,972	10,858	20,505	2,565

Going forward: financial overview

As can be seen below the cost of living rise has impacted our service with expenditure increasing well over and above the monies spent on new staff. This latter expenditure will in effect cover itself once the expected increase in funding applications can be realised. We have calculated that for the coming year, in order to provide up to 2,000 client sessions, we would need to raise something in the region of £64,000 to sustain the service. Our strategic plan to broaden our funding streams and create the human resources to facilitate this, will thus be central to our development over the next year.



The cost to the service per counselling hour has increased over the past year and we are looking to increase the basic rate for our service to £65 per session. This will be piloted to see the impact upon the service. At the same time we are seeking additional funding to avoid the increase for most of our clients.

As was seen above, only 10% of sessions were unsubsidised, The constant search for external funding is on-going. However, we have been able to sustain the income from gift aid despite a decrease in the percentage of people in employment.

HOW TO CONTACT US

At MCS we welcome input from any interested people. This can be achieved formally by becoming a member of the organisation or a volunteer, or informally through contacting us via email at marches.counselling@gmail.com, and/or through a phone call: 01432 279906.

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd
Report of the Trustees and Unaudited Financial Statements
For the year ended 31 March 2023

Marches Counselling Service Ltd
Contents Page
For the year ended 31 March 2023

Report of the Trustees	1 to 3
Independent Examiner's Report to the Trustees	4
Statement of Financial Activities	5
Statement of Financial Position	6
Notes to the Financial Statements	7 to 11
Detailed Statement of Financial Activities	12 to 13

Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2023

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2023. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2023

ACHIEVEMENTS AND PERFORMANCE

This year has continued to be one of economic decline within the local community as well as nationally and we are aware of many charities whose work has had to be brought to a close. Concerns around health have increased for many as services struggle to manage increased pressures and the impact of long-covid begins to be felt. Our initial responses have been to establish an online support group for those with long-term health conditions and to improve our resources for finding funding to support the increasing number of people in the community who are struggling both emotionally and financially. Of the 1,283 hours of therapy we provided for 108 clients this year only 18% were unsubsidised.

Most important in attracting clients has been our continued ability to see people promptly once they have contacted us. In contrast to the statutory services locally, an increase in staff numbers has allowed us to offer most clients a start date within days rather than months and to match their therapy to their needs. It is vital that people are able to access support at the right time for them. The average number of sessions was 12, the range was from 1 to 35 over the year.

"I appreciate you sorting out for me to see an assessor. I must say the lady I saw was lovely. I spent an hour chatting and felt much more comfortable with my situation. She did suggest 6 sessions but now knowing what triggers my depression /stress I feel I may be able to deal with it better. Therefore I will decline the sessions but if anything else changes maybe I could get back in contact with you."

"As sessions with my counsellor progressed and we got to know each other better the questions asked and the observations made got progressively deeper which enabled me to explore and to better understand the residual impact of childhood and early life experiences and the traumatic events of the last few years. I am extremely grateful for the skilled help and support I have received."

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. As well as affecting immediate family and friends, after therapy many clients are more able to function well in home, workplace and community. This is of particular importance with pressures upon families increasing and a growing understanding of adverse childhood experiences.

"I found the counselling to be very useful and actually looked forward to going. Some of my issues have been eased but my husband and I still have a number of ongoing problems which will eventually be sorted out; it's a question of time. It's good to know that I can use the service again should the need arise."

With the stigma of mental health issues lessening, more people are acknowledging their struggles which have been exacerbated by the economic situation and made many aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

"I completed a 'Silver Cloud' programme CBT based prior to accessing this counselling. It was a good course but of limited benefit to me due to my pre-existing lifestyle and knowledge. Although there is no guarantee that I will never experience another breakdown in my mental health as I did last year (something else I have had to learn to accept), I now feel that is less likely and that I would be better equipped to face it and cope with it if it happened. My counsellor showed care and compassion alongside the necessary curiosity and willingness to challenge."

FINANCIAL REVIEW

Unfortunately, the person appointed as our Development Officer to look at our funding streams and pursue new initiatives, resigned. We are thus still looking for the right person. The new Client Management System is in place and is beginning to be cost effective in simplifying some administrative procedures. Eventually it will facilitate the monitoring of the service, but to transfer all our historic data for this purpose is a time consuming and thus costly activity. However, some funding was achieved for this purpose.

There is a constant search for external funding, which we recognise will be on-going. Grant giving bodies, as well as being overwhelmed by applications, are often impacted themselves by the economic climate with less resources at their disposal.

Reserves

We are aware that the reserves built up previously continue to be compromised by the on-going financial situation. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward and have been aided in this by the input from new trustees with both financial and managerial experience.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

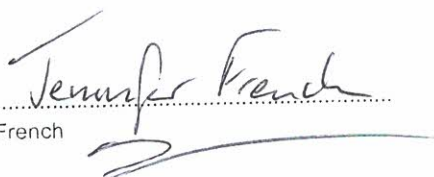
The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Marc Leppard
Graham Thomas
Tina Abbott
(Appointed: 09 November 2022)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


Jennifer French

30 August 2023

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2023

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2023.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

30 August 2023

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2023

	Notes	Unrestricted funds £	2022 £
Income and endowments from:			
Donations and legacies	2	9,488	30,038
Charitable activities	3	70,219	63,179
Other trading activities	4	1,286	2,325
Investments	5	65	36
Total		81,058	95,578
Expenditure on:			
Charitable activities	6	(91,869)	(89,723)
Total		(91,869)	(89,723)
Net income/expenditure		(10,811)	5,855
Reconciliation of funds			
Total funds brought forward		96,868	91,013
Total funds carried forward		86,057	96,868

Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2023

	Notes	2023 £	2022 £
Fixed assets			
Tangible assets	9	1,213	594
		1,213	594
Current assets			
Debtors	10	1,931	-
Cash at bank and in hand		88,891	102,427
		90,822	102,427
Creditors: amounts falling due within one year	11	(5,978)	(6,153)
Net current assets		84,844	96,274
Total assets less current liabilities		86,057	96,868
Net assets		86,057	96,868
The funds of the charity			
Unrestricted income funds	12	86,057	96,868
Total funds		86,057	96,868

For the year ended 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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

Jennifer French
Trustee

30 August 2023

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2023

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Going concern

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2023 £	2022 £
Unrestricted funds		
Donations received	1,259	20,167
Grants received	8,229	9,871
	9,488	30,038

3. Income from charitable activities

	2023 £	2022 £
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	64,241	58,588
Supervision fees	5,978	4,591
	70,219	63,179
	70,219	63,179

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

4. Income earned from other activities

	2023	2022
	£	£
Unrestricted funds		
Room hire and sundry income	1,286	2,325
	1,286	2,325

5. Investment income

	2023	2022
	£	£
Unrestricted funds		
Bank interest receivable	65	36
	65	36

6. Costs of charitable activities by fund type

	2023	2022
	£	£
Unrestricted funds		
Counselling and supervision	37,929	43,255
Support costs	53,940	46,468
	91,869	89,723

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation of owned fixed assets	405	198

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

9. Tangible fixed assets

	Plant and Machinery £
Cost or valuation	
At 01 April 2022	2,177
Additions	1,024
At 31 March 2023	3,201
Depreciation	
At 01 April 2022	1,583
Charge for year	405
At 31 March 2023	1,988
Net book values	
At 31 March 2023	1,213
At 31 March 2022	594

10. Debtors

	2023 £	2022 £
Amounts due within one year:		
Trade debtors	115	-
Other debtors	1,816	-
	1,931	-

11. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	4,534	4,823
Other creditors	700	700
Accruals and deferred income	744	630
	5,978	6,153

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2022	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2023
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,633	65	-	(22,698)	-
<i>General</i>					
Accumulated general funds	74,235	80,993	(91,869)	22,698	86,057
	96,868	81,058	(91,869)	-	86,057

Unrestricted Funds - Previous year

	Balance at 01/04/2021	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2022
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,597	36	-	-	22,633
<i>General</i>					
Accumulated general funds	68,416	95,542	(89,723)	-	74,235
	91,013	95,578	(89,723)	-	96,868

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account was closed during the year and the balance transferred to the main bank account.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

13. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	1,213	84,844	86,057
<i>Designated</i>			
	1,213	84,844	86,057
Previous year			
	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	594	73,641	74,235
<i>Designated</i>			
Nationwide deposit account	-	22,633	22,633
	594	96,274	96,868

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2023

	2023	2022
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	1,259	20,167
Grants receivable	8,229	9,871
	9,488	30,038
Charitable activities		
Counselling fees	64,241	58,588
Supervision fees	5,978	4,591
	70,219	63,179
Other trading activities		
Room hire and sundry income	1,286	2,325
	1,286	2,325
Investments		
Bank interest receivable	65	36
	65	36
Total incoming resources	81,058	95,578
EXPENDITURE		
Charitable activities		
Assessment	(5,060)	(3,090)
Supervision	(8,893)	(8,445)
Counsellors' fees	(19,629)	(27,500)
Volunteers' payments (expenses only)	(4,347)	(4,220)
	(37,929)	(43,255)
SUPPORT COSTS		
Establishment costs		
Rent	(9,060)	(9,185)
Lighting and heating	(4,968)	(2,211)
Repairs and renewals	(25)	(125)
	(14,053)	(11,521)
Administrative costs		
Administration	(28,449)	(24,185)
Clinical management	(5,043)	(5,479)
Recruitment and training costs	(364)	-
Public liability insurance	(100)	(100)
Subscriptions	(916)	(744)
Credit card charges	(33)	-
	(34,905)	(30,508)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2023

Communications and IT		
Telephone and internet	(1,065)	(979)
I.T. and software costs	(2,288)	(1,707)
	(3,353)	(2,686)
Accountancy fees		
Accountancy fees	(744)	(630)
	(744)	(630)
Other office costs		
Depreciation - owned assets	(405)	(198)
Postage and stationery	(379)	(651)
Advertising	-	(79)
General expenses	(101)	(195)
	(885)	(1,123)
Total resources expended	(91,869)	(89,723)
Net Expenditure	(10,811)	5,855

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd
Report of the Trustees and Unaudited Financial Statements
For the year ended 31 March 2023

Marches Counselling Service Ltd
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For the year ended 31 March 2023

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Independent Examiner's Report to the Trustees	4
Statement of Financial Activities	5
Statement of Financial Position	6
Notes to the Financial Statements	7 to 11
Detailed Statement of Financial Activities	12 to 13

Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2023

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2023. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2023

ACHIEVEMENTS AND PERFORMANCE

This year has continued to be one of economic decline within the local community as well as nationally and we are aware of many charities whose work has had to be brought to a close. Concerns around health have increased for many as services struggle to manage increased pressures and the impact of long-covid begins to be felt. Our initial responses have been to establish an online support group for those with long-term health conditions and to improve our resources for finding funding to support the increasing number of people in the community who are struggling both emotionally and financially. Of the 1,283 hours of therapy we provided for 108 clients this year only 18% were unsubsidised.

Most important in attracting clients has been our continued ability to see people promptly once they have contacted us. In contrast to the statutory services locally, an increase in staff numbers has allowed us to offer most clients a start date within days rather than months and to match their therapy to their needs. It is vital that people are able to access support at the right time for them. The average number of sessions was 12, the range was from 1 to 35 over the year.

"I appreciate you sorting out for me to see an assessor. I must say the lady I saw was lovely. I spent an hour chatting and felt much more comfortable with my situation. She did suggest 6 sessions but now knowing what triggers my depression /stress I feel I may be able to deal with it better. Therefore I will decline the sessions but if anything else changes maybe I could get back in contact with you."

"As sessions with my counsellor progressed and we got to know each other better the questions asked and the observations made got progressively deeper which enabled me to explore and to better understand the residual impact of childhood and early life experiences and the traumatic events of the last few years. I am extremely grateful for the skilled help and support I have received."

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. As well as affecting immediate family and friends, after therapy many clients are more able to function well in home, workplace and community. This is of particular importance with pressures upon families increasing and a growing understanding of adverse childhood experiences.

"I found the counselling to be very useful and actually looked forward to going. Some of my issues have been eased but my husband and I still have a number of ongoing problems which will eventually be sorted out; it's a question of time. It's good to know that I can use the service again should the need arise."

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FINANCIAL REVIEW

Unfortunately, the person appointed as our Development Officer to look at our funding streams and pursue new initiatives, resigned. We are thus still looking for the right person. The new Client Management System is in place and is beginning to be cost effective in simplifying some administrative procedures. Eventually it will facilitate the monitoring of the service, but to transfer all our historic data for this purpose is a time consuming and thus costly activity. However, some funding was achieved for this purpose.

There is a constant search for external funding, which we recognise will be on-going. Grant giving bodies, as well as being overwhelmed by applications, are often impacted themselves by the economic climate with less resources at their disposal.

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We are aware that the reserves built up previously continue to be compromised by the on-going financial situation. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward and have been aided in this by the input from new trustees with both financial and managerial experience.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

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REFERENCE AND ADMINISTRATIVE INFORMATION

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Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

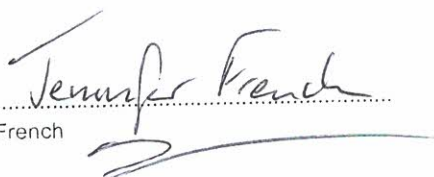
The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Frankie Farrell
Marc Leppard
Graham Thomas
Tina Abbott
(Appointed: 09 November 2022)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


Jennifer French

30 August 2023

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2023

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2023.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

30 August 2023

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2023

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Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2023

	Notes	2023 £	2022 £
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Tangible assets	9	1,213	594
		1,213	594
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Net assets		86,057	96,868
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Unrestricted income funds	12	86,057	96,868
Total funds		86,057	96,868

For the year ended 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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

Jennifer French
Trustee

30 August 2023

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2023

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Going concern

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2023	2022
	£	£
Unrestricted funds		
Donations received	1,259	20,167
Grants received	8,229	9,871
	9,488	30,038

3. Income from charitable activities

	2023	2022
	£	£
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	64,241	58,588
Supervision fees	5,978	4,591
	70,219	63,179
	70,219	63,179

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

4. Income earned from other activities

	2023	2022
	£	£
Unrestricted funds		
Room hire and sundry income	1,286	2,325
	1,286	2,325

5. Investment income

	2023	2022
	£	£
Unrestricted funds		
Bank interest receivable	65	36
	65	36

6. Costs of charitable activities by fund type

	2023	2022
	£	£
Unrestricted funds		
Counselling and supervision	37,929	43,255
Support costs	53,940	46,468
	91,869	89,723

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation of owned fixed assets	405	198

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

9. Tangible fixed assets

	Plant and Machinery £
Cost or valuation	
At 01 April 2022	2,177
Additions	1,024
At 31 March 2023	3,201
Depreciation	
At 01 April 2022	1,583
Charge for year	405
At 31 March 2023	1,988
Net book values	
At 31 March 2023	1,213
At 31 March 2022	594

10. Debtors

	2023 £	2022 £
Amounts due within one year:		
Trade debtors	115	-
Other debtors	1,816	-
	1,931	-

11. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	4,534	4,823
Other creditors	700	700
Accruals and deferred income	744	630
	5,978	6,153

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

12. Movement in funds

Unrestricted Funds

	Balance at 01/04/2022	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2023
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,633	65	-	(22,698)	-
<i>General</i>					
Accumulated general funds	74,235	80,993	(91,869)	22,698	86,057
	96,868	81,058	(91,869)	-	86,057

Unrestricted Funds - Previous year

	Balance at 01/04/2021	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2022
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	22,597	36	-	-	22,633
<i>General</i>					
Accumulated general funds	68,416	95,542	(89,723)	-	74,235
	91,013	95,578	(89,723)	-	96,868

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account was closed during the year and the balance transferred to the main bank account.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2023

13. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	1,213	84,844	86,057
<i>Designated</i>			
	1,213	84,844	86,057
Previous year			
	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	594	73,641	74,235
<i>Designated</i>			
Nationwide deposit account	-	22,633	22,633
	594	96,274	96,868

14. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2023

	2023	2022
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	1,259	20,167
Grants receivable	8,229	9,871
	9,488	30,038
Charitable activities		
Counselling fees	64,241	58,588
Supervision fees	5,978	4,591
	70,219	63,179
Other trading activities		
Room hire and sundry income	1,286	2,325
	1,286	2,325
Investments		
Bank interest receivable	65	36
	65	36
Total incoming resources	81,058	95,578
EXPENDITURE		
Charitable activities		
Assessment	(5,060)	(3,090)
Supervision	(8,893)	(8,445)
Counsellors' fees	(19,629)	(27,500)
Volunteers' payments (expenses only)	(4,347)	(4,220)
	(37,929)	(43,255)
SUPPORT COSTS		
Establishment costs		
Rent	(9,060)	(9,185)
Lighting and heating	(4,968)	(2,211)
Repairs and renewals	(25)	(125)
	(14,053)	(11,521)
Administrative costs		
Administration	(28,449)	(24,185)
Clinical management	(5,043)	(5,479)
Recruitment and training costs	(364)	-
Public liability insurance	(100)	(100)
Subscriptions	(916)	(744)
Credit card charges	(33)	-
	(34,905)	(30,508)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2023

Communications and IT		
Telephone and internet	(1,065)	(979)
I.T. and software costs	(2,288)	(1,707)
	(3,353)	(2,686)
Accountancy fees		
Accountancy fees	(744)	(630)
	(744)	(630)
Other office costs		
Depreciation - owned assets	(405)	(198)
Postage and stationery	(379)	(651)
Advertising	-	(79)
General expenses	(101)	(195)
	(885)	(1,123)
Total resources expended	(91,869)	(89,723)
Net Expenditure	(10,811)	5,855

MARCHES COUNSELLING SERVICE

England & Wales - Charity number 1140780

Accounts



Marches Counselling Service

ANNUAL REPORT 2021 - 2022

Trustees Introduction

Another year sees us acclimatized to Covid19 and the changes it has brought about, not least an economic downturn. How this will impact the service long-term has yet to be seen, but for the time being we are facing the reality of fewer people able to pay a fee that covers costs. This has meant pressure upon our funding group to find new grant opportunities and using some of the reserves which we had accrued for service development. One aspect of this is the creation of a new post of Development Officer, which we will fill in the coming year.

Not unexpectedly, given the increased evidence of stresses in society and a growing awareness and lessening of stigma around mental health, we have been busy. This year we provided over 1,700 therapy sessions. However, not all has gone to plan. Surprisingly, despite wide as well as targeted publicity with both statutory and third sector organisations, we have not had the interest or uptake we had anticipated to justify moving forward with the intended provision of group-work for people with long-covid. Given the 20,000 estimated cases in Herefordshire it is interesting that NHS initiatives have also not been taken up as one might have expected. We are reviewing the way forward and new proposals are being made.

The widespread nature of Covid19, in its different manifestations, has meant that staff have been susceptible like everyone else. Many of us have now had some personal experience of the virus. As an organization we have also recognized the cost-of-living pressures and have agreed some financial changes which will hopefully benefit our staff at this time. We have planned to resume our study days and Continuing Professional Development sessions, utilizing the equipment for hybrid working which the Monmouth Building Society provided for us.

Sadly, the continued health risks meant that we have still not celebrated over a decade of work within the community of Herefordshire. At some point we will find a way of acknowledging all the time and energy that people have given the service over the years. One result of our 'long-livedness' is the necessity for succession planning and attracting new people into the organization. We have been fortunate in finding new trustees looking to bring their experience and skills into the field of mental health provision, and continue to attract a stream of trainee counsellors looking for clinical placements. To support the increased demand we have set up a fifth supervision group which should give us increased capacity for clients in the coming year.

We are aware that the environment around us is also changing. Within the NHS plans to remove the gap between primary and secondary care within mental health are proceeding; an increasing importance being placed upon 3rd sector organisations and their contribution to the well-being of the community. As part of the Herefordshire Community Partnership, we watch the concerns around inequalities in health provision and in society as a whole with interest, contributing where we can. Although we understand programmes which develop a sense of well-being for individuals, we have concerns this holds up an ideal of a continual state of happiness, which if not achieved means there is something wrong with you. For many, already struggling with low self-esteem, this can be disempowering, rather than the opposite. The work we do always deals with the situation in which the client finds themselves, acknowledging who they are, their strengths and weaknesses, and the very real challenges which they are facing. This can be a painful process needing an experienced professional to walk alongside.

It is here that the commitment of our all our staff, both clinical and administrative, is so important. Our heartfelt thanks to all who have been involved.

OUR SERVICE

“The counsellor was a very good listener and understanding of the difficulties I was facing at this particular time in my life. The sessions provided a really useful forum to reflect and think things over during an extraordinary time personally, professionally and as a society during the covid pandemic, the circumstances of which have had a significant effect upon me and my family.”

“I would like to thank everyone for their kind support. I had never been able to open up about past events before and feel so much better for doing this.”

“Excellent service, communication, understanding. It gave me an understanding of myself and a purpose to continue living. So grateful to the therapist for saving me from myself.”

There is no doubt that the pandemic has exposed deep-seated inequalities. A local Healthwatch survey of 258 Herefordshire residents in 2020, revealed large discrepancies in people’s experience of health and social care services. Mental health was frequently mentioned as an area where people felt let down, with access to the GP and community services highlighted as issues. The Herefordshire Community Partnership, of which we are a member, is now working on inequalities in care in the county and mental health forms a large part of that focus.

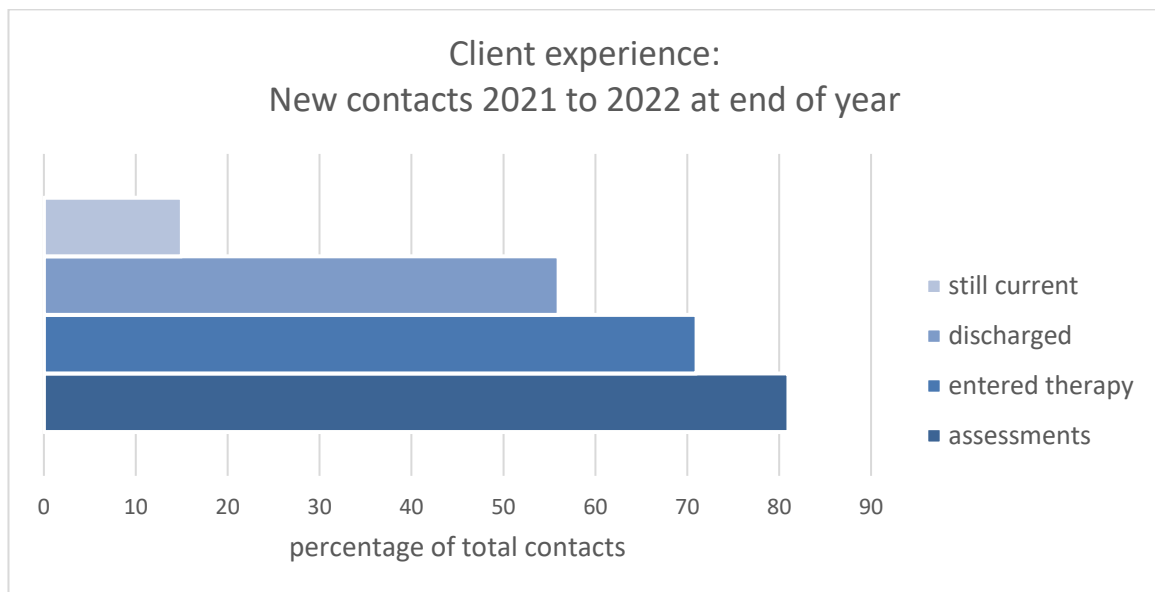
Our service has always complemented the service available through the NHS. We are still plugging an increasing gap between primary and secondary care, despite changes to the system and attempts to provide a seamless service. Our flexible way of working remains important, alongside a staff skilled and experienced in a variety of approaches to support people’s journey in establishing mental health and well-being. This has been appreciated by clients, as well as those services from which we regularly receive referrals: from NHS staff, in particular the local IAPT service 'Healthy Minds' who have long waiting lists and can only offer very limited support when accessed, much of which is online or via telephone. Many GPs refer patients to us, knowing the difficulty in accessing support promptly or at an appropriate level.

Client Management System (CMS)

With our increasing workload and the need to pursue more funding initiatives, we made the decision to explore the possibilities of amalgamating our client data into a single system, rather than the separate spreadsheets which served the service as it grew. This will facilitate administration, eventually saving time, in particular enabling easier monitoring and research to evidence our funding proposals and reports. After looking at what was available on the market and considering bespoke systems, we decided upon Charitylog, a system supported by a company in Ross-on-Wye. After initial conversations and raising funding to support the transfer, four staff members have gone through the initial training process. There is now a lot of work to be done in setting up the system to be compatible with our needs and then formatting our existing data to enable its migration to the new system. Our thanks in particular to our admin assistant who has born most of this work to date.

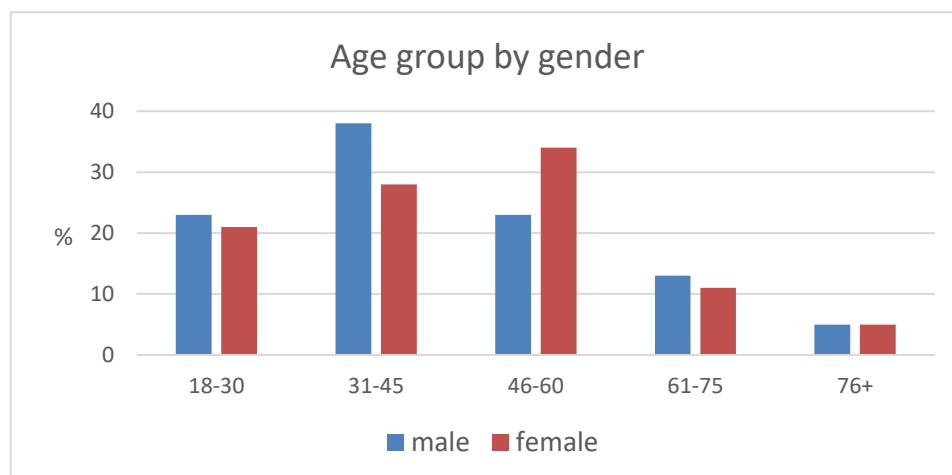
Client experience

At the end of the financial year eleven long-term clients from previous years were still working with us and 16 from the current year. Over the year we offered 1,706 sessions to 74 individual clients and 8 couples.



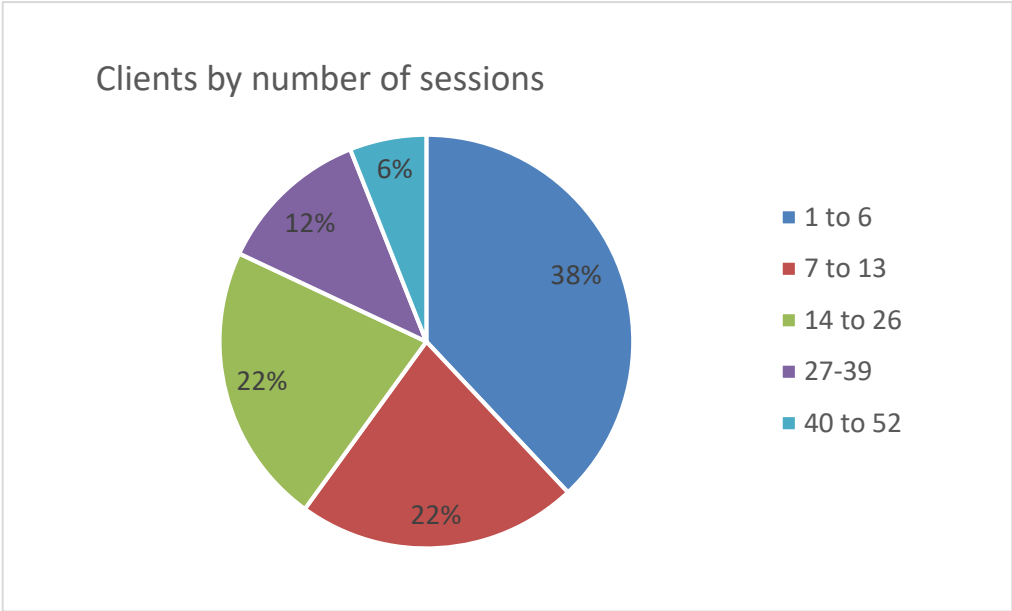
Client demographics

We have been pleased over the years that men, traditionally a hard to reach group, have found our service more accessible than the statutory service. In the past year this trend has continued, with 40% of clients being male. It is interesting to see the distribution over the age range, with younger men being more likely now than women to seek help. At the present time this figure will also reflect the decrease in stigma which has occurred with the pandemic and more people in the public eye ‘coming out’ in terms of their mental health struggles. The willingness of sportsmen in particular, previously stereotyped as the strong machismo types, to speak out about their difficulties will have created a different form of role model. The participation of the younger members of the royal family will also have impacted some.



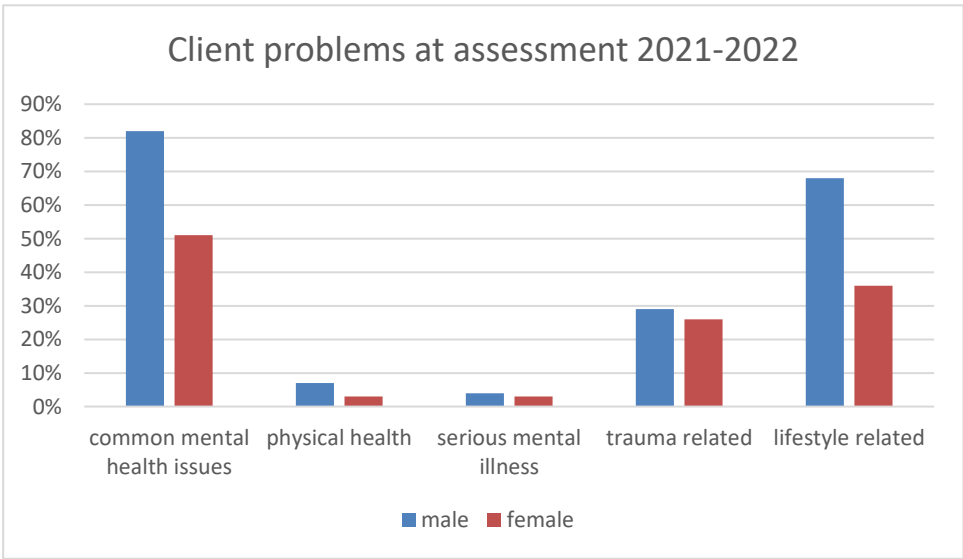
Looking purely at clients who have accessed the service over this year, although a number are seen within the six session model employed by most other services, nearly 60% stayed for over

3 months, 22% for over 6 months. When we take into consideration those who are still with the service and those who were still being seen from previous years, it is clear that we fulfil a valuable role in offering our clients long-term work. To some extent this may reflect the complexity of the issues people now bring the service, with long term support through the mental health services becoming more difficult.



Problems at assessment

As one might expect a majority of clients, both male and female, reported common mental health issues such as anxiety and depression. These often occur alongside other issues, some lifestyle related such as addictions and relationship issues, or, in quite a high percentage of cases this year, nearly 30% in both men and women, related to trauma. This may be the re-triggering of past traumas or the circumstances someone is finding themselves in at the present time. Obviously the pandemic has played a part in this.

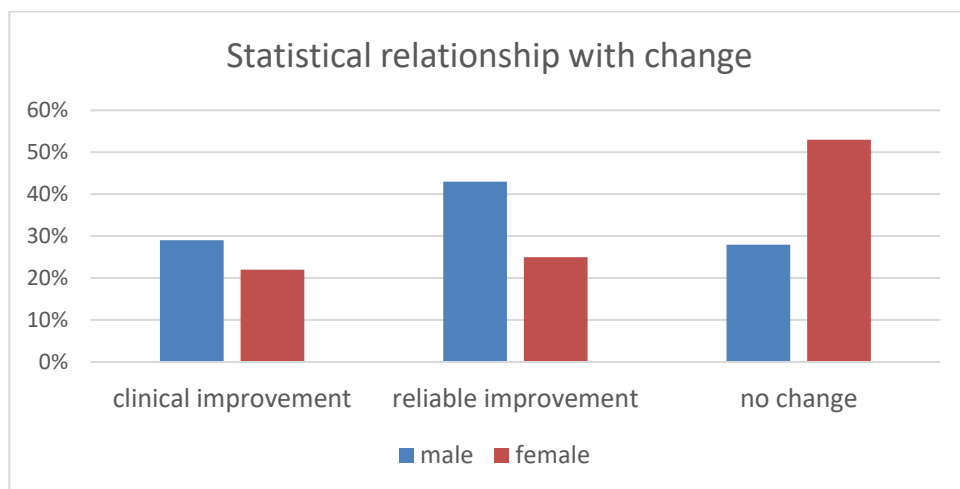


It is interesting that alongside mental health, the area most affected by those initially seeking our support is still relationships. We have always recognised that social and cultural factors are an integral part of mental health, a position being accepted more widely now. We are obviously concerned that the economic downturn may prevent many from seeking the help they need in this area, but are heartened by the increase in the number of couples coming through to us before the pressures they are experiencing have done irrevocable harm. This is particularly so in the case of some who are struggling having had children through lockdowns; an event which was not previously projected for this time in their relationship.

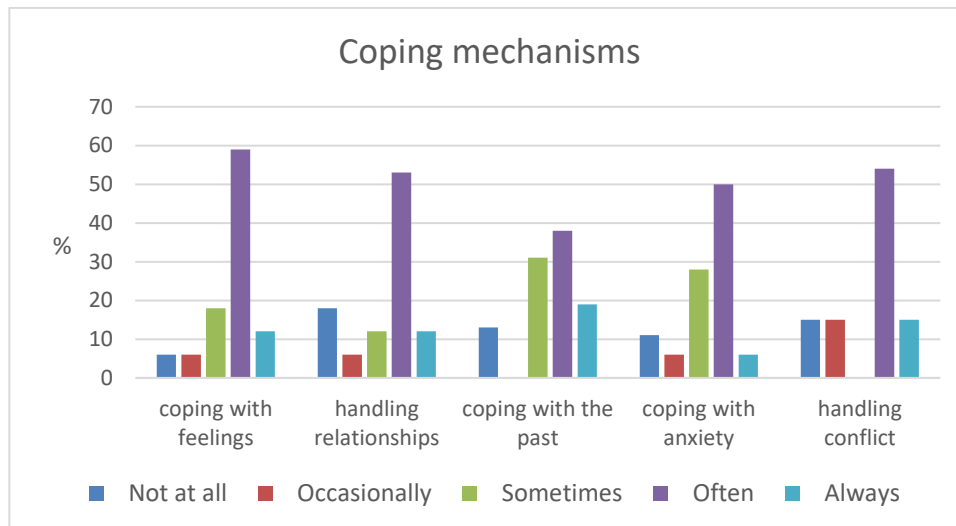
Outcomes

Looking at our CORE data, a nationally standardised outcome measure used in the NHS and many other organisations, we have two separate measures of change: that of the population who have moved from what is categorised as a clinical population relative to serious mental health issues to a non-clinical state, and those who have made a statistically reliable improvement. One issue which we have had over this year is that the online nature of some interactions with us has meant that we have not always secured the closing paperwork which we need to provide this data. There will always be some people who leave the service unexpectedly because of personal issues, but we are looking to improve our procedures to maximise the information upon which we base our service going forward.

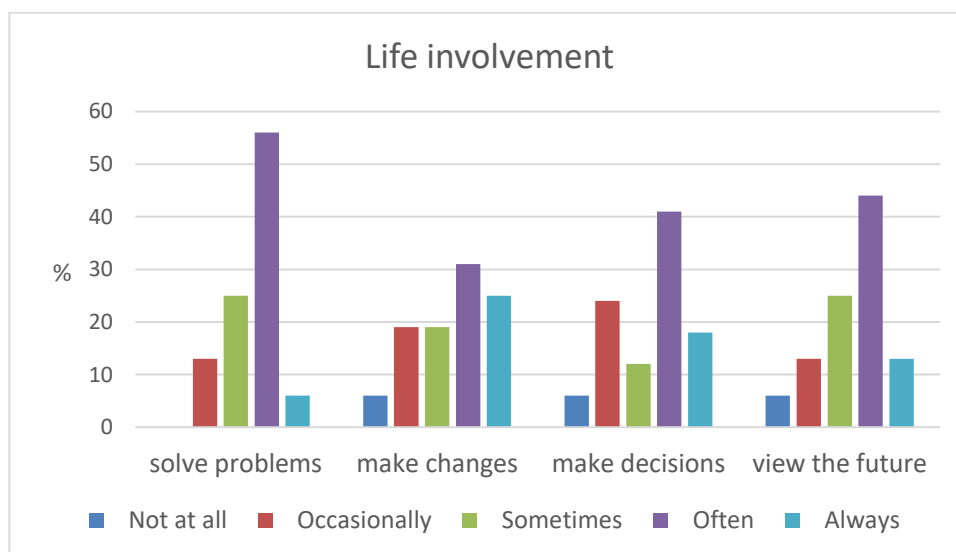
Of those for whom we have complete data sets, 83% would be deemed to have had a clinically significant mental health issue, 3% being deemed to be at significant risk. Our ability to offer long-term work with experienced therapists is crucial, particularly for this latter group. It is interesting that this year we see greater clinical improvement in men than in women. To some extent this reflect the greater likelihood of men to be experiencing complex mental health issues as indicated in the chart above. However we have to remember that for those where no change is indicated statistically there are still improvements in various areas of their experience which is picked up by our more qualitative feedback measures.



The areas where clients felt real benefit were many. We have looked at their feedback and the charts below focus upon three main areas: their coping mechanisms, their sense of involvement with life, and an awareness of personal growth. We present these latter more qualitative responses as they demonstrate where our service, with its openness to long-term and exploratory work, often differs from a more medical model of symptom reduction.

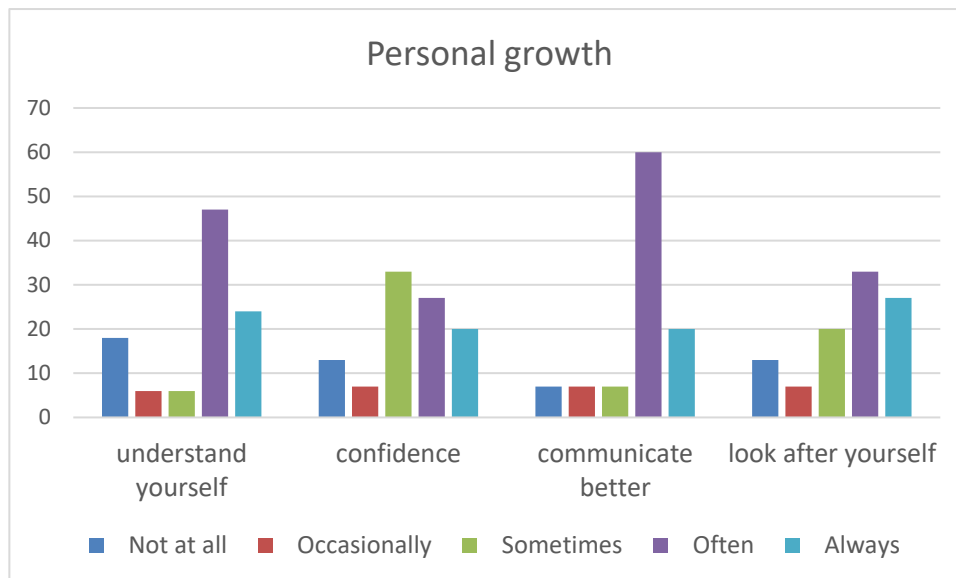


In looking at the data in these tables it is important to realise that when a client has said that they were not helped at all in a particular area, it may mean that this was not an area which had troubled them previously, rather than the therapy was of no help. Certainly, if we look at the table above, we know that many clients were not in a situation where they were experiencing conflict, although many who were found the work helpful.



One area which has been highlighted by the pandemic for people's mental health is their sense of agency and their feeling of involvement in the future. For most who went through therapy with us there was an increased confidence in their ability to engage with the challenges which life was facing them with, although their view of the future was perhaps realistically still compromised by the actuality of the political and economic environment.

It is reassuring that many find the experience of therapy one of personal growth, particularly in their self-understanding. This is an outcome which has long term consequences for their lives. That most also feel able to communicate better bodes well for the relationships which many were struggling with. Coupled with an increased ability to look after themselves, these clients seem to have developed the resilience which we all look for, and which will see them moving forward with a greater sense of well-being, more at ease with themselves and others.



New initiatives

Staff

The past year has confirmed us in our intention to appoint a Development Officer. The primary focus of this part-time post over the first year will be the strengthening and widening of income streams for the charity. This will involve becoming familiar with the service and how it functions, reviewing present resources and how achieved, and initiating new developments including the writing of funding bids for service development.

The Development Officer will work alongside the Operational Management Team, the Strategy Group and Funding and Marketing Groups, but will be expected to work independently on the different aspects of their role. This is a developing role with the potential for increased hours from the initial 12 which we have funded.

Liaison

We are aware that many other organisations are now working to support those with emotional difficulties in different ways and we are always open to approaches for support from organisations. We are working in partnership with the Wildlife/Nature Trust to supervise staff working with supported volunteers and the new role of Development Officer will look to develop this area of our service further.

Community

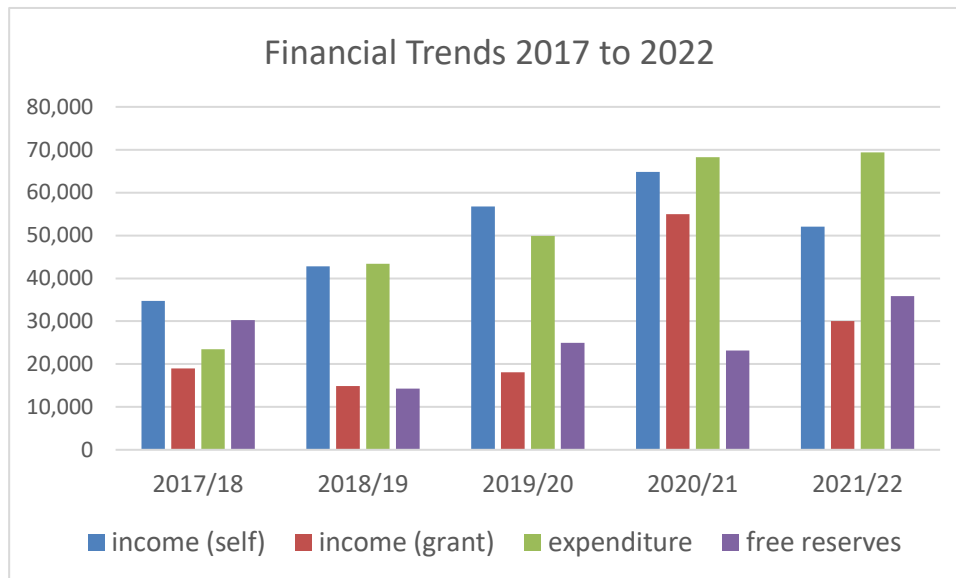
In January 2022 we provided welfare support to the Citizens' Assembly on Climate Change. We will be following the theme with a study day looking at Climate Anxiety.

Website

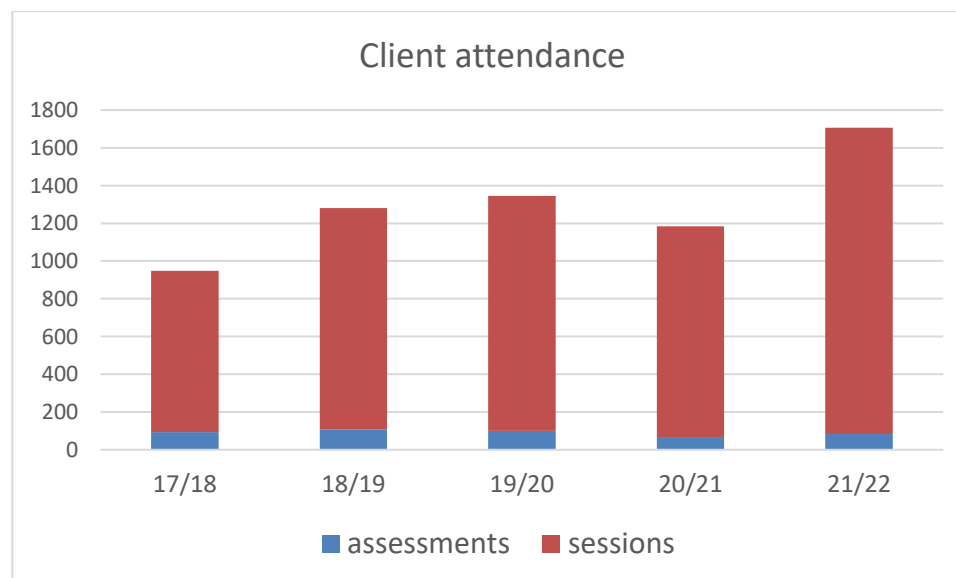
The new website is now functional and has moved us some way to reaching a younger client group. Through the website we also give advice on self-help to individuals, developing material which can support and direct those who may be uncertain what they want or need. This coming year we hope to develop a staff area where documentation such as our policies and procedures and the staff handbook can be accessible and kept up to date.

FINANCIAL REVIEW

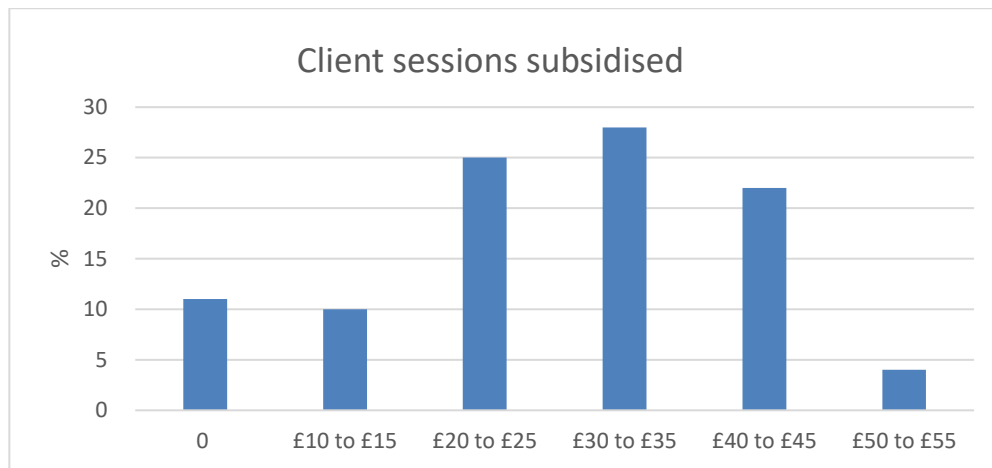
Like most third sector organisations, the past year with its economic downturn has provided its share of financial challenges. This year we raised just over £30,000 from external sources. The Herefordshire Community Resilience Fund helped to fund the work with the disadvantaged, but monies from local trusts was for project work and thus did not contribute to core running costs.



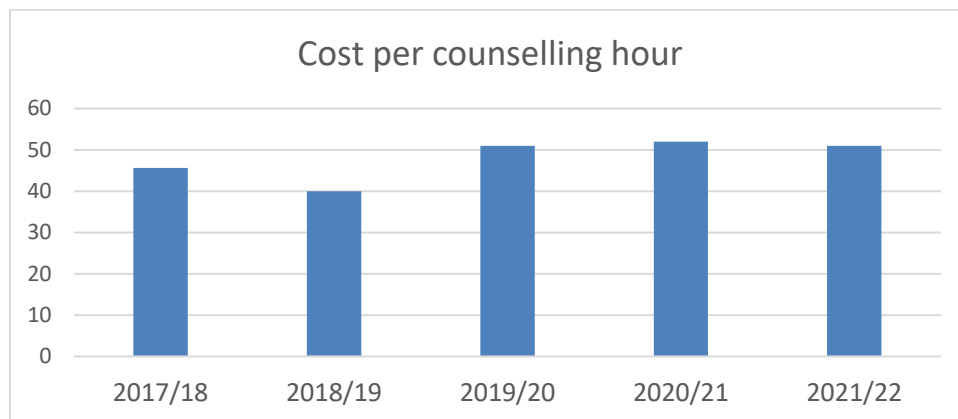
One impact of covid has been the drop in income from room hire. The need to stop study days also meant no income here. However, the number of people coming through to us has recovered from the last year and continued the previous trend, but this was both positive and negative for us.



As seen below only 11% of sessions were unsubsidised, 54% of clients paying less than 50% of the fee which we had kept at £60 despite continued increased costs to ourselves for hygiene precautions. This meant a constant search for external funding, which we recognise will be ongoing. However, we have been able to sustain the income from gift aid through the increase in the number of sessions, despite a decrease in the percentage of people in employment.



The chart below shows the cost to the service per counselling hour. This has remained fairly stable since covid although subject to some changes, for example staff increases matching increased income from more sessions.



CHALLENGES OF THE PAST YEAR

It has been a busy year. Obviously meeting our ongoing costs with less self-generated income is a concern. More energy has gone in to fund-raising, but with grant givers themselves facing financial reductions in investments there is less funding available and increasing numbers of organisations seeking support. HVOSS has re-established its seminars on funders and we are seeking a volunteer who can keep us informed of those opportunities which are out there. An increased awareness of mental health issues has meant that funding has increased in this area, but this has meant many organisations turning to this target group to increase their income streams. Hopefully a blessing for those impacted, but arguably a challenge for more established services such as ourselves as new initiatives are often more attractive to funders.

One disappointment for us this year was our inability to move forward with plans for groupwork with people experiencing long-covid. Surprisingly, despite wide as well as targeted publicity with both statutory and third sector organisations, we have not had the interest or uptake we had anticipated to justify moving forward with our original project objectives. Given the 20,000 estimated cases in Herefordshire it is interesting that NHS initiatives have also not been taken up as one might have expected. Importantly, we are still receiving reports that people who are struggling with long-covid are finding it difficult to access appropriate support. Two conclusions appear appropriate at this point: that publicity through previously effective routes has not enabled

us to reach those who we would wish; and that there are barriers to people coming forward for psychological rather than medical support in this context.

In light of our experience and review we now propose reframing and restructuring what we offer. Whilst we felt it was necessary initially to pilot different approaches, time has moved on and from our review we anticipate more success with a simpler format, one that targets a wider group of people with long-term health conditions. This reflects research which has shown there is a significant cross over of symptoms experienced in such conditions with those of long-covid. The importance of the psychological element in dealing with chronic pain, for example, has long been appreciated, and seeking support in a broader context may be less likely to raise issues of stigma ('its all in the mind' etc.) which can still be present.

ADMINISTRATION & CLINICAL GOVERNANCE

With the help of the new admin assistant we have been working on the consolidation of policies and administrative procedures prior to the implementation of the CMS. As well as improving communication with clients and within the organisation, this has enabled us to become more aware of the challenges which working remotely created in regard to client payments. A tightening of our procedures here is already seeing improvement.

Remote working has had positive outcomes as well as the more negative indicated above. With the extra hours available through the admin assistant, we have been able to staff the office as well as allow the flexibility of some home working. This has enabled us to respond more quickly to enquiries and queries than before.

With regard to governance we have been pleased that the appointment of a trustee as Treasurer has enabled us to increase the feedback to Board meetings, giving more information upon which to base discussions. New trustees have been settling in and getting to know us. This facilitates our learning from the experience they bring with them.

LOOKING TO THE FUTURE

With less support for organisations now in relation to covid, we have needed to review our strategy moving forward. One aspect of this has been the decision to create a Development Officer role to look at our funding streams and pursue new initiatives. Initial funding for the post was achieved, as well as the funding for beginning to establish a new Client Management System. Although this has necessitated extra work, we are confident that both measures will, in the long-term, help to lessen the pressures on administration and facilitate our work and its monitoring.

HOW TO CONTACT US

At MCS we welcome input from any interested people. This can be achieved formally by becoming a member of the organisation or a volunteer, or informally through contacting us via email at marches.counselling@gmail.com, and/or through a phone call: 01432 279906.

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd
Report of the Trustees and Unaudited Financial Statements
For the year ended 31 March 2022

Marches Counselling Service Ltd
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For the year ended 31 March 2022

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Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2022

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2022. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2022

ACHIEVEMENTS AND PERFORMANCE

This has been a year of consolidation following the roller-coaster of the pandemic. Although the coronavirus is still with us and concerns around health appear to have receded, we are now faced with a cost of living crisis. This has already had a direct impact upon many of those who seek our help. Of the 1755 hours of therapy we provided this year only 11% were unsubsidised. This is very different from pre-covid levels when we were able to cover over 90% of our core expenditure by our self-generated income.

Most important in attracting clients has been our continued ability to see people promptly once they have contacted us. In contrast to the statutory services locally, an increase in staff numbers has allowed us to offer most clients a start date within days rather than months. It is vital that people are able to access support at the right time for them.

"Counselling helped clarify my mind, cleared the jumble of thoughts of anxieties, and showed me the way forward. I was in a very bad place last year, both physically and mentally. I now feel strong, calm and able to control my future."

That our way of working is also appreciated is clear from feedback.

"Very positive experience. Don't get rid of the option of online work - very good for access, especially for those in rural areas. Excellent that returns are allowed without going back to 'square one'. Excellent that number of sessions is not limited."

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. As well as affecting immediate family and friends, after therapy many clients are more able to function well in home, workplace and community. This is of particular importance with pressures upon families increasing and employment issues around the pandemic.

"The counselling helped me be a better parent going forwards."

"The counsellor was a wonderful person to reflect with over the past year, the sessions have enabled me to unpick my identity and find myself in the world around me."

Many people struggled to accept the impact of the pandemic, which for some made them aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

"The counsellor was a very good listener and understanding of the difficulties I was facing at this particular time in my life. The sessions provided a really useful forum to reflect and think things over during an extraordinary time personally, professionally and as a society during the covid pandemic, the circumstances of which have had a significant effect upon me and my family."

FINANCIAL REVIEW

With less support for organisations now in relation to covid, we have needed to review our strategy moving forward. One aspect of this has been the decision to create a Development Officer role to look at our funding streams and pursue new initiatives. Funding for the post was sought, as well as the funding for beginning to establish a new Client Management System. Although this has necessitated extra work, we are confident that both measures will, in the long-term, help to lessen the pressures on administration and facilitate our work and its monitoring.

The increased number of people coming through to us has continued, which was both positive and negative for us. As noted above only 11% of sessions were unsubsidised, 54% of clients paying less than 50% of the fee which we had kept at £60 despite continued increased costs to ourselves for hygiene precautions. This meant a constant search for external funding, which we recognise will be on-going.

Reserves

We are aware that the reserves built up previously continue to be compromised by the on-going financial situation. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus continued to spend time in developing the strategic planning which can sustain the service as we go forward and have been aided in this by the input from new trustees with both financial and managerial experience.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2022

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

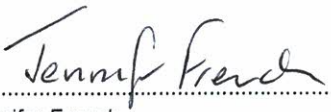
The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Laurence Austin
(Resigned: 19 October 2021)
Frankie Farrell
Marc Leppard
(Appointed: 19 October 2021)
Graham Thomas
(Appointed: 19 October 2021)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


.....
Jennifer French

12 September 2022

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2022

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2022.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

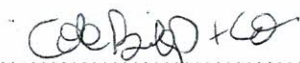
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act').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

Independent examiners statement

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

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

12 September 2022

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2022

	Notes	Unrestricted funds £	2021 £
Income and endowments from:			
Donations and legacies	2	30,038	73,629
Charitable activities	3	63,179	28,264
Other trading activities	4	2,325	599
Investments	5	36	14
Total		95,578	102,506
Expenditure on:			
Charitable activities	6	(89,723)	(79,376)
Total		(89,723)	(79,376)
Net income		5,855	23,130
Reconciliation of funds			
Total funds brought forward		91,013	67,883
Total funds carried forward		96,868	91,013

Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2022

	Notes	2022 £	2021 £
Fixed assets			
Tangible assets	9	594	792
		594	792
Current assets			
Cash at bank and in hand		102,427	93,567
		102,427	93,567
Creditors: amounts falling due within one year	10	(6,153)	(3,346)
Net current assets		96,274	90,221
Total assets less current liabilities		96,868	91,013
Net assets		96,868	91,013
The funds of the charity			
Unrestricted income funds	11	96,868	91,013
Total funds		96,868	91,013

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

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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



.....
Jennifer French
Trustee

12 September 2022

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2022

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2022 £	2021 £
Unrestricted funds		
Donations received	20,167	18,640
Grants received	9,871	54,989
	30,038	73,629

3. Income from charitable activities

	2022 £	2021 £
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	58,588	24,389
Supervision fees	4,591	3,875
	63,179	28,264
	63,179	28,264

4. Income earned from other activities

	2022 £	2021 £
Unrestricted funds		
Room hire and sundry income	2,325	599
	2,325	599

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

5. Investment income

	2022	2021
	£	£
Unrestricted funds		
Bank interest receivable	36	14
	36	14

6. Costs of charitable activities by fund type

	2022	2021
	£	£
Unrestricted funds		
Counselling and supervision	43,255	36,068
Support costs	46,468	43,308
	89,723	79,376

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2022	2021
	£	£
Depreciation of owned fixed assets	198	263

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2021	2,177
At 31 March 2022	2,177
Depreciation	
At 01 April 2021	1,385
Charge for year	198
At 31 March 2022	1,583
Net book values	
At 31 March 2022	594
At 31 March 2021	792

10. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	4,823	2,070
Other creditors	700	700
Accruals and deferred income	630	576
	6,153	3,346

11. Movement in funds

Unrestricted Funds

	Balance at 01/04/2021 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2022 £
<i>Designated</i>					
Nationwide deposit account	22,597	36	-	-	22,633
<i>General</i>					
Accumulated general funds	68,416	95,542	(89,723)	-	74,235
	91,013	95,578	(89,723)	-	96,868

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

Unrestricted Funds - Previous year

	Balance at 01/04/2020	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2021
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	10,583	14	-	12,000	22,597
<i>General</i>					
Accumulated general funds	57,300	102,492	(79,376)	(12,000)	68,416
	67,883	102,506	(79,376)	-	91,013

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account is reserved for the restructuring of the organisation and its services, should that be required.

12. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	594	73,641	74,235
<i>Designated</i>			
Nationwide deposit account	-	22,633	22,633
	594	96,274	96,868

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	792	67,624	68,416
<i>Designated</i>			
Nationwide deposit account	-	22,597	22,597
	792	90,221	91,013

13. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2022

	2022	2021
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	20,167	18,640
Grants receivable	9,871	54,989
	30,038	73,629
Charitable activities		
Counselling fees	58,588	24,389
Supervision fees	4,591	3,875
	63,179	28,264
Other trading activities		
Room hire and sundry income	2,325	599
	2,325	599
Investments		
Bank interest receivable	36	14
	36	14
Total incoming resources	95,578	102,506
EXPENDITURE		
Charitable activities		
Assessment	(3,090)	(1,990)
Supervision	(8,445)	(8,058)
Counsellors' fees	(27,500)	(21,840)
Volunteers' payments (expenses only)	(4,220)	(4,180)
	(43,255)	(36,068)
SUPPORT COSTS		
Establishment costs		
Rent	(9,185)	(6,790)
Lighting and heating	(2,211)	(2,327)
Repairs and renewals	(125)	(142)
	(11,521)	(9,259)
Administrative costs		
Administration	(24,185)	(17,263)
Clinical management	(5,479)	(4,940)
Recruitment and training costs	-	(5,104)
Workshop expenses	-	(296)
Public liability insurance	(100)	(100)
Subscriptions	(744)	(1,004)
	(30,508)	(28,707)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2022

Communications and IT		
Telephone and internet	(979)	(825)
I.T. costs	(1,707)	(713)
	(2,686)	(1,538)
Accountancy fees		
Accountancy fees	(630)	(576)
	(630)	(576)
Other office costs		
Depreciation - owned assets	(198)	(263)
Postage and stationery	(651)	(588)
Advertising	(79)	(2,037)
General expenses	(195)	(340)
	(1,123)	(3,228)
Total resources expended	(89,723)	(79,376)
Net Income	5,855	23,130

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd
Report of the Trustees and Unaudited Financial Statements
For the year ended 31 March 2022

Marches Counselling Service Ltd
Contents Page
For the year ended 31 March 2022

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Independent Examiner's Report to the Trustees	4
Statement of Financial Activities	5
Statement of Financial Position	6
Notes to the Financial Statements	7 to 11
Detailed Statement of Financial Activities	12 to 13

Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2022

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2022. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2022

ACHIEVEMENTS AND PERFORMANCE

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"The counselling helped me be a better parent going forwards."

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Many people struggled to accept the impact of the pandemic, which for some made them aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

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With less support for organisations now in relation to covid, we have needed to review our strategy moving forward. One aspect of this has been the decision to create a Development Officer role to look at our funding streams and pursue new initiatives. Funding for the post was sought, as well as the funding for beginning to establish a new Client Management System. Although this has necessitated extra work, we are confident that both measures will, in the long-term, help to lessen the pressures on administration and facilitate our work and its monitoring.

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Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2022

Recruitment and appointment of trustees

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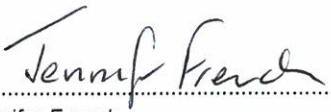
The trustees and officers serving during the year and since the year end were as follows:

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Lorraine Slane
Elizabeth Lloyd
Laurence Austin
(Resigned: 19 October 2021)
Frankie Farrell
Marc Leppard
(Appointed: 19 October 2021)
Graham Thomas
(Appointed: 19 October 2021)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by


.....
Jennifer French

12 September 2022

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2022

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2022.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

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



Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

12 September 2022

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2022

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Marches Counselling Service Ltd
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As at 31 March 2022

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- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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



Jennifer French
Trustee

12 September 2022

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2022

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

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Supervision fees	4,591	3,875
	63,179	28,264
	63,179	28,264

4. Income earned from other activities

	2022 £	2021 £
Unrestricted funds		
Room hire and sundry income	2,325	599
	2,325	599

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

5. Investment income

	2022	2021
	£	£
Unrestricted funds		
Bank interest receivable	36	14
	36	14

6. Costs of charitable activities by fund type

	2022	2021
	£	£
Unrestricted funds		
Counselling and supervision	43,255	36,068
Support costs	46,468	43,308
	89,723	79,376

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2022	2021
	£	£
Depreciation of owned fixed assets	198	263

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2021	2,177
At 31 March 2022	2,177
Depreciation	
At 01 April 2021	1,385
Charge for year	198
At 31 March 2022	1,583
Net book values	
At 31 March 2022	594
At 31 March 2021	792

10. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	4,823	2,070
Other creditors	700	700
Accruals and deferred income	630	576
	6,153	3,346

11. Movement in funds

Unrestricted Funds

	Balance at 01/04/2021 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2022 £
<i>Designated</i>					
Nationwide deposit account	22,597	36	-	-	22,633
<i>General</i>					
Accumulated general funds	68,416	95,542	(89,723)	-	74,235
	91,013	95,578	(89,723)	-	96,868

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

Unrestricted Funds - Previous year

	Balance at 01/04/2020	Incoming resources	Outgoing resources	Transfers	Balance at 31/03/2021
	£	£	£	£	£
<i>Designated</i>					
Nationwide deposit account	10,583	14	-	12,000	22,597
<i>General</i>					
Accumulated general funds	57,300	102,492	(79,376)	(12,000)	68,416
	67,883	102,506	(79,376)	-	91,013

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account is reserved for the restructuring of the organisation and its services, should that be required.

12. Analysis of net assets between funds

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	594	73,641	74,235
<i>Designated</i>			
Nationwide deposit account	-	22,633	22,633
	594	96,274	96,868

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2022

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	792	67,624	68,416
<i>Designated</i>			
Nationwide deposit account	-	22,597	22,597
	792	90,221	91,013

13. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2022

	2022	2021
	£	£
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	20,167	18,640
Grants receivable	9,871	54,989
	30,038	73,629
Charitable activities		
Counselling fees	58,588	24,389
Supervision fees	4,591	3,875
	63,179	28,264
Other trading activities		
Room hire and sundry income	2,325	599
	2,325	599
Investments		
Bank interest receivable	36	14
	36	14
Total incoming resources	95,578	102,506
EXPENDITURE		
Charitable activities		
Assessment	(3,090)	(1,990)
Supervision	(8,445)	(8,058)
Counsellors' fees	(27,500)	(21,840)
Volunteers' payments (expenses only)	(4,220)	(4,180)
	(43,255)	(36,068)
SUPPORT COSTS		
Establishment costs		
Rent	(9,185)	(6,790)
Lighting and heating	(2,211)	(2,327)
Repairs and renewals	(125)	(142)
	(11,521)	(9,259)
Administrative costs		
Administration	(24,185)	(17,263)
Clinical management	(5,479)	(4,940)
Recruitment and training costs	-	(5,104)
Workshop expenses	-	(296)
Public liability insurance	(100)	(100)
Subscriptions	(744)	(1,004)
	(30,508)	(28,707)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2022

Communications and IT		
Telephone and internet	(979)	(825)
I.T. costs	(1,707)	(713)
	(2,686)	(1,538)
Accountancy fees		
Accountancy fees	(630)	(576)
	(630)	(576)
Other office costs		
Depreciation - owned assets	(198)	(263)
Postage and stationery	(651)	(588)
Advertising	(79)	(2,037)
General expenses	(195)	(340)
	(1,123)	(3,228)
Total resources expended	(89,723)	(79,376)
Net Income	5,855	23,130

Accounts



Marches Counselling Service

ANNUAL REPORT 2020 - 2021

Marches Counselling Service, 57 St Owen Street, Hereford, HR1 2JQ Tel: 01432 261493
Registered Charity No. 1140780 Company No. 7471763

Trustees Introduction

This year has seen many changes. Although there have been difficult and challenging experiences, we are pleased to be entering another 5 years of accreditation with the BACP, with staff newly trained and experienced in working remotely. This has not come easily, and we are grateful for the way in which all our staff embraced new working practices, and perhaps most importantly the need for rigorous health and safety precautions. We are especially grateful that to date there has been no linking of covid19 infection with our service.

However, the social and economic climate which has resulted from the pandemic creates new pressures for the service. Some we might see as eventually becoming creative, but for the time being the UK is experiencing the number of individuals living with depression almost doubling (OFNS June 2020), and the prescribing of anti-depressants has reached an unprecedented high – 4 million more than in 2019, costing the country an additional £113 million at a time when the economy is shrinking.

“The rising prescription costs for ADs during COVID-19 pandemic is a potential cause of concern and highlights an urgent need for mental health interventions in the country. In particular, the increasing use in adolescents and younger adults needs attention, who are at a higher risk of life-threatening adverse drug reactions.”

Not only weight gain, but violence, akathisia, and suicidal thoughts are the commonly reported side-effects of anti-depressants, particularly in adolescents and young adults. A review based on the data submitted to the Medicines and Healthcare products Regulatory Agency (MHRA) showed an increased rate of suicide during early treatment with anti-depressants, particularly SSRIs. Similarly, a meta-analysis of 100,000 patients using anti-depressants concluded that the risk of suicide doubled in children and adolescents. (<https://doi.org/10.1007/s40199-021-00390-z> / Published online: 13 March 2021 D)

Particularly at this time, with fears around infection and the consequent reduction of much face to face contact with support agencies, drugs have been the treatment of choice for many hard-pressed GPs. Drugs have been the mainstay of psychiatric treatments since the 1950s. It is still assumed that the major types of drug used in psychiatry work to reverse, or partially reverse, underlying disease progress in a ‘disease-centred’ model, yet an All-Party Parliamentary Group for Prescribed Drug Dependence found little evidence to support this. They concluded that where psychiatric drugs produce helpful effects, they are best thought of as a temporary tool or coping mechanism that can be a precursor to psychological change. (2019)

As a service providing psychological therapies, which has continued to see the most vulnerable face-to-face where remote work has not been possible, we know this to be so. Unsurprisingly, there has been an increasing demand for our service. The challenge in meeting this over coming years will not be simply logistical, but also stretch us financially. The success of fundraising over the past 18 months will need to be duplicated as we move forward if we are to continue to support the most disadvantaged in our community.

This past year has shown us that the commitment to do so is strong. Our thanks to all who have been involved.

OUR SERVICE

“Counselling helped clarify my mind, cleared the jumble of thoughts of anxieties, and showed me the way forward. I was in a very bad place last year, both physically and mentally. I now feel strong, calm and able to control my future.”

“Being able to look at the past and put it in order. Knowing someone was going to be there I could hold onto feelings and then discuss them. Think more clearly.”

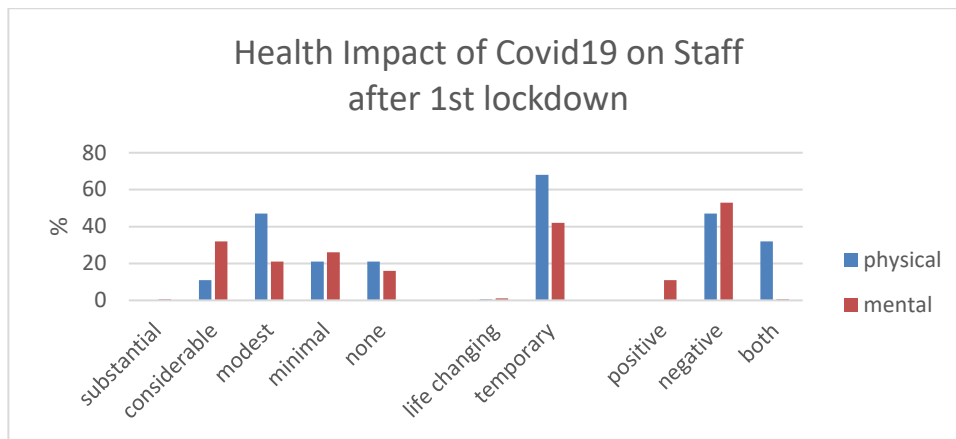
“Everyone I've had contact with has been understanding and helpful. I feel I've made a huge amount of progress with the counsellor's support.”

A recent Healthwatch survey in Herefordshire indicated people's frustration with difficulty in accessing mental health services, in particular being able to see someone face to face. Apart from the first lockdown, over the year MCS has provided face to face contact for vulnerable people where remote working was inappropriate or impossible. The majority of those who have been seeking referral with us over past months are asking to be seen in person. This in part reflects the absence of in-person contacts from other services, often generating more anxiety. Over the first lockdown we supported our staff to train in remote working, and have been fortunate that most have now also returned to face to face therapy. This is important as research studies have clearly indicated that one of the most important factors for success is the relationship with the therapist.

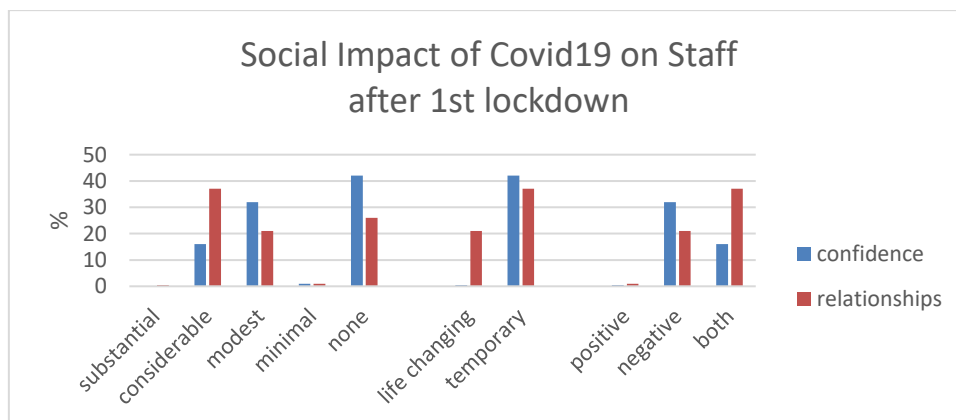
Impact of the pandemic upon staff

Obviously, it has not all been plain sailing. The sudden change to a remote way of working, either by telephone or internet platform, created challenges in providing appropriate guidelines for staff and collecting standard data needed to monitor the service. BACP, and the training organisations involved with some of our counsellors, were themselves struggling. Therapists were faced with keeping up with changing protocols and documentation necessitated by the new health and safety guidelines, which could change at any time. Sadly, this meant that we did not obtain complete data sets from all who came to us for support. Understandably, priorities sometimes meant that only limited time was spent chasing data and it has taken time to establish new procedures. We were fortunate that the six months support from the Coronavirus Community Fund underwrote our paying a homeworking fee to staff when working remotely, which we have continued. Although we are confident that we are now moving forward with appropriate systems in place, it has highlighted for us the need to update our I.T. systems as soon as possible, to both relieve pressure upon staff and facilitate monitoring.

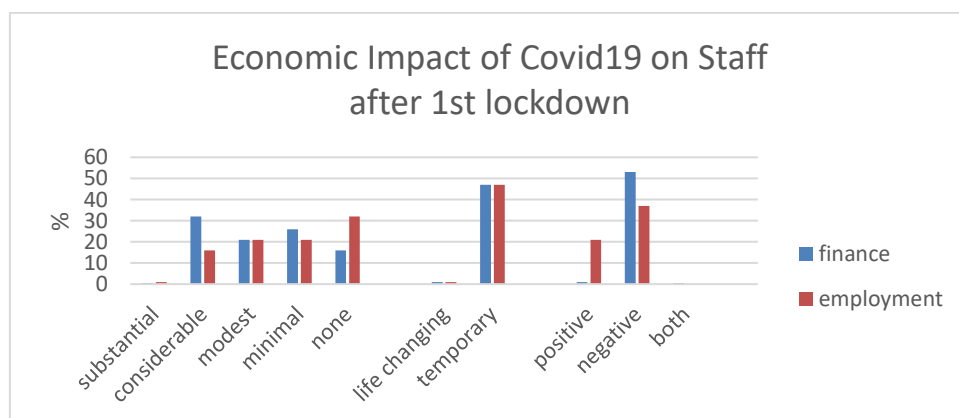
An additional piece of data collection has been monitoring the impact of the pandemic upon those who have come to us for support. Data collection here is ongoing. We also recognise that our staff have not been immune to the practical and emotional challenges of this past year. Relationships with clients are not the only area to suffer, there are also the personal. A number of staff members are caring for elderly relatives, disabled family members, or children, from babies to teenagers. They have real personal experience of the vulnerabilities which have been highlighted in this pandemic. The following charts which illustrate staff experience look at areas which have been highlighted as important for understanding the impact of the virus.



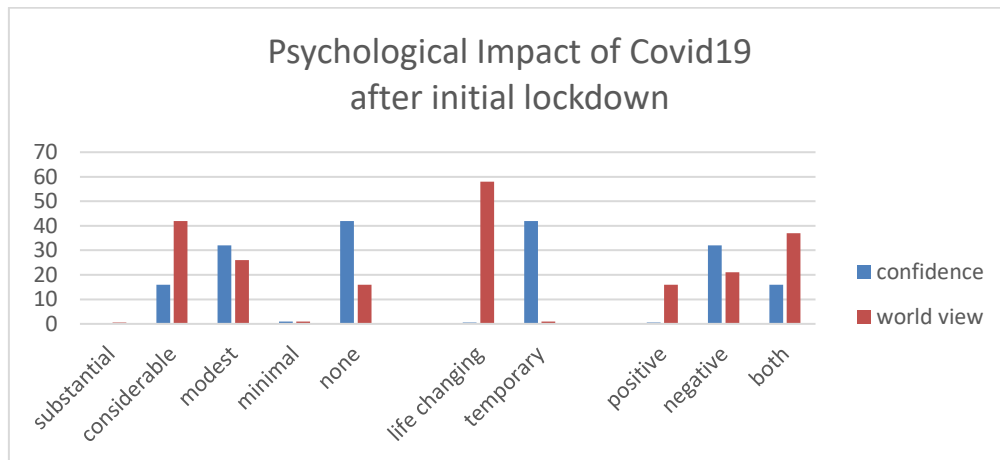
Aside from people's physical health, concern has grown about mental health and the long-term psychological impact which both economic and social constraints will have. Those working with people struggling with their mental health in this environment are also experiencing additional challenges. With a pandemic, the anxiety and fears which have arisen for many, particularly those with pre-existing mental health issues, can resonate for those working with them as no one is immune. We were grateful that the Wye Valley Trust considered our staff front-line workers and as such eligible to receive the vaccine earlier than might otherwise have been the case.



Many of our staff are volunteers, often holding jobs in other areas of the community such as schools and social support. Apart from the increased stress this means they are carrying, they may themselves be in low paid or temporary work situations.



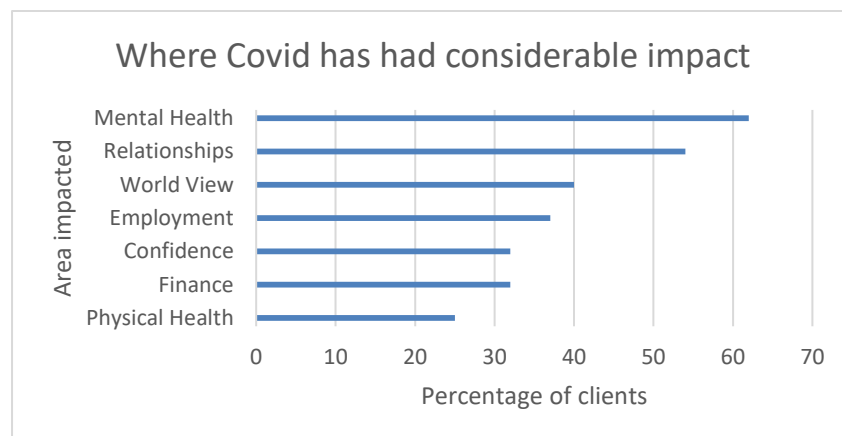
That many of our staff were able to find positive ways of relating to the changes is a testimony to their resilience. Indeed, when we look at the impact upon their world view following these experiences, we see that many have found it life-changing in positive ways.



It is clear that our staff are able to draw upon their lived experience of the pandemic itself, as well as their understanding of how trauma impacts people. We are proud that when many have been questioning what is valuable to them in life and often life-work balance, our staff have maintained their commitment to the work they do within MCS, some even finding extra time and energy to help the organisation work through the practical challenges to its existence.

Client experience

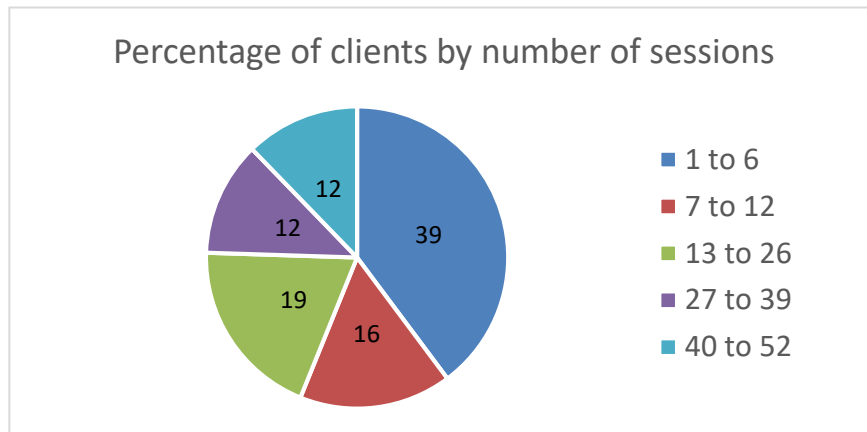
We have initial data from clients on the impact of the pandemic.



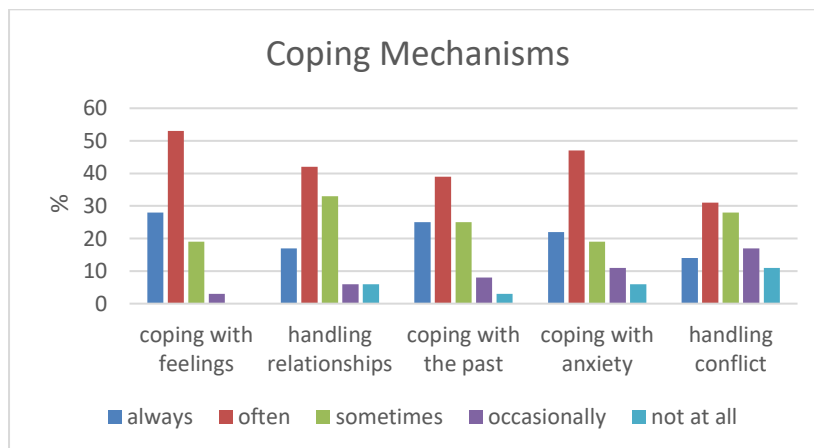
It is interesting that outside of mental health, the area most affected by those initially seeking our support was relationships. We have always recognised that social and cultural factors are an integral part of mental health, a position being recognised more widely now. We can only wait and see as time goes on whether those coming to us will be from the more deprived areas of the county, of which we have in many in Herefordshire, and other areas such as finance will come to the fore. We are conscious that as a charity trying to reach out to these areas we will need to call upon the financial resources of the wider community. Certainly, many more in the country, and indeed the wider global community, are recognising that responsibility for change lies not just within the individual. Working in the field of therapy enables us to make a

contribution to the development of the resilience of those who come to us, and by association the strength of the wider community.

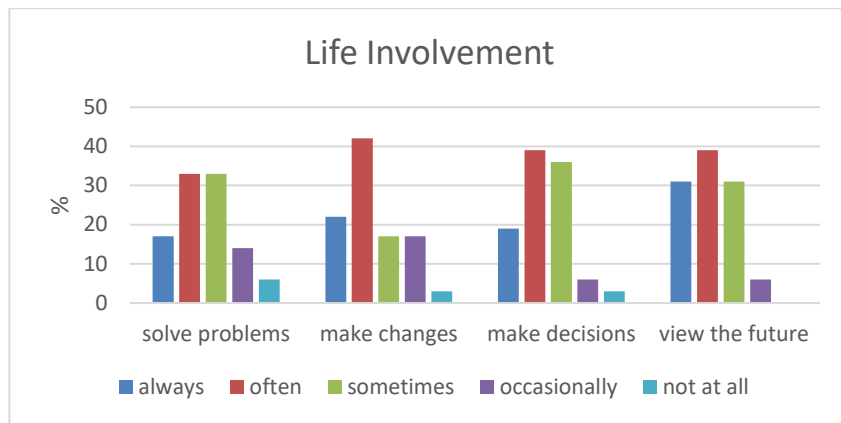
Over this past year, when one might have expected people to be cutting short the number of their therapy sessions because of practical restraints, this does not seem to have been the case. If anything, we seem to have a rise in the number of people staying longer in therapy. To some extent this may reflect the complexity of the issues people now bring the service, with support through the mental health services becoming more difficult.



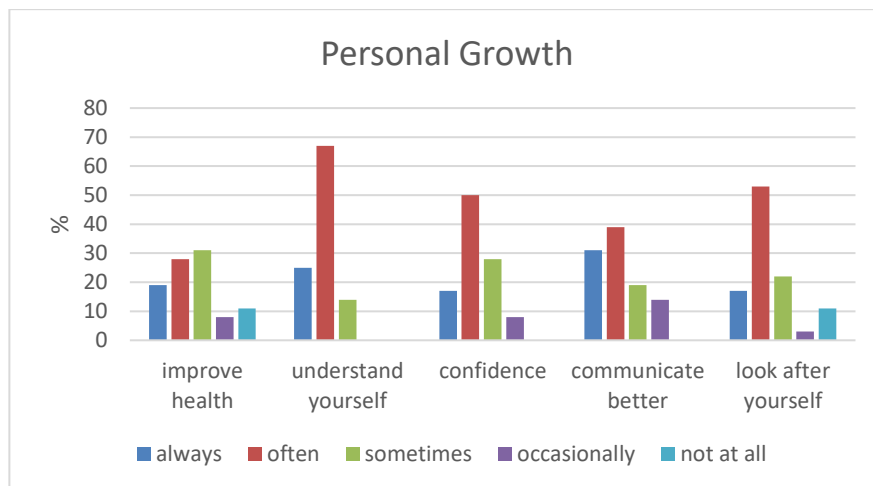
The areas where clients felt real benefit were many. We have looked at their feedback and the charts below focus upon three main areas: their coping mechanisms, their sense of involvement with life, and an awareness of personal growth. We present these latter more qualitative responses as they demonstrate where our service, with its openness to long-term and exploratory work, often differs from a more medical model of symptom reduction.



In looking at the data in these tables it is important to realise that when a client has said that they were not helped at all in a particular area, it may mean that this was not an area which had troubled them previously, rather than the therapy was of no help. Certainly, if we look at the table above, we know that many clients were not in a situation where they were experiencing conflict, although many who were found the work helpful.



One area which has been highlighted by the pandemic for people’s mental health is their sense of agency and their feeling of involvement in the future. For most who went through therapy with us there was an increased confidence in their ability to engage with the challenges which life was facing them with and a more positive view of the future.



It is reassuring that many find the experience of therapy one of personal growth, particularly in their self-understanding. This is an outcome which has long term consequences for their lives. Coupled with an increased ability to look after themselves, these clients seem to have developed the resilience which we all look for, and which will see them moving forward with a greater sense of well-being, more at ease with themselves and others.

Coronavirus Community Fund Project

We were fortunate in receiving lottery managed funding for six months of the past year. This enabled us to underwrite the fees paid to us by clients during this time, as well as establish a fourth supervision group with new staff to support the increased demand for the service. One concern in working through the pandemic was reaching out to those struggling, who would not normally consider counselling as an option for them, either for financial reasons, or because of ignorance of what it might achieve. Part of the funding thus went to looking at how we might reach out through new avenues that were still functional, such as food distribution points. The vehicle we chose for this was an art competition.



Information went out through Hereford Times, social media, schools and colleges, parish magazines, and food distribution points including food banks. The competition ran through December and the winners were announced in the New Year. We were delighted at the participation of one school in particular, which facilitated entries from a range of classes. Given the concern about the impact on children and our own experience of adults who have experienced childhood trauma, it was particularly interesting to see the children's entries.



Image of winner for 12 & under category

"Thank you for letting us know about Samuel winning the 12 and under category. He is over the moon. You have made one boy very happy indeed."

Image of winner 13-18

From the 13-18 age range: *"Z-L's mum here. What lovely news this is for her. She will be over the moon. What a surprise for us also (I hadn't even seen the piece until today!) She has worked so hard during lock down, and this will mean so much to her."*



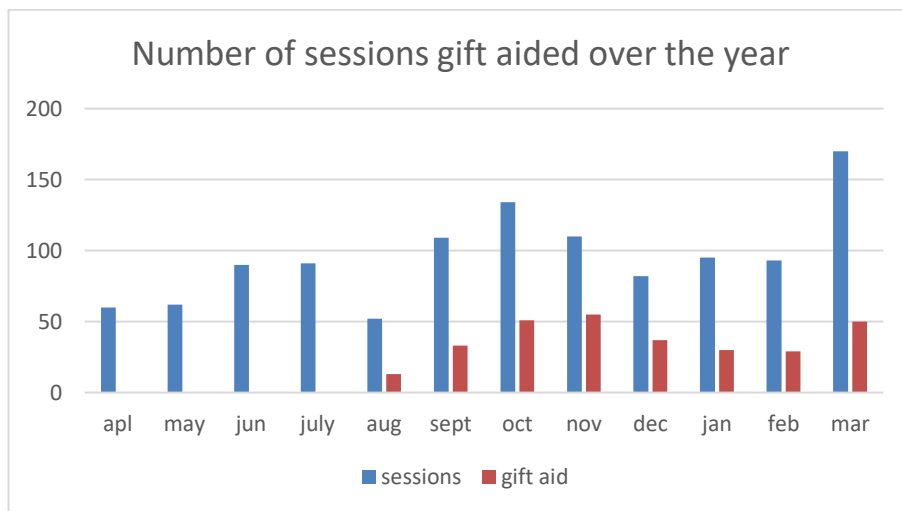
We have had positive feedback from those involved and are looking at how we can build upon the connections made.

FINANCIAL REVIEW

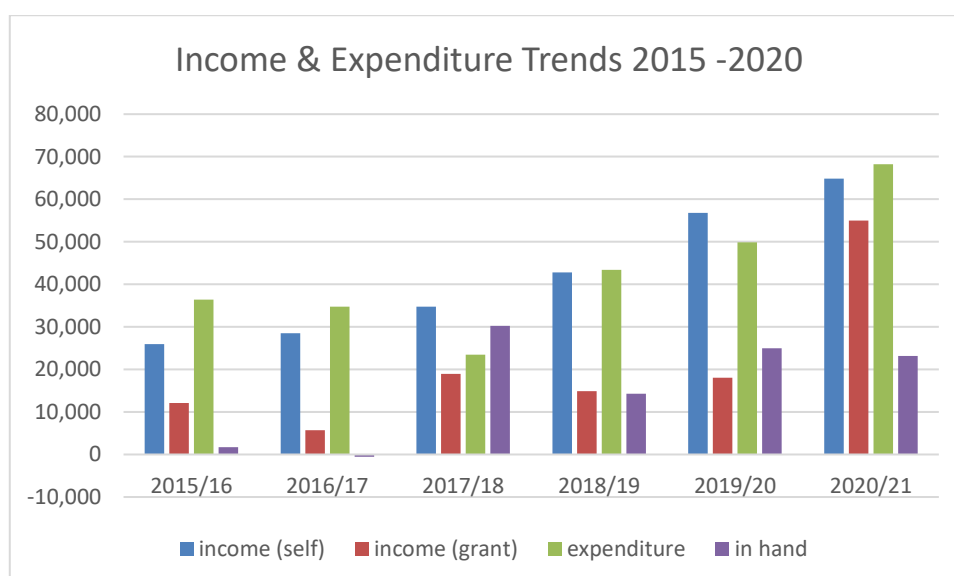
Our objective has always been to reach out to those who are disadvantaged, either financially or by experiences which have impacted upon their ability to cope in an increasingly stressful world. This is very much in keeping with concerns from the pandemic. The groundwork for the Reaching Communities bid which led to our support through the Government Coronavirus Lottery Fund in August 2020, had taken up much of the time of the Funding Group over the year. Sadly, we were not successful with the Reaching Communities bid for support over 4 years, which would have given us a stable financial base to work from. We were encouraged to try again, with more evidence of people at grass roots level wanting our service.

Fortunately, this year we have been successful in a bid to Garfield Weston for support for our concessionary fund. We are aware that if they like what you do with their funding over a year they will consider longer periods of funding. We should thus have two opportunities to explore more long-term support once the pilot outreach and groupwork we will be beginning next year has taken place.

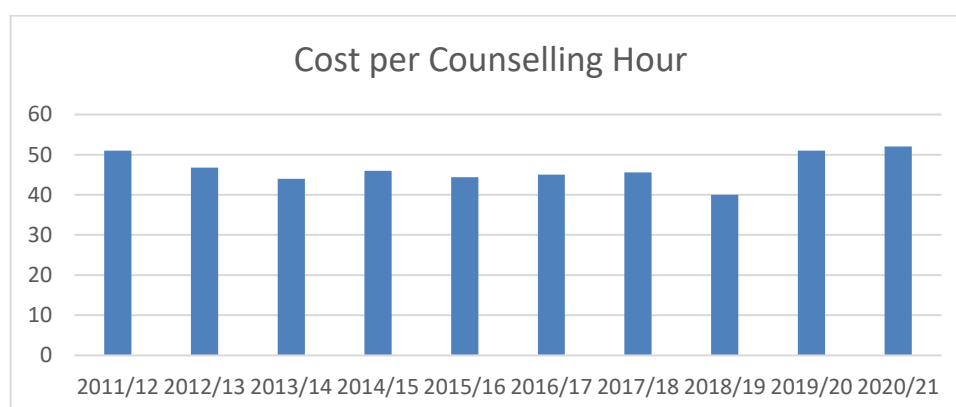
Recognising that funding will be challenging over the next few years we are looking strategically at tapping in to new funding streams. Our first initiative has been founded on the Coronavirus Community Fund grant which paid for many people impacted by the virus to come for therapy. We decided to approach clients who were able to pay a fee to see their contribution to the service as a donation to the concessionary fund. For those who were working this enabled us to claim Gift Aid. Over the year this amounted to an additional income of over £2,000. Although a chore for our administrative staff to record and claim, it was agreed that it was well worthwhile.



We are now reviewing our way forward. We recognise that external funding will be increasingly important over the next few years as the economic impact on our clients will mean lower contributions to the cost of the therapy we offer. Keeping a balance between the need to provide a service to the disadvantaged, and sustaining our work financially, is a continual challenge. We can see below that the income generated by an increasing number of clients kept things in balance from 2015 to 2019, however this is now being outstripped by the increased costs of the growing service.



The chart below shows the cost to the service per counselling hour. You can see that despite increasing costs in basic services we had been seeing the price come down as the number of clients increased. This had enabled us to gradually increase our payments for management and employ the clinical coordinator, thereby making the service more sustainable. Although the costs have increased so we are back to the level when we first established the service, the number of clients coming through and sessions provided have meant that the past year has overall remained stable, despite over one quarter the cost increasing to nearly £75. What is more important is the increasing proportion of clients unable to cover costs and consequently the need for a greater degree of external funding. The Government Coronavirus Lottery grant of £45,555 was the first step in this process.



CHALLENGES OF THE PAST YEAR

Despite the difficulties in the last months of the past year, it was largely a good one for us, allowing us to consolidate our position and plan for developing the service. This meant that when the crisis hit we were able to take stock, and with a committed workforce, look to making the changes needed to continue the service; in particular the new policies and protocols which needed to be put in place to ensure the health and safety of all concerned. We made a number of applications to the emergency funding agencies which sprang up, and were successful in our application for a council grant towards our rent, which with a rent holiday from our landlords made the immediate financial situation in lockdown workable.

The move to remote working was not possible for all clients, nor indeed for all therapists, where individual and family circumstances dictated much of what was possible. The transition was easier for those already qualified, as most training organisations took some time to respond to the needs of their students, understandably wary of an uncertain future. BACP and other professional organisations took the lead in calling for greater flexibility, and providing access to trainings for their members. Generally, the profession pulled together, seeking to support both their members and the clients they worked with.

ADMINISTRATION & CLINICAL GOVERNANCE

One positive result of the pandemic for us has been raising the profile and importance of mental health within the community. Also, people beginning to question their work – life balance and make changes which look out at how they can contribute. In response to our advertising for new trustees to strengthen the governance of the service, we were fortunate to attract the attention of three people with very relevant experience. Two of these have begun working with us and will be officially voted on to the Board at the next AGM. One with the finance experience we have been looking for, and the other with corporate experience which we hope can strengthen our strategic planning for the next few years. Sadly, the pandemic has impacted our existing trustees, one of whom will be retiring at the next AGM as he has become the carer for his wife, and another who although happily still with us, has herself contracted long-covid which is limiting the time she can offer.

LOOKING TO THE FUTURE

Following the range of new policies and protocols put in place for remote working, there was then the preparations needed for the safe return to face to face working as that became possible. Initially one of our counselling rooms was arranged for socially distanced working, then as more demand arose, a second. To facilitate safe use of the rooms by different clients and counsellors, our sessions were lengthened to 90 minutes to allow for adequate airing and sanitising of surfaces.

We were fortunate in receiving the support of the Coronavirus Community Fund for six months from August 2020. The stability this gave us, including the starting of a fourth supervision group to help meet the increased demand for the service, enabled us to ride out much of the initial storm and prepare for the coming year. It is to be hoped that there will be further funding aimed at securing the long-term security of voluntary organisations such as ourselves who will have such an important role to play in the future resilience, health and wellbeing of the communities they support.

HOW TO CONTACT US

At MCS we welcome input from any interested people. This can be achieved formally by becoming a member of the organisation or a volunteer, or informally through contacting us via email at marches.counselling@gmail.com, and/or through a phone call: 01432 279906.

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2021

Marches Counselling Service Ltd
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For the year ended 31 March 2021

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Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2021

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

ACHIEVEMENTS AND PERFORMANCE

Direct benefit - despite lockdowns and an understandable hesitation in people to begin a process in unpredictable times, over the past financial year we provided over 1,180 sessions of therapy. Although, with additional safety requirements and the need to provide expenses for people home-working, the cost of these sessions to us rose to over £70 in one quarter, we have retained our fee level at the previous £60. We are pleased that throughout the challenges of the pandemic we have been able to maintain in person sessions for the most vulnerable, undertaking rigorous cleaning routines and protecting the safety of both staff and clients, with no known cases of covid being associated with attendance at our office.

"I felt I had such a great service. The counsellor made me feel so comfortable and when ruptures arose, I found him really easy to talk to about them. I have made some big changes in my life in the time we have worked together, and the therapy has been a big part of what has helped me do this. These changes sometimes lead to upset, but I feel more able to truly hear and listen to my feelings and try to attend to them. Also, although it feels like a long time ago, the initial assessment really put me at ease and this wouldn't have been possible without the generosity and fee structure of MCS. Much thanks!"

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2021

Achievements against objectives

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. As well as affecting immediate family and friends, after therapy many clients are more able to function well in home, workplace and community. This is of particular importance with pressures upon families increasing and employment issues around the pandemic.

"I think this has given us both the chance to 'hear' each other.. We were both open to counselling, but you have made it so worthwhile and we look forward to going on with life together. Just to say thank you."

"The whole experience has given me a new lease of life. It has also improved my family's lives. Thank you."

Many people struggled to accept the impact of the pandemic, which for some made them aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

"Was a very relaxed environment where I could express exactly how I felt with no judgement - helped me to gain a more positive outlook even when going through difficulties.. feeling more accepting of situations beyond my control."

The pandemic meant that the outreach work we had anticipated had to be postponed. We have begun to rethink our objectives in the light of the pandemic, and feel secure in being able to implement some of our strategic objectives as we move forward into the coming year.

One of our objectives for the year was to attract new trustees. We were pleased to welcome Frankie Farrell in February and have already profited from her experience in the area of service funding and commissioning. The impact of the pandemic has had one positive outcome for us. In raising awareness of the importance of mental health in the community we have been successful in attracting another three new trustees who will join us formally at the next AGM in October. Their combined experience will greatly enhance the development of the organisation in these challenging times.

FINANCIAL REVIEW

The past year has seen us able to weather the financial challenges, partially due to adjustments made to our administration to create a system which enables us to benefit from gift aid. We have yet to achieve the funding necessary to enable us to implement the Client Management System (CMS) we need, but a lot of the preparatory work has been done. Our volunteers who have contributed to this process and give their time and energy to the funding group are greatly valued.

The beginning of 2021, as we expected, has seen a steady increase in the number of people coming through to us, and the consequent need for more staff. A decision was made to begin a fifth supervision group for the next academic year. Fortunately, we have a steady stream of enquiries from people seeking clinical placements with us. It is the contribution of these mature students, sometimes already qualified, but undertaking new courses of study, which enables us to continue to offer high quality evidence-based therapies to the more financially disadvantaged clients. Our experienced and professional supervisors provide the safeguards needed in protecting the clients under our duty of care.

Reserves

We are aware that the reserves built up previously to allow for the creation of a satellite base are being compromised by the on-going financial situation. We continue to spread our funding net wider and develop new funding streams where possible. Realistically it is unlikely that the situation will resolve other than slowly and intermittently over the next few years. We have thus spent time in developing the strategic planning which can sustain the service as we go forward.

Going concern

Over the past six years in a difficult economic environment we have shown our work to be sustainable.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Marches Counselling Service is a charity formed on 16 December 2010, limited by guarantee and governed by its Memorandum and Articles of Association.

Recruitment and appointment of trustees

People believing in the organisation's ethos and having skills to offer may apply to become trustees. Potential trustees are initially co-opted onto the board to check that they can work effectively.

Candidates are proposed and elected at the AGM. No one person is entitled to appoint trustees.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2021

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Laurence Austin
Alison Walne
(Resigned: 01 December 2020)
Frankie Farrell
(Appointed: 24 February 2021)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by

.....	12 October 2021
Jennifer French	

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2021

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiners statement

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

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

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

.....
Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

12 October 2021

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2021

	Notes	Unrestricted funds £	2020 £
Income and endowments from:			
Donations and legacies	2	73,629	60
Charitable activities	3	28,264	55,444
Other trading activities	4	599	9,046
Investments	5	14	19
Total		102,506	64,569
Expenditure on:			
Charitable activities	6	(79,376)	(63,704)
Total		(79,376)	(63,704)
Net income		23,130	865
Reconciliation of funds			
Total funds brought forward		67,883	67,018
Total funds carried forward		91,013	67,883

Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2021

	Notes	2021 £	2020 £
Fixed assets			
Tangible assets	9	792	521
		792	521
Current assets			
Debtors		-	790
Cash at bank and in hand		93,567	69,707
		93,567	70,497
Creditors: amounts falling due within one year	10	(3,346)	(3,135)
Net current assets		90,221	67,362
Total assets less current liabilities		91,013	67,883
Net assets		91,013	67,883
The funds of the charity			
Unrestricted income funds	11	91,013	67,883
Total funds		91,013	67,883

For the year ended 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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

Jennifer French
Trustee
12 October 2021

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2021

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

Marches Counselling Service Ltd 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 note(s).

Going concern

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Equipment	25% Reducing balance
-----------	----------------------

2. Income from donations and legacies

	2021 £	2020 £
Unrestricted funds		
Donations received	18,640	60
Grants received	54,989	-
	73,629	60

3. Income from charitable activities

	2021 £	2020 £
Unrestricted funds		
<i>Counselling and supervision</i>		
Counselling fees	24,389	52,179
Supervision fees	3,875	3,265
	28,264	55,444
	28,264	55,444

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

4. Income earned from other activities

	2021	2020
	£	£
Unrestricted funds		
Room hire and sundry income	599	8,351
Workshops	-	695
	<u>599</u>	<u>9,046</u>

5. Investment income

	2021	2020
	£	£
Unrestricted funds		
Bank interest receivable	14	19
	<u>14</u>	<u>19</u>

6. Costs of charitable activities by fund type

	2021	2020
	£	£
Unrestricted funds		
Counselling and supervision	36,068	30,385
Support costs	43,308	33,319
	<u>79,376</u>	<u>63,704</u>

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of owned fixed assets	263	174

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2020	1,643
Additions	534
At 31 March 2021	2,177
Depreciation	
At 01 April 2020	1,122
Charge for year	263
At 31 March 2021	1,385
Net book values	
At 31 March 2021	792
At 31 March 2020	521

10. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	2,070	1,880
Other creditors	700	700
Accruals and deferred income	576	555
	3,346	3,135

11. Movement in funds

Unrestricted Funds

	Balance at 01/04/2020 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2021 £
<i>Designated</i>					
Nationwide deposit account	10,583	14	-	12,000	22,597
<i>General</i>					
Accumulated general funds	57,300	102,492	(79,376)	(12,000)	68,416
	67,883	102,506	(79,376)	-	91,013

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

Unrestricted Funds - Previous year

	Balance at 01/04/2019 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2020 £
<i>Designated</i>					
Nationwide deposit account	6,564	19	-	4,000	10,583
<i>General</i>					
Accumulated general funds	60,454	64,550	(63,704)	(4,000)	57,300
	67,018	64,569	(63,704)	-	67,883

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account is reserved for the restructuring of the organisation and its services, should that be required.

12. Analysis of net assets between funds

	Tangible fixed assets £	Net current assets / (liabilities) £	Net Assets £
Unrestricted funds			
<i>General</i>			
Accumulated general funds	792	67,624	68,416
<i>Designated</i>			
Nationwide deposit account	-	22,597	22,597
	792	90,221	91,013

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	521	56,779	57,300
<i>Designated</i>			
Nationwide deposit account	-	10,583	10,583
	521	67,362	67,883

13. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2021

	2021 £	2020 £
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	18,640	60
Grants receivable	54,989	-
	73,629	60
Charitable activities		
Counselling fees	24,389	52,179
Supervision fees	3,875	3,265
	28,264	55,444
Other trading activities		
Room hire and sundry income	599	8,351
Income from Workshops	-	695
	599	9,046
Investments		
Bank interest receivable	14	19
	14	19
Total incoming resources	102,506	64,569
EXPENDITURE		
Charitable activities		
Assessment	(1,990)	(4,070)
Supervision	(8,058)	(5,049)
Counsellors' fees	(21,840)	(19,150)
Volunteers' payments (expenses only)	(4,180)	(2,116)
	(36,068)	(30,385)
SUPPORT COSTS		
Establishment costs		
Rent	(6,790)	(9,601)
Lighting and heating	(2,327)	(1,734)
Repairs and renewals	(142)	(100)
	(9,259)	(11,435)
Administrative costs		
Administration	(17,263)	(13,380)
Clinical management	(4,940)	(3,453)
Recruitment and training costs	(5,104)	(562)
Workshop expenses	(296)	(1,050)
Public liability insurance	(100)	(98)
Subscriptions	(1,004)	(911)
Bank charges	-	(5)
	(28,707)	(19,459)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2021

Communications and IT		
Telephone and internet	(825)	(780)
I.T. costs	(713)	(300)
	(1,538)	(1,080)
Accountancy fees		
Accountancy fees	(576)	(555)
	(576)	(555)
Other office costs		
Depreciation - owned assets	(263)	(174)
Postage and stationery	(588)	(322)
Advertising	(2,037)	-
General expenses	(340)	(294)
	(3,228)	(790)
Total resources expended	(79,376)	(63,704)
Net Income	23,130	865

Charity number: 1140780
Company number: 07471763
(England and Wales)

Marches Counselling Service Ltd

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 March 2021

Marches Counselling Service Ltd
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For the year ended 31 March 2021

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Independent Examiner's Report to the Trustees	4
Statement of Financial Activities	5
Statement of Financial Position	6
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Detailed Statement of Financial Activities	12 to 13

Marches Counselling Service Ltd
Report of the Trustees
For the year ended 31 March 2021

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 March 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of those in Herefordshire and the Marches who, because of mental or physical health, social or economic circumstances, or disability, are suffering from psychological distress and/or disorder through:

- a) the provision of a locally based, confidential, reliable and affordable counselling and psychotherapy service, with a fast and smooth transition from referral to assessment and allocated counsellor;
- b) the provision of a sign-posting service to local agencies, statutory, voluntary or private, for those who come for assessment but for whom counselling is inappropriate;
- c) the provision of a supportive and educative working environment for counsellors to raise and maintain professional standards and thereby benefit the recipients of therapy; and
- d) to further benefit the well-being of those needing psychological support through working against the stigma of mental illness and distress by education and raising awareness within the general public.

Statement on public benefit

Our core service is to offer counselling to those most in need including those who are unable to afford the full session fee which is set at cost to us. We have a concessionary fund to enable us to continue this activity. It also funds additional sessions for those who have begun counselling with us, but whose circumstances suddenly change, so that we may be able to bring our work with them to a satisfactory conclusion.

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Social investments

We believe that the individuals who consult with us are usually empowered to contribute more effectively to their families, workplace, and community. This is our contribution to social investment.

Grantmaking

Although we are not a charity which makes grants available to individuals or groups, we have a concessionary fund which helps pay for counselling sessions for people on low incomes.

Volunteers

Many of the people working with us do so on a voluntary basis. Our service would be impossible to sustain without them.

ACHIEVEMENTS AND PERFORMANCE

Direct benefit - despite lockdowns and an understandable hesitation in people to begin a process in unpredictable times, over the past financial year we provided over 1,180 sessions of therapy. Although, with additional safety requirements and the need to provide expenses for people home-working, the cost of these sessions to us rose to over £70 in one quarter, we have retained our fee level at the previous £60. We are pleased that throughout the challenges of the pandemic we have been able to maintain in person sessions for the most vulnerable, undertaking rigorous cleaning routines and protecting the safety of both staff and clients, with no known cases of covid being associated with attendance at our office.

"I felt I had such a great service. The counsellor made me feel so comfortable and when ruptures arose, I found him really easy to talk to about them. I have made some big changes in my life in the time we have worked together, and the therapy has been a big part of what has helped me do this. These changes sometimes lead to upset, but I feel more able to truly hear and listen to my feelings and try to attend to them. Also, although it feels like a long time ago, the initial assessment really put me at ease and this wouldn't have been possible without the generosity and fee structure of MCS. Much thanks!"

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2021

Achievements against objectives

Alongside directly benefitting the client, our work has many indirect consequences dependent upon their situation. As well as affecting immediate family and friends, after therapy many clients are more able to function well in home, workplace and community. This is of particular importance with pressures upon families increasing and employment issues around the pandemic.

"I think this has given us both the chance to 'hear' each other.. We were both open to counselling, but you have made it so worthwhile and we look forward to going on with life together. Just to say thank you."

"The whole experience has given me a new lease of life. It has also improved my family's lives. Thank you."

Many people struggled to accept the impact of the pandemic, which for some made them aware of the degree to which things in their life were already outside of their control. Re-establishing some sense of control can be empowering, but this often needs to be balanced by the reality of what we can control and what we cannot. As an organisation which puts the individual at the centre of its work and celebrates individual difference, we can often help clients achieve the right balance for them, something which many of the 'apps' and manualised programmes now available through the internet cannot achieve.

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Candidates are proposed and elected at the AGM. No one person is entitled to appoint trustees.

Marches Counselling Service Ltd
Report of the Trustees Continued
For the year ended 31 March 2021

REFERENCE AND ADMINISTRATIVE INFORMATION

Name of Charity	Marches Counselling Service Ltd
Charity registration number	1140780
Company registration number	07471763
Principal address	57 St Owen Street Hereford HR1 2JQ

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Jennifer French
Lorraine Slane
Elizabeth Lloyd
Laurence Austin
Alison Walne
(Resigned: 01 December 2020)
Frankie Farrell
(Appointed: 24 February 2021)

Independent examiners

Cole Bishop & Co
Market Square Chambers
Bromyard
Herefordshire
HR7 4BP

Approved by the Board of Trustees and signed on its behalf by

.....	12 October 2021
Jennifer French	

Marches Counselling Service Ltd
Independent Examiners Report to the Trustees
For the year ended 31 March 2021

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

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

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
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I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....
Cole Bishop & Co
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Bromyard
Herefordshire
HR7 4BP

12 October 2021

Marches Counselling Service Ltd
Statement of Financial Activities (including Income and Expenditure Account)
For the year ended 31 March 2021

	Notes	Unrestricted funds £	2020 £
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Total funds brought forward		67,883	67,018
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Marches Counselling Service Ltd
Statement of Financial Position
As at 31 March 2021

	Notes	2021 £	2020 £
Fixed assets			
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		792	521
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Net assets		91,013	67,883
The funds of the charity			
Unrestricted income funds	11	91,013	67,883
Total funds		91,013	67,883

For the year ended 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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

Jennifer French
Trustee
12 October 2021

Marches Counselling Service Ltd
Notes to the Financial Statements
For the year ended 31 March 2021

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

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Going concern

Tangible fixed assets

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Equipment	25% Reducing balance
-----------	----------------------

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	2021 £	2020 £
Unrestricted funds		
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Grants received	54,989	-
	73,629	60

3. Income from charitable activities

	2021 £	2020 £
Unrestricted funds		
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Counselling fees	24,389	52,179
Supervision fees	3,875	3,265
	28,264	55,444
	28,264	55,444

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

4. Income earned from other activities

	2021	2020
	£	£
Unrestricted funds		
Room hire and sundry income	599	8,351
Workshops	-	695
	<u>599</u>	<u>9,046</u>

5. Investment income

	2021	2020
	£	£
Unrestricted funds		
Bank interest receivable	14	19
	<u>14</u>	<u>19</u>

6. Costs of charitable activities by fund type

	2021	2020
	£	£
Unrestricted funds		
Counselling and supervision	36,068	30,385
Support costs	43,308	33,319
	<u>79,376</u>	<u>63,704</u>

7. Net income/(expenditure) for the year

This is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of owned fixed assets	263	174

8. Comparative for the Statement of Financial Activities

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

9. Tangible fixed assets

Cost or valuation	Plant and Machinery £
At 01 April 2020	1,643
Additions	534
At 31 March 2021	2,177
Depreciation	
At 01 April 2020	1,122
Charge for year	263
At 31 March 2021	1,385
Net book values	
At 31 March 2021	792
At 31 March 2020	521

10. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	2,070	1,880
Other creditors	700	700
Accruals and deferred income	576	555
	3,346	3,135

11. Movement in funds

Unrestricted Funds

	Balance at 01/04/2020 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2021 £
<i>Designated</i>					
Nationwide deposit account	10,583	14	-	12,000	22,597
<i>General</i>					
Accumulated general funds	57,300	102,492	(79,376)	(12,000)	68,416
	67,883	102,506	(79,376)	-	91,013

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

Unrestricted Funds - Previous year

	Balance at 01/04/2019 £	Incoming resources £	Outgoing resources £	Transfers £	Balance at 31/03/2020 £
<i>Designated</i>					
Nationwide deposit account	6,564	19	-	4,000	10,583
<i>General</i>					
Accumulated general funds	60,454	64,550	(63,704)	(4,000)	57,300
	67,018	64,569	(63,704)	-	67,883

Purpose of unrestricted Funds

Nationwide deposit account

The Nationwide deposit account is reserved for the restructuring of the organisation and its services, should that be required.

12. Analysis of net assets between funds

	Tangible fixed assets £	Net current assets / (liabilities) £	Net Assets £
Unrestricted funds			
<i>General</i>			
Accumulated general funds	792	67,624	68,416
<i>Designated</i>			
Nationwide deposit account	-	22,597	22,597
	792	90,221	91,013

Marches Counselling Service Ltd
Notes to the Financial Statements Continued
For the year ended 31 March 2021

Previous year

	Tangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
Unrestricted funds			
<i>General</i>			
Accumulated general funds	521	56,779	57,300
<i>Designated</i>			
Nationwide deposit account	-	10,583	10,583
	521	67,362	67,883

13. Company limited by guarantee

Marches Counselling Service Ltd is a company limited by guarantee and accordingly does not have a share capital.

Marches Counselling Service Ltd
Detailed Statement of Financial Activities
For the year ended 31 March 2021

	2021 £	2020 £
INCOME AND ENDOWMENT		
Donations and legacies		
Donations	18,640	60
Grants receivable	54,989	-
	73,629	60
Charitable activities		
Counselling fees	24,389	52,179
Supervision fees	3,875	3,265
	28,264	55,444
Other trading activities		
Room hire and sundry income	599	8,351
Income from Workshops	-	695
	599	9,046
Investments		
Bank interest receivable	14	19
	14	19
Total incoming resources	102,506	64,569
EXPENDITURE		
Charitable activities		
Assessment	(1,990)	(4,070)
Supervision	(8,058)	(5,049)
Counsellors' fees	(21,840)	(19,150)
Volunteers' payments (expenses only)	(4,180)	(2,116)
	(36,068)	(30,385)
SUPPORT COSTS		
Establishment costs		
Rent	(6,790)	(9,601)
Lighting and heating	(2,327)	(1,734)
Repairs and renewals	(142)	(100)
	(9,259)	(11,435)
Administrative costs		
Administration	(17,263)	(13,380)
Clinical management	(4,940)	(3,453)
Recruitment and training costs	(5,104)	(562)
Workshop expenses	(296)	(1,050)
Public liability insurance	(100)	(98)
Subscriptions	(1,004)	(911)
Bank charges	-	(5)
	(28,707)	(19,459)

Marches Counselling Service Ltd
Detailed Statement of Financial Activities Continued
For the year ended 31 March 2021

Communications and IT		
Telephone and internet	(825)	(780)
I.T. costs	(713)	(300)
	(1,538)	(1,080)
Accountancy fees		
Accountancy fees	(576)	(555)
	(576)	(555)
Other office costs		
Depreciation - owned assets	(263)	(174)
Postage and stationery	(588)	(322)
Advertising	(2,037)	-
General expenses	(340)	(294)
	(3,228)	(790)
Total resources expended	(79,376)	(63,704)
Net Income	23,130	865