



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.

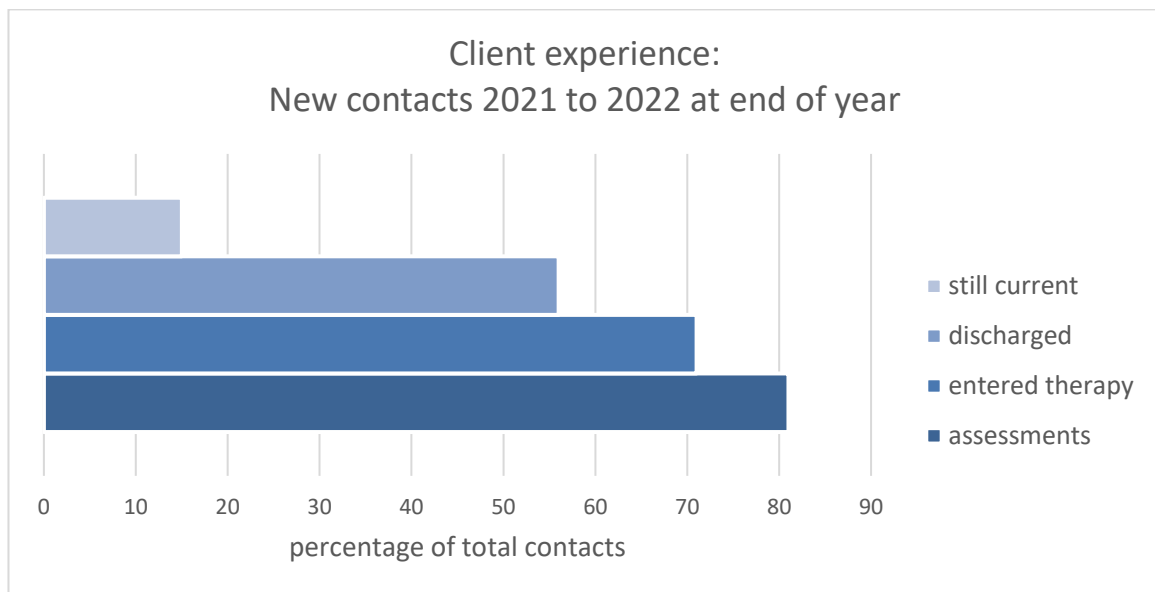
Our service has always complemented the service available through the NHS. We are still plugging an increasing gap between primary and secondary care, despite changes to the system and attempts to provide a seamless service. Our flexible way of working remains important, alongside a staff skilled and 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.

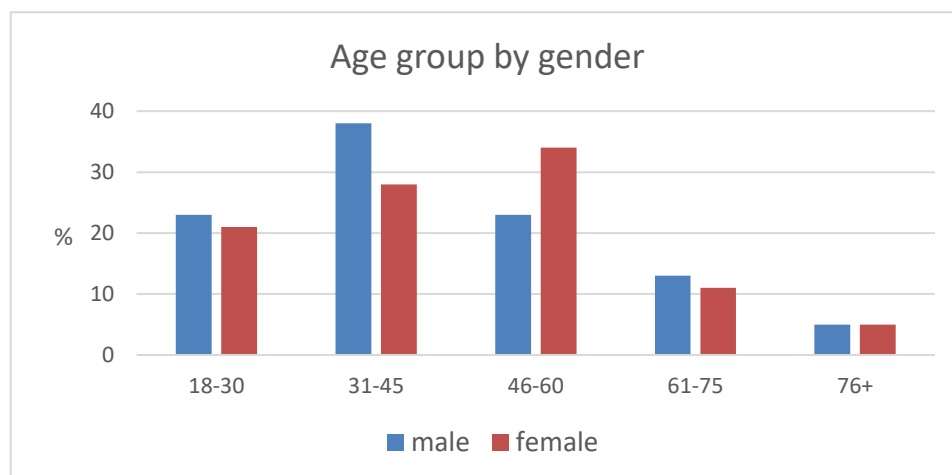
Client experience

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.



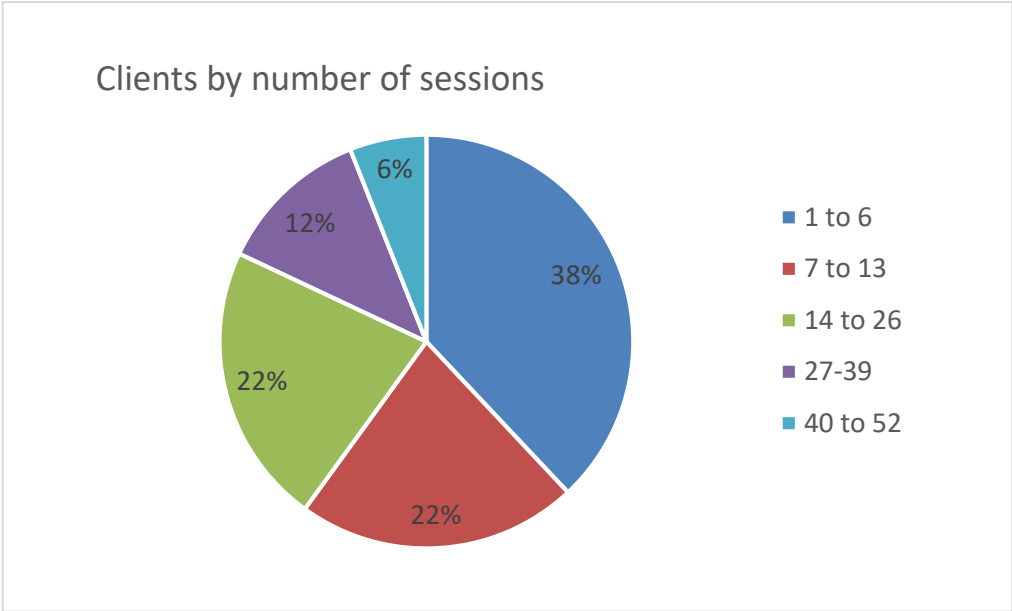
Client demographics

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.



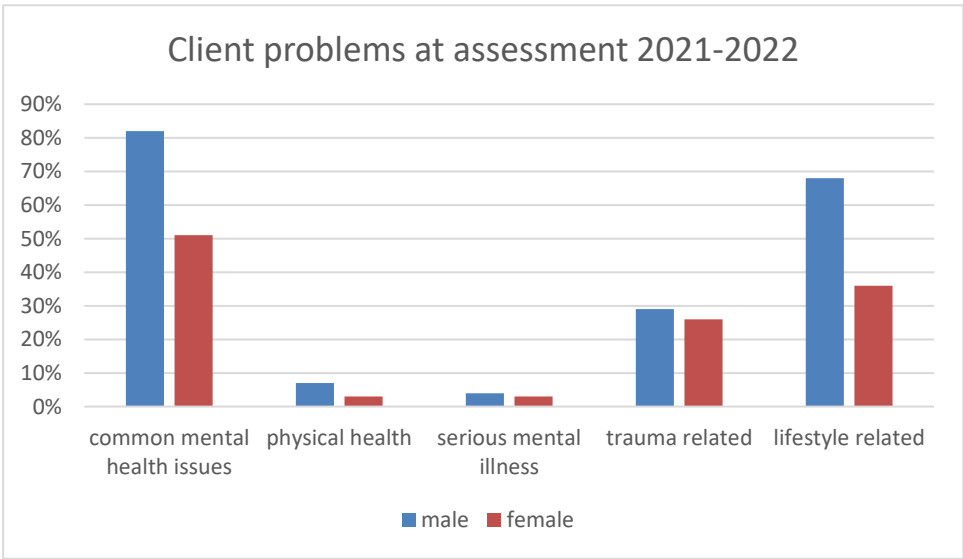
Looking purely at clients who have accessed the service over this year, although a number are seen within the six session model employed by most other services, nearly 60% stayed for over

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.

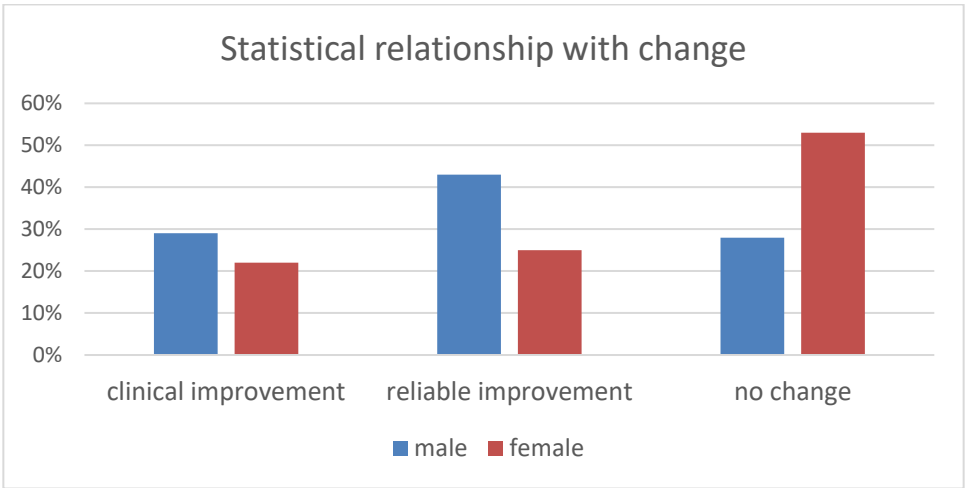


It is interesting that alongside mental health, the area most affected by those initially seeking our support is still relationships. We have always recognised that social and cultural factors are an integral part of mental health, a position being accepted more widely now. We are obviously concerned 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.

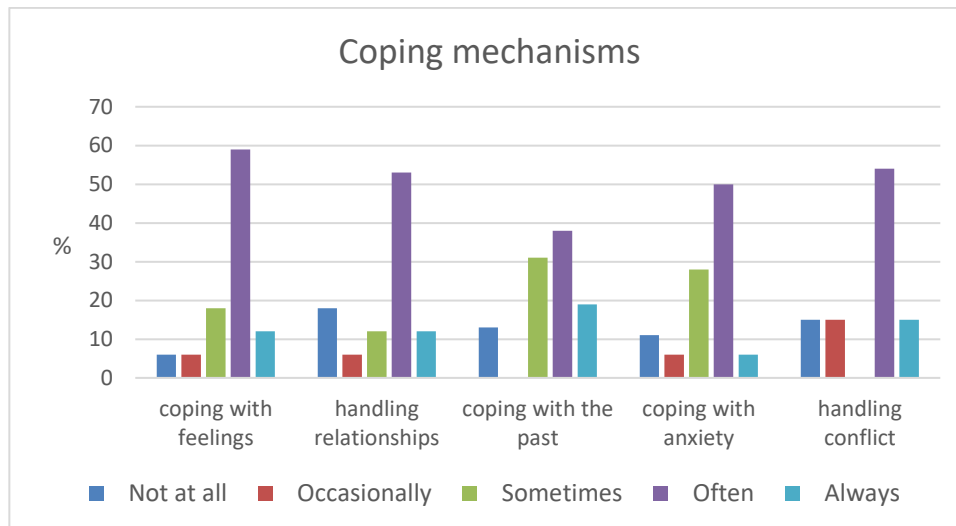
Outcomes

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.

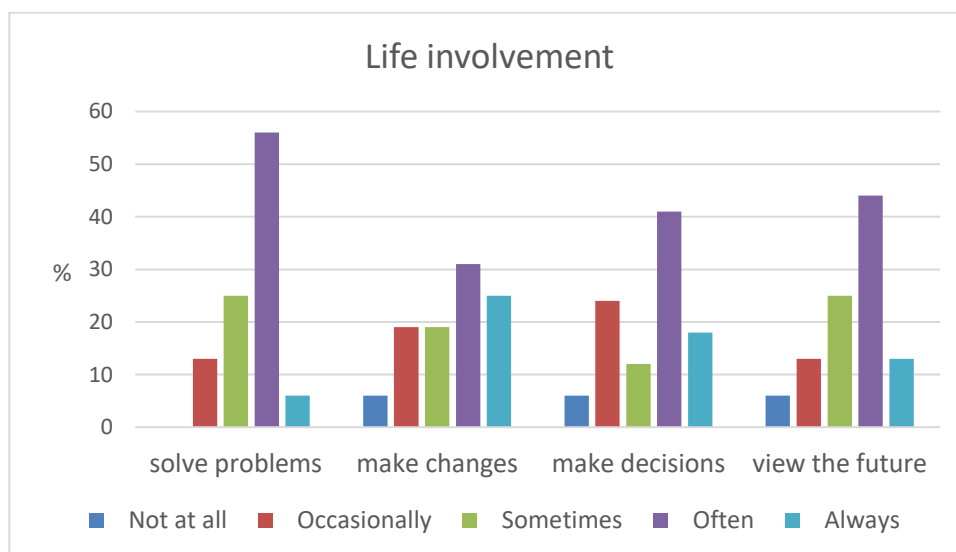
Of those for whom we have complete data sets, 83% would be deemed to have had a clinically significant mental health issue, 3% being deemed to be at significant risk. Our ability to offer long-term work with experienced therapists is crucial, particularly for this latter group. It is interesting that 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.

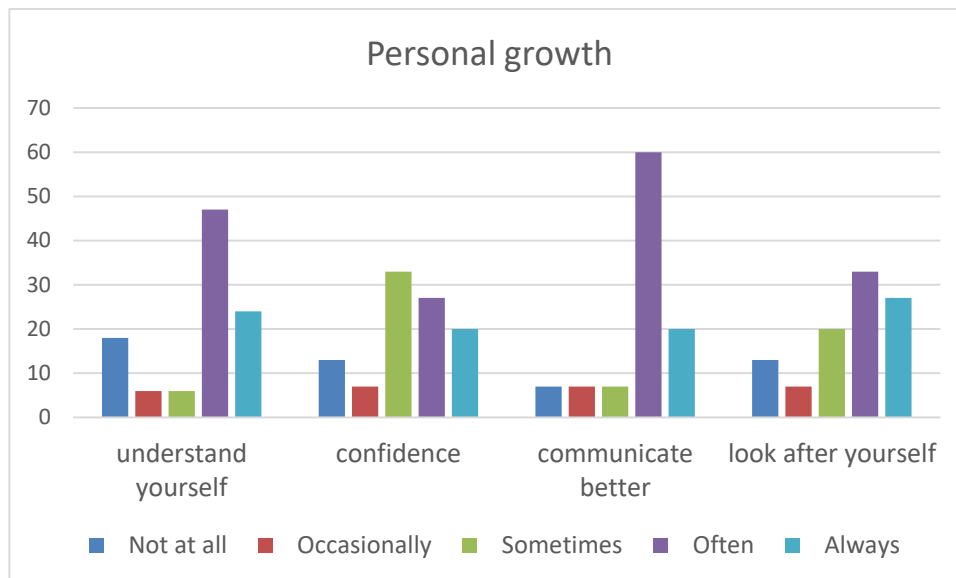


In looking at the data in these tables it is important to realise that when a client has said that they were not helped at all in a particular area, it may mean that this was not an area which had troubled them previously, rather than the therapy was of no help. Certainly, if we look at the table above,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

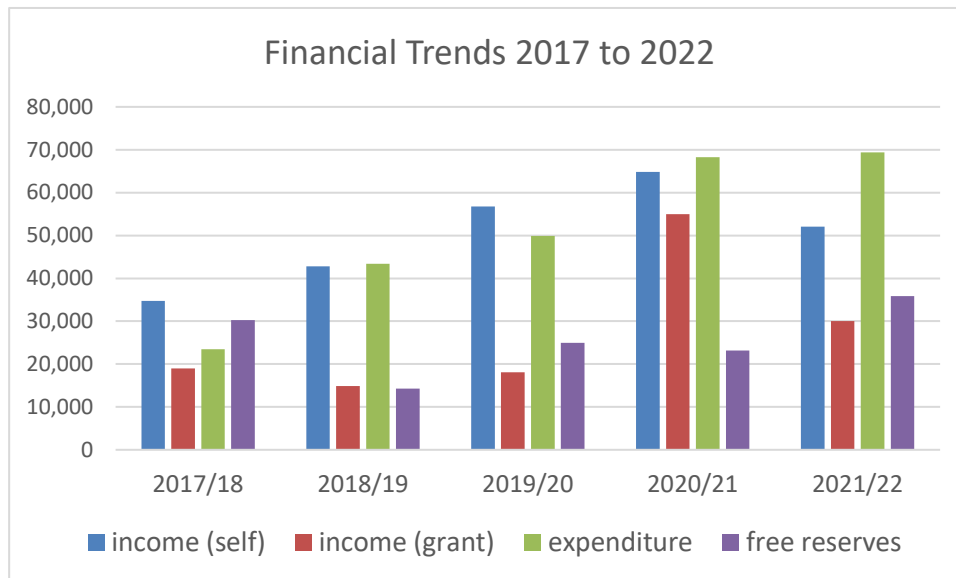
In January 2022 we provided welfare support to the Citizens' Assembly on Climate Change. We will be following the theme with a study day looking at Climate Anxiety.

Website

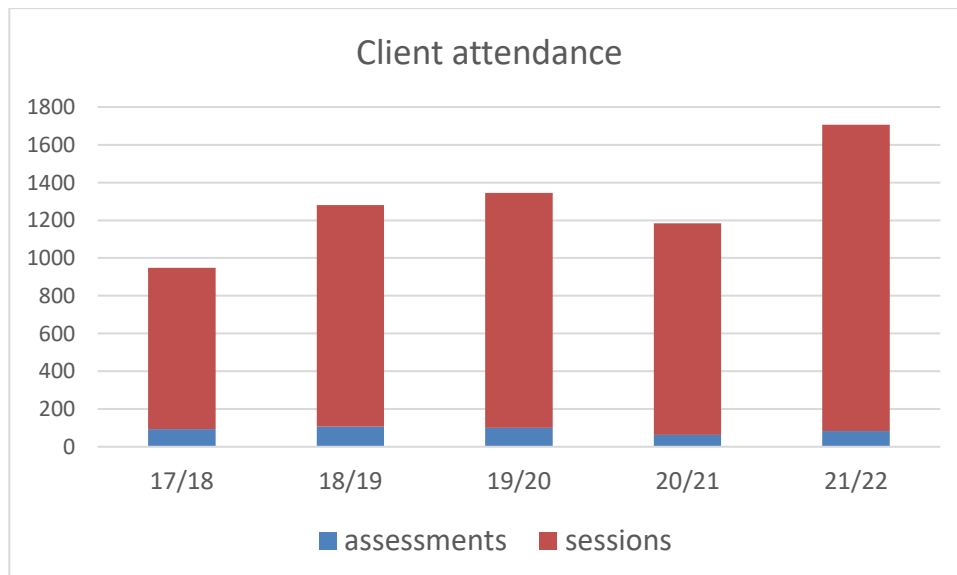
The new website is now functional and has moved us some way to reaching a younger client group. Through the website we also give advice on self-help to individuals, developing material which can support and direct those who may be uncertain what they want or need. This coming year we hope to develop 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.



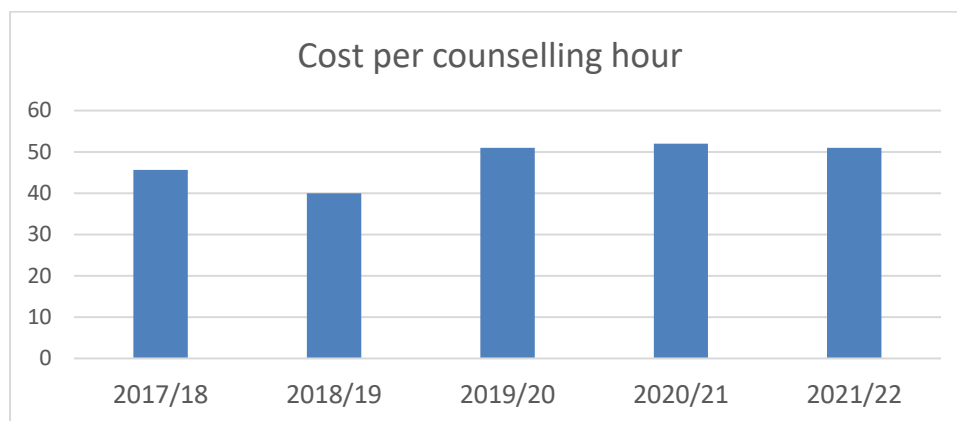
One impact of covid has been the drop in income from room hire. The need to stop study days also meant no income here. However, the number of people coming through to us has recovered from the last year and continued the previous trend, but this was both positive and negative for us.



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 on-going. 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').

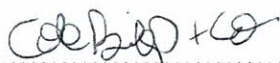
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). 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
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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').

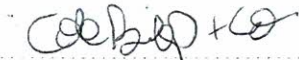
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). 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
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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
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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
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Purpose of unrestricted Funds

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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

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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
	£	£	£
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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
	£	£
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Donations and legacies		
Donations	20,167	18,640
Grants receivable	9,871	54,989
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Charitable activities		
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Other trading activities		
Room hire and sundry income	2,325	599
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Investments		
Bank interest receivable	36	14
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Total incoming resources	95,578	102,506
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Charitable activities		
Assessment	(3,090)	(1,990)
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Volunteers' payments (expenses only)	(4,220)	(4,180)
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Establishment costs		
Rent	(9,185)	(6,790)
Lighting and heating	(2,211)	(2,327)
Repairs and renewals	(125)	(142)
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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

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Telephone and internet	(979)	(825)
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Accountancy fees		
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	(630)	(576)
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Depreciation - owned assets	(198)	(263)
Postage and stationery	(651)	(588)
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General expenses	(195)	(340)
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Net Income	5,855	23,130

