



In Charley's Memory

Making Mental Health Matter

Annual report 2022/23



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WELCOME

Welcome to our Trustees' annual report and financial accounts for 2022/23. We have developed an agile, resilient organisation that continues to meet the needs of our community.

This was the year we were able to embark on a capital project supported by The National Lottery, developing the first floor of the offices into a lovely suite of eight counselling rooms, a staff room and board room. We hope that the board room will be multi use and enable group work and training in the future.



A word from our chair

The Covid pandemic brought about unprecedented challenges to In Charley's Memory, but in the last year we as a team were able to get back to where we were in 2020 – providing excellent support and expertise to young people in our local area. My fellow trustees and I are aware of the incredible efforts that those in our management team have gone to in the past year by setting down new strategic challenges for growth. The future for ICM looks bright as we continue to find new ways of supporting our clients in what has become an ever growing need to provide mental health services nationally.

After eight years of service, Kemp Hall Chartered Accountants feel they are no longer able to provide accountancy services and prepare accounts to the level that a charity of In Charley's Memory needs. We thank them for the support they have given us from a fledgling charity to what we have become. We will start the process of recruiting a new firm of accountants in time for the next accounting year end. It is noted that the accounts attached to this report are not as comprehensive as we would like as a result of this.

We look forward to supporting the team throughout 2023.



Martyn Ellis

Chair of the Trustees, In Charley's Memory

The ICM team

Dawn Carey
CEO (formerly Operations Manager)

Tammy Webb-Gardner
Counseling Services Manager

Stephen Hooper
Bid Writer

Jamie Scanlon
Grants & Finance Manager

Connie Whale
Data Administrator

Jenna Meyrick
Administrator

Hazel Cattermole
Administrator

Counselling Team

Mike Tapper

Lucy Hobbs

Sophie Blackshaw

Joseph Tucker

Michelle King

Sarah Hill

Our Trustees

Martyn Ellis
Chair

Jack Millier

Rob Fountain

Jo Reeves
Founder

Pauline West

Roger West

Tessa Munt

Ben Shillaker

Doug Plume

Our goals for 2022/23

With the country recovering from the pandemic, our goals for 2022 were to develop our physical space and increase our capacity with help and funding from The National Lottery.

1

Build

As a result of receiving successful funding for £389,000 over five years including a capital investment of £25,000, we developed plans to create eight new rooms in the space above our existing office. With the support of our landlord the new rooms were operational by June 2022.

2

Develop

Our links with local education providers, other organisations and statutory services had suffered over the course of the pandemic. Many people had changed roles or left posts and we saw re-establishing and developing those links as a priority for the year ahead.

3

Strengthen

We wanted to expand our operational and counselling teams. With funding secured from The National Lottery, Trusthouse and Young Somerset we employed -

Three new counsellors
Two administrators/receptionist
A Bid Writer
A Grants & Finance Manager

We also planned to strengthen the board and welcomed a new member in the autumn.

4

Community

To develop plans to reinstate the early intervention school support programme and the ambassador scheme.

Continue to listen and respond to the needs of our community and involve them with the development of our service.

Increase our community fundraising support by building a team of trained volunteer fundraisers.

OUR HIGHLIGHTS

ICM received significant funding from The National Lottery, Reaching Communities fund, with additional funding for capital cost. This was used to provide new counselling rooms. With the building complete we were able to offer more sessions as well as increase the number of Counselling students that come to ICM for their counselling placement. ICM now has the capacity to see 400 clients a week. We held an open day to showcase our new rooms which was extremely well attended. And enabled a wonderful opportunity to meet in person post covid.

The Somerset Community Foundation continues to support our projects in 2022-2023 and has helped establish strong connections with other organisations, focusing on collaborative working to reduce the times young people are sitting on a waiting list.

We were shortlisted for The Somerset Business Awards Charity of the year, and in March we received the wonderful news that we had won this important accolade.

During 2022 we sought to engage more with the community, being a grass roots organisation is extremely important to ICM. Unfortunately, many contacts were lost during the pandemic, and it has taken time to rebuild these, but we attended craft fayres, Christmas events and many more public gatherings during the year. This level of engagement enables us to thank those that have supported us, whilst also raising awareness of the work we do.

We continued to build on our relationships with the university and we are delighted to report that in the last year we worked with 50 plus qualifying counselling students. This relationship is invaluable as it allows us to continue the work we do at this level.

We welcomed a new board member who brings knowledge and experience in the charity sector. This has enabled us to identify areas where our governance processes can be strengthened.

With funding from the National Lottery, we have been able to attend multiple training courses this year that have proved beneficial to the growth of ICM and to improving governance as we continue to grow as an organisation.



Pauline West & Dawn Carey CEO being presented a cheque at the Somerset Business Awards. March 2023



Fundraising 2022/23

We had a number of brave people take on various challenges for us over the course of the year.



Snowdon

A team of people including our CEO Dawn and Trustees Pauline and Ben, bravely climbed Snowdon in the early hours of a chilly April morning, raising over £900. Dawn and Pauline (pictured) found this a particularly emotive experience and they posed for a picture at the summit holding a treasured picture of Pauline's grandson Charley.

London Marathon 2022

Local man James Smith, took on the London Marathon and he wrote in a blog post afterwards that it was the thoughts of the work we do here at ICM that kept him going for the last few grueling miles. He raised over £1000 and we are grateful to have him as a friend of ICM.



Men's Mental Helath

Local barber shop EP7 Barbers donated a proportion of their profits for one weekend and donated an amazing £300. They have one of our collection pots in their shop and we look forward to working with them in the future.

Tough Mudder

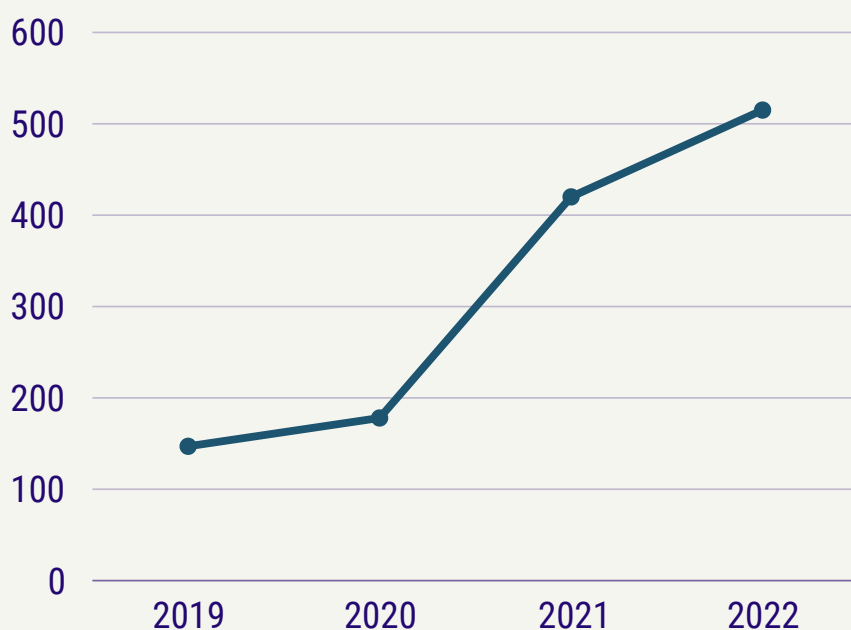
A team made up of counsellors, trustees and friends of ICM completed the Tough Mudder 5/10k challenges for us. They came back battered and bruised but a good time was had by all (except Dawn who said she's never doing it again!). A very respectable £1163 was raised. **Picture - Trustee Ben Shillaker.**



ICM has seen consistent rise in demand for its services, but as you can see from the graph below it is post Covid where we have seen the biggest increase in both unique service users and weekly appointments. This is due to the expansion of our physical space and an increase in the recruitment of placement students post who are still trying to complete their practice hours post covid.

SERVICE USERS & WEEKLY CLIENTS

Unique service users per year



180

Peak number of clients per week

18

average amount of sessions attended

439

amount of unique service users in accounting year 22/23

2022 saw our longest waiting times, up to twenty weeks at times over the summer, this was generally for people waiting for quite specific appointments but this does not fit with our ethos of early intervention. A subsequent change in policy in May 2023 and a new leadership direction should prove to have a positive impact on both waiting times and a reduction in cancellations and DNAs.

Our goals for attendance and waiting lists in 2023/24 will be

- Waiting lists to be kept below 9 weeks in most cases.
- Attendance rates to be consistently above 75% by late 2023 with the eventual aim being over 80%.

PLANS FOR

2023/24

We see 2023/24 as a year to stabilise after the dramatic growth of the last eighteen months. We will seek to streamline our policies, operations and strategic plan so we have a secure footing to embark on our plans and projects. We need time to adjust to this new level required income and begin to look at ways to make ICM less reliant on grant funding and more self sustainable.

PROJECTS	DETAILS	WHEN
School Support Project	Formalise and expand the drop in and ambassador project	SEPTEMBER 2023
Late night opening	After hours provisions for those aged 18 and over.	JULY 2023
Parent workshops/support groups	Explore options for an online parents workshop.	DECEMBER/JANUARY 2023

TRUSTEE REPORT & ACCOUNTS

2022/23

Reference and administrative details			
Charity number 1160805			
Registered office and operational address	Unit 6, Brue Way Highbridge TA9 4AW		
Trustees who served during the year and up until the date of this report were as follows	Martyn Ellis Chair Jo Reeves Founder	Pauline West Jack Millier Rob Fountain Ben Shillaker	Roger West Tessa Munt Doug Plume
Key Personnel	Dawn Carey	CEO	
Bankers	HSBC UK BANK PLC Taunton		
Auditors	Kemp Hall Chartered Certified Accountants	19 Victoria Street Burnham on Sea TA8 1AL	

The board of trustees presents its report and audited financial statements for the period 1 March 2022 to 28 February 2023. Reference and administrative information set out on page one forms part of this report. The financial statements comply with the Charities Act 2011, the Memorandum of Articles and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Aims and Objectives

- To raise awareness and the profile of mental health issues through social media campaigns, online presence, forums, and educational visits to schools, colleges and workplaces.

- To provide counselling support services to people of any age, but principally focusing on early intervention with young people.

- Fundraise and campaign to both further our services and contribute to the wider national and international campaign on mental health awareness.

In shaping our objectives for the year and planning our activities the trustees have considered the Charity Commission Guidance on public benefit, including the guidance “public benefit: running a charity (PB2).

Primarily ICM’s charitable activities focus on the provision of accessible affordable and effective Mental Health Support, at our core is children and young people (CYP) aged 11-25. We do not have a catchment area but will support CYP who are able to engage in our services weekly. We also continue to work with those over the age of 25 who have need of our counselling services, any monies raised from this activity go directly towards our core costs.

This activity will invariably impact the community in that it will reduce anti-social behavior, family and community cohesion and increase social inclusion.

The strategies used to achieve the charity’s aims and objectives are.

- One-to-One unlimited counselling at our offices in Highbridge.

- Delivering a programme of assemblies to local comprehensive schools raising awareness of mental health and how you can improve your own mental health. This includes what is “normal” for example increased stress around exam time.

- Mental health awareness sessions at businesses operating locally such as EDF.

Financial Overview

The charity is in a healthy financial position following the 2022/23 year end. Total income was £258,014, an increase on the previous year reflecting the investment from The National Lottery Reaching Communities Fund, including a capital investment of £25,000 for the development of the first-floor counselling suite.

We are grateful for the generous donations from the community and regular donors. Donations for 22/23 were down on the previous year, this is in part a result of the leadership team focusing on delivering on the terms of the TNL grant and overseeing the build and expansion of the service.

Overall expenditure in the year was £250,933 which is in line with income and forecasts. This reflects the increased staff costs, including the employment of two admin/reception staff and a Grants/Finance Manager. This also includes the costs of the renovation which totaled £34,747. Overall we are reporting a small surplus for the year, further supporting our financial sustainability.

The restricted funds held by the charity at the end of the financial year are £8433. The unrestricted funds show a healthy balance of £68,024 which helps us to weather cashflow variations in funder payments and will enable us to move into the new financial year with confidence.

Going concern

The growing cost of living crisis may impact client donations. However, the trustees considered this to have only a small impact on the current and future financial position, as client donations currently represent a small portion of our generated income.

A downturn in grant income could pose a risk - success with larger grants is limited and competition is fierce. We will continue to build our general reserves in line with growth and that will enable us to manage the cashflow variations that this could create. Given our financial position at year end and looking ahead to our confirmed income for the coming year, we believe ICM remains a going concern.

Financial Overview

Fundraising approach

Due to the development of our offices and growth in the aftermath of Covid, our community fundraising has not been a priority over the course of this year. Our community is still actively supportive but the team have not had the capacity to prioritise this funding stream. We are grateful to all the individuals and local businesses who have donated in the reporting period. ICM does not engage any third-party agencies in undertaking fundraising activities for us.

The National Lottery – Reaching Communities Fund

This financial year represents our first full year of funding from TNL. We were in receipt of £129,618 which includes a capital payment of £25,000 and an uplift payment of £13,406 due to rising inflation. The board agreed to use this uplift payment to increase all staff wages by 10% to ease the pressure of the growing cost of living crisis. This was important as staff wages at ICM lag slightly behind our colleagues at other organisations in the area and we could not risk this gap widening. We also felt the show of support would help retain staff during this tumultuous period.

The capital payment was used to invest in the development of the eight counselling rooms on the first floor, with work starting in May 2022 and being completed by July 2022. ICM spent an additional £9747, (secured through small grant funds) on the building work and retains approximately £2500 of funding for further development if needed.

Reserves Policy

The board has agreed to work towards a stability reserve of three months operating costs. This level would allow staff to continue working to secure new funding and if necessary to allow a period to cut services in a way whereby service users would be supported to move on. This is an amount it considers prudent in the event of a major business interruption as determined by an analysis of risks to the charity.

The level of reserves held by the charity is based on current operating costs and will be reviewed annually as services change in response to income generation. This figure will also be reviewed on an ad-hoc basis if there are significant changes to the charity's circumstances.

At the end of the year the total unrestricted reserves stood at £68,024 which is just over three months operating costs. This level of reserves represents the right balance between protecting our organisation and ensuring we remain resilient and able to continue to invest in the service for our community.

Our current reserves fall in line with our reserves policy.

In lieu of more comprehensive accounts, please see a breakdown of the grants we have received this year.

Funder	Restricted	Unrestricted
NATIONAL LOTTERY COMMUNITY FUND	£ 104,156.00	
NATIONAL LOTTERY CAPITAL PAYMENT	£ 25,000.00	
GROUNDWORK	£ 955.00	
ARNOLD CLARK		£ 1,000.00
YOUNG SOMERSET	£ 5,000.00	
TRUSTHOUSE	£ 9,989.00	
SKIPTON BUILDING SOCIETY	£ 1,950.00	
SEDGEMOOR DISTRICT COUNCIL	£ 2,000.00	
WEBTEK	£ 500.00	
SOMERSET COMMUNITY FOUNDATIION	£ 1,500.00	
SOMERSET COMMUNITY FOUNDATIION	£ 2,025.00	
OPEN MENTAL HEALTH	£ 10,000.00	
SOMERSET COMMUNITY FOUNDATIION	£ 10,000.00	
ST JAMES PLACE		£ 7,500.00
ALBERT HUNT		£ 4,000.00
OLI LEIGH TRUST	£ 5,000.00	
DAVID FAMILY FOUNDATION		£ 1,000.00
MAGDALEN HOSPITAL		£ 1,000.00

Structure, governance and management

1. Our Trustees are drawn from a variety of health, education and social care backgrounds and a review of skills has highlighted where additional training is required. Governance reviews and training are a high priority for us as we mature as a charity. With the growth of In Charley's Memory we continue to ensure all board members are competent in leading In Charley's Memory forward and supporting the CEO and the staff team. We will be working closely with SPARK to ensure this is completed.
2. This year we aim to adopt the Founders Board. Its primary function will be to act as a permanent continuous presence of those significant to charity. They will meet annually with the Board of Trustees to offer advice, opinions, and other relevant contributions to the creative and strategic direction of the charity. The trustees will produce an annual report for the founder's board. Members of the Founders' Board will not hold the same voting rights.
3. Our Board members serve a term of three years, they are allowed to continue but in order to do so they have to be reelected.
4. The board of trustees administers the Charity. The board of trustees meets at a minimum of four times a year. A CEO is employed to oversee the day to day running of the charity, within prescribed limits for matters finance related. The CEO is supported by a named Trustee and they meet regularly outside of the board meetings.
5. Risk Management is currently managed by the CEO, and reviewed by the board on a regular basis. Risk management is recorded in a live document that is updated as and when we begin new projects.

Plans for future periods

Our key goals for the coming year at ICM are:

- Continue, in collaboration with the senior management team to develop the strategic plan for ICM for the next three years.
- Continued focus on our renewed community engagement and build a plan to re-establish great community led fundraising, this will include improving our online presence and establishing a team of fundraising volunteers.
- Further develop our work with parents and through a holistic approach to supporting good mental health in young people and their families.
- Engage young people to help us look at new ways to evolve and enrich our digital offer for young people.
- Review the capacity of our support staff, (finance, HR, data). As an organisation that has experienced growth, we need to ensure that we have the capacity to meet the needs of the clients, staff and volunteers at ICM.
- Continue to monitor the external factors that are affecting our community and the wider population to ensure we are effectively supporting young people. The cost-of-living crisis, the continuing war in Ukraine, climate change and the recovery from Covid all impact and stretch statutory services.
- We will be relaunching our school project. Reviewing our previous school project has allowed us to scrutinise the project and adapt. One being the need to capture the data of students involved in early intervention and the impact and outcomes of offering this service. With funding we would like to launch this project across Somerset. Next year we would like to focus short-term interventions on young people who are refusing education as well as smaller issues they are facing that do not require counselling but are looking for additional support.
- We know from enquiries there is a need for later appointments so during 2023 we would like to offer additional appointments between 6pm and 8pm.
- Continue to forge relationships with statutory bodies such as the NHS and Somerset Council. We are already part of working groups having discussions about CYP and mental health but look at engaging with wider groups that have a direct impact on the landscape going forward.
- Develop our corporate sponsorship and support revenue stream and look for ways to increase our passive income.
- Continue and grow the ambassador programme, giving more young people the opportunity to organise and manage events, support and guide their peers, learn about working at a modern charity and having a say on the future and receive free mental health training and tailored careers support.

In Charley's Memory**Receipts and Payments Summary for the Year ended 28 February 2023**

	2023	2022
	£	£
Incoming Resources:		
Donations	54,225	74,747
Events & Sales	1,530	314
National Lottery Funding	129,156	-
Grants	73,104	87,417
	<hr/>	<hr/>
Total incoming	258,014	162,478
Resources Expended:		
Programme delivery	93,491	73,104
Cost of generating funds	1,077	6,485
Premises renovation	34,747	-
Governance & Administration	121,618	48,099
	<hr/>	<hr/>
Total outgoing	250,933	127,688
Net incoming (outgoing)	7,081	34,790
Balance of funds	80,907	73,826

Statement of Assets & Liabilities

Fixed Assets	4,450	-
Current Assets		
Cash at bank & in hand	76,457	73,826
	<hr/>	<hr/>
Net current assets	80,907	73,826
	<hr/>	<hr/>
Total assets	80,907	73,826
	<hr/>	<hr/>
Creditors		
Due within one year		
Assets less current liabilities	-	-
Creditors		
Due after one year		
	<hr/>	<hr/>
Net assets	80,907	73,826
	<hr/>	<hr/>

Examiner's Report**Responsibilities of Trustees & Examiner**

The trustees of the charity are accountable for preparation of accounts to which they consider audit requirements do not apply under the Charities Act 2006. The independent examiner is responsible for examining the accounts and reporting to the trustees. The procedures undertaken do not provide all the evidence required in an audit and the report is limited to those matters set out below.

Examiner's Statement

Examination was carried out in accordance with the general directions given by the Charity Commissioners. In connection with that examination no matter has come to my attention that gives me reasonable cause to believe that in any material respect the requirements to keep proper accounting records and to prepare accounts that accord with those records have not been met, nor is there anything to which in my opinion attention should be drawn in order to enable a proper understanding of the accounts to be reached.