



# ANNUAL REPORT

2020 – 2021



Windsor and Maidenhead Youth and Community Counselling Service  
Windsor Alma Road SL4 3HD – Maidenhead Marlow Road SL6 7YR  
Slough The Urban Building SL1 2BE  
Tel: 01628 636661

An initiative of Churches Together in Windsor  
Commissioned by Royal Borough of Windsor and Maidenhead and  
CCG

Nominated for The Queen's Award for Volunteering  
Registered Charity No. 1177138

BACP Accredited Service

I am not what happened to me,  
I am what I choose to become.

Jung

How can I provide a relationship,  
which this person may use for  
their own personal growth?

Carl Rogers

# Chair's Report

What an extraordinary year this has been. It has challenged us all in every way, personally and professionally. No 22 never faltered. From the beginning of the first lockdown in 2020 our Director and Managers and Counsellors carried the charity seamlessly into new ways of working. Our grant funders were generous and provided the finances that are needed to meet the demand for our service. We are extremely grateful for their support which has enabled us to reach more people more quickly. This is particularly true for our work with Young People both in school and after school. The Children in Need grant has enabled us to expand work in Slough and to bring more schools into our programme of school funded work alongside the school groups' work funded exclusively by the charity.

The CPCAB course at Level 2, that we started to deliver in September 2020, has gone smoothly and sign up for the next round has been very encouraging. We are now also delivering a Level 3 course and planning to have a Level 4 course available by 2022/23. This has been a very successful new venture for us.

We stand in a much enhanced financial position this year as can be seen from the financial statement and the Treasurer's report but our stability relies on our funders continuing to support us. We have a planned programme of funding applications to support our need for funds and we are beginning to look towards sponsorship programmes to complement our own funding stream activities.

At this point I must pay particular tribute to the team work of staff in recognising and acting upon the perceived needs of the community which, post pandemic, have seen a definite increase in number and level.

As Chair of the Trustees I can only admire the passion and dedication that people bring to their work and I thank them for that steady commitment which is driving No22 to expand and to seek new ways to support the mental health of our community.

As Trustees we are involved in strategic planning and we are very pleased to be kept very clearly informed on statistics and new ventures. We appreciate the very good levels of reporting from managers and counsellors. I wish to thank our Director for the work she does in setting high standards when assessing competency to practise and for the ethical values she upholds in every area of the work of the Charity. It is this work that is vital to making Number 22 a good place to work and to giving a positive experience for clients.

Sally Somerville  
Chair of Trustees

## Statement of Purpose

The objects of Windsor and Maidenhead Counselling Service as stated in the constitution are:

... the advancement of education, the furtherance of health and the relief of poverty, distress and sickness of young

people, families and carers, in the communities of Windsor & Maidenhead and the surrounding areas, on at least two sites, by maintaining and developing a youth & community counselling service for the giving of individual or group counselling and support.

Windsor and Maidenhead Counselling Service provides a free confidential counselling service, through their three sites, Number 22 in Maidenhead, Windsor and Slough.

Counselling enables people to make sense of their thoughts and feelings, in the hope that they can make decisions about what they want to do to bring about change in their lives. It also provides a means of support and a space where they can feel valued and heard.

Counsellors at Number 22 focus on the person and how they feel about their lives, the counselling process is client led.

Counsellors at Number 22 Counselling go through a careful selection process, in order that they are competent to work with the issues that clients will bring. All counsellors are trained to at least certificate level, and are in the process of completing a diploma. They are required to keep their skills up to date by attending several training courses, which are provided by the agency. All counsellors are enhanced police checked, and we are keeping apprised of any new legislation regarding vetting and barring.

## BACP Ethical Framework for the Counselling Professions

We are organisational accredited members of the British Association for Counselling and Psychotherapy and the way we work subscribes to their ethical framework for the counselling professions, good practice. All the counsellors that deliver at any of our sites are bound by the principles, values and personal moral qualities as laid down in the Ethical Framework for the Counselling Professions.

The fundamental values of counselling include a commitment to:

- ❖ Respecting human rights and dignity
- ❖ Alleviating symptoms of personal distress and suffering
- ❖ Enhancing people's wellbeing and capabilities
- ❖ Improving the quality of relationships between people
- ❖ Increasing personal resilience and effectiveness
- ❖ Facilitating a sense of self that is meaningful to the person(s) concerned within their personal and cultural context
- ❖ Appreciating the variety of human experience and culture
- ❖ Protecting the safety of clients
- ❖ Ensuring the integrity of practitioner-client relationships
- ❖ Enhancing the quality of professional knowledge and its application
- ❖ Striving for the fair and adequate provision of counselling and psychotherapy services

## Complaints Procedure

We aim to offer a service, which is safe for each client. Windsor and Maidenhead Counselling Service follows guidelines developed by the Royal Borough and follow the ethical framework for good practice as a member of the British Association for Counselling and Psychotherapy. If a client is unhappy with any aspect of the service, they may contact the agency director/management team, to discuss particular concerns. If following this discussion, they want the complaint to go further they can contact Windsor and Maidenhead Counselling Service's Board of Trustees. Alternatively, if the client chooses they can contact the BACP directly and inform them of their complaint.

## Equal Opportunities Statement

At Windsor and Maidenhead Counselling Service, we recognise that we are based in two boroughs, which are diverse places with a vibrant cultural mix. There are many benefits to this and we hope to reflect this in our organisation.

We believe that by valuing diversity and ensuring equality, everyone using our service will feel welcomed and supported.

We recognise that as an organisation we have a responsibility to demonstrate our commitment to anti discriminatory practice, playing an important part in improving life opportunities for people who are disadvantaged, vulnerable or have diverse characteristics.

We believe that all our counsellors have a responsibility to promote this policy by, treating each other and clients with dignity and respect and challenging discrimination in an appropriate manner.

We will ensure that all our facilities are fully accessible and will regularly monitor to ensure this continues. We will strive to ensure that clients and counsellors are not prevented from engaging with the service due to any disability.

When recruiting counsellors, we will acknowledge conditions, which may disadvantage them and we will work to remove this disadvantage. We will endeavour to include young people on our committee, with the intention of giving a voice to the vulnerable that have used our service.

When recruiting and placing counsellors on rota and in supervision we will take into account their need for flexibility around caring responsibilities, we will endeavour to ensure our way of working is family friendly. We will also take into account such issues when placing clients with counsellors.

Number 22 recognises that everyone has a contribution to make to our agency and has a right to respectful treatment.

## Co-ordinator's Report

I am not sure when we were preparing for last year's report we realised that a year later we would still be living with restrictions. As I write this there is still the uncertainty and the concern about taking steps that then need to be re-traced. I think though what we have learnt this year is that we are a resilient organisation and that the people within it always rise to a challenge. There have been many opportunities to do things in a new way and as we have adapted, some, we know have brought improvement. I never imagined last year that I would still be working from home. We are beginning to move back to working from the office but all of the management team going forward will do a vast amount from home. We have discovered that this is an efficient way of working and in some aspects an economy.

Probably one of the main learnings has been around the potential of remote working. This time last year we saw it as a stop gap and something that going forward we could use in specific circumstances. We now feel that a blended service is the way forward. The concept of a blended service is, in part, due to the restrictions of covid, but also in response to the growing demand for our service and our need

to be creative about how to respond. It would appear that going forward we will still have to be aware of covid security and therefore we expect that in Windsor and Maidenhead we can only use two of our three rooms. This naturally reduces our offer, so to respond we will offer a number of sessions remotely. We have been surprised at how many clients have been happy to continue with remote working, finding it convenient. Therefore, we will be offering this option to clients. We anticipate that even once all the rooms in Slough, Maidenhead and Windsor are being fully utilised, we will still be able to offer remote and in this way continue to increase our offer.

I am though exceptionally pleased at how we have already increased that offer in this year. I think given the challenges of the last year, it could so easily been a case of just saying "let's just keep ticking over and keep development for more secure times". However, we did not do that, over the last few months we have developed new projects that have meant we have increased our delivery in an amazing way. We have seen a 47.5% increase in referrals across the service, I recognise that in some senses that demonstrates the growing demand on our service and is indicative of the growing concerns around people's mental health. However, we responded to that demand and kept a clear eye on the waiting list. We saw a 60% increase in the total support we deliver, this includes 63% increase in advocacy. We delivered 14,503 hours of counselling. So much of this was only possible because of the drive and commitment of the team of: Emily, Julie, Sarah, Alison and Damon. All of them have done amazing jobs this last year and I know you will all be as impressed as I am when you read their reports.

This year we were on course to review our business plan and I was so pleased to see that we had exceeded our plans. All that we had planned to do, we had put in place and then even more. This also meant that a job earlier in the year was for our chair, Sally, myself and the trustees to work together on our business plan for the next 3 years. The management team were also involved and I believe we have produced a visionary document, which thanks to the team is achievable.

When we met last year we had literally just appointed Sarah Luke to her position as Slough Manager or Slough Champion. Sarah started in her role in September 2020 and immediately took up the challenge to increase our delivery in Slough. It was a tricky start for Sarah as she started at the point that we were unsure whether we would go back into a lockdown and sure enough within a few months we did. One of our main objectives with Slough was to find rooms that we felt worked well and meant that our clients and counsellors felt comfortable. Trying to find and negotiate rooms in these times was a real challenge but Sarah definitely rose to it and we now have lovely rooms in the Urban Building in Slough. We were able to optimise our use by making Slough the first of our offices to go back to face-to-face work and we are slowly increasing our face-to-face work in



Slough. Much of our funding for Slough has come from a grant from Children in Need, so Sarah works closely with Emily to ensure that we are fulfilling the terms of the grant. We have also increased our delivery through our offer to the schools. Again our school work was impacted by Covid, however, in Slough just as in Windsor and Maidenhead, the school's team worked hard to deliver as much support as possible. Where the schools in Slough are concerned Sarah worked with Alison, this reduced the stretch to Alison, but also ensured that Sarah had a clear view of our delivery in Slough.

We were approached towards the end of last year to develop a pilot for Slough schools, around reflective supervision. This was in response to a recognition of how difficult the last year had been for staff and the need to offer them emotional support. Sarah and I initially worked on this together, though Sarah has done a great deal of the work. I think the concept of reflective supervision has been a new one for schools to understand but as the feedback is coming in, it would seem that it has been appreciated by the participants. I hope that we are able to increase the delivery and make the offer to more schools in Slough and potentially RBWM.

Damon has stepped back from working on the database and oversight of the waiting list. Rox is predominantly involved in the making of appointments, though Emily does step in on occasions and support Rox when she can. Rox, Emily, Anne and Lucie have been heavily involved in the development of the database, liaising with Mark in order that the database delivers for the very complex work we need it to do. The complexities of the database have also included allowing us to move to working paperless and storing data securely, easily accessing statistics to report to our commissioners and flowing data smoothly to the NHS. It has not been a smooth transition moving to the database and we have faced many challenges, my hope is that as we all get used to the system and the various fixes are sorted reporting will become much easier. There is no doubt that as our service has grown the complexities of collecting data has grown. This is especially so when we include the different projects. I know I echo the thoughts of the counsellors when I acknowledge the help and patience that Anne and Lucie show when they have been helping counsellors to negotiate share point and the database. I would also like to mention the patience and helpfulness of Emily and Rox as they do their best to make appointments for our clients.

Damon is now totally involved with Advocacy and Independent Visiting. I am pleased to say that our advocates attended over 40% of Child Protection Conferences almost a 46% increase on last year. I am in the process of negotiating a new contract for advocacy with Achieving for Children and also a contract for Independent Visiting but I feel confident that due to the exemplary work of our advocates this process will go smoothly. Damon works extremely hard to ensure that this aspect of our delivery is as good as it can be and he

is very much in charge of the day to day running of advocacy. Damon is also in the planning stages of our Independent Visitor offer. This will place volunteers with young people who are looked after and will give them a safe adult who is not a professional and will be consistent. I would recommend reading Damon's report to see the full scope of this project.

If any of you care to look at our accounts you will have clear evidence of just how hard Emily has been working. However, on many occasions Emily doesn't only raise the money, but she ensures that it is being used efficiently and for its designated use. An example of this is our Hope@No22 project. We were lucky enough to receive funds from a closing charity and the CCG, and after a democratic conversation amongst the team we decided to focus on clients on the waiting list who have complex needs or suicidal ideation. Different members of the team supported Emily with this, but now it is very much Emily's project and she ensures it runs smoothly.

Sally and I could see very quickly that Emily had a clear sight on finances and how the money she was raising was being spent. We approached Emily to have oversight over our finances and she has been doing an excellent job. I think what really balances Emily's seeming multiple roles is that her role overseeing the waiting list and being involved with school and agency clients helps her to see the areas we need to develop projects and then she busies herself finding the money. Something I should say she has been very good at.

As part of our business plan going forward I know Emily is looking at other projects that will bring in income streams. In this way, we are able to strike a balance between depending on commissioners and funders and also providing our own funding, which will definitely support the day-to-day running of the agency.

Alison continues to do some incredible work, developing our packages to schools, promoting our packages and co-ordinating and supporting our team of both school lead counsellors and volunteer counsellors. Alison also meets regularly with the School Group Counsellors, who are a team of six working across both RBWM and Slough. The schools and young people's project is a very large undertaking and I think it is good that the trustees are looking to bring someone in to support Alison.

Alison not only supports all the counsellors working in various roles in the schools, but has developed a 4-day training in working with young people. This she delivers twice a year in order that we can ensure all the counsellors who work with under 18s are competent and able to do so.

I am very aware that the teams in schools that meet with Alison are impressed by her passion and knowledge for young people and it is because of this that our school project is so successful. The numbers

for our school provision are remarkable. We are in 24 schools, through Alison's school packages, but when you add in the additional work we do in schools thanks to funding from Spoor, Merry and Rixman and Children in Need that adds up to 39 schools and have delivered 6615 hours of counselling.

Alison also worked alongside Sarah using the school model to develop the Burnham Health Promotion Trust project. With this project we are providing counsellors to a GP surgery using our model of lead counsellor and volunteer counsellor.

2020 saw a tricky start for our new CPCAB level 2 training. Julie and her team had to manage not only delivering a new course but also preparing everything to go remote and then eventually having the whole course delivered remotely. That first training was a success and all participants passed. However, other successes followed and it quickly became apparent that people wanted to sign up to our training. In a crowded field we have quite a bit going for us, namely being attached to a growing counselling service means that the trainers and potential placement are coming from very much the same ethos. I am also aware that Julie and her team are delivering a very good training and that is demonstrated by the feedback. We also provide access to our agency CPD to all trainees from level 3. Students though on our course will still have to go through the rigorous assessment before being offered a placement. Next year will see our delivery of the first level 4 and our first students hopefully having their placement with us.

The advantages of the CPCAB training is two-fold, we have a group of students who from the beginning can join in with the ethos that we espouse, but it is also a growing income stream that supports our continued delivery of free counselling to the community.

I think what strikes me with the managers is that though they have their specific projects on so many occasions there are crossovers and they support each other, or work on a part of a project together. All five of the managers have written reports of their respective projects in much more depth, and I recommend them to you.

As an organisation, we receive funding from the CCG, but their support is also of a practical nature and in the early days of lockdown, we attended meetings weekly with them and other agencies across East Berkshire. Those meetings have continued, though much less regularly, and play an important role in keeping us connected with other services across the area. They also helped us to think about those changes we will keep and that was a very positive exercise.

I do not think we could ever say the pandemic was a good thing, but I think as a team we have continued to come together, used this situation, and are coming out of it with some good lessons learnt.

For me that is an analogy for what we see so many of our clients do with the pain in their lives.

Naturally every year we have counsellors who move on for a variety of reasons, many as they build up their private practice or others as they take on additional paid roles and are unable to find the space to continue giving us their time. It is though exciting to see people who have been able to use the experience they have gained with us to further their career. They all gave so much to the agency and we are extremely grateful for the time they were with us; we wish them well for all their future endeavours.

However, the flip side of goodbyes are the welcomes, and I am pleased to say we have certainly had a lot of those this year. It costs us £600.00 every time we take on a new counsellor and each volunteer counsellor costs us £800.00 a year, so I am especially grateful to the funding bodies that have given us the money in order that we can continue to recruit and maintain our counselling cohort. Some of the new people have been able to back fill for those who have moved on and others have meant that we can increase hours. Whether in Maidenhead keeping us at almost capacity; or in Windsor and Slough increasing our resource. This year we have welcomed; Ellen, Camilla, Stephen, Kelly, Denise, Iza, Claire, Justine, Dan, Jane, Dawinder, Nina, Oliver, Tim, Gareth, Shaswati, Sarah, Ben, Zoe, Peter, Karen, David, Judith, April, Dalvinder, Ashley, Georgie, Joanne, Mobinah, Alison, Brenda, Susan, Lorna, Paula, Nina, Sonia, Sinead, Kiran, Vinika, Lindsey, Katie, Rachel, Evangelina, Catherine, Sadia, Paul, Cat, Aman, Preeti, Suzanne, Julie, Abi, Angela, Emma, Rachel, Shradhu, Hannah, Gwen, Ruby, Holly, Maija, Nadia, Lisa, Caroline, Jacqui, Gill, Sonia, Sophie, Rajna

The selection process is tough, as it needs to be, everyone who comes on to a rota has to complete a recording and a written piece, is DBS checked and reference checked. I remember when taking on a new person they commented how daunting it was to do the recording and written piece but how afterwards it was so reassuring that we took the competency of our counsellors seriously and that they did feel more confident knowing they had passed the assessment. I am also pleased that we are continuing our scheme where the managers, and myself, mentor new counsellors coming on rota; this gives them that additional layer of support, which we recognise is vital.

I would also like to mention those people that have been with us for many years, we are so lucky to have a wide array of people who are a number of years post qualification. I am so pleased that with the initiatives of Emily, Alison, Julie and Damon we are able to find ways of giving back monetarily to these people and that we are able to demonstrate in a practical way how much they are valued. I believe this is one of the reasons for our enviable retention rate.

I think though that it also says something about the environment that we all create that people want to stay; and it is very much a team effort, as an organisation the culture we have is down to the various people who work here. For me it has always been important that we carry through the ethos of the person centred way of being, that we all value each other and have respect for one another. That doesn't mean we always agree but it does mean that respect underpins our communications.

Therefore, I would like to end by thanking everyone who makes that possible, from our chair and the members of the executive, our administrators, the school group counsellors, our wonderful cleaners, the service managers, the counsellors in the agencies and in the schools and the advocates. Again, this year I need to say an especially big thank you as so many people have done so much extra in order to keep us going this year.

I would also make an especial thank you and acknowledgement to our Chair Sally Somerville, Sally made an admirable job of guiding our service through the intricacies of changing our status and has developed that understanding even more this year. Sally is so involved with the service and devotes so much time to it. I am especially pleased that Sally attends many of our management team meetings on a Thursday afternoon, in this way Sally not only understands the day-to-day running of the service but also sees for herself the wonderful contribution the managers make. One of the other advantages of covid was often during the summer having meetings in her lovely garden.

I would also like to thank the people in RBWM who support our organisation, especially as we now exist in our new relationship. A very big thank you to Liz Hinchey who worked with us on the commissioning process and has the ideal balance of patience and good humour. I would also like to thank Giovanni Ferri and Janette Fulwood who deal with our CCG commissioning, again are a wonderful support, and help us to be a better service. I report every quarter to Liz and Giovanni and every time they make the meeting an opportunity to show case our achievements.

I would also like to thank Mike and Joan my supervisors whose support and encouragement are beyond price.

Every year I say how much I enjoy my job and it is no less true for being repeated, thank you, everyone for making our organisation a place to be proud of and to committing to another year and seeing what lies ahead. For the last two years, I have added a plea for an easier year than the previous one. This year my hope is that the year ahead brings us the same dynamism and achievements that this year has brought.

Shula Tajima

## Feedback from Clients The Voice of the Clients

In an effort to discover how the clients feel about the service they receive from our service, we ask clients for feedback following their final session. Whilst ensuring the confidentiality of the clients here is a small selection of the feedback given to us by clients.

“I feel that this period of counselling has been the most successful I have ever had, my counsellor was wonderful, and she listened, remembered and challenged me”

"This has given me the opportunity to talk to someone about my problems, worries and feelings without being judged and I then found solutions"

"A weight has lifted off my shoulders, I feel as if the grey clouds have cleared away"

"Counselling changed my life; my counsellor helped me to better understand myself and to be gentler with myself. I learnt so much about me!"

"I am in such a better place than I was when I started. Listening, understanding, compassion and great patience, I experienced it all"

"I realised I wasn't alone, which was how I had been feeling for such a long time"

"It was so positive and really helped me to clear out all the negative thoughts that I had been stuck with"

"I just feel better about being the person that I am"

"Thank you for giving me back my life"

## Feedback from clients in group-work

"Confidence within school lessons and outside of school"

"It's nice to know you are not alone"

"I feel calmer, it makes me feel less stressed and I argue less"

"I like how we can freely talk and nothing is held back"

"I like this group. It helps me a lot, it helps keep me calm and not get angry"

"I didn't say much in the group but I liked going because it made me realise that I was not the only one dealing with stuff"

"I don't tell my friends stuff about how I am feeling so the group was good, cos I could talk about those things"

"I found the group useful to talk about my friendship problems"

"Thank you so much for helping me at school"

"I like talking to someone who is not a teacher and not my family as I don't worry about what I am saying."

"I don't want it to end"

"It helps to talk about things that others won't understand"

"The group helped with my anxiety as I could go and talk about my problems. The group helped me to feel better and not alone"

## Feedback from advocacy clients

"You helped me to speak out"

"You helped me to say difficult things about my dad that I wouldn't have usually said"

"You never twisted my words"

"You really helped me, I felt I could talk openly and you were always honest with me"



“It was good to know that someone was speaking up for me in meetings”

“I trusted you”

From the parents of our advocacy clients

“Having the advocate at the meeting made the whole situation calmer”

“When you were speaking I could hear my child”

“I am so pleased that my child knows there is someone who supports him outside of social services without a conflict of interest”

“She went above and beyond what I expected”

“He bonded well with her and would talk to her when he wouldn’t talk to anyone else

## Feedback from Schools

Number 22 has played a crucial part in supporting some of our most vulnerable pupils, particularly in these most uncertain times. Without this therapeutic support, some of our pupils would not have had the opportunity to share their thoughts and feelings with a professional counsellor. The feedback directly from the pupils that have worked with Anita has been so positive and more often than not, they do not want their sessions to come to a close.

We hope to continue working with Number 22 in the future and will no doubt increase the provision as Grove Academy grows.

Thank you so much Anita. You really have been so supportive and flexible during this difficult time. Whether that is adjusting sessions to deliver them online or finding your way around an enormous school only to find a locked room! I do hope that you continue to work with our pupils.

### **Student feedback**

Feedback received from students attending a six-week group:

One of the year 11 students was in tears because it came to an end.

Loves how supportive it's felt.

Would like to continue.

Helpful to talk without being judged.

Very supportive & helpful, likes the group.

"I've been feeling safe".

"I have things that I am proud of".

"I've been able to make up my own mind about things".

"I believe I have choices".

### **Teachers**

"We are delighted that Number 22 counselling service will be providing support to our students here at St Joseph's. We feel it will have a big impact on the emotional health and wellbeing throughout the school especially for our more vulnerable students. As a school we feel it is important that our students feel loved and cared for and are provided support for all aspects of their lives. Our hope is that by working with Number 22 we will be able to provide more specialist help for those students who really need it."



## Client Issues June 2020 – June 2021

Clients usually present with a multiplicity of issues, for instance a client may initially come to our service saying they are suffering from low self-esteem, however as the sessions progress they may tell their counsellor they are

being bullied and may let them know they are self-harming. Over the last year, these are the issues, which the counsellors and their clients have worked on together:

Depression	52 1	Mental health	456
Low Self-Esteem	23 6	Sexuality/Gender	57
Anxiety	38 6	Substance Misuse	18
Anger	32 3	Illness/Disability	65
Relationship - Partner	15 4	Pregnancy	6
Relationship - Family	26 5	Eating Disorder	367
Bereavement	16 4	Sexual Abuse	198
Bullying	21 2	Alcohol Abuse	132
Domestic Violence	29 8	Divorce/family breakdown	213
Emotional Abuse	13 9	Education/Exams	178
Suicide/Suicidal Thoughts	25 3	Abortion	16
Child/ren	45 3	Trouble with Police	6
Relationship - Parents	39 8	Homelessness	2
Phobias/Compulsive behaviour	12 1	Religious Issues	6
Physical Abuse	54	Self-Harm	432
Rape	11 8	Job Change	
Relationships-Friends	24 5	Work Related	58
Isolation/Loneliness	25 4		



We care about the environment of our two agencies, and the rooms we hire. We want both agencies to appear clean and professional but also friendly and approachable. We are very lucky in the services of Kelly and Nigel who are our cleaners and take great pride in keeping our rooms looking clean and tidy. In the main, the feedback from clients is positive about the rooms, though occasionally personal tastes may clash. The environment of the rooms is important as it is saying to our clients that they are valued and that the counsellors have a pleasant place to work. We have wanted to have more security and better rooms in Slough and thanks to Sarah's hard work; we are now working out of the Urban Building in Slough. The whole building is light and fresh and the rooms are very comfortable. The feedback we are receiving is that the move is a positive one. One of the consequences on Covid is that the Director is working more from home. The decision has been taken therefore to only use rooms in Windsor and no longer have an office. This will save money and be facilitated by less dependence on paper and work being stored in the cloud.

Clients consistently spoke of not feeling judged and of being valued, and this feedback is very important to us. Clients also say they appreciate being given a choice of appointment times, though with our waiting list this can feel more pressured. We are running out of hours to add on more rotas and open often for almost 12 hours. Our new way of working remotely though is helping here. Going forward we will offer a blended service, meaning we are no longer restricted by the number of rooms we have.

Many clients spoke of feeling able to recommend our service to their friends and it is positive for us when we see this happening. Our clients are the ones who from experience can say how effective the counsellors are. Therefore, their positive feedback is our best advertisement.

This year, due to covid restrictions we have not been able to receive cash gifts from clients. However, some clients have still been able to offer financial support in other ways. We do not ask clients for any contribution for the counselling they receive, though some who have felt able to give donations, some very generous, as a way of saying how much they value the service they have received. We appreciate their contribution enormously.

We are very aware that our waiting list impacts the wellbeing of clients who want an appointment. However, in much of our feedback clients speak of the ease of making an appointment and we believe this is due to the wide selection of times and that we try as much as possible to offer the most convenient time to clients. This also influences the waiting list as appointments after school time and during the evening are at a premium.

I am pleased though that our initiative to offer short term alongside long term counselling, has increased the people we can see quicker. We have continued with our focused service specifically for under 18

year olds, again short term. We used our more experienced counsellors in this role and paid them, this has helped to cut into the waiting list. I am pleased to say with the different projects we have established; despite the increase in demand for the service, we have reduced the waiting list.

# Executive Committee

Chair  
Vice-Chair

Sally Somerville  
Eileen Goford

Secretary  
Treasurer

Karen Melton  
Jodi Romaker

Committee Members:

Mary Luxon  
Carolyn Fisher  
Sally Wright  
Sue Curley  
Natalie Mead

Young Person Representative:

Max Warburton

Director of Service

Shula Tajima

## Service Managers

Damon Hall   Emily Warburton   Alison Batey   Julie Murrell   Sarah  
Luke

## Administrators

Anne Lang, Lucie Lang, Rox Khan

# Volunteer Counsellors

Lilly, Vivienne, Claire, Parminder, Kim, Bilkis, Kim R, Sarah, Tracy,  
Daren, Louise, Trish, Claire, Babs, Simon, Sharyn, Steven, Carolyn,  
Narinder, Maria, Angela, Hamilton, Teresa, Jo, Liz, Rachel M, Jennie,  
Sarah, Suzanne, Meena, Shaz, Gina, Sue, Sally, Fauziah, Sharan,



Andy, Karen M, Louise, Emily, Dominique, Ros L, Julie, Lindsay, Laura, Linda, Alison H, Dee, Norma, Yvonne, Viv, Nicky, Maria, Emma, Nikki, Lorna, Jo V, Hamilton, Lisa, Sarah, Sally, Louisa, Tracy, Jenny, Patch, Zahda, Sarah L, Emma, Moira, Lisa, Laura M, Ashdeep, Tracy, Melissa, Mary, Amy, Bernie, Jane, Jamie, Cate, Katherine, Nichola, Rukhiya, Meena, Harpreet, Becky D, Lianne, Ben, Heather, Lisa, Marielle, Jaga, Joanne, Mary-Lyn, Sydney, Emma, Noreen, Nadia, Lisa, Jo, Helen, Aaliyah, Maria P, Lisa B, Bev, Yvonne T, Lucy J, Paige, Georgina, Cherena, Joanne, Adeola, Anna M, Camao, Charmain, Isobel, Samantha, Lucy, Marian K, Heather C, Sophie, Ellen, Nora, Sarah, Vivien, Ingvild, Kim, Chantel, Sophie, Michael, Tamara, Chloe, Aman, Julie, Rox, Isobel, Nicola, Leah, Carole, Preeti, Sabina, Lindsey, Jo, Emily, Louise, Suzanne, Nina, Sinead Ellen, Camilla, Stephen, Kelly, Denise, Iza, Claire, Justine, Dan, Jane, Dawinder, Nina, Oliver, Tim, Gareth, Shaswati, Sarah, Ben, Zoe, Peter, Karen, David, Judith, April, Dalvinder, Ashley, Georgie, Joanne, Mobinah, Alison, Brenda, Susan, Lorna, Paula, Nina, Sonia, Sinead, Kiran, Vinika, Lindsey, Katie, Rachel, Evangelina, Catherine, Sadia, Paul, Cat, Aman, Preeti, Suzanne, Julie, Abi, Angela, Emma, Rachel, Shradhu, Hannah, Gwen, Ruby, Holly, Maija, Nadia, Lisa, Caroline, Jacqui, Gill, Sonia, Sophie

,

## School Group Counsellors:

Caroline Rossiter, Sharan Kaur, Sameera Afsar, Lisa Miller, Sharyn Prince, Julie Ioakeim

## Schools Counsellors:

### Lead Counsellors

Emily W, Viv J, Lisa M, Amy D, Sharyn P, Lisa P, Sharan K, Linda B, Jo L, Lyndsey H, Anita P, Sameera A, Sophie K, Emma G, Katie W

### Volunteers

Carole B, Anita P, Adriana P, Lucy J, Cameo C, Sophie K, Kim P, Jacqui V, Nina N, Zoe F

## Hope@22 Counsellors

Melissa Gale, Emma Guest, Lucy Jones, Cherena Morlese, Viv Osman, Harpreet Saimbhi, Patch Welling

## Young People's Project Counsellors

Neena Ayers, Carole Bromhall, Joanne Hunt, Sharan Kaur, Lisa Miller,  
Viv Osman, Maria Palmer, Vivienne Shiels

### Family Action:

Caroline R

### BHPT Burnham

Julie I, Marian K

### Cleaners

Kelly and Nigel

### Advocates:

Alison B, Bernie, Damon, Narinder, Jaga, Shaun, Lilly, Dee, Sharyn,  
Tricia, Sara, Norma, Charmaine, Clare, Micheala, Amy, Lisa, Louise,  
Sarah, Lyndsey, Lucy, Rox, Lisa, Rozxann, Nick, Vivien, Nicola, Lisa,  
Pina,

### Supervisors

Barbara Thomas, Alison Batey, Linda Dorgan, Barrie Hopwood,  
Deena O'Brian, Paul Cockroft, Julie Murrell, Racheal Barton, Joan  
Devoil, Ben Jearum, Barbara Beaumont, Lou Stafford

Joan Moore, Mike Worrall (Supervisors to Director)

### Trainers

Kieran McCrystal, Alison Batey, Mike Worrall, Julie Murrell, Wendy Gregory, Dr Rachel Freeth, Shula Tajima, Micheala Stay, Lisa Thompson  
Jan Hawkins

## CPCAB Tutors

Julie Murrell, Dominique Du Pre, Claire Franzen

# Counselling Service manager Advocacy/Independent Visiting Report

## Advocacy

Referrals to the advocacy service have continued to follow a roller coaster rhythm this year, that is, a pattern of feast and famine and no predictability. Sometimes I have four referrals in an afternoon and at other times, I won't receive one for a fortnight.

Since the last AGM, we have trained a new cohort of advocates. Sadly some have already moved on to other work and have had to give up the role, while others have become a new line of stalwarts in our armoury. We plan to recruit and train more in 2022 with a focus on their ability to commit to the advocacy role. Advocacy is valuable and valued work and we generally have a low turnover of staff. This is important as the number of referrals grows.

The nature of the beast is that many referrals come in with very little notice of the first conference or meeting the advocate needs to attend. Thankfully, so far, we have never not been able to supply someone to fulfil a referral. Our team is extremely flexible, for which I thank them.

It has been very noticeable through lockdown that some families have struggled. In particular, we are currently seeing a rise in referrals caused through domestic violence and/ or parents with mental health issues. We are also being asked to support more parents than previously, again often linked to mental health problems they may have. The feedback I receive from these clients is that they are enormously grateful to have the support of someone independent, someone empathetic, and someone with a little bit of understanding around the issues of mental ill health.

Advocates were among the first cohort of professionals to be offered vaccines, which enabled them to return to face-to-face working at an early stage. Whilst we have adapted to the lockdowns and remote working, carrying out meetings over the phone or video conferencing is not ideal for many of our clients, and nearly impossible for some. Meaning can be misinterpreted and understanding lost when people are not communicating directly. Advocate interventions have been invaluable in some instances making sure both client and professional have understood what the other has said.

We are increasing our presence at the initial child protection conference stage and, more often than before, advocates are working with clients beyond child protection, staying with a young person or parent when they move to a child in need plan. I personally feel this is an important piece of work. It is equally, or even more, important that clients have a voice when the professionals around them are taking a step back.

Another development this year has been a request from the child protection chairs for advocates to produce reports prior to conference. This request has only been made within the last month and it is too early to report on its success or advocate take-up.

Our collection of feedback has been patchy to date, relying on self-reporting after we end with clients. We aim to develop this feedback process over the coming year, taking a more direct approach to contacting parents and young people about their involvement with the service and what has been helpful/ what we could do better. The findings from this will feed into ongoing training and supervision of advocates through the following year.

## Independent Visiting

Back in the halcyon days pre-Covid, I had started to look into the logistics of setting up an Independent Visitor service. Sadly, this was

put on hold when the world shut down. Now, with an end in sight, an end to what I don't know, independent visiting is firmly back on the agenda.

At a recent commissioning discussion meeting, it was enormously encouraging to hear the borough's enthusiasm and support for this initiative. One of the things I was particularly keen to put in place was the ability not only for people actively in care to have an independent visitor, but also for the service to be available to those who have passed 18 and are no longer looked after children. It is important these individuals also have the opportunity to access the support of an independent visitor should they want it. It was heartening that we are all singing from the same page and share a similar vision about enabling young people in- and post-care to become successful and independent and achieve all they can.

We are still ironing out some technicalities but we have a job description and application form ready. I hope to be able to advertise more widely soon but please see the advert later in this report. If you know anyone you feel may be interested, please share this advert with them. I plan to start to interview prospective independent visitors (IVs) later in the summer so that the matching process can begin and young people can start to be supported by this service as soon as possible.

The matching process ensures we match young people to independent visitors with similar interests, hobbies, likes and dislikes, and so on. This is done to ensure as positive a relationship as possible. Independent visitors will make regular visitors and spend time enjoying activities with their young people, as well as offering support and advice to them.

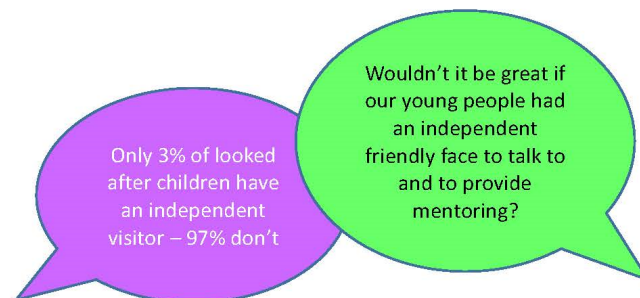
We have identified necessary training for IVs and are looking to involve Kickback to help us in evaluating the implementation and development of the service. Kickback is the young person in care forum. They will largely be the users of the service and their input into what it provides and how it works will be invaluable.

Damon Hall





- ✓ Are you over 21?
  - ✓ Are you reliable and good at making friendships with people of all ages?
  - ✓ Do you want to make a difference to a young person's life while having fun?
  - ✓ Can you commit some time each month for a minimum of 2-years?
  - ✓ Are you prepared to sometimes travel long distances (expenses will be paid)?
- We are looking for people of all ages (over 21), from all backgrounds and experience to befriend and mentor young people in the care of the Royal Borough of Windsor and Maidenhead (RBWM).
  - An Independent Visitor is an adult friend, who gives time and support to a young person to help them reach their full potential.
  - The role of Independent Visitor is voluntary but volunteers receive expenses for any activities undertaken and for travel to visit a young person.
  - If you would like more information and an application form, please email [damon.hall@wmcounselling.com](mailto:damon.hall@wmcounselling.com) using "Interested in IV" as the subject line.



# Counselling Service Manager CPCAB Training Delivery

2021 has been a very busy year for our CPCAB courses. After a delayed start in 2020 due to Covid we launched our CPCAB level 2 course, Certificate in Counselling Skills and 19 students completed and passed the course in December 2020.

In Feb 2021 we launched level 3, Certificate in Counselling Studies, have 19 students enrolled, and are over half way through the course. We also started 2 new level 2 courses in Feb 2021 with 48 students over the 2 courses, all of our level 2 and level 3 students have completed their 2 assignments, are undertaking their external assessment in July and are part way completing their portfolio of work and are in the process of on boarding a new tutor and starting a further level 2 course in July 2021.

We have received the following feedback from students

*'I believe with these tutors I can take the next step to level 4 and look forward to doing it with the same training provider. Thank you to all people behind this, especially to the tutors who run the course'*

*'It was an amazing experiential journey for me - learning about myself, how to reflect and how to listen'  
'Huge thank you to Julie and Dominique - how they adapted the course for delivery online and via zoom. The quality of the course delivery, they are both professional and approachable. Brilliant!'  
'A lot of skills including being empathic, sitting with silence, self-reflection and listening skills. Also meeting likeminded people'  
'I gained a deeper understanding of myself, gained a circle of likeminded individuals & an education into an area I have longed to train in'.*

We have been approved to deliver level 4 diploma in Therapeutic Counselling, a 2-year course which will qualify the students to become counsellors, and will start in Jan / Feb 2022.

In June 2021 we have had a successful internal verification of the courses and an external verification visit from CPCAB.

We have received the following IV & EV feedback

*'It was a pleasure to attend a remote EV meeting with this new centre, offering CPCAB within a highly respected community counselling service established in 1976. Julie Murrell, counselling course co-ordinator managed a highly organised remote meeting, providing me with all the relevant evidence and impressively organising the breakout rooms at various times during the meeting. I met her CSK L2 co-tutor, Dominique du Pre, Clare Franzen who will tutor on CSK L2 next year and Bruce Rolls, the internal verifier. All were very welcoming and helpful'*



*'It is evident that all tutors have managed the remote learning process with flexibility, creativity and a high level of professionalism which the CSK L2 candidates confirmed in their discussion with me. The tutors need to be commended on running such excellent training in such challenging times! It was also a delight to meet the enthusiastic CSK L2 cohort and participate in their check-in. The candidates are thoroughly enjoying the course and nearly all are hopeful as well as excited about progressing to level three next year.'*

Our tutor team is expanding in line with the growth in courses offerings, Julie Murrell and Dominique DuPre are currently teaching level 3 and have been approved to teach the level 4 course in 2022. Dominique and Clare Franzen are teaching the 2 level 2 courses and Gareth Bartlett and Ben Jearum are going to teach the new level 2 course. Joan Mankoo will be teaching level 2 next year with Ben Jearum and Gareth Bartlett and Clare Franzen will be teaching level 3. We have Ben Jackson from No 22 on a teacher placement and will be mentored by Dominique and Bruce Rolls, who was a volunteer counsellor with the agency, is our internal verifier for level 3. We are all looking forward to an exciting 2022 where we are planning 2 level 2 courses, 3 level 3 courses and a level 4 course.

Julie Murrell and Dominique DuPre

**Counselling Service Manager  
Schools and Young People**

## Introduction

As I reflect on the last year it is going to be difficult to write a report and not use the word busy, so I would like to start with saying that it has been a pleasure to have been part of an incredibly productive year where we all have reached out to more clients than ever as an organisation. We have all had to learn so much to enable us to work in different ways with our clients, often creatively adapting our work to meet the client's needs. Working remotely with children and young people has required us to adapt our practice in areas such as working alongside parents, holding boundaries, holding risk and not forgetting the mode of communication, whether it be phone or zoom. I acknowledge in my own practice that this way of working has meant that we can at times feel we are 'holding' our clients outside of the counselling room. Many children and young people did not experience endings in their therapy as the schools closed and the School counsellors did an amazing job at reaching out where they could.

I attended the BACP CYPF Conference in March titled "Weathering the Storm" and I was struck by how resilient we as an agency have been. I feel we certainly have weathered the storm!

It will be no surprise to any of you to hear that the mental and emotional health of young people is in crisis with the impact of the last year not truly known as of yet. Childline have seen an increase of 46% in calls to their services and a recent Study (The Oxwell School Survey 2020) indicates that young people have been significantly impacted by the pandemic and lockdown, showing loneliness as a significant finding.

Number 22 has responded in many ways and I would like to share what has been going on within the schools service that we provide.

## Overview of School Counselling Service

One important aspect of what we offer at Number 22 is the School based Service which I have been managing and overseeing for the last 3 years. Schools are finally recognising the value of an in house service and with the CAMHS waiting times and thresholds to access ever increasing we have become a vital service to the schools we work with. This now includes primary schools who now need much more therapeutic support with the younger age group, who are experiencing emotional distress at a much younger age. Following the recent results published of the ETHOS Project ([www.roehampton.ac.uk/research-centres/centre-for-research-in-social-and-psychological-transformation/ethos](http://www.roehampton.ac.uk/research-centres/centre-for-research-in-social-and-psychological-transformation/ethos)). Its findings show the importance and effectiveness of a schools based service. Evidence tells us that there is a significant reduction in psychological distress for young people who access counselling within school.

The package we offer can be bespoke to each School's needs, but the main package includes placing a Lead qualified counsellor

alongside a volunteer on placement, with professional development and progression for many if not most of our school counsellors.

I must also acknowledge that our reputation is highly regarded in the community and that I now get many schools approaching us to provide a counselling service. This is shown in the following numbers:

**24** x Schools buy in our counselling package

**31** x School counsellors made up of **18** Leads and **13** Volunteers on placement

**6** x Group counsellors offering groups to local schools (Maidenhead, Windsor and Slough)

This equates to the school service delivering **155** hours of 1:1 counselling per week /**1850** hours per year. The school Group counsellors deliver over **440** hours of groups within both primary and secondary

The team continues to grow as we move in to planning for the next academic year, with more schools and counsellors coming on board. As a schools team we meet termly and communicate regularly sharing ideas and I hope that they feel supported in all their roles.

I feel privileged to be a part of the development of the school counsellors through the training I offer and then supporting the work they undertake on placements in schools. The school service has provided many opportunities for our counsellors to develop and secure Lead roles in schools.

Camao has kindly shared a few words to highlight his appreciation of the opportunities that Number 22 have been able to offer him.

*"Working at Number 22 has provided me with the opportunity to develop personally with my counselling and is a great place for learning and developing as a counsellor in training. I have completed numerous CPD days/ training within Number 22 and appreciate the varied topics. I attended the Young People's 4-day training held by Alison towards the end of 2020, which further enhanced my passion and interest to want to work with young people. Since I started studying to become a counsellor, I have always wanted to work with young people but was unsure of the route I needed to take. Number 22 has provided me with the opportunity to do it through the training offered and the supervision provided to support the work. I was pleased to be offered a school volunteer placement position within Windsor Boys School and I have been in school since the beginning of 2021. I enjoy every moment of the experience and value the support of the pastoral staff team at school. It has reinforced my desire to work with this client demographic".*

#### Other projects

- Burnham Health Promotion Trust- over the last year we have been working in partnership with BHPT who are a community based health service in Burnham. We have been offering a counselling service, which is being delivered through a GP surgery targeting young people. Julie Ioakim and Marian Kennedy have done a fantastic job with the feedback showing

positive results. We are working closely with Dr.Daily and Dawn Harris on this project as they report the results to their trustees.

- Parent Support Groups- Over the last year we have been offering parent support groups within the community. Both Melissa Gale and Julie Ioakim have worked hard to get word out there, however with little uptake we have decided to review what we are offering. We are in the planning stages now but moving forward we are hoping to offer parents a 6-week programme of Psychological First Aid. We are very lucky to have Melissa's knowledge and experience on this and appreciate the time that both Julie and Melissa are investing in supporting parents.

- Family Action/Young Carers- We have been working collaboratively during the last year with Young Carers offering 1:1 counselling to a group of 10 young carers within the Borough. Caroline Rossiter has been undertaking this work and has done a fantastic job of staying in contact and endeavouring to support the clients remotely. The age of the clients is varied and has been at times been challenging for Caroline as she has had to adapt her work accordingly as I have previously mentioned, around parental involvement. Young Carers are often overlooked in society and we were pleased to have Sarah Collins join us at one of our team meetings to give us an overview of their services and how to refer on if we identify that a young person is caring for an adult in their lives.

I am pleased to report that we have secured further funding for next year.

- Crisis work- This term we were approached by one of our schools that we support with a package (Burnham Grammar School). They were experiencing a cohort of year 10's that were presenting with risk around suicidal ideation. After some consultation with the school, we were able to respond in a timely manner and place 2 experienced counsellors to run groups over a 6-week period.

This was a complex piece of work, which required us to work collaboratively with the pastoral team in school. Melissa and Julie recently completed this work and the evaluation and feedback has been so positive with the young people's attendance improving, less behavioural points given, less time out of lessons and improvement in coping strategies. Below is some feedback from the staff:

*"They have started to speak about their ups and downs during the sessions however the communication with the counsellors has been fantastic which has allowed for these issues to be addressed and even added to the confidence of the group."*

Partnership working within The Borough

Number 22 works hard to maintain and continue to build positive working alliances with other professionals. I regularly attend LIG (Local Implementation Meetings) and represent the voluntary sector in the governments Transformation Plan around the young people's mental health strategy. There is a huge amount of work going on behind the scenes to improve existing services and particularly the pathway to CAHMS.

Last week I attended a stakeholder's forum meeting where I was given the opportunity of sharing our experiences within the voluntary sector and the challenges we face. We are as a service highly regarded by other professionals and are recognized for all the work we are doing.

### Plans

The work within schools continues to grow, and our School counsellors are working incredibly hard to support the clients. I would like to take this opportunity of saying a massive THANK YOU to everyone who is part of the schools team and look forward to continuing to work with you all.

I have many plans and ideas for next year, and will be focussing on primary schools and recruiting counsellors who have the skills/training to work with this age group.

I am hoping to link up with other local counselling organisations and our aim is to deliver our very own local Young People Counsellor Conference.

I think I may have achieved writing this report without using the word Busy too!

Alison Batey ☺

## Counselling Service Manager Slough

The last 12 months have been an exciting time for Number 22, Slough. We are delighted to report that the goals we set ourselves of increasing our provision in our business plan 2018-2021 have been achieved!

With the funding we received from Children in Need, it was my privilege to have been appointed Service Manager for Slough in September 2020. This funding not only allowed us to have a dedicated Manager for Slough, but for us to expand our services in supporting young people. We set ourselves ambitious targets for the Children in Need funding. This was a challenge due to the pandemic, but these targets have already been achieved and we saw 126 young people between September 2020-April 2021 totalling over 715 counselling hours. We are very grateful to Children in Need for their ongoing support.

Since September 2020 we have built strong relationships with many of the schools and have had our Counsellors in those schools supporting young people through 1:1 counselling or group work. In

the coming autumn term, we will be placing 16 of our counsellors in 7 schools across Slough. This is very exciting, and our aim is to continue to increase the number of schools we work with over the year ahead.

Please see below an example of the fantastic feedback we have received from one of the wonderful schools we work with:

*“Haybrook College have been working with No22 Counselling since January 2021. They have been quick to respond to our ever-growing need for additional counsellors across our provisions for which we have been extremely grateful. They have taken great care to find counsellors well suited to our unique cohort of pupils and understood the need for face-to-face sessions for our young people, at a time when most professionals were only able to offer virtual support. This careful and well-considered approach has ensured that our pupils are developing positive relationships and engaging well with their counsellors; staff report that pupils are usually eager to attend their sessions. We look forward to continuing our work with No22 across the next academic year.”*

We are delighted to have found new premises in the centre of Slough at the Urban Building. This space is now up and running. Here we have two lovely rooms for our Counsellors to work from with access 6 days a week. Looking back to this time last year, we had around 12 Counsellors working from our old premises, but now have 26 Counsellors signed up to work from our new space and this number is growing, which is wonderful.

Number 22 has been working with Slough Council to facilitate a pilot for reflective practice for staff working in both primary and secondary schools. The sessions are for Head Teachers and Designated Safeguarding Leads and gives them the opportunity to have the space to reflect on their practice and decision-making. 18 members of school staff have attended from across 15 Slough schools. The feedback we have received from participants has been that they have found the sessions very helpful.

It feels like we have achieved a lot during the last 12 months and I look forward to working with such a dedicated group of volunteers, staff and trustees in delivering Number 22’s objectives for the future.

Sarah Luke

## **Facts and figures for Number 22** **Slough**



# 7488

year

counselling hours available in our Slough rooms each



144

counselling hours available in our Slough rooms each

week



126

young people have received our support from Sept 2020

- April 2021



7

Slough schools will access our 1:1 and group counselling

from Sept 2021



715

counselling hours have been delivered to young people

from Sept 2020 - April 2021



16

counsellors are working in Slough schools



18

DSL'S have accessed our reflective practice support



15

schools involved in reflective practice support.



14

groups will be run every week in Slough schools from

September 2021.

## Counselling Service Manager Budget Oversight/Fundraising

Fundraising and Finance have been the main focus of my work this year for Number 22. We started strongly in April 2020 with a number of donors supporting us with generous contributions to fund our young people's after schoolwork. I then set about completing a very large funding bid which requested all sorts of financial information including a three-year income and expenses forecast. This set about a chain of events whereby all the managers started to forecast our year ahead numbers. We did not end up being awarded the money but it did really make us focus on how we need to manage our finances as a stand-alone charity now that we are no longer under the umbrella of RBWM. Some really useful work resulted and we now have a clear budget for each of the revenue generating areas -

schools, advocacy, CPCAB training courses. These all give us revenue streams, along with fundraising and commissioning grants to be able to keep delivering our service to our clients and crucially to try and keep the waiting lists manageable. Sally and Shula then asked me to take care of the charity's finances as part of my job role and I am currently driving everyone mad as I drone on about controlling expenses and being prudent! As we increase delivery and take on new counsellors to support this, you can see from our accounts that we have larger overheads to fund for example supervision and admin expenses so it is important that we keep a close track on our spending to make sure that we have stable finances moving forwards. Sally, Shula, Delia, Anne, Jodi and I have all worked together on this and their support has been invaluable in formulating a successful way of working in this area.

The year continued with some amazing fundraising wins. The young people's work continued and I would like to thank all of the counsellors who have engaged with this work. I am very grateful for all of your support and I know that the clients and their parents are too. We have kept the young people's wait at around six months so it's still quite long but nowhere near where it was a couple of years ago. Most funders like exciting project work which of course we are delighted to deliver but we also need to keep the lights on so 'running costs' grants are always much appreciated and we have been fortunate to receive some donations to this effect this year. BBC Children in Need, The Lottery Fund, The Berkshire Community Foundation, The Louis Baylis Charitable Trust, The Shanly Foundation, The Windsor and Maidenhead Christian Trust, The Prince Philip Trust, Maidenhead United Football Club, The Garfield Weston Foundation, Orbis Investment Advisory Ltd, Inner Wheel and a local donor who would like to remain anonymous have all been amazing supporters. The Spoor, Merry & Rixman Foundation have become incredible partners and their belief in our work at Number 22 has really supported the young people who we work with. Thank you to all our amazing supporters; we wouldn't be doing what we do without you.

The largest donation that Number 22 has ever received came just before Christmas from The Walter Hazell Charitable Trust – please see separate report on The Hope Project. A truly remarkable legacy gift to our clients. Thank you.

Rox has been the most amazing client appointment-making machine this year and we are so grateful that she now works for Number 22 ten hours a week. Nothing is ever too much trouble for Rox despite our best efforts to slow her down with the implementation of the new database! Periodically I support Rox with making client appointments and we often spend time looking at the needs of the waiting list and how we can best deliver our service to our clients. Thanks Rox for everything that you do.

Lisa P willingly (I think?) agreed to handle our social media messaging and set about with gusto updating and improving our facebook page, twitter feed and website. She updates regularly with



our fundraising efforts and mental health news stories. Lisa does all this in a voluntary capacity and for that; we are very grateful, thank you Lisa.

I continue to recruit, induct and support counsellors. I always welcome a chat about how you are all doing and try to help where I can. I really love it when a counsellor tells me that they have reached their 100 hours of counselling or had success with a client. It is a really rewarding part of my role.

The Children in Need funding began in September 2020 and recruiting Sarah to run this project has been a real success of our 2020/21 year. We were so delighted when Sarah agreed to join us and she has set about the task with gusto; opening new rooms in Slough and working with Slough schools. Our challenge to replicate our Windsor and Maidenhead offering in Slough is really starting to develop and our increased offering is much appreciated by the local community, particularly the young people.

I continue to work closely with Damon, Alison, Shula, and now Sarah too. I am ever grateful for their support with my own client work when I feel stuck. When Shula did my appraisal this year, the word 'team' came up repeatedly. We support and challenge each other and often make each other laugh along the way. For me, Number 22 is a great place to be and I feel very fortunate to be a part of it.

### **Hope@22, supported by The Walter Hazell Charitable Trust and East Berkshire NHS CCG**

In October 2020 we received a letter into the office from the Walter Hazell Charitable Trust. After many years of work, the Trust had decided to wind up its activities and distribute its remaining funds. Having researched and found Number 22 online, the Trust were interested to learn about our work. This resulted in Alison and I being invited to meet the Trustees in Aylesbury. We were asked to be ready to discuss what differences could be made to Number 22's activities if we were awarded a donation.

We had a chat in our next team meeting about what the contents of that proposal document should be. I had felt for some time that having made some progress with the young people's waiting time that the next most serious pinch point was the number of clients who were expressing suicidal thoughts in their online submissions. The meeting document was therefore written about how we felt we could address this, giving evidence of how we had previously delivered work of this nature using the young people's project as an example. Alison and I attended the meeting in November and met with very welcoming and thoughtful Trustees who clearly wanted to put their Trust's money to good use. I think it is fair to say that they were surprised by the amount of suicide ideation expressed within our communities.

And in November, we received a letter from which I have extracted the following:

*'I have to say that we were very impressed with your work and also quite concerned at the scale of the problem that you are dealing with, both with young people and adults in your area. The help that you are giving to clients with severe mental wellbeing problems which often include suicide ideation is incredibly important.*

*We particularly noted the potential impact that a donation to you could have in being able to support a larger number of clients and reduce the waiting list. You showed projections that would increase support levels ... to... clients which would be significant but we would like to go further than this. It is our view that this work is so important that we propose awarding you a donation of £75,000 which we hope can make a significant impact to your work.'*

To say that we were stunned by this generosity is somewhat of an understatement. We set about planning a project, which would do justice to this incredible legacy.

Hope@22 was born. Shula and I interviewed Number 22 volunteers who were interested in this work and we are delighted that we now have seven counsellors doing this work, with an eighth counsellor joining the team this summer. Each counsellor sees eight clients per week for up to twenty sessions and this work is all carried out remotely. Normal procedure applies and if the client is clinically vulnerable at the end of this time, the work may be extended and/or the client can be added to the waiting list to be seen again in the future.

Before the work started, we formed two new supervision groups so that the counsellors could be supervised together and support one another. Barbara Thomas and Rachael Barton supervise this work.

The Hope counsellors also took part in a two-day training program to support them. The days were delivered by Mike Worrall and Rachel Freeth and I think the time was invaluable to the counsellors as they began this challenging project.

Just as we were about to start the work, we had the amazing news that Shula had successfully negotiated with the East Berkshire CCG to support this project also. This enables us to continue this work for longer. We have funds which will last for approximately fifteen months and we are aiming to work with 185 clients. I can report that we are on track to do this. At the end of this phase of the project, we will collate the statistics and clinical outcomes and will seek to raise further funds to continue with this work.

I will leave the last word to Lucy Jones, one of the Hope@22 counsellors; she describes working on the project:

*'The Hope project is a unique project to be a part of. My experience of this so far has been something I will be able to carry with me throughout my counselling career. I have met*

*extraordinary people dealing and coping with all sorts of challenges in life. Being able to work with them has been incredibly rewarding. I have watched as over 20 sessions, people come from being on the phone to the crisis team to being utterly amazed at where they are now. Words in which they have described 'I didn't think I could ever feel like this', 'I have never had counselling like this, where it has actually helped me'.*

*To be able to be a part of this journey with them is something I can never explain. I am truly grateful to be able to work with them.'*

Emily Warburton

## School's Group Counsellor (Slough)

Face to face, work was resumed, after Covid-19 restrictions were lifted. Group work through previous school was re-established. Presenting issues through group work was mainly around anxiety, exam pressure and parents separation.

Keeping the Covid-19 safety restrictions in place for social distancing, running a welfare group had its own challenges of allocating people within a group setting. Keeping in mind the difference in mindset, diversity, need of each individual, had created difficulty in making people engage with one other.

Assessing this situation, I applied strategies that would help in easing the awkwardness within the group. I introduced an icebreaker challenge to help form a connection between them. We collaboratively worked on a contract that all within the group would benefit from like confidentiality, respect, listening, no judgements, honesty, encouragement, support, and no use of phones in the group.

In further sessions, we explored the anxiety around Covid-19 and the impact of it on students. They appeared to be fearful of Covid-19 and desperately want to go back to normal life as they feel restricted and uncertain about the future.

Students also mentioned their concern of going into isolation after one of the peers was tested positive, this is having a huge impact on their learning as they can't attend school for a couple of weeks.

Year 11 students have concerns around exams being cancelled due to the current pandemic. All of this is adding to their anxiety, as this would affect their exam results.

I facilitated the group in such a way that to the best of my knowledge everyone was given a fair chance to express themselves

and supported each other by sharing their experiences and coping skills.

The overall feedback from the students regarding the group work was that they felt more confident and less anxious after attending the sessions.

Name of School	Wexham School
How many groups	3
How many hours per month	12
How many young people in each group	3 ,2 and 5
Key themes	Anxiety, peer pressure and parents separation

Name of School	Lynch Hill Academy
How many groups	2
How many hours per month	8
How many young people in each group	5 in each group
Key themes	Low moods

Sameera Afsar

## School's Group Counsellors RBWM

### Overview of work:

Beginning in September 2020 much of the work was centred around settling into schools or anxieties around relationships with friends/family. Gradually, the focus shifted in both schools to the impact COVID was having on the students in regards to the break in routine and/or having family members affected by it.

The lockdowns led to groups transferring to working online. This went smoothly with Newlands Girls school however unfortunately Cox Green were not able to make this happen which led to 1:1 sessions with clients in the existing groups who needed it most. Still, this proved beneficial for the students, which meant I was still able to maintain contact and provide support in the best way possible given the change in circumstances.

Returning after Easter has felt completely different in both schools as the focus shifted in all my groups from COVID to individual key

themes. This has been interesting but refreshing to see how they have passed the journey and got back into their new routines with such strength. So much so that many of my existing groups came to a natural end, allowing me to start with new students for the final term.

Name of School	Newlands Girls School
How many groups	4 groups in total
How many hours	55
How many young people in each group	Group 1- year 7 = 8 young people Group 2- year 7 = 5 young people Group 3- year 8 = 7 young people Group 4- year 9= 6 young people went down to year 4.
Key themes	Sexuality, identity, COVID, anxiety, self-harm, relationships.

Name of School	Cox Green Secondary School
How many groups	4 groups in total
How many hours	59
How many young people in each group	Group 1- year 7= 8 young people went down to year 6. Group 2- year 11= 8 young people Group 3- year 9= 5 young people Group 4- year 8= 5 young people
Key themes	Exam stress, anxiety, impact of COVID, sexuality, identity.

Focus for future/areas of development:

I would like to work on ensuring the schools are putting together groups according to themes as sometimes it has proven harder to encourage the group to connect if they are present for different reasons. I think there is also some room for improvement with one school in ensuring that groups are ready at the allocated times. This is something I will continue to bring up with the school.

Sharan Kaur

Overview of work:

I have four schools, St Edwards, Trevelyan, Charters and Dedworth. Plus one project school Burnham Grammar School and another project school St Joseph's which finished in April. Dedworth have yet to restart, I have chased on a number of occasions and the Pastoral Lead has apologised for not setting up but has felt overloaded.

St Edwards and Trevelyan continue with the same groups as pre-lockdown.

Charters have just started with a new group.

BGS has 8 weeks 5 are completed.

St Joseph's completed sessions in April.

Name of School	St Edwards, Windsor
How many groups	2
How many hours per month	8
How many young people in each group	5 & 4
Key themes	<input type="checkbox"/> Anxiety due to isolation <input type="checkbox"/> Anxiety due to returning to school <input type="checkbox"/> Family separation <input type="checkbox"/> Peer pressure

Name of School	Trevelyan, Windsor
How many groups	2
How many hours per month	8
How many young people in each group	5 & 4
Key themes	<input type="checkbox"/> Anxiety due to returning to school and imminent moving of schools <input type="checkbox"/> Loss and grief <input type="checkbox"/> Family issues, separation, bullying siblings

Name of School	Dedworth Middle School, Windsor
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	School still not resumed after lockdown

Name of School	Charters
How many groups	1
How many hours per month	4
How many young people in each group	4
Key themes	<input type="checkbox"/> Panic attacks, OCD, anxiety <input type="checkbox"/> Loss and grief of friend in lockdown <input type="checkbox"/> Fear of unknown

Name of School	St Josephs
How many groups	2

How many hours per month	8
How many young people in each group	6 + 4
Key themes	<input type="checkbox"/> Anxiety, bullying, Autism, rejection <input type="checkbox"/> Anxiety around 'having' to decide sexuality after assemblies and tutor group talks led to perceived pressures to decide

Name of School	Burnham Grammar School
How many groups	1
How many hours per month	8
How many young people in each group	8
Key themes	<input type="checkbox"/> Self Harm, suicidal thoughts <input type="checkbox"/> Keeping safe <input type="checkbox"/> Peer pressure

Focus for future/areas of development:

Focus is varied between schools.

Lots of Anxiety, some around returning to school after some found learning easier online.

Some have anxiety due to being isolated for a long time. A lot depended on family circumstances and school pressure.

Most have expressed lots of anxiety at too much pressure of 5 lessons a day online and then homework afterwards, feeling there was no escape, only to be "told off" when returning to school if they had fallen behind.

Future focus will mean continuing to support pupils in reducing anxiety, coping and how to readjust.

Three different pupils from 3 different schools have brought anxiety at pressure to decide sexuality due to assemblies and tutor talks around the subject. Age groups include 12 to 15.

Focus will continue with reducing pressures to make decisions until they feel ready.

Julie Ioakeim

<b>School</b>	Windsor Girls School
<b>Number of clients seen:</b>	Groups x 2 (4 + 7) 1-1 X 2
<b>Number of Hours:</b>	33 hours - client hours 84
<b>Overview of Work:</b>	During lockdown support groups were difficult to continue for WGS. Over the lockdown period I was allocated a 1-1 client, who I continued with once students returned to

	<p>school. In the interim easing of lockdown, I facilitated one group and saw one student 1-1. Since returning, one group has been allocated and we will continue to meet up until the end of the academic term, when my role as support worker will terminate.</p> <p>Themes for 1-1 and group are similar and include: anxiety, exam stress, panic attacks, relationships and family.</p>
<b>Summary:</b>	Groups and 1-1 will come to an end as the academic year draws to a close, as does my role as group support worker. We are working toward the goodbyes and how connections can continue outside of the group space.

<b>School:</b>	Churchmead Secondary Datchet
<b>Number of clients seen:</b>	Group x 4 1-1 x 2
<b>Number of Hours:</b>	Group 42 - client hours 64 1-1 - 16
<b>Overview of Work:</b>	<p>Groups have remained small since lockdown, a necessity as the room is very small! Both groups have been meeting for a time, and over lockdown I spoke intermittently with one small group of 2 and a 1-1 over zoom. One group finished as a group as one member felt they no longer needed to come and I continued with the remaining member 1-1. I was also asked to meet with another young person who was experiencing extreme difficulty.</p> <p>Themes for students are: anxiety and stress, gender, family, self esteem, depression and mood swings.</p> <p>One student found the pandemic so worrying that they did not return to school, instead are now being home schooled, I felt sad about this because this student in particular had made such progress attending the group.</p>

<b>School:</b>	St.Peters
<b>Number of clients seen:</b>	2
<b>Number of Hours:</b>	11
<b>Overview of Work:</b>	<p>Although there are no longer groups at St.Peter's, during the first lockdown I offered to speak with any of the group members who might be finding it difficult. I spoke with 2 members for a few weeks before schools began again.</p> <p>For these young people there was much anxiety and fear around the pandemic, and the safety of family members. They also found being at home comforting and the prospect of returning was also frightening. They found the sessions useful, and we explored ways to relax and calm, and managed to have some fun over the phone too!</p>
<b>School:</b>	Windsor Boys School



<b>Number of clients seen:</b>	12
<b>Number of Hours:</b>	Groups hours 29 - client hours 83
<b>Overview of Work:</b>	Groups resumed as schools re-opened. One group has continued and now has 3 members, as the 4 <sup>th</sup> decided he no longer needed to come. A second group formed in March 21. The members are now settled and remain a group of 5. Themes for this group are: low self esteem, low confidence, friendship, school difficulties, family issues and anxiety.

Overview of work: Counselling Support Work took place in four schools. Furze Platt, Manor Green, Newlands and Desborough. Throughout the year the groups ran either in school or on an individual basis remotely via phone or video call. Each session starts with a Check In with each member of the group having the opportunity to let the group know how they are and how the week has been for them. We pay heed to The Agreement that was drawn up when the group started. This includes, giving each person the time to speak, listening to others and being supportive. From the Check In concerns, issues or themes can be further discussed. Resources such as card games, puzzles and art materials are supplied if required. These can aid group development, social interaction and a joint focus while talking. At the end of the sessions there is a Check Out looking forward to the weeks plans and to ensure all are ok to carry on to their next lesson.

Name of School	Furze Platt
How many groups	2 individual sessions/2 group sessions individual sessions
How many hours per month	8
How many young people in each group	2 students/5 and 6 students
Key themes	Relationships/Anxiety/Exam Stress/Peer Pressur

Name of School	Manor Green
How many groups	3 individual sessions
How many hours per month	8
How many young people in each group	3 students
Key themes	School Life/Home Life/Physical Difficulties/Friendships

Name of School	Newlands
How many groups	2 groups/2 individuals
How many hours per month	8
How many young people in each group	4 students/5 students
Key themes	Exam Techniques and Pressures/Scho

	Phobia/Peer Relationships/Bullying/Self Harm
Name of School	Desborough
How many groups	2 groups
How many hours per month	8
How many young people in each group	5 students/3students
Key themes	Bullying/ Depression/Competitiveness/Bereavement

Focus for future/areas of development:

Due to Lockdowns and Restrictions in this year much of the group work has been offered as remote individual sessions via phone or video call. The intention is to be back in schools with the groups when circumstance permits.

Lisa Miller

#### Overview of work:

I have run Year six transition groups in Maidenhead in 19 primary schools this academic year. I started with face-to-face work and then with the lockdown over the winter term transferred some groups to online. When face-to-face work was allowed to resume in schools in the Spring term I then went back into schools to deliver the workshops in the remaining schools. I also delivered extra sessions in the schools who did not have any face-to-face sessions due to lockdown. Two school did not respond to numerous emails and phone calls offering this service.

Although this work is short term, from the feedback I have been given from the children themselves, this short intervention has had a positive impact on many of the children who were chosen by the teaching staff at their schools. What would be ideal looking to next year, in my view, is for the initial six week program to be delivered over the first two terms of the year to all the schools, and then the summer term could be used to offer a further 2/3 sessions per school to revisit the skills and ideas taught in the initial sessions.

Total Children: 143

Name of School	Braywick Court Primary School
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Resilience building executive function focus
Name of School	All Saints Primary School

How many groups	2
How many hours per month	8
How many young people in each group	3
Key themes	Resilience building executive function focus
Name of School	Cookham Dean Primary School
How many groups	2 Individuals
How many hours per month	8
How many young people in each group	-
Key themes	Family breakdown
Name of School	Furze Platt primary
How many groups	3 individuals
How many hours per month	12
How many young people in each group	-
Key themes	
Name of School	<u>Courthouse Primary</u>
How many groups	<u>1</u>
How many hours per month	<u>4</u>
How many young people in each group	<u>6</u>
Key themes	<u>Transition</u>
Name of School	Bisham
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	White Waltham
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	Knowl Hill
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	Holy port
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition

Name of School	Riverside
How many groups	2
How many hours per month	8
How many young people in each group	6
Key themes	Transition
Name of School	Waltham St Lawrence
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	St Luke's
How many groups	2
How many hours per month	8
How many young people in each group	6
Key themes	Transition
<u>Name of School</u>	<u>Wessix school</u>
<u>How many groups</u>	<u>2</u>
<u>How many hours per month</u>	<u>8</u>
<u>How many young people in each group</u>	<u>6</u>
<u>Key themes</u>	<u>Transition</u>
Name of School	Lowbrook Academy
How many groups	2
How many hours per month	8
How many young people in each group	6
Key themes	Transition
Name of School	Cookham Rise
How many groups	2
How many hours per month	8
How many young people in each group	6
Key themes	Transition
Name of School	All saints
How many groups	1
How many hours per month	2
How many young people in each group	6
Key themes	Transition
Name of School	Woodlands

How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	Oldfield
How many groups	1
How many hours per month	4
How many young people in each group	6
Key themes	Transition
Name of School	Edmund Campion
How many groups	2
How many hours per month	8
How many young people in each group	6
Key themes	Transition

Focus for future/areas of development:

What would be ideal looking to next year, in my view, is for the initial six-week program to be delivered over the first two terms of the year to all the schools, and then the summer term could be used to offer a further 2/3 sessions per school to revisit the skills and ideas taught in the initial sessions.

Sharyn Prince

## Young People's Representative

Hi, I'm Max. I'm the Young Person's Representative on Number 22's Board of Trustees. I have been doing this role for just over a year. I

joined because the Trustees wanted to hear a younger voice when making decisions about how best to support the emotional wellbeing of my peer group.

I have been attending Executive Meetings once a quarter and it's been really interesting to understand the charity and what Number 22 can offer young people. I am especially impressed with the school's programme which has expanded hugely this year, to include my school, Sir William Borlase. My Assistant Head told me a few weeks ago about how much of a success it is, which is great to hear as I feel that support for young people has been much needed particularly through the last year.

I attended Alison's safeguarding course with the other Trustees as it was a condition of one of our donor's grants. I really enjoyed understanding the professional responsibility that counsellors have when working with my age group – it made me feel really safe.

Throughout the last year, it can certainly be said that my friends and I have felt the effects of the pandemic. The uncertainty has been especially unsettling, with exams cancelled and social lives halted. I think we're lucky to have Number 22 on our doorstep and I'm really thankful to all the counsellors who give their time for us.

Max Warburton

## CCG Commissioning

No 22 has risen admirably to the challenges of the last year to support more CYP and families than ever before. Despite increasing demand as well as an increase in clients presenting with more complex issues, they have provided over 19,000 hrs of support whilst also continuing to develop the skills of their staff and volunteers and expanding their community and schools offer in both RBWM and Slough.

During the lockdown periods, No 22 were able to quickly adapt to offering telephone and online counselling. They have used this learning to continue offering a blended model going forward, enabling more choice for service users.

We all see at first hand the extraordinary work done by No 22's staff and volunteers and I would like to thank them for their tremendous and inspiring work that has made all these achievements possible in increasingly difficult circumstances.

Giovanni Ferri

## Social Media

It is an expectation of many funders to have a social media presence so that we can market their support. We also wanted to be more accessible online. As a result, we have decided to take a fresh look at Facebook and Twitter.

### **Objectives**

Growing a social media presence can be very time consuming. We decided to focus on Facebook and Twitter, which fit the main profile for our clients and parents of our younger clients. It is useful to have a tight set of objectives as this project will be managed on a time limited (around an hour a week once we are established) and voluntary basis:

- Celebrate our successes
- Drive prospective clients, volunteer counsellors, potential trainees and donors to our website

- Highlight our fundraising messages
- Signpost clients and volunteer counsellors to reputable sources of information
- Raise awareness of our service as 'the' local counselling charity (being mindful that we do not want to overload our waiting list)

### **What we've done**

- Rebranded our Facebook and Twitter presence to synergise with our new branding. This builds on Maria's incredible work on Facebook and Shula's tweets.
- Renamed our sites as follows (unfortunately they are not the same as we have some historic presence and do not know the original admins so we cannot remove/merge it!)  
<https://www.facebook.com/No22counselling>  
<https://twitter.com/counsellingNo22>
- All volunteer counsellors and trustees have been asked to like/follow our page and profile if they feel comfortable to do so
- Facebook and Twitter links have been added to our website
- 'Liked' and 'followed' national and local mental health pages and profiles. We are liking, sharing, commenting and retweeting posts and tweets in order to boost the number of our followers
- Posted news including our fundraising successes and highlighting how we are working throughout Covid-19.

### **Early Results**

- Facebook page likes/followers grown from 28 to 90 followers
- Twitter follows grown from 45 to 84
- Developing new local followers including RBWM, Slough Public Health and East Berkshire CCG
- Posts have been liked and retweeted by high profile organisations including Samaritans and Place2Be

### **Next Steps**

- Grow the number of followers and level of engagement by continuing to add stories
- Develop a rolling number of messages and news to use on social media in line with our objectives
- Encourage all new volunteers to like or follow our pages
- Highlight social media to our new clients (in the knowledge that if they 'like' a page it can be seen publicly, but if they 'follow' a page this is private)

Our social media presence is very much work in progress and we have a lot more work to do to build our presence. If you have any feedback, please do pass it on.

Thank you!

Lisa



# COUNSELLORS' REPRESENTATIVE REPORT

I have been the counsellor's representative for over 4 years now and I am still very much enjoying my role within the committee.

Being the counsellor's representative allows me to be the voice of all the counsellors from Slough, Windsor and Maidenhead.

If anyone has any concerns or queries or would like to discuss anything with me please do not hesitate to contact me and I will happily discuss it with you confidentially and take it to the committee at the next meeting.

Carolyn Fisher

# Statistical Information 20/21

(01.06.20-31.05.21)

## Number of New Referrals

	Year 20/21	Year 19/20	Percentage increase
Agencies (Windsor, Maidenhead, Slough)	991	683	45%
Burnham Health	23	-	-
Family Action	7	-	-
Schools	488	295	65%
Advocacy	115	123	-6.5%
<b>TOTAL</b>	<b>1624</b>	<b>1101</b>	<b>47.5%</b>

## Number of Counselling hours

	Year 20/21	Year 19/20	Percentage increase
1. Agencies	6365	-	-
2. Burnham Health	74	-	-
3. Family Action	64	-	-
4. Hope Project	799	-	-
5. Young Person Project	586	-	-
Total of above 1-5	7880	7037	12%
Schools	6615	2092	216%
Advocacy (not travel)	4731	2885	63%
<b>TOTAL</b>	<b>19234</b>	<b>12014</b>	<b>60%</b>

## Schools

	Year	Year	Percentage increase
--	------	------	---------------------

	20/21	19/20	
Number of schools	39	16	143%
Number of Schools Counsellors	29	13	129%
<b>Hours Provided</b>	<b>6615</b>	<b>2092</b>	<b>216%</b>
<b>Advocacy</b>			
	Year 20/21	Year 19/20	Percentage increase
Number of Advocates	25	19	31%
<b>Hours Provided (with travel)</b>	<b>5800</b>	<b>3996</b>	<b>45%</b>

## Clinical Evaluation Findings

Our findings this year demonstrated three main points. Yet again our clients overwhelmingly experienced improvement in their emotional wellbeing after receiving counselling. There was no change in the percentage who experienced a positive outcome and therefore no change in those who did not experience an improvement. There was a slight improvement in the positive outcomes in schools, though both figures were very similar across both deliveries. The findings were as follows:

### Agency work:

Percentage who felt they improved	93%
Percentage who felt the same	6%
Percentage who felt no improvement	1%

Of the clients who improved the majority saw an improvement of between 1 and 5 points, though the majority of this group saw an improvement of 3

All the clients who saw no improvement or felt the same came for less than 5 sessions

The clients who experienced positive movement came for an average of 20 sessions or more.

### Schools work

Percentage who felt they improved	90%
Percentage who felt the same	8%
Percentage who felt no improvement	2%

## TREASURERS REPORT for the year Ended 31 March 2021

Please see the attached Accounts for the year ended 31 March 2021. The accounts are accurate and will be submitted for inspection to be filed as part of a report with the Charities Commission.

We would like to express our sincere appreciation for those individuals, organisations and trusts that have provided funding to us so far this year and to those who are committed to donating this year and beyond.

The Royal Borough of Windsor and Maidenhead and the East Berkshire CCG continue to jointly commission Number 22's service. The East Berkshire CCG provided additional funding this year to support our Covid response.

Other revenue streams include counselling in schools, advocacy services, and CPCAB training. All of these activities have been designed to generate income to support our core activities and contribute to the operational costs of the charity.

Our fundraising has centered around bidding for funds from grant givers whose aims and objectives align with the charity. Many donors support our work with young people and their mental health, although one donor has supported our work with adult clients who are feeling suicidal.

Generous donations this year have been received from BBC Children in Need, The Spoor, Merry & Rixman Foundation, The Lottery Fund, The Berkshire Community Foundation, The Louis Baylis Charitable Trust, The Shanly Foundation, The Windsor and Maidenhead Christian Trust, The Prince Philip Trust, Maidenhead United Football Club, The Garfield Weston Foundation, Orbis Investment Advisory Ltd, The

Inner Wheel, The Walter Hazell Charitable Trust and a local donor who would like to remain anonymous. We would also like to thank Amelia Warburton and Melissa Gale for their donations from their sponsored runs.

We continue to receive money from donations through Just Giving and Easy fundraising. Please keep in mind how easy and effortless it is for donations to be made to our charity through Easy fundraising each time you make an online purchase. Easy Fundraising turns your shopping into donations at no cost to you. Just go through [Easyfundraising.org.uk](https://Easyfundraising.org.uk) and find our charity.

The majority of our spending continues to be staff costs from advocacy work, management, outreach in schools, and the costs of direct support for the counsellors in their supervision and training. We have had to increase our management and office support to meet our demand in increased growth and objectives.

Given our mission is to help vulnerable young people and adults, I am pleased to say that we have been successful in maintaining our reserves balance required for our Reserves Policy which aims to ensure our clients and services are protected from the risk of disruption at short notice.

Since the implementation of accounting software in April 2020, the charity has become more efficient in managing financial activities with quick access to reports, payments and receipts which can be linked with our bank.

Fundraising is always an important part of keeping our charity going and being able to offer free services to the community. Every donation makes a difference, no matter how big or small.

Jodi Romaker

# LISTEN

*When I ask you to listen to me  
and you start to give me advice,  
you have not done what I asked*

*When I ask you to listen to me  
and you begin to tell me why  
I shouldn't feel that way,  
you are trampling on my feelings*

*When I ask you to listen to me  
and you feel you have to do something  
to solve my problem  
you have failed me – strange  
as that may seem*

*LISTEN! All I asked was that you listen,  
not to talk or to do – just hear me.  
Advice is cheap, I'm not helpless.  
Maybe discouraged and faltering,  
but not helpless.*

*When you do something for me that I can  
and need to do for myself, you contribute  
to my fear and weakness.*

*But, when you accept as a simple fact  
that I do feel what I feel, no matter how irrational,  
then I can stop trying to convince you and get on with  
the business of understanding what's behind this irrational feeling,  
And when that's clear, the answers are obvious and I don't need  
advice.  
Irrational feelings make sense when we  
Understand what's behind them.*

*(Anon)*

## Friends of Windsor and Maidenhead Counselling Service

Dee Agnew-Marquez

Sylvia Andrews	Hazel McDonald
Mark Arthurn	Jackie Mathews
Mike Mathews	Hazel Cooper
Norman Cumming	Doreen Nutall
Marion Cutts	Keith Payne
Tania Frommholz	Maureen Payne
Eileen Goford	Laura Peake
Thalia Grant	Margaret Robinson
Donna Hayward-Sussex	Jean Stewart
Jane Hedley	Revd Serena Tajima
Fiazu Al-Chalabi	Elaine Watson
Ann Hinton	Roger Watson
Ian Grant	Elizabeth Hurst
Mrs Williams	Sue Furney
John Long	Susan Hinds
Mary Luxon	Rev Mary Barnes
Majella Mannors	Paramjit Hothi
Anne King	Michael Harding
Clifford Hayward	Duncan Wardle
Jane Sorrell	Stephen Sorrell
Bernie Khan	Andrew Lang
Kate Saunders	Babs Bansi
Judy D'Arcy	Mrs Stockton
Jan Lewin	Revd Mary Barnes
Linda Frewing	Merie Sharman
Janette Placquet	Dorothy Strack-Hankey
Bridgette Morris	Heather Harbord



You can make a donation to us by text

Text Calm22  
Plus your donation amount to  
70070

Or if you are shopping online go to [www.easyfundraising](http://www.easyfundraising) and register your support for Windsor and Maidenhead Counselling Service. A percentage of all you buy will then come to us at no cost to you!

REGISTERED CHARITY NUMBER: 1177138

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 31 March 2021  
for  
Windsor and Maidenhead Youth and  
Community Counselling Service

Stiles & Co  
2 Lake End Court  
Taplow Road  
Maidenhead  
Berkshire  
SL6 0JQ

Windsor and Maidenhead Youth and  
Community Counselling Service

Contents of the Financial Statements  
for the Year Ended 31 March 2021

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## **Chairman's Statement for the Financial Report**

We are pleased to present the financial report for 2020/21. The year has seen the charity make progress in all areas. Fund raising and grants have supported expansion to reach more people more quickly. A developing income stream from our Schools Packages, our Advocacy work and the CPCAB courses has also contributed to putting us in a favourable financial position. The Trustees are very aware of the good leadership and management that has led to this state of affairs and wish to thank the Director and her team for their dedicated work. In particular we wish to acknowledge the swift and effective response to the Covid lockdown so that clients were not left unsupported. New ways of working were implemented imaginatively.

Windsor & Maidenhead Youth and Community Counselling Service is also known as Number 22 and Youth Talk.

## **OBJECTIVES AND ACTIVITIES**

### **Objectives and aims**

The objectives of the organisation are the advancement of education, the furtherance of health and the relief of poverty, distress and sickness of young people, families and carers in the communities of Windsor, Maidenhead, Slough and the surrounding areas. Activities will take place on three sites. The charity will maintain and continue to develop further a youth and community counselling service for the giving of individual or group counselling and support.

### **Significant activities**

1. The delivery of free at the point of use counselling to young people (11 years plus) and adults in the community who may come to the service of their own accord. Referrals are also taken from:

- GP surgeries
- Social services
- CAMHS
- Schools
- Talking Therapies
- Other statutory and voluntary services

2. A commissioned Advocacy service for children and young people who are involved with social care, either as a looked-after child or subject to a child protection order.

3. Group and individual counselling in schools - the provision of a low-cost counselling service

4. CPCAB training to prospective counsellors

5. Fundraising to support the above

## **OBJECTIVES AND ACTIVITIES**

### **Public benefit**

Number 22 is a vital resource within the local communities of Slough, Maidenhead and Windsor providing free support to young people, families and carers. For many reasons 2020 was a stark reminder that mental health is something we need to proactively safeguard and therefore as a local charity, now more than ever it is important that our community can easily access the support they need in these challenging times and reduce the burden on statutory services.

There is a growing demand for Number 22's service, so our first priority is to maintain the quality of the service we are already offering and reducing our waiting list times. In parallel we will also develop new areas of funding for specific projects as well as ensuring there is a contribution towards our operational costs.

### **Volunteers**

120 volunteers provide approximately 12,000 counselling hours per year. Some of these hours are delivered to young people in the agency and in schools and because of the additional experience and training required, some of these hours are remunerated. Everyone who is paid by the agency for counselling work continues to offer voluntary hours.

## **ACHIEVEMENT AND PERFORMANCE**

### **Charitable activities**

The Covid-19 pandemic has had a significant impact on our charity as we moved to a completely remote way of working within two weeks of the first national lockdown (March 2020). The management team worked with the counsellors to ensure that everyone was comfortable with this way of working. Some counsellors engaged in additional training to support this. Previously one hundred per cent of counselling was face to face in agency rooms and schools; this transition to online/telephone counselling was an enormous change for us and we are very proud of all our counsellors who took this step and continued to support their clients through this extraordinary year. Schools' work continued and where some school groups work wasn't possible, the counsellors used this time to increase the provision of individual work. Advocacy work continued and the CPCAB courses transitioned to online.

### **Fundraising activities**

Our fundraising has centered around bidding for funds from grant givers whose aims and objectives align with Number 22. Many donors support our work with young people and their mental health. One donor has supported our work with adult clients who are feeling suicidal.

Generous donations this year have come from BBC Children in Need, The Spoore, Merry & Rixman Foundation, The Lottery Fund, The Berkshire Community Foundation, The Louis Baylis Charitable Trust, The Shanly Foundation, The Windsor and Maidenhead Christian Trust, The Prince Philip Trust, Maidenhead United Football Club, The Garfield Weston Foundation, Orbis Investment Advisory Ltd, The Inner Wheel, The Walter Hazell Charitable Trust and a local donor who would like to remain anonymous.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**FINANCIAL REVIEW**

**Financial position**

The Statement of Financial activities for the year ended 31 March 2021 present a healthy position for the charity. Although the gross income of £443,796 has increased by 87% in comparison with the previous year, our expenditure has also increased, resulting in a net income of £60,946, which is an increase from last year's loss (£5,175). The donations and legacies have made the greatest positive impact on the income, which total £205,496, and have more than doubled in comparison with the previous year. The largest expenditure is from school counselling, which has doubled from last year, from £41,695 to £84,229, although with a gross income of £60,439. Due to the growth of the charity, the unrestricted fund reserve is currently at £171,655, which is enough to protect the charity and its service users from any disruption of services for 9 months.

**Principal funding sources**

The Royal Borough of Windsor and Maidenhead and the East Berkshire CCG jointly commission Number 22's service. This funding makes up about 20% of the total income.

The East Berkshire CCG gave further funds this year to support our Covid response.

Over the past three years, Number 22 has developed further revenue streams in order to support the charity's aims and to extend our counselling provision (1) low cost schools counselling (2) Advocacy Service (3) CPCAB training provision. All of these activities have been designed to generate small amounts of income in order to support our core activities and contribute to the running costs of Number 22.

**Reserves policy**

The Number 22 reserves policy aims to ensure our work is protected from the risk of disruption at short notice due to a lack of funds, whilst at the same time ensuring we do not retain funds for longer than required. Our reserves policy is set at 6-9 months of general expenditure.

**Going concern**

As we close our 2020/21 year, the Number 22 accounts are less perilous than they have been in the past and this is down to the revenue generating streams and our fundraising. We continue to be extremely ambitious to work with as many clients as we can, demand has never been higher and statutory services continue to refer many clients to Number 22. The generosity of our donors allows us to continue the work that we do.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**FUTURE PLANS**

In the coming year we plan to:

1. Increase counselling provision by offering a blended service of remote and face to face work.
2. To continue to develop means of reducing the waiting list.
3. Increase the number of counselling hours offered in Slough by 50%.
4. To continue to develop the range of work in Middle and Secondary schools, including:
  - Individual counselling
  - Support group work
  - Reflective supervision
  - Further development of the work in Primary schools: increase beyond Maidenhead
5. To consolidate and continue to increase the provision of the Advocacy Service.
6. To develop an Independent Visiting Service to support looked after children, within RBWM.
7. To continue to develop the CPCAB training as a funding stream at Levels 2 and 3 and implement Diploma Level 4.
8. Seek new areas of funding for specific projects and to contribute towards operational costs.
9. To develop and define clear and accessible tracking of income and expenditure using Xero and accountancy codes.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity was registered as a CIO on 13 Feb 2018.

The charity is controlled by a constitution.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Organisational structure**

**Executive Committee**

Chair	Sally Somerville
Vice-Chair	Eileen Goford

Secretary	Karen Melton
Treasurer	Jodi Romaker

**Committee Members**

Mary Luxon  
Carolyn Fisher  
Sally Wright  
Sue Curley  
Natalie Mead

**Young People's Representative**

Max Warburton

**Director of Service**

Shula Tajima

**Service Managers**

Damon Hall  
Emily Warburton  
Alison Batey  
Julie Murrell  
Sarah Luke

**Administrators**

Anne Lang  
Lucie Lang  
Ruksana Khan

**Receptionist**

Ruksana Khan

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**

1177138



Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**Principal address**

4 Marlow Road

Maidenhead

Berkshire

SL6 7YR

**Trustees**

S Somerville

J Romaker

S Curley

S Wright

C Fisher

K Melton

M Luxton

M A E Goford

N I Mead (appointed 9.11.20)

**Independent Examiner**

Stiles & Co

2 Lake End Court

Taplow Road

Maidenhead

Berkshire

SL6 0JQ

Approved by order of the board of trustees on 15 July 2021 and signed on its  
behalf by:

S. A. Somerville

S Somerville - Trustee

Independent Examiner's Report to the Trustees of  
Windsor and Maidenhead Youth and  
Community Counselling Service

**Independent examiner's report to the trustees of Windsor and Maidenhead Youth and Community Counselling Service**

I report to the charity trustees on my examination of the accounts of Windsor and Maidenhead Youth and Community Counselling Service (the Trust) for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

*Stiles & Co.*

Darren Parsons FCCA  
ACCA  
Stiles & Co  
2 Lake End Court  
Taplow Road  
Maidenhead  
Berkshire  
SL6 0JQ

Date: 15/07/2021

Windsor and Maidenhead Youth and  
Community Counselling Service

Statement of Financial Activities  
for the Year Ended 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		196,099	9,397	205,496	99,691
<b>Charitable activities</b>					
Schools counselling		60,439	-	60,439	40,706
Advocacy work		125,915	-	125,915	81,662
Supervision		2,762	-	2,762	303
Training courses		11,807	-	11,807	3,755
CPCAB training		25,889	-	25,889	-
Counselling packages		10,030	-	10,030	-
Other trading activities	2	-	-	-	1,441
Investment income	3	1,458	-	1,458	9,797
<b>Total</b>		<b>434,399</b>	<b>9,397</b>	<b>443,796</b>	<b>237,355</b>
<b>EXPENDITURE ON</b>					
Raising funds		216	-	216	208
<b>Charitable activities</b>					
Schools counselling		84,521	-	84,521	41,730
Advocacy work		77,262	-	77,262	68,242
Supervision		46,615	-	46,615	40,815
Training courses		10,218	-	10,218	6,484
Managers		48,176	-	48,176	37,845
CPCAB training		21,579	-	21,579	-
Family action		867	-	867	-
Counselling packages		718	-	718	-
Agency counselling		9,911	-	9,911	-

The notes form part of these financial statements

Windsor and Maidenhead Youth and  
Community Counselling Service

Statement of Financial Activities  
for the Year Ended 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
Parents group		1,050	-	1,050	-
Hope project		7,208	-	7,208	-
Other		<u>74,509</u>	<u>-</u>	<u>74,509</u>	<u>47,206</u>
<b>Total</b>		<u>382,850</u>	<u>-</u>	<u>382,850</u>	<u>242,530</u>
<b>NET INCOME/(EXPENDITURE)</b>		51,549	9,397	60,946	(5,175)
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<u>120,106</u>	<u>-</u>	<u>120,106</u>	<u>125,281</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>171,655</u></u>	<u><u>9,397</u></u>	<u><u>181,052</u></u>	<u><u>120,106</u></u>

The notes form part of these financial statements



**Windsor and Maidenhead Youth and  
Community Counselling Service**

**Balance Sheet  
31 March 2021**

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	1,147	-	1,147	-
<b>CURRENT ASSETS</b>					
Debtors	8	75,496	-	75,496	28,569
Cash at bank		<u>309,303</u>	<u>18,794</u>	<u>328,097</u>	<u>116,782</u>
		384,799	18,794	403,593	145,351
<b>CREDITORS</b>					
Amounts falling due within one year	9	(214,291)	(9,397)	(223,688)	(25,245)
		<u>170,508</u>	<u>9,397</u>	<u>179,905</u>	<u>120,106</u>
<b>NET CURRENT ASSETS</b>					
		171,655	9,397	181,052	120,106
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>171,655</u>	<u>9,397</u>	<u>181,052</u>	<u>120,106</u>
<b>NET ASSETS</b>					
<b>FUNDS</b>	10				
Unrestricted funds				171,655	120,106
Restricted funds				<u>9,397</u>	<u>-</u>
<b>TOTAL FUNDS</b>				<u>181,052</u>	<u>120,106</u>

The financial statements were approved by the Board of Trustees and authorised for issue on  
15 July 2021 and were signed on its behalf by:

S.A. Somerville  
S Somerville - Trustee

J Romaker  
J Romaker - Trustee



## **1. ACCOUNTING POLICIES**

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Changes in accounting policies**

During the year income receivable increased to over the levels at which the charity is able to report on a receipts and payments basis. Therefore, the comparative amounts shown in these financial statements have been restated on accruals basis. The results of this change of policy are that net expenses have reduced from £13,612 to £5,175 and net assets have increased from £117,783 to £120,106.

### **Income**

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

### Donations and legacies

Donations and legacies are recognised when the trustees believe the funds are likely to be received. In the case of general donations, this is on receipt.

### Government grants

Government grants are recognised when there is reasonable assurance that:

- (a) the entity will comply with the conditions attaching to them; and
- (b) the grants will be received.

Grants are recognised as income on a systematic basis over the periods in which the entity recognises the related costs for which the grant is intended to compensate.

Grants received during the year were £115,910 (2020: £42,946), including income from The Royal Borough of Windsor & Maidenhead and NHS commissioning groups.

### **Expenditure**

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

## **1. ACCOUNTING POLICIES - continued**

### **Charitable activities**

#### Schools counselling

The charity works closely with local schools to identify the needs of young people and to ensure that relevant support is offered.

Providing group work; running programmes which encourage young people to consider how they feel about themselves and how they relate to each other; improving self-esteem and building confidence. Also providing a large amount of individual therapy sessions in schools. This service is staffed by our counsellors who have completed additional training in:

- Child Protection & Safeguarding.
- Working Therapeutically with Children and Young People
- Working in Schools: Policies, Procedures and Practice

Income and expenses are recognised over the period the service is provided.

#### Counselling packages

The charity also provides counselling packages working alongside doctors and other health professionals, family groups and parents.

#### Advocacy

The charity offers an advocacy service for young people who are involved with social care. The service is staffed by counsellors who have completed additional training in advocacy. Advocacy is funded by Achieving For Children. Income and expenses are recognised over the period which the service is provided.

#### Supervision

Fundamental to the provision of safe, ethical and competent counselling, supervision is vital to the practice and development of counsellors and is a requirement for those who are on the Accredited Register. The charity provides supervisors and income and expenses are recognised over the period which the service is provided.

#### CPCAB and Training income

The charity offers the CPCAB (Counselling and Psychotherapy Central Awarding Body) Progression Route. The CPCAB is the UK's leading counselling awarding organisation offering courses run by counsellors for counsellors.

Training income is recognised over the period over which the course is provided. Training income received in advance is deferred and recognised as revenue as the services are rendered.

### **Tangible fixed assets**

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

**1. ACCOUNTING POLICIES - continued**

**Tangible fixed assets**

Computer equipment - 33% on cost

**Taxation**

The charity is exempt from tax on its charitable activities.

**Fund accounting**

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

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

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

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

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

**2. OTHER TRADING ACTIVITIES**

	31.3.21	31.3.20
	£	£
Fundraising events	<u>-</u>	<u>1,441</u>

**3. INVESTMENT INCOME**

	31.3.21	31.3.20
	£	£
Rents received	103	9,797
Deposit account interest	<u>1,355</u>	<u>-</u>
	<u>1,458</u>	<u>9,797</u>



#### 4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

##### Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2021 nor for the year ended 31 March 2020.

#### 5. STAFF COSTS

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

	31.3.21	31.3.20
Management	1	-
Administration	4	1
Schools counselling	6	2
	<u>11</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

#### 6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	99,691	-	99,691
<b>Charitable activities</b>			
Schools counselling	40,706	-	40,706
Advocacy work	81,662	-	81,662
Supervision	303	-	303
Training courses	3,755	-	3,755
Other trading activities	1,441	-	1,441
Investment income	<u>9,797</u>	<u>-</u>	<u>9,797</u>
<b>Total</b>	237,355	-	237,355
<b>EXPENDITURE ON</b>			
Raising funds	208	-	208

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>Charitable activities</b>			
Schools counselling	41,730	-	41,730
Advocacy work	68,242	-	68,242
Supervision	40,815	-	40,815
Training courses	6,484	-	6,484
Managers	37,845	-	37,845
Other	<u>47,206</u>	<u>-</u>	<u>47,206</u>
<b>Total</b>	<u>242,530</u>	<u>-</u>	<u>242,530</u>
<b>NET INCOME/(EXPENDITURE)</b>	(5,175)	-	(5,175)

**RECONCILIATION OF FUNDS**

<b>Total funds brought forward</b>	<u>125,281</u>	<u>-</u>	<u>125,281</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>120,106</u></u>	<u><u>-</u></u>	<u><u>120,106</u></u>

**7. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
Additions	<u>1,720</u>
<b>DEPRECIATION</b>	
Charge for year	<u>573</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u><u>1,147</u></u>
At 31 March 2020	<u><u>-</u></u>

Windsor and Maidenhead Youth and  
Community Counselling Service

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21	31.3.20
	£	£
Trade debtors	62,199	25,050
Other debtors	1,255	-
Prepayments and accrued income	<u>12,042</u>	<u>3,519</u>
	<u>75,496</u>	<u>28,569</u>

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21	31.3.20
	£	£
Trade creditors	35,524	25,635
Taxation and social security	1,329	(750)
Other creditors	<u>186,835</u>	<u>360</u>
	<u>223,688</u>	<u>25,245</u>

**10. MOVEMENT IN FUNDS**

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	120,106	51,549	171,655
<b>Restricted funds</b>			
Children in need	-	9,397	9,397
	<u>120,106</u>	<u>60,946</u>	<u>181,052</u>
<b>TOTAL FUNDS</b>			

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	434,399	(382,850)	51,549
<b>Restricted funds</b>			
Children in need	9,397	-	9,397
	<u>443,796</u>	<u>(382,850)</u>	<u>60,946</u>
<b>TOTAL FUNDS</b>			

**10. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.4.19 £	Net movement in funds £	At 31.3.20 £
<b>Unrestricted funds</b>			
General fund	125,281	(5,175)	120,106
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>125,281</u>	<u>(5,175)</u>	<u>120,106</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	237,355	(242,530)	(5,175)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>237,355</u>	<u>(242,530)</u>	<u>(5,175)</u>

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

	At 1.4.19 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	125,281	46,374	171,655
<b>Restricted funds</b>			
Children in need	-	9,397	9,397
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>125,281</u>	<u>55,771</u>	<u>181,052</u>

Windsor and Maidenhead Youth and  
Community Counselling Service

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021

**10. MOVEMENT IN FUNDS - continued**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	671,754	(625,380)	46,374
<b>Restricted funds</b>			
Children in need	9,397	-	9,397
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>681,151</u>	<u>(625,380)</u>	<u>55,771</u>

**11. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2021.

Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21 £	31.3.20 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	89,586	56,745
Grants	<u>115,910</u>	<u>42,946</u>
	205,496	99,691
<b>Other trading activities</b>		
Fundraising events	-	1,441
<b>Investment income</b>		
Rents received	103	9,797
Deposit account interest	<u>1,355</u>	<u>-</u>
	1,458	9,797
<b>Charitable activities</b>		
Schools counselling	60,439	40,706
Advocacy	125,915	81,662
Supervision	2,762	303
Training income	11,807	3,755
Counselling packages	10,030	-
CPCAB training	<u>25,889</u>	<u>-</u>
	<u>236,842</u>	<u>126,426</u>
<b>Total incoming resources</b>	443,796	237,355
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Purchases	-	10
Just giving charges	<u>216</u>	<u>198</u>
	216	208
<b>Charitable activities</b>		
Wages - schools counselling	41,045	21,707
Pensions	292	35
Schools counselling	43,184	19,988
Advocacy	77,262	68,242
Carried forward	161,783	109,972

This page does not form part of the statutory financial statements

Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21 £	31.3.20 £
<b>Charitable activities</b>		
Brought forward	161,783	109,972
Training costs	10,218	6,484
Supervision costs	46,615	40,815
Agency counselling	9,911	-
Parents group	1,050	-
Counselling packages	1,585	-
Hope project	7,208	-
CPCAB training expenses	21,579	-
Managers	<u>48,176</u>	<u>37,845</u>
	308,125	195,116
<b>Other</b>		
Subscriptions	319	589
<b>Support costs</b>		
<b>Management</b>		
Wages	39,401	9,236
Social security	484	-
Pensions	8,191	-
Administration assistant	<u>-</u>	<u>550</u>
	48,076	9,786
<b>Finance</b>		
Bank charges	63	103
Computer equipment	<u>573</u>	<u>-</u>
	636	103
<b>Information technology</b>		
Computer expenses	8,730	3,653
<b>Other</b>		
Rent and room hire	720	15,656
Insurance	4,640	820
Telephone	1,508	2,650
General office expenses	1,134	4,519
Motor expenses	11	778
Advertising	<u>123</u>	<u>756</u>
	8,136	25,179
<b>Governance costs</b>		
Auditors' remuneration	1,000	360
Carried forward	1,000	360

This page does not form part of the statutory financial statements

Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21	31.3.20
	£	£
<b>Governance costs</b>		
Brought forward	1,000	360
Accountancy and legal fees	5,731	4,892
Consultancy fees	1,881	2,217
AGM expenses	-	427
	<u>8,612</u>	<u>7,896</u>
Total resources expended	<u>382,850</u>	<u>242,530</u>
<b>Net income/(expenditure)</b>	<u>60,946</u>	<u>(5,175)</u>

This page does not form part of the statutory financial statements



REGISTERED CHARITY NUMBER: 1177138

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 31 March 2021  
for  
Windsor and Maidenhead Youth and  
Community Counselling Service

Stiles & Co  
2 Lake End Court  
Taplow Road  
Maidenhead  
Berkshire  
SL6 0JQ

Windsor and Maidenhead Youth and  
Community Counselling Service

Contents of the Financial Statements  
for the Year Ended 31 March 2021

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Independent Examiner's Report	7
Statement of Financial Activities	8 to 9
Balance Sheet	10
Notes to the Financial Statements	11 to 18
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## **Chairman's Statement for the Financial Report**

We are pleased to present the financial report for 2020/21. The year has seen the charity make progress in all areas. Fund raising and grants have supported expansion to reach more people more quickly. A developing income stream from our Schools Packages, our Advocacy work and the CPCAB courses has also contributed to putting us in a favourable financial position. The Trustees are very aware of the good leadership and management that has led to this state of affairs and wish to thank the Director and her team for their dedicated work. In particular we wish to acknowledge the swift and effective response to the Covid lockdown so that clients were not left unsupported. New ways of working were implemented imaginatively.

Windsor & Maidenhead Youth and Community Counselling Service is also known as Number 22 and Youth Talk.

## **OBJECTIVES AND ACTIVITIES**

### **Objectives and aims**

The objectives of the organisation are the advancement of education, the furtherance of health and the relief of poverty, distress and sickness of young people, families and carers in the communities of Windsor, Maidenhead, Slough and the surrounding areas. Activities will take place on three sites. The charity will maintain and continue to develop further a youth and community counselling service for the giving of individual or group counselling and support.

### **Significant activities**

1. The delivery of free at the point of use counselling to young people (11 years plus) and adults in the community who may come to the service of their own accord. Referrals are also taken from:

- GP surgeries
- Social services
- CAMHS
- Schools
- Talking Therapies
- Other statutory and voluntary services

2. A commissioned Advocacy service for children and young people who are involved with social care, either as a looked-after child or subject to a child protection order.

3. Group and individual counselling in schools - the provision of a low-cost counselling service

4. CPCAB training to prospective counsellors

5. Fundraising to support the above

## **OBJECTIVES AND ACTIVITIES**

### **Public benefit**

Number 22 is a vital resource within the local communities of Slough, Maidenhead and Windsor providing free support to young people, families and carers. For many reasons 2020 was a stark reminder that mental health is something we need to proactively safeguard and therefore as a local charity, now more than ever it is important that our community can easily access the support they need in these challenging times and reduce the burden on statutory services.

There is a growing demand for Number 22's service, so our first priority is to maintain the quality of the service we are already offering and reducing our waiting list times. In parallel we will also develop new areas of funding for specific projects as well as ensuring there is a contribution towards our operational costs.

### **Volunteers**

120 volunteers provide approximately 12,000 counselling hours per year. Some of these hours are delivered to young people in the agency and in schools and because of the additional experience and training required, some of these hours are remunerated. Everyone who is paid by the agency for counselling work continues to offer voluntary hours.

## **ACHIEVEMENT AND PERFORMANCE**

### **Charitable activities**

The Covid-19 pandemic has had a significant impact on our charity as we moved to a completely remote way of working within two weeks of the first national lockdown (March 2020). The management team worked with the counsellors to ensure that everyone was comfortable with this way of working. Some counsellors engaged in additional training to support this. Previously one hundred per cent of counselling was face to face in agency rooms and schools; this transition to online/telephone counselling was an enormous change for us and we are very proud of all our counsellors who took this step and continued to support their clients through this extraordinary year. Schools' work continued and where some school groups work wasn't possible, the counsellors used this time to increase the provision of individual work. Advocacy work continued and the CPCAB courses transitioned to online.

### **Fundraising activities**

Our fundraising has centered around bidding for funds from grant givers whose aims and objectives align with Number 22. Many donors support our work with young people and their mental health. One donor has supported our work with adult clients who are feeling suicidal.

Generous donations this year have come from BBC Children in Need, The Spoores, Merry & Rixman Foundation, The Lottery Fund, The Berkshire Community Foundation, The Louis Baylis Charitable Trust, The Shanly Foundation, The Windsor and Maidenhead Christian Trust, The Prince Philip Trust, Maidenhead United Football Club, The Garfield Weston Foundation, Orbis Investment Advisory Ltd, The Inner Wheel, The Walter Hazell Charitable Trust and a local donor who would like to remain anonymous.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**FINANCIAL REVIEW**

**Financial position**

The Statement of Financial activities for the year ended 31 March 2021 present a healthy position for the charity. Although the gross income of £443,796 has increased by 87% in comparison with the previous year, our expenditure has also increased, resulting in a net income of £60,946, which is an increase from last year's loss (£5,175). The donations and legacies have made the greatest positive impact on the income, which total £205,496, and have more than doubled in comparison with the previous year. The largest expenditure is from school counselling, which has doubled from last year, from £41,695 to £84,229, although with a gross income of £60,439. Due to the growth of the charity, the unrestricted fund reserve is currently at £171,655, which is enough to protect the charity and its service users from any disruption of services for 9 months.

**Principal funding sources**

The Royal Borough of Windsor and Maidenhead and the East Berkshire CCG jointly commission Number 22's service. This funding makes up about 20% of the total income.

The East Berkshire CCG gave further funds this year to support our Covid response.

Over the past three years, Number 22 has developed further revenue streams in order to support the charity's aims and to extend our counselling provision (1) low cost schools counselling (2) Advocacy Service (3) CPCAB training provision. All of these activities have been designed to generate small amounts of income in order to support our core activities and contribute to the running costs of Number 22.

**Reserves policy**

The Number 22 reserves policy aims to ensure our work is protected from the risk of disruption at short notice due to a lack of funds, whilst at the same time ensuring we do not retain funds for longer than required. Our reserves policy is set at 6-9 months of general expenditure.

**Going concern**

As we close our 2020/21 year, the Number 22 accounts are less perilous than they have been in the past and this is down to the revenue generating streams and our fundraising. We continue to be extremely ambitious to work with as many clients as we can, demand has never been higher and statutory services continue to refer many clients to Number 22. The generosity of our donors allows us to continue the work that we do.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**FUTURE PLANS**

In the coming year we plan to:

1. Increase counselling provision by offering a blended service of remote and face to face work.
2. To continue to develop means of reducing the waiting list.
3. Increase the number of counselling hours offered in Slough by 50%.
4. To continue to develop the range of work in Middle and Secondary schools, including:
  - Individual counselling
  - Support group work
  - Reflective supervision
  - Further development of the work in Primary schools: increase beyond Maidenhead
5. To consolidate and continue to increase the provision of the Advocacy Service.
6. To develop an Independent Visiting Service to support looked after children, within RBWM.
7. To continue to develop the CPCAB training as a funding stream at Levels 2 and 3 and implement Diploma Level 4.
8. Seek new areas of funding for specific projects and to contribute towards operational costs.
9. To develop and define clear and accessible tracking of income and expenditure using Xero and accountancy codes.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity was registered as a CIO on 13 Feb 2018.

The charity is controlled by a constitution.

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Organisational structure**

**Executive Committee**

Chair	Sally Somerville
Vice-Chair	Eileen Goford

Secretary	Karen Melton
Treasurer	Jodi Romaker

**Committee Members**

Mary Luxon  
Carolyn Fisher  
Sally Wright  
Sue Curley  
Natalie Mead

**Young People's Representative**

Max Warburton

**Director of Service**

Shula Tajima

**Service Managers**

Damon Hall  
Emily Warburton  
Alison Batey  
Julie Murrell  
Sarah Luke

**Administrators**

Anne Lang  
Lucie Lang  
Ruksana Khan

**Receptionist**

Ruksana Khan

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**

1177138

Windsor and Maidenhead Youth and  
Community Counselling Service

Report of the Trustees  
for the Year Ended 31 March 2021

**Principal address**

4 Marlow Road

Maidenhead

Berkshire

SL6 7YR

**Trustees**

S Somerville

J Romaker

S Curley

S Wright

C Fisher

K Melton

M Luxton

M A E Goford

N I Mead (appointed 9.11.20)

**Independent Examiner**

Stiles & Co

2 Lake End Court

Taplow Road

Maidenhead

Berkshire

SL6 0JQ

Approved by order of the board of trustees on 15 July 2021 and signed on its  
behalf by:

S. A. Somerville

S Somerville - Trustee



Independent Examiner's Report to the Trustees of  
Windsor and Maidenhead Youth and  
Community Counselling Service

**Independent examiner's report to the trustees of Windsor and Maidenhead Youth and Community Counselling Service**

I report to the charity trustees on my examination of the accounts of Windsor and Maidenhead Youth and Community Counselling Service (the Trust) for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

*Stiles & Co.*

Darren Parsons FCCA  
ACCA  
Stiles & Co  
2 Lake End Court  
Taplow Road  
Maidenhead  
Berkshire  
SL6 0JQ

Date: 15/07/2021

Windsor and Maidenhead Youth and  
Community Counselling Service

Statement of Financial Activities  
for the Year Ended 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		196,099	9,397	205,496	99,691
<b>Charitable activities</b>					
Schools counselling		60,439	-	60,439	40,706
Advocacy work		125,915	-	125,915	81,662
Supervision		2,762	-	2,762	303
Training courses		11,807	-	11,807	3,755
CPCAB training		25,889	-	25,889	-
Counselling packages		10,030	-	10,030	-
Other trading activities	2	-	-	-	1,441
Investment income	3	1,458	-	1,458	9,797
<b>Total</b>		<b>434,399</b>	<b>9,397</b>	<b>443,796</b>	<b>237,355</b>
<b>EXPENDITURE ON</b>					
Raising funds		216	-	216	208
<b>Charitable activities</b>					
Schools counselling		84,521	-	84,521	41,730
Advocacy work		77,262	-	77,262	68,242
Supervision		46,615	-	46,615	40,815
Training courses		10,218	-	10,218	6,484
Managers		48,176	-	48,176	37,845
CPCAB training		21,579	-	21,579	-
Family action		867	-	867	-
Counselling packages		718	-	718	-
Agency counselling		9,911	-	9,911	-

The notes form part of these financial statements

Windsor and Maidenhead Youth and  
Community Counselling Service

Statement of Financial Activities  
for the Year Ended 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
Parents group		1,050	-	1,050	-
Hope project		7,208	-	7,208	-
Other		<u>74,509</u>	<u>-</u>	<u>74,509</u>	<u>47,206</u>
<b>Total</b>		<u>382,850</u>	<u>-</u>	<u>382,850</u>	<u>242,530</u>
<b>NET INCOME/(EXPENDITURE)</b>		51,549	9,397	60,946	(5,175)
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<u>120,106</u>	<u>-</u>	<u>120,106</u>	<u>125,281</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>171,655</u></u>	<u><u>9,397</u></u>	<u><u>181,052</u></u>	<u><u>120,106</u></u>

The notes form part of these financial statements



**Windsor and Maidenhead Youth and  
Community Counselling Service**

**Balance Sheet  
31 March 2021**

	Notes	Unrestricted fund £	Restricted fund £	31.3.21 Total funds £	31.3.20 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	1,147	-	1,147	-
<b>CURRENT ASSETS</b>					
Debtors	8	75,496	-	75,496	28,569
Cash at bank		<u>309,303</u>	<u>18,794</u>	<u>328,097</u>	<u>116,782</u>
		384,799	18,794	403,593	145,351
<b>CREDITORS</b>					
Amounts falling due within one year	9	(214,291)	(9,397)	(223,688)	(25,245)
		<u>170,508</u>	<u>9,397</u>	<u>179,905</u>	<u>120,106</u>
<b>NET CURRENT ASSETS</b>					
		171,655	9,397	181,052	120,106
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>171,655</u>	<u>9,397</u>	<u>181,052</u>	<u>120,106</u>
<b>NET ASSETS</b>					
<b>FUNDS</b>	10				
Unrestricted funds				171,655	120,106
Restricted funds				<u>9,397</u>	<u>-</u>
<b>TOTAL FUNDS</b>				<u>181,052</u>	<u>120,106</u>

The financial statements were approved by the Board of Trustees and authorised for issue on  
15 July 2021 and were signed on its behalf by:

S.A. Somerville  
S Somerville - Trustee

J Romaker  
J Romaker - Trustee



## **1. ACCOUNTING POLICIES**

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Changes in accounting policies**

During the year income receivable increased to over the levels at which the charity is able to report on a receipts and payments basis. Therefore, the comparative amounts shown in these financial statements have been restated on accruals basis. The results of this change of policy are that net expenses have reduced from £13,612 to £5,175 and net assets have increased from £117,783 to £120,106.

### **Income**

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

### Donations and legacies

Donations and legacies are recognised when the trustees believe the funds are likely to be received. In the case of general donations, this is on receipt.

### Government grants

Government grants are recognised when there is reasonable assurance that:

- (a) the entity will comply with the conditions attaching to them; and
- (b) the grants will be received.

Grants are recognised as income on a systematic basis over the periods in which the entity recognises the related costs for which the grant is intended to compensate.

Grants received during the year were £115,910 (2020: £42,946), including income from The Royal Borough of Windsor & Maidenhead and NHS commissioning groups.

### **Expenditure**

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

## **1. ACCOUNTING POLICIES - continued**

### **Charitable activities**

#### Schools counselling

The charity works closely with local schools to identify the needs of young people and to ensure that relevant support is offered.

Providing group work; running programmes which encourage young people to consider how they feel about themselves and how they relate to each other; improving self-esteem and building confidence. Also providing a large amount of individual therapy sessions in schools. This service is staffed by our counsellors who have completed additional training in:

- Child Protection & Safeguarding.
- Working Therapeutically with Children and Young People
- Working in Schools: Policies, Procedures and Practice

Income and expenses are recognised over the period the service is provided.

#### Counselling packages

The charity also provides counselling packages working alongside doctors and other health professionals, family groups and parents.

#### Advocacy

The charity offers an advocacy service for young people who are involved with social care. The service is staffed by counsellors who have completed additional training in advocacy. Advocacy is funded by Achieving For Children. Income and expenses are recognised over the period which the service is provided.

#### Supervision

Fundamental to the provision of safe, ethical and competent counselling, supervision is vital to the practice and development of counsellors and is a requirement for those who are on the Accredited Register. The charity provides supervisors and income and expenses are recognised over the period which the service is provided.

#### CPCAB and Training income

The charity offers the CPCAB (Counselling and Psychotherapy Central Awarding Body) Progression Route. The CPCAB is the UK's leading counselling awarding organisation offering courses run by counsellors for counsellors.

Training income is recognised over the period over which the course is provided. Training income received in advance is deferred and recognised as revenue as the services are rendered.

### **Tangible fixed assets**

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

**1. ACCOUNTING POLICIES - continued**

**Tangible fixed assets**

Computer equipment - 33% on cost

**Taxation**

The charity is exempt from tax on its charitable activities.

**Fund accounting**

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

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

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

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

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

**2. OTHER TRADING ACTIVITIES**

	31.3.21	31.3.20
	£	£
Fundraising events	<u>-</u>	<u>1,441</u>

**3. INVESTMENT INCOME**

	31.3.21	31.3.20
	£	£
Rents received	103	9,797
Deposit account interest	<u>1,355</u>	<u>-</u>
	<u>1,458</u>	<u>9,797</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 March 2021 nor for the year ended 31 March 2020.

**5. STAFF COSTS**

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

	31.3.21	31.3.20
Management	1	-
Administration	4	1
Schools counselling	6	2
	<u>11</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	99,691	-	99,691
<b>Charitable activities</b>			
Schools counselling	40,706	-	40,706
Advocacy work	81,662	-	81,662
Supervision	303	-	303
Training courses	3,755	-	3,755
Other trading activities	1,441	-	1,441
Investment income	<u>9,797</u>	<u>-</u>	<u>9,797</u>
<b>Total</b>	237,355	-	237,355
<b>EXPENDITURE ON</b>			
Raising funds	208	-	208



**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>Charitable activities</b>			
Schools counselling	41,730	-	41,730
Advocacy work	68,242	-	68,242
Supervision	40,815	-	40,815
Training courses	6,484	-	6,484
Managers	37,845	-	37,845
Other	<u>47,206</u>	<u>-</u>	<u>47,206</u>
<b>Total</b>	<u>242,530</u>	<u>-</u>	<u>242,530</u>
<b>NET INCOME/(EXPENDITURE)</b>	(5,175)	-	(5,175)

**RECONCILIATION OF FUNDS**

<b>Total funds brought forward</b>	<u>125,281</u>	<u>-</u>	<u>125,281</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>120,106</u></u>	<u><u>-</u></u>	<u><u>120,106</u></u>

**7. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
Additions	<u>1,720</u>
<b>DEPRECIATION</b>	
Charge for year	<u>573</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u><u>1,147</u></u>
At 31 March 2020	<u><u>-</u></u>

Windsor and Maidenhead Youth and  
Community Counselling Service

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21	31.3.20
	£	£
Trade debtors	62,199	25,050
Other debtors	1,255	-
Prepayments and accrued income	<u>12,042</u>	<u>3,519</u>
	<u>75,496</u>	<u>28,569</u>

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21	31.3.20
	£	£
Trade creditors	35,524	25,635
Taxation and social security	1,329	(750)
Other creditors	<u>186,835</u>	<u>360</u>
	<u>223,688</u>	<u>25,245</u>

**10. MOVEMENT IN FUNDS**

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	120,106	51,549	171,655
<b>Restricted funds</b>			
Children in need	-	9,397	9,397
	<u>120,106</u>	<u>60,946</u>	<u>181,052</u>
<b>TOTAL FUNDS</b>			

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	434,399	(382,850)	51,549
<b>Restricted funds</b>			
Children in need	9,397	-	9,397
	<u>443,796</u>	<u>(382,850)</u>	<u>60,946</u>
<b>TOTAL FUNDS</b>			

**10. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.4.19 £	Net movement in funds £	At 31.3.20 £
<b>Unrestricted funds</b>			
General fund	125,281	(5,175)	120,106
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>125,281</u>	<u>(5,175)</u>	<u>120,106</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	237,355	(242,530)	(5,175)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>237,355</u>	<u>(242,530)</u>	<u>(5,175)</u>

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

	At 1.4.19 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	125,281	46,374	171,655
<b>Restricted funds</b>			
Children in need	-	9,397	9,397
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>125,281</u>	<u>55,771</u>	<u>181,052</u>

Windsor and Maidenhead Youth and  
Community Counselling Service

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021

**10. MOVEMENT IN FUNDS - continued**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	671,754	(625,380)	46,374
<b>Restricted funds</b>			
Children in need	9,397	-	9,397
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>681,151</u>	<u>(625,380)</u>	<u>55,771</u>

**11. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2021.

Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21 £	31.3.20 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	89,586	56,745
Grants	<u>115,910</u>	<u>42,946</u>
	205,496	99,691
<b>Other trading activities</b>		
Fundraising events	-	1,441
<b>Investment income</b>		
Rents received	103	9,797
Deposit account interest	<u>1,355</u>	<u>-</u>
	1,458	9,797
<b>Charitable activities</b>		
Schools counselling	60,439	40,706
Advocacy	125,915	81,662
Supervision	2,762	303
Training income	11,807	3,755
Counselling packages	10,030	-
CPCAB training	<u>25,889</u>	<u>-</u>
	<u>236,842</u>	<u>126,426</u>
<b>Total incoming resources</b>	443,796	237,355
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Purchases	-	10
Just giving charges	<u>216</u>	<u>198</u>
	216	208
<b>Charitable activities</b>		
Wages - schools counselling	41,045	21,707
Pensions	292	35
Schools counselling	43,184	19,988
Advocacy	77,262	68,242
Carried forward	161,783	109,972

This page does not form part of the statutory financial statements

Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21 £	31.3.20 £
<b>Charitable activities</b>		
Brought forward	161,783	109,972
Training costs	10,218	6,484
Supervision costs	46,615	40,815
Agency counselling	9,911	-
Parents group	1,050	-
Counselling packages	1,585	-
Hope project	7,208	-
CPCAB training expenses	21,579	-
Managers	<u>48,176</u>	<u>37,845</u>
	308,125	195,116
<b>Other</b>		
Subscriptions	319	589
<b>Support costs</b>		
<b>Management</b>		
Wages	39,401	9,236
Social security	484	-
Pensions	8,191	-
Administration assistant	<u>-</u>	<u>550</u>
	48,076	9,786
<b>Finance</b>		
Bank charges	63	103
Computer equipment	<u>573</u>	<u>-</u>
	636	103
<b>Information technology</b>		
Computer expenses	8,730	3,653
<b>Other</b>		
Rent and room hire	720	15,656
Insurance	4,640	820
Telephone	1,508	2,650
General office expenses	1,134	4,519
Motor expenses	11	778
Advertising	<u>123</u>	<u>756</u>
	8,136	25,179
<b>Governance costs</b>		
Auditors' remuneration	1,000	360
Carried forward	1,000	360

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Windsor and Maidenhead Youth and  
Community Counselling Service

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021

	31.3.21	31.3.20
	£	£
<b>Governance costs</b>		
Brought forward	1,000	360
Accountancy and legal fees	5,731	4,892
Consultancy fees	1,881	2,217
AGM expenses	-	427
	<u>8,612</u>	<u>7,896</u>
Total resources expended	<u>382,850</u>	<u>242,530</u>
<b>Net income/(expenditure)</b>	<u>60,946</u>	<u>(5,175)</u>

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