

# PHOENIX COUNSELLING SERVICE

England & Wales · Charity number 1177399

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2018-03-02

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

## Contact

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**Address** 22 Fotherley Road  
Shenstone  
Lichfield  
WS14 0NJ

**Phone** 07415517663

**Email** [phoenixcounselling2@gmail.com](mailto:phoenixcounselling2@gmail.com)

**Website** [www.phoenixcounselling-service.co.uk](http://www.phoenixcounselling-service.co.uk)

## Activities

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**Objects:** TO PROMOTE AND PROTECT THE MENTAL HEALTH AND WELLBEING OF THE PUBLIC AND PREDOMINATELY PEOPLE AGED 18 AND OVER IN BURNTWOOD, LICHFIELD AND SURROUNDING AREA BY THE PROVISION OF A SAFE AND AFFORDABLE COUNSELLING SERVICE.

**Activities:** Phoenix Counselling Service (PCS) is a Charitable Incorporated Organisation providing a low cost counselling service which aims to provide professional counselling for adults in Burntwood, Lichfield and the surrounding area who do not meet the criteria for 1-to-1 CBT or counselling via the Psychological Wellbeing Service (PWBS), or other NHS provision, and who cannot afford private counselling.

## Classification

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- **How:** Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

## Geography

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- Staffordshire

## Finances

| Period end | Income  | Expenditure | Assets | Employees |
|------------|---------|-------------|--------|-----------|
| 2024-12-31 | £19,165 | £22,194     | -      | -         |
| 2023-12-31 | £34,799 | £26,174     | -      | -         |
| 2022-12-31 | £34,320 | £20,198     | -      | -         |
| 2021-12-31 | £26,035 | £23,734     | -      | -         |
| 2020-12-31 | £20,137 | £16,747     | -      | -         |

## Trustees

| Name                   | Role  | Appointed  |
|------------------------|-------|------------|
| <b>erica Knight</b>    | Chair | 2024-01-31 |
| Carole Share           |       | 2024-01-31 |
| Dr John Wharton MB,CHB |       | 2015-12-02 |
| Emma Pipe              |       | 2021-03-30 |
| Pauline Wright         |       | 2024-01-31 |

**PHOENIX COUNSELLING SERVICE**

England & Wales - Charity number 1177399

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# Accounts

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## Minutes of Meeting - AGM – 12<sup>th</sup> March 2025

**Present:** John Wharton, Erica Knight, Emma Pipe, Carole Share, Pauline Wright, Alison Johnson, Loran Yates, Heather Benbow, Rhoda Wharton.

**Apologies:** Amii Gunn, Scott Ballinger and Karen Nash

### Action

1. Recorded names of those present

2. **Opening Comments and Trustee Annual Report**

EK opened the meeting. Annual Report will be circulated shortly.

3. **Management Annual Report**

Management

The majority of our clients are continuing to request face to face counselling with a small number preferring phone. We have 6 counsellors, all of which take 4 clients at any one time, and this is working well. The number of referrals during 2024 were 58 with 83 clients starting counselling and we delivered 583 counselling sessions.

Fundraising

We are grateful for support from Support Staffordshire, Albert Hunt Trust, Yapp Foundation, The Community Foundation, Lichfield District Council, Arnold Clarke, and Whittington and Fisherwick Fund.

Fundraising during 2024 was extremely competitive with Trusts and Foundations receiving three times more applications than previous years, some do not have the manpower to process the volume of applications. Our criteria are difficult to fundraise for as we are asking for running costs, whereby Trusts like projects and equipment. The shortfall from the C and VS grant of £6000 which ended early 2024 has been very hard to replace.

### Social Media

We now have a successful Facebook page and Instagram. We can report that our Facebook posts reach in the region of 4,000 people with approximately 160 followers. We also continue to advertise within free publications. Our social media presence has created referrals from various organisations including Andy's Man Club and Stars.

### Client Satisfaction Questionnaire

Our Client Satisfaction Questionnaire is on Microsoft Forms, but we are still getting a very limited number of returned forms. To combat this, Counsellors are now asking clients to complete the form at the end of counselling.

## 4. **Finance Report**

JW reported that the accounts have been prepared, examined and circulated.

There is an end of year balance of £36,194 ( cf 2023 -£39223 ). The money is held in the Coop bank current account and the Skipton BS as a deposit account.

There were 583 client sessions ( 627 in 2023 ) and this provided £5,989 showing an increase of £714 compared to 2023, possibly explained by introduction of SumUp.

Payments to counsellors was £11,177 which is a reduction of £3,779 as a result of fewer sessions in 2024.

Income from grants was £13,055 which is a reduction of £16,224 compared to 2023.

The calculated average income from client payments per session was £10 compared to £8.4 during 2023.

The overall cost to Phoenix of a session of counselling which includes counsellor, management, insurance and phone costs was £38 compared to £41 in 2023.

Approximately a quarter of the cost of a session is paid by the client and so we rely on grant payments to supplement the costs.

The UK economic problems cause significant difficulties for grant providing bodies which makes it harder to secure grants hence our lower than usual grant income.

## 5. **Future of Phoenix**

Discussion took place about the financial security of Phoenix with Fundraising now becoming so competitive, and the necessity to now ask for a contribution from all clients of around £20/25.

This will be very much in line with similar counselling charities with some asking for £35-40 per session. It was agreed that we would not turn anyone away who could not afford to contribute.

Heather offered to circulate flyers around the local area along with Rhoda, Alison and Loran.

RW/HB/LY/AJ

**AOB**

None

6.

**Date of next AGM – 11 March 2026**

**Date of next Trustee Meeting – 11 June 2025**

| Phoenix - Accounts year end Dec 2024 |                 |              |                |            |  |
|--------------------------------------|-----------------|--------------|----------------|------------|--|
|                                      | Current acc 202 | Dep acc 2024 | current acc202 | Dep A 2023 |  |
|                                      | SKIPTON BS      |              |                |            |  |
|                                      | £               | £            | £              | £          |  |
| Client payments                      | £5,989.31       |              | 5,275.00       |            |  |
| Donations-unrestricted               | £120.97         |              | 245.00         |            |  |
| HMRC-Gift aid                        |                 |              |                |            |  |
| Grants - restricted                  | £13,055.00      |              | 29,279.71      |            |  |
| TOTAL                                | £19,165.28      |              | 34,799.71      |            |  |
| EXPENDITURE                          |                 |              |                |            |  |
| Counsellor payments                  | £11,177.55      |              | £14,956.66     |            |  |
| Writeup/management                   | £10,549.73      |              | £10,432.58     |            |  |
| Mobile phone-rental                  | £113.84         |              |                |            |  |
| other                                | £353.20         |              | 785.52         |            |  |
| TOTAL                                | £22,194.32      |              | £26,174.76     |            |  |
| Cashbook balance at start of year    | £39,223.20      |              | 30,598.25      |            |  |
| plus receipts since then             | £19,165.28      |              | 34,799.71      |            |  |
| less total payments / transfers      | £22,194.32      |              | 26,174.76      |            |  |
|                                      | 36,194.16       |              | 39,223.20      |            |  |
| Skipton end of year balance          |                 | £33,005.00   |                |            |  |
| Bank balance at end of year          | £3,189.16       |              | 39,223.20      |            |  |
| minus payments not yet cleared       |                 |              |                |            |  |
| adjusted balance at end of year      |                 |              |                |            |  |
| Transfers to SKIPTON from COOP       | £38,005.00      |              |                |            |  |
| Transfers from SKIPTON to COOP       | £5,000.00       |              |                |            |  |
| ^ John Wharton Jan 2025              |                 |              |                |            |  |

**PHOENIX COUNSELLING SERVICE**

England & Wales - Charity number 1177399

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# Accounts

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# PHOENIX COUNSELLING SERVICE

## ANNUAL REPORT FOR 2023

### *On Behalf of the Board of Trustees*

Phoenix Counselling Service is registered with the Charity Commission as a Charitable Incorporated Organisation (CIO). The Charity Registration Number is 1177399. During 2023 Phoenix Counselling Service has continued to carry out its charitable function of providing counselling for adults in Burntwood, Lichfield and the surrounding area who cannot access counselling via the NHS and cannot afford private counselling.

Alison and the support group of Pauline, Carole and Loran have had a successful year managing the service efficiently meeting regularly and communicating information and ideas to and from counsellors. Loran has been able to facilitate good communication and team work keeping morale high throughout the year. Trustees continue to hold regular meetings either by zoom or in person. Trustees have overseen the excellent and valuable work by counsellors and support team and are especially grateful to Alison for continued fund raising and management. We warmly welcome two new counsellors, Scott and Amii who joined during 2023.

Pauline and Carole have stepped down from their roles within Finance and Data, and we are delighted that they have now joined Trustees and thank them both for their conscientious work supporting Phoenix counselling. John has stepped down as Chair and taken on the Finance Role. Erica has now been appointed our new Chair of Trustees.

Fundraising is ongoing and remains very important to the charity, it continues to represent 70% of the income with 30% coming from client contributions.

On behalf of trustees I would like to thank every one for their commitment and dedication in making Phoenix the successful charity it is. We look forward to continuing our success during 2024.

In addition to the hard work we were also able to relax during a Christmas social event.

John Wharton - March 2024

**Chair**

## ***Management***

The majority of our clients are requesting face to face counselling with a small number preferring phone or zoom. The number of referrals during 2023 were 60 with 78 clients starting counselling and we delivered 609 counselling sessions.

| <b>Annual Statistics</b>                                       | <b>2023</b> | <b>2022</b> | <b>2021</b> | <b>2020</b> | <b>2019</b> | <b>2018</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of appointments attended                                | 609         | 564         | 610         | 306         | 456         | 343         |
| Number of referrals  | 60          | 64          | 51          | 62          | 101         | 107         |
| Number of people starting counselling                          | 78          | 51          | 46          | 77          | 85          | 57          |
| Number of people completed counselling                         | 80          | 44          | 64          | 59          | 78          | 49          |
| Number of people of the waiting list at the start of each year | 6           | 3           | 6           | 17          | 27          | 18          |
| Number of people on the waiting list at The end of each year   | 12          | 14          | 9           | 1           | 17          | 27          |

## ***Financial Summary***

As a charity we rely heavily on fundraising via Trusts and Foundations, and this remains the main source of our income. Donations and contributions made by clients are also very welcome and important to us. Voluntary contributions from clients range from £1 - £25 per session with the majority contributing £10. More clients are contributing during 2023 compared with 2022.

The Audited Accounts will be circulated.

## ***Fundraising***

We are grateful for awards from Support Staffordshire , Albert Hunt Trust, Yapp Foundation, The Community Foundation and Lichfield District Council, Coalfields, Awards for All, Magic Little Grants and Whittington and Fisherwick Fund which in total amounted to £28,510.

## ***Social Media***

We now have a successful Facebook page and Instagram. We also continue to advertise within free publications.

## ***Client Satisfaction Questionnaire***

Our Client Satisfaction Questionnaire is now on Microsoft Forms, making it easier for clients to complete and return the questionnaire. Responses during 2023 indicate we are offering a first class and extremely valuable service.

### ***Aims 2024***

- Continue to develop the service.
- Research all possible Fundraising avenues and build relationship with Trusts and the community.
- Develop our website.

On behalf of everyone at Phoenix, I wouldl just like to say an enormous thank you to John for his hard work and dedication and support as Chair since the start of Phoenix in 2015. His huge contribution has been outstanding.

Alison Johnson  
Manager – March 2024



Section A Independent Examiner's Report

Report to the trustees

Charity Name

PHOENIX COUNSELLING SERVICE

On accounts for the year ended

31 DEC 2023

Charity no (if any)

1177399

Set out on pages

1 - 3

(Remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2023.

Responsibilities and basis of report

As the charity's trustees, 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 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

~~[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]] Delete [ ] if not applicable.~~

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (~~other than that disclosed below~~\*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

\* Please delete the words in the brackets if they do not apply.

Signed:

[Signature]

Date:

18/02/2023

Name:

JON PENROSE

Relevant professional qualification(s) or body

IFA MEMBER 25431





Section A

Independent Examiner's Report

Report to the trustees

Charity Name PHOENIX COUNSELLING SERVICE

On accounts for the year ended

31 DEC 2023

Charity no (if any)

1177399

Set out on pages

1 - 3

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2023.

Responsibilities and basis of report

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Independent examiner's statement

~~The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]. Delete [ ] if not applicable.~~

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (~~other than that disclosed below.\*~~) which gives me cause to believe that in, any material respect:

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

\* Please delete the words in the brackets if they do not apply.

Signed:

[Signature]

Date:

18/02/2023

Name:

JON PENROSE

Relevant professional qualification(s) or body

IFA MEMBER 25431

(if any):

Address:

20 FOOTHERLEY RD

SHENSTONE, STAFFS

WS14 0NS

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

N/A

(if any):

Address:

20 FOOTHERLEY RD

SHENSTONE, STAFFS

WS14 0NS

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

N/A

**PHOENIX COUNSELLING SERVICE**

England & Wales - Charity number 1177399

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# Accounts

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# PHOENIX COUNSELLING SERVICE

## ANNUAL REPORT FOR 2022

### *On Behalf of the Board of Trustees*

Phoenix Counselling Service is registered with the Charity Commission as a Charitable Incorporated Organisation (CIO). The Charity Registration Number is 1177399. During 2021 Phoenix Counselling Service has continued to carry out its charitable function of providing counselling for adults in Burntwood, Lichfield and the surrounding area who cannot access counselling via the NHS and cannot afford private counselling.

During 2022 there has been little change compared to 2021 in terms of service provision with just a small increase in referrals and waiting list numbers.

Alison and the support group of Pauline, Carole and Rhoda have had a good year managing the service efficiently behind the scenes. We recognise that without good counsellors and management support none of the activity in Phoenix could happen. In addition to counsellors and management, trustees have played a role by having regular formal meetings to oversee the service.

This year we were challenged about whether we could accommodate student placements but have decided that we must focus on providing good low cost counselling.

In terms of developments there has been work on making the recruitment a safe and structured process. Fundraising is important especially since it accounts for about 70% of Phoenix income with 30% coming from client payments and we must thank Alison for successfully continuing to fund raise.

There has been a good social event and also a leaving party to mark Dawn and Gail leaving and we especially record our thanks for all their work. At the same time we welcome Loran as the new Lead Counsellor from Jan 2023 taking over from Rhoda who has worked so hard in the role since 2015. We also welcomed four new counsellors in 2022 Sarah, Steph and Karen and Ellen.

Looking ahead we hope to recruit more counsellors and continue to look for another trustee. We are aware of the increase in demand for counselling and conscious of the role that social media and website activity play in helping to promote the service.

..2/..

Finally I would like to end by saying that Rhoda is now stepping down from the support group and lead counsellor role in Phoenix but continuing counselling, and I would like to thank her for all her work setting up and developing Phoenix since 2015.

John Wharton

Chair

### **Management**

2022 saw the service returning to face-to-face appointments which satisfied our service users and counsellors. The number of referrals increased from last year to 64 with 51 starting sessions. During 2022 we delivered 564 counselling sessions.

| <b>Statistics for 2021</b>                                | <b>2022</b> | <b>2021</b> | <b>2020</b> | <b>2019</b> | <b>2018</b> | <b>2017</b> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of appointments attended                           | 564         | 610         | 306         | 456         | 343         | 283         |
| Number of referrals                                       | 64          | 51          | 62          | 101         | 107         | 71          |
| Number of people starting counselling                     | 51          | 46          | 77          | 85          | 57          | 42          |
| Number of people completed counselling                    | 44          | 64          | 59          | 78          | 49          | 40          |
| Number of people of the waiting list at the start of 2021 | 3           | 6           | 17          | 27          | 18          | 8           |
| Number of people on the waiting list at The end of 2021   | 14          | 9           | 1           | 17          | 27          | 18          |

Our WriteUp Management system is now fully operational and working well. This is very much supported by Carole who looks after our Data and Pauline dealing with Finance. Review Meetings take place every 6 weeks to ensure the service is running smoothly.

We continue to make applications for funding from Trusts and Foundations whose criteria we fit and this remains ongoing. We are also continuing to recruit new counsellors to help combat the waiting list.

### **Financial Summary**

As a charity we rely heavily on fundraising via Trusts and Foundations and this remains the backbone of our income. Donations from individuals and contributions made by clients are also very important to us. Voluntary contributions from clients range from £1 - £20 per session with 28% paying £20., 42% paying £10., 21% paying £5. and 8% making no contribution. We are finding more clients are making a contribution during 2022 compared with 26% making no contribution the previous year.

The Audited Accounts will be circulated.

**..3..**

### ***Fundraising***

We are extremely grateful to Support Staffordshire , the Albert Hunt Trust, Yapp Foundation, The Community Foundation, Doing our Bit and Lichfield District Council all of which have awarded us grants this year and allowed our service to continue.

### ***Client Satisfaction Questionnaire***

To help us monitor and further develop our service and ensure we are meeting our aims, we ask clients to complete a Client Satisfaction Questionnaire at the end of counselling.

The responses to these questionnaires indicates we are offering a first class service and making a very positive difference to the lives of our clients.

### ***Aims 2023***

- Continue to develop the service.
- Recruit 1-2 more counsellors.
- Research all possible Fundraising avenues and build relationship with Trusts and the community.
- Develop our website and social media.
- Recruit an additional Trustee.
- Explore possibilities of enabling Phoenix to become viable as an organisation. Either continue to develop it in its present structure, another organisation to take it over, or individuals to run the service.



Section A

Independent Examiner's Report

Report to the trustees/  
members of

Charity Name  
Phoenix Counselling Service

On accounts for the year  
ended

31<sup>st</sup> December 2022

Charity no  
(if any)

1177399

Set out on pages

1-3

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I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (~~other than that disclosed below~~\*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

Signed:

Date:

17/02/2023

Name:

Jon Penrose

Relevant professional  
qualification(s) or body

IFA (member 25431)

(if any):

Address: 20 Fotherley Road,  
Shenstone, staffs,  
WS14 0NJ

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

N/A

**PHOENIX COUNSELLING SERVICE**

| <b>Income and expenditure statement 2022</b> | <b>2022</b>            | <b>2021</b>            |
|--|------------------------|------------------------|
|  |                        | £                      |
| <b>Current assets</b>                        |                        |                        |
| Cash   | 0.00                   | 0.00                   |
| Bank   | <u>30598.25</u>        | <u>£16,477.12</u>      |
| <b>Total assets</b>                          | <u>30598.25</u>        | <u>16477.12</u>        |
| <br>   |                        |                        |
| <b>Creditors</b>                             | <b>0.00</b>            | 0.00                   |
| <br>   |                        |                        |
| <b>Net Assets</b>                            | <u><u>30598.25</u></u> | <u><u>16477.12</u></u> |
| <br>   |                        |                        |
| <b>Fund brt fwd 1/1/22</b>                   | 16477.12               | 14176.40               |
| <br>   |                        |                        |
| <b>Cashbook totals</b>                       |                        |                        |
|  | Total income           | 34319.50               |
|  | Total expenditure      | 20198.37               |
| Total income over expenditure                | <u>14121.13</u>        | <u>2300.72</u>         |
| <br>   |                        |                        |
| <b>Fund c/fwd 31/12/22</b>                   | <u><u>30598.25</u></u> | <u><u>16477.12</u></u> |
| <br>   |                        |                        |
| <b>Income</b>                                |                        |                        |
| Counselling Sessions                         | 3650.00                | 2676.00                |
| Grants                                       | 26810.50               | 15185.51               |
| Donations                                    | 3859.00                | 7925.00                |
| Other  | 0.00                   | 248.92                 |
|  | <u>Total</u>           | <u>26035.43</u>        |
| <br>   |                        |                        |
| <b>Expenditure</b>                           |                        |                        |
| Counsellors                                  | 11210.00               | 13760.00               |
| Management & WriteUp                         | 8273.55                | 9680.82                |
| Other Admin & utility                        | 714.82                 | 293.89                 |
|  | <u>Total</u>           | <u>23734.71</u>        |



Section A

Independent Examiner's Report

Report to the trustees/  
members of

Charity Name

Phoenix Counselling Service

On accounts for the year  
ended

31<sup>st</sup> December 2022

Charity no  
(if any)

1177399

Set out on pages

1-3

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Independent  
examiner's statement

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

Signed:

Date:

17/02/2023

Name:

Jon Penrose

Relevant professional  
qualification(s) or body

IFA (member 25431)

**PHOENIX COUNSELLING SERVICE**

England & Wales - Charity number 1177399

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# Accounts

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## **ANNUAL REPORT FOR 2021**

### ***On Behalf of the Board of Trustees***

Phoenix Counselling Service is registered with the Charity Commission as a Charitable Incorporated Organisation (CIO). The Charity Registration Number is 1177399. During 2021 Phoenix Counselling Service has continued to carry out its charitable function of providing counselling for adults in Burntwood, Lichfield and the surrounding area who cannot access counselling via the NHS and cannot afford private counselling.

At the beginning of 2021 the new management structure was in place and the processes were developing, however it is only in taking on new roles that issues emerge and in February Dawn decided that she would continue counselling within Phoenix but would not continue as manager of the service. Phoenix is very grateful to her for the work she contributed to leading Phoenix forward through that time of change. The Trustees decided to advertise more widely for a manager who would bring management and fundraising expertise to the service and Alison Johnson was appointed as manager in March.

At the same time a great deal of work was involved in providing the monitoring information for the Coalfields Regeneration Trust grants – eventually this was completed with a week to spare!

In March Jill Page, who had been a trustee since the start of Phoenix, stepped down at the end of her term of office. We are all very grateful to Jill for all her work as a trustee, particularly taking the minutes for the trustee meetings, collating the information from the Client Satisfaction Questionnaires at the end of each year and providing a great deal of support, encouragement, and common sense as Phoenix has evolved. We are grateful to Erica Knight for becoming a trustee and to Emma Pipe who is now a trustee, bringing her counselling experience to the role.

We are enormously grateful to the Board of Trustees and our volunteers for their loyalty and continued support – their commitment to Phoenix is very much valued and allows us to continue to offer our service to the highest standards.

John Wharton

## **Chair**

### ***Management***

During the Covid19 pandemic we transferred our service from face-to-face counselling to on-line, to conform with government guidelines. During 2021 we started to offer face to face appointments again which satisfied our service users and counsellors. The number of referrals dropped, as it did with similar services, but the number of sessions we delivered increased, due to clients have deeper issues to deal with. During 2021 we provided 610 counselling sessions.

| <b>Statistics for 2021</b>                                | <b>2021</b> | <b>2020</b> | <b>2019</b> | <b>2018</b> | <b>2017</b> | <b>2016</b> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of appointments attended                           | 610         | 306         | 456         | 343         | 283         | 217         |
| Number of referrals                                       | 51          | 62          | 101         | 107         | 71          | 54          |
| Number of people starting counselling                     | 46          | 77          | 85          | 57          | 42          | 36          |
| Number of people completed counselling                    | 64          | 59          | 78          | 49          | 40          | 30          |
| Number of people of the waiting list at the start of 2021 | 6           | 17          | 27          | 18          | 8           | 10          |
| Number of people on the waiting list at The end of 2021   | 9           | 1           | 17          | 27          | 18          | 8           |

Our WriteUpp Management system is now fully operational and although not totally appropriate for Phoenix we have adapted our processes so that it meets our needs. Following a period of change the service is now well managed through the careful work of the Manager and Volunteers. We have this year updated all our policies, and these are easily accessible to everyone within the service.

To help with our Waiting List times, we have successfully recruited an additional volunteer counsellor and we will continue to recruit into 2022.

### ***Financial Summary***

Finances remain challenging for the service with the rising costs of overheads. We remain heavily reliant upon fundraising, donations and contributions for counselling sessions. Clients are asked to make a small contribution towards sessions dependent upon their financial situation, with about half of clients receiving sessions free of charge.

### ***Fundraising Report***

Fundraising is essential to the service; without it we would be unable to continue. We are very grateful to Support Staffordshire Community Fund, Lichfield District Council Locality Deal Fund and C and VS Fund, We Love Lichfield, Staffordshire County Council Doing our Bit Fund, Coalfields Regeneration Trust and the Trusts and Foundations who have supported us. This positive support is crucial to us and makes a very big difference to the lives of the people we support.

The Covid19 pandemic has made fundraising very competitive with the Trust fundraising being the only access to funds available for many charities. We will continue to endeavour to keep the momentum going and secure funds for the years ahead.

### ***What Phoenix Service means to me***

To help us monitor and further develop our service and ensure we are meeting our aims, we ask clients to complete a Client Satisfaction Questionnaire at the end of counselling. Here are just a few comments made:

**The service offered by Phoenix has been invaluable to me.**

**Thank you so much, I do not know what I would have done.**

**My counsellor made me feel so relaxed, I could speak openly about anything.**

**This is an amazing service, I am so grateful. I could not have accessed private counselling anywhere else.**

**I am so grateful to Phoenix, my counselling has helped me so much. It is so good to know I can return to Phoenix should I need too.**

**I really feel that I now have the tools to deal with my issues and able to move forward with my life, thank you.**

### ***Development of Phoenix in relation to “aims for 2021” highlighted in the 2020 annual report***

- Continue the development of the service including the roles of manager, trustees and volunteers

This has continued and the management has settled down - (See Management above)

- Further develop use of WriteUpp

This is ongoing as we refine our use of this system - (See Management above)

- Work towards Phoenix becoming a financially sustainable service

At present we continue to look for possibilities for this to happen

- Fundraising

This is continuing – (See Fund raising report above)

- Explore possible contracting with the NHS

In 2020 local primary care managers were investigating whether they could fund Phoenix to take referrals directly from the NHS. At present they are not taking this option forward.

### ***Aims 2022***

- Implement a “Safer Recruitment” process.
- Continue to develop the service.
- Recruit 1-2 more volunteer counsellors.
- Research all possible Fundraising avenues and build relationship with Trusts and the community.
- Develop our website and social media.
- Recruit an additional Trustee.
- Explore possibilities of enabling Phoenix to become viable as an organisation. Either continue to develop it in its present structure, another organisation to take it over, individual(s) to run it or alternative.

### **Balance Sheet**

**Insert balance sheet**

Alison Johnson  
**Manager**



PHOENIX COUNSELLING SERVICE

Income and expenditure statement 2021

|                               | 2021       | 2020      | 2019      | 2018     | 2017    | 2015 & 2016<br>combined |
|-------------------------------|------------|-----------|-----------|----------|---------|-------------------------|
|                               | £          | £         | £         | £        | £       | £                       |
| <b>Current assets</b>         |            |           |           |          |         |                         |
| Cash                          | 0.00       | 0.00      | 0.00      | 0.00     | 140.00  | 20.00                   |
| Bank                          | £16,477.12 | 14,176.40 | 10,786.25 | 19,74.87 | 79.00   | 0.00                    |
| Total assets                  | 16,477.12  | 14,176.40 | 10,786.25 | 19,74.87 | 219.00  | 20.00                   |
|                               |            |           |           |          |         |                         |
| <b>Creditors</b>              | 0.00       | 0.00      | 0.00      | 0.00     | 177.45  | 108.00                  |
|                               |            |           |           |          |         |                         |
| <b>Net Assets</b>             | 16,477.12  | 14,176.40 | 10,786.25 | 19,74.87 | 41.55   | 88.00                   |
|                               |            |           |           |          |         |                         |
| <b>Fund 31.12.19 brt fwd</b>  | 14,176.40  | 10,786.25 | 19,74.87  | 41.55    | 88.00   | 0.00                    |
|                               |            |           |           |          |         |                         |
| <b>Cashbook totals</b>        |            |           |           |          |         |                         |
| Total income                  | 26035.43   | 20137.38  | 15381.00  | 5396.87  | 2160.73 | 1,850.00                |
| Total expenditure             | 23734.71   | 16747.23  | 6569.62   | 3463.55  | 2031.18 | 1,938.00                |
| Total income over expenditure | 2300.72    | 3390.15   | 8811.38   | 1933.32  | 129.55  | 88.00                   |
|                               |            |           |           |          |         |                         |
| <b>Fund c/fwd 31/12/20</b>    | 16,477.12  | 14,176.40 | 10,786.25 | 19,74.87 | 41.55   | 88.00                   |
|                               |            |           |           |          |         |                         |
| <b>Income</b>                 |            |           |           |          |         |                         |
| Counselling Sessions          | 2676.00    | 3705.00   |           |          |         |                         |
| Grants                        | 15185.51   | 16393.87  |           |          |         |                         |
| Donations                     | 7925.00    |           |           |          |         |                         |
| Other                         | 248.92     | 38.51     |           |          |         |                         |
| Total                         | 26035.43   | 20137.38  | -         | -        | -       | -                       |
|                               |            |           |           |          |         |                         |
| <b>Expenditure</b>            |            |           |           |          |         |                         |
| Counsellors                   | 13760.00   | 10310.00  |           |          |         |                         |
| Management & WriteUpp         | 9680.82    | 4900.95   |           |          |         |                         |
| Other Admin & utility         | 293.89     | 1536.28   |           |          |         |                         |
| Total                         | 23734.71   | 16747.23  | -         | -        | -       | -                       |

During the year Phoenix changed from Reliance Bank to Coop Bank

*Approved & signed*

*[Signature]*  
14/3/22



Section A

Independent Examiner's Report

Report to the trustees/ members of

Charity Name  
Phoenix Counselling Service

On accounts for the year ended

31<sup>st</sup> December 2021

Charity no (if any)

1177399

Set out on pages

1-3

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2021.

Responsibilities and basis of report

As the charity's trustees, 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 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below \*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

Signed:

[Signature]

Date:

14/3/22

Name:

Jon Penrose

Relevant professional qualification(s) or body (if any):

IFA Member N° 25431

Address:

20 Fotherby Rd, Shenstone,  
STAFFS, WS14 0NJ

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

None.

**PHOENIX COUNSELLING SERVICE**

England & Wales - Charity number 1177399

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# Accounts

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## ANNUAL REPORT FOR 2020

Phoenix Counselling Service is registered with the Charity Commission as a Charitable Incorporated Organisation (CIO). The Charity Registration Number is 1177399. During 2020 Phoenix Counselling Service continued to carry out its charitable function of providing counselling for adults in Burntwood, Lichfield and the surrounding area who cannot access counselling via the NHS and cannot afford private counselling.

All the trustees, counsellors, volunteers, and support workers within Phoenix are committed to the concept of “counselling for all” and ensure that the service is professional, friendly and caring. Feedback continues to reflect this.

At the end of 2020 there are 8 counsellors who contract to take referrals. Each person who requests counselling is offered up to 7 sessions, unless there is an assessed need for more sessions which can be agreed in order to work ethically and safely. Almost all requests for counselling are self-referrals.

Phoenix has undergone a lot of changes during 2020 partly due to the coronavirus pandemic and partly because of planned development (see Annual Report for 2019). The pandemic led to a big reduction in the number of referrals received and the number of appointments offered, and the counselling moved from face-to-face sessions to online and telephone sessions, in order to conform to the Covid-19 restrictions in place locally and nationally. The processes within the service were revised in order to accommodate the new way of working, and guidelines for non-face-to-face work were drawn up and updated regularly. An additional small development has been the change of the Phoenix document heading and logo.

Also there have been major changes in the way Phoenix is managed. At the beginning of the year it was clear that the service needed to develop a different organisational structure and discussions with Sharon McCormack (counsellor and manager of Adeptcentral Counselling and “The Listening Centre”) and John Harborne (counsellor and trustee of Bannersgate Counselling Service) led to the decision that Phoenix needed a part-time manager. This role was advertised to counsellors within Phoenix and Carrie Hinton contracted to start in the role on 1<sup>st</sup> July, after a 2 month handover period. Carrie took over the contact with clients and counsellors and also developed a website for Phoenix which was launched in July.

In the run up to 1<sup>st</sup> July, Phoenix started to use WriteUp (a digital management system) to record the information needed for the service including all appointments. This system is GDPR compliant. Although it

proved to be a steep learning curve for everyone setting it up and using it, it has greatly improved the administration of the service.

In October Carrie accepted the offer of permanent work in a local authority organisation and so the manager role was again advertised within Phoenix and Dawn Allison was appointed as manager from 1<sup>st</sup> November. The development of the wider management role alongside the client and counsellor work is continuing apace.

The waiting list is no longer a problem for Phoenix. Immediately the lockdown was enforced, the number of referrals reduced and remained low until the end of the summer and is now picking up gradually. Other counselling services are reporting a similar situation. Most of those people who were having counselling sessions in March moved to online or telephone sessions although some decided to take a break until face-to-face sessions are available again, Everyone on the waiting list has been offered counselling sessions - most took up the offer. At present only 1 person is on the waiting list to start face-to-face sessions. At this time of increased stress caused by anxiety about the virus, loss of employment, trauma and grief etc.it is assumed that the need for the counselling service has not reduced but that many people are totally focussed on the practicality of getting through each day.

The trustees continue to give invaluable encouragement and support, they met 4 times during 2020, ensuring that Phoenix complies with its charitable status, and helping to think through the development of Phoenix and reviewing the trustee role within this developing service. During the last 2 months two more volunteers have been welcomed into Phoenix and it is hoped that their role as trustees will become clearer during the next few weeks.

We continue to value the financial and management support that Phoenix is given by the Retreat Benevolent Fund and the Coalfields Regeneration Trust, both have provided extra funding during the year which has allowed the development of Phoenix to continue.

Phoenix continues to have an account with the Reliance Bank, who provide a free and ethical banking service. Phoenix is now registered with HMRC and a gift aid claim has been made. We are grateful to Jon Penrose for independently examining the accounts again this year, and for not charging us for his work.

In September Phoenix contracted with a professional fund-raiser who wrote a generic letter of application for grants and completed an online application to Severn Trent Water on our behalf. Unfortunately this application was not successful but the letter is being used.

**Development of Phoenix in relation to “aims for 2020” highlighted in the 2019 annual report**

□ **Increase the number of counselling hours available**

At the start of 2020, 2 more counsellors started to provide counselling sessions. However the number of referrals has reduced so overall fewer counselling hours have been needed. Whilst it is good to be able to offer appointments soon after a referral is received, it is assumed that this is a temporary situation and the need for counselling remains.

□ **Manage the waiting time for appointments**

This has happened automatically due to the effects of the pandemic.

□ **Fund raising for June onwards**

CRT extended the time limit for the use of its grant until November 2020. They have also given a further grant (from a fund providing finance for the effects of COVID-19) which allows us to continue the service until 31<sup>st</sup> March 2021. Retreat Benevolent Fund gave a further grant for the costs of the management of the service until 31<sup>st</sup> December 2020.

□ **Register with HMRC and claim Gift Aid**

The registration is complete and the first claim has been made and the money received.

□ **Explore possibilities of enabling Phoenix to become viable as an organisation -  
e.g. either other organisation to take over, individual(s) to run it or alternative.**

This has been a major focus for the service during 2020 as related above. Discussions, initiated by local primary care providers, are underway exploring the possibility of Phoenix contracting with the NHS to provide counselling for patients referred by local primary care services.

□ **Continue the development of the admin and finance roles**

Carole Share has continued to work on the data, using the new WriteUpp system. Pauline Wright has developed the system to be used with the finances. We are very grateful to them for all the hours of work they have put into this.

□ **Review and add to policies e.g. equality and reserves policies**

An equality policy has been written and Dawn is reviewing all the policies.

□ **Review and add to processes e.g. records of counsellors contracting to take referrals, how referrals are screened**

New processes have been developed in order to make best use of WriteUpp. Dawn is in the process of reviewing the records of the counsellors to ensure up to date information is documented.

□ **Work with NHS staff to ensure signposting is appropriate**

Recently telephone contact has been made with the lead counsellor of Wellbeing matters (the IAPT service) and updated written information has been provided for the counsellors. There is ongoing contact with the social prescriber.

□ **Develop a website**

Phoenix has a website [www.phoenixcounselling-service.co.uk](http://www.phoenixcounselling-service.co.uk) and also a non-interactive facebook page.

## Statistics for 2020

The switch from paper based data collection to digital via WriteUpp in the middle of 2020 has lead to some difficulty in providing accurate for 2020. The use of the system is still developing and all data is now being collected on this system.

| <b>Statistics for 2020 with comparison with previous years</b> | <b>2020</b> | <b>2019</b> | <b>2018</b> | <b>2017</b> | <b>2016</b> |
|--|-------------|-------------|-------------|-------------|-------------|
| Number of appointments attended between 1/7/20 -31/12/20       | 306         | 457         | 343         | 283         | 217         |
| Number of referrals.   | 62          | 101         | 107         | 71          | 54          |
| Number of people started counselling.                          | 77          | 85          | 57          | 42          | 36          |
| Number of people completed counselling                         | 59          | 78          | 49          | 40          | 30          |
| Number of people on waiting list at start of 2020.             | 17          | 27          | 18          | 8           | 0           |
| Number of people on waiting list at end of 2020                | 1           | 17          | 27          | 18          | 8           |

## Aims for 2021

- Continue the development of the service including the roles of manager, trustees and volunteers
- Further develop use of WriteUpp
- Work towards Phoenix becoming a financially sustainable service
- Fundraising
- Explore possible contracting with the NHS

### **An extra word!**

Having established Phoenix Counselling Service, it is now a pleasure to be handing the management on to Dawn. However I want use this annual report to say thank you to everyone who has been involved in the organisation during the last 5 years and without whom Phoenix would not have developed. So my thanks go to the trustees for their endless commitment, encouragement and work; the counsellors for providing the counselling sessions, their commitment to the ethos of affordable counselling and their “ungrumbling” approach to the extra work involved in the changes that have been made; and our 2 volunteers who have taken on a great deal of work within the service. Also thank you to our funders, who have not only provided funding but also have provided support workers who have given us practical support.

Rhoda Wharton  
(Counsellor - registered MBACP (accred))

January 2021

**PHOENIX COUNSELLING SERVICE**

| <b>Income and expenditure statement 2020</b> | <b>2020</b>     | <b>2019</b>     | <b>2018</b>    | 2017          | 2015 & 2016<br>combined |
|--|-----------------|-----------------|----------------|---------------|-------------------------|
|  | £               | £               | £              | £             | £                       |
| <b>Current assets</b>                        |                 |                 |                |               |                         |
| Cash   | 0.00            | 0.00            | 0.00           | 140.00        | 20.00                   |
| Bank   | 14176.40        | 10786.25        | 1974.87        | 79.00         | 0.00                    |
| Total assets                                 | <u>14176.40</u> | <u>10786.25</u> | <u>1974.87</u> | <u>219.00</u> | <u>20.00</u>            |
| <b>Creditors</b>                             | 0.00            | 0.00            | 0.00           | - 177.45      | - 108.00                |
| <b>Net Assets</b>                            | <u>14176.40</u> | <u>10786.25</u> | <u>1974.87</u> | <u>41.55</u>  | <u>- 88.00</u>          |
| <b>Fund 31.12.19 brt fwd</b>                 | 10786.25        | 1974.87         | 41.55          | - 88.00       | 0.00                    |
| <b>Cashbook totals</b>                       |                 |                 |                |               |                         |
| Total income                                 | 20137.38        | 15381.00        | 5396.87        | 2160.73       | 1,850.00                |
| Total expenditure                            | 16747.23        | 6569.62         | 3463.55        | 2031.18       | 1,938.00                |
| Total income over expenditure                | <u>3390.15</u>  | <u>8811.38</u>  | <u>1933.32</u> | <u>129.55</u> | <u>- 88.00</u>          |
| <b>Fund c/fwd 31/12/20</b>                   | <u>14176.40</u> | <u>10786.25</u> | <u>1974.87</u> | <u>41.55</u>  | <u>- 88.00</u>          |
| <b>Income</b>                                |                 |                 |                |               |                         |
| Counselling Sessions                         | 3705.00         |                 |                |               |                         |
| Grants & Donations                           | 16393.87        |                 |                |               |                         |
| Other  | 38.51           |                 |                |               |                         |
| Total  | <u>20137.38</u> | <u>-</u>        | <u>-</u>       | <u>-</u>      | <u>-</u>                |
| <b>Expenditure</b>                           |                 |                 |                |               |                         |
| Counsellors                                  | 10310.00        |                 |                |               |                         |
| Management & WriteUpp                        | 4900.95         |                 |                |               |                         |
| Other Admin & utility                        | 1536.28         |                 |                |               |                         |
| Total  | <u>16747.23</u> | <u>-</u>        | <u>-</u>       | <u>-</u>      | <u>-</u>                |