



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.

Statistics for 2021	20 21	202 0	20 19	20 18	20 17	20 16
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 combined
	£	£	£	£	£	£
Current assets						
Cash	0.00	0.00	0.00	0.00	140.00	20.00
Bank	£16,477.12	14176.40	10786.25	1974.87	79.00	0.00
Total assets	16477.12	14176.40	10786.25	1974.87	219.00	20.00
<i>Agreed to statement.</i>						
Creditors						
	0.00	0.00	0.00	0.00	-	108.00
Net Assets	16477.12	14176.40	10786.25	1974.87	41.55	88.00
Fund 31.12.19 bnt fwd	14176.40	10786.25	1974.87	41.55	-	0.00
Cashbook totals						
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
Fund c/wtd 31/12/20	16477.12	14176.40	10786.25	1974.87	41.55	88.00
Income						
Counselling Sessions	2676.00	3705.00				
Grants	15185.51	16393.87				
Donations	7925.00					
Other	248.92	38.51				
Total	26035.43	20137.38	-	-	-	-
Expenditure						
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

[Signature]

14/3/22



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
Phoenix Counselling Service

On accounts for the year
ended

31st 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:

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.