



ANNUAL REPORT

→ 1st October '22 - 30th September '23

YOUR NUMBER5

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INTRODUCTION



By Steven Dodds - Chair of Trustees

The year to 30th September 2023 saw transformational growth for Talk Club in terms of its impact on men's mental health and its capacity to create a sustainable future for itself.

Propelled by a simple yet effective model that improves men's mental fitness and normalises real conversations between men, the charity ended the year with a significantly larger community of people who support and are supported by the charity.

Talk Club now has over 3,000 men who have accessed the charity for support through a growing number of peer support clubs and other methods. 2023 saw celebrities such as Liam Gallagher and Tyson Fury back the charity, whilst innovative partnerships with Bristol Beer Factory and Wogan Coffee flourishing, getting in the hands of men while helping income grow by £160,534

The charity is now able to show the difference it makes through its peer support model, where men, on average, check-in at a 5.8 out of 10 and out at 7.3, an improvement of 25%. Talk Club also strengthened its 'continuity of care' model, providing 'in work' mental fitness support to progressive companies via its Business Support model and offering group therapy to over 45 men who need more support than the core models provide.

The staff team doubled to four employees, providing more capacity to manage its growing community and lay strong foundations for the future. Over 350 volunteer club captains have now been trained to run their own peer support club to the Talk Club model.

Day-in, day-out through this year, Talk Club's staff, volunteers and supporters advocated for men to step away from the shame that persists around men's mental health, and instead be proud they are attending to their mental fitness. During this year, it became clear that the charity's model and approach works, and that it is meeting a very real need.

Looking forward the charity is in a good position to strengthen its ability to reach men who need support and generate the resources it needs. The external operating environment will remain challenging, but the charity will stay focused on widening access to its successful models and sharpening its income generating, community management and governance systems.

Talk Club is built on, and belongs to, its community. My fellow Trustees and I are proud to care for the charity on their behalf during this period.



OUR MISSION

A community that supports every man to be mentally fit.



YEAR AT A GLANCE

How we got the UK talking



Group Therapy
Services begin.



Tyson Fury donates
funds from his
World Cup song
'SWEET CAROLINE'
to TC.



Wogan Coffee
Talk Club 10
Collab
Coffee
Launches.



Liam Gallagher donates
funds from 'TOO GOOD
FOR GIVING UP' to TC
and takes over TC
Twitter account
sparking a national
Mental Fitness
conversation.



Business Support
secures first retained
contracts with Airbus
And SR2.



Year at a glance continued

Activity Report

Objectives and activities

The Charity's objectives are to promote and protect the physical and mental health of men, in particular, but not exclusively, by:

- a) Providing mental health talking clubs for men in their community
- b) Raising awareness of mental health via events and online resources, and;
- c) Providing a supportive network for men both online and offline so that they can talk about their mental health.

Public benefit statement

The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011, and are satisfied that the Charity's main activities described above are for the public benefit.



Year at a glance continued



The year in review ←

Talk Club has continued to grow and expand over the past twelve months. The growth of its financial income and social impact has been complimented by the scaling up of the internal team and infrastructure.

'Continuity of Care'

Talk Club has several strands to its support model, tied together to provide continuity of care to men who need support to improve their mental fitness:

Community

Talk Club has grown its online presence via social media, providing a 'front door' to men who might need support and normalising the idea of men's mental fitness and real conversations between men.

Talk Clubs

The first step for men who need support is often to get to a Talk Club – a weekly, local, volunteer run, peer support group which delivers the proven 'How are you out of 10?' model.

The charity has added to its portfolio of Talk Clubs, with over sixty-five clubs in locations across the UK and online, including innovative, accessible formats such as Talk & Skate (skate parks), Talk & Run (running clubs) and even Talk & Trim (haircuts).

Over 360 men have now been trained to captain a Talk Club, supported by the staff team who provide tools to set-up, promote and manage a club.



Year at a glance continued



Group Therapy

Talk Club grew its Therapy Groups, offering low-cost services for men with more complex needs, delivered by qualified counsellors. The charity has trained 2 therapists and 2 trainee therapists to run these groups, with over 45 men benefitting from this support.

With NHS-prescribed, free therapy increasingly hard to access, the provision of low-cost services under the familiar 'Talk Club' brand is lowering the barriers to entry of this critical support.

Business Support

This year saw the introduction of Talk Club's Business Support Service, providing organisations with on-site mental health support, embedded into each company's human resource system but separate from it. The benefits to employees and employers of pastoral care that is confidential and discreet from a company's management structure have become increasingly clear, and companies including Airbus and SR2, have invested in Talk Club's offer. These services also provide an important sustainable income stream for the charity.



Year at a glance continued

Brand, fundraising & income generation

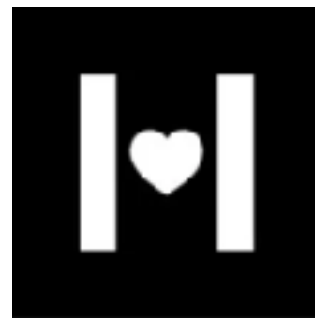
Using a blended approach of fundraising, grants, donations, membership, corporate services, merchandise and product partnerships, Talk Club continues to live out its innovative approach to generating sustainable income. All these income streams grew strongly this year.

The close partnership with Bristol Beer Factory via its Clear Head Alcohol-free beer is particularly important – offering a sustainable and growing income stream – but the charity is incredibly appreciative of support from a wide variety of funders and partners.



A huge thank you to all

OUR SUPPORTERS



THE RISE OF CLEAR HEAD

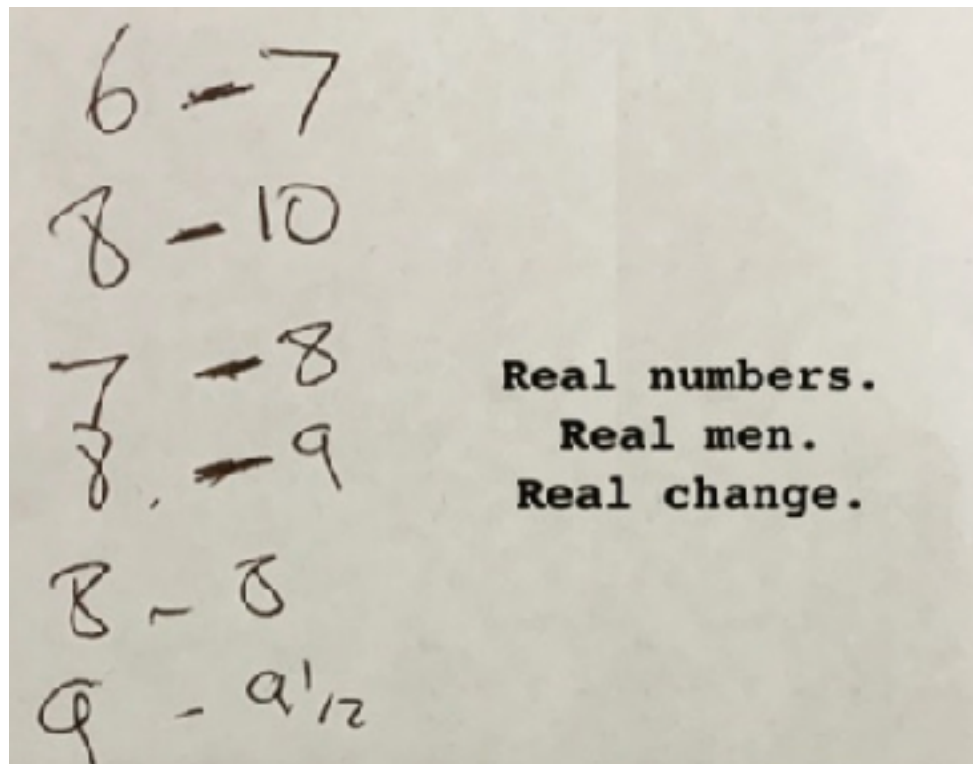


* Monthly income from Clear Head - 1 Oct '22 - 30 Sept '23



FINANCIAL REVIEW

LET'S TALK NUMBERS



Overall, the Charity is on a viable footing. Reserves are in line with a prudent reserves policy, which is designed to ensure that sufficient reserves are in place to meet contractual commitments in the event of unforeseen circumstances, and can only be used in mitigation with Board agreement.

The outcomes for 2022/23, with reserves of £88,342 are in line with this policy. The Board reviews the reserves policy annually. Risks and uncertainties are reviewed regularly. Current key risks identified are:

- Insufficient or reduced funding from donations, fundraising, product partnerships and other income
- Uncertain financial climate
- High levels of stress and burnout in the staff. Action has been taken to mitigate all identified risks.
- Continued diversification and exploration of new income generation models to spread the risk of relying on a small volume of income streams
- Continued review of financial metrics with board of trustees and co-CEOs led by our treasurer
- Explore opportunities to utilise increased income and cash reserves to employ more staff to alleviate capacity issues

Financial review continued



Structure, governance and management

The Charity's core activities are carried out by a small team comprising appropriately skilled persons, including two Co-CEOs, a CTO, two community managers, a team of volunteers and an array of freelancers and partners. Their work is overseen by board of trustees and Co-CEOs.

Trustees come from a variety of public and private sector backgrounds. The range and balance of trustees' skills and experience are regularly reviewed to ensure full coverage of governance responsibilities. Each trustee takes the lead in overseeing an area of the Charity's activities appropriate to their skills and experience. New trustees receive induction and training in their roles.

Trustees' responsibilities

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period. In preparing those financial statements, the trustees are required to:



- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

Financial review continued



The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Talk Club

1194033

Receipts and payments accounts

CC16a

For the period
from

01/10/2022

To

30/09/2023

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Clearhead Sales	26,269	-	-	26,269	13,360
Donations	166,706	-	-	166,706	40,390
Merchandise Sales	8,592	-	-	8,592	697
Events	19,526	-	-	19,526	12,959
Services - Therapy	1,204	-	-	1,204	444
Website Subscriptions	10,596	-	-	10,596	5,299
Wogan Coffee	2,040	-	-	2,040	-
Dividend Income	-	-	-	-	1,250
	-	-	-	-	-
Sub total (Gross income for AR)	234,933	-	-	234,933	74,399
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	234,933	-	-	234,933	74,399

TALK
CLUB

A3 Payments

Accountancy Costs	450	-	-	450	1,702
Bank Charges	101	-	-	101	292
Fundraising Expenses	16,090	-	-	16,090	5,274
Running Costs	167,844	-	-	167,844	66,835
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	184,485	-	-	184,485	74,103

A4 Asset and investment purchases, (see table)

	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-

Total payments	184,485	-	-	184,485	74,103
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Net of receipts/(payments)	50,448	-	-	50,448	296
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	37,894	-	-	37,894	37,598
Cash funds this year end	88,342	-	-	88,342	37,894

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Total Funds	88,342	-	-
		-	-	-
		-	-	-
	Total cash funds	88,342	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Crystal Amber Fund Ltd		-	8,125
			-	-
			-	-
			-	-
			-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
HMRC	Unrestricted	3,603	
Pension	Unrestricted	887	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>Simon Brooke</i>	Simon Brooke	19/06/24



**LOOKING
FORWARD**



LOOKING FORWARD

2023/2024 will see the arrival of a new Chair of Trustee's and the chance for Talk Club to plan for the medium term, focusing on strengthening its foundations and growing its impact. This process has already begun, and the charity has four ambitions to 2026:

1. **To significantly grow the number of men supported through its model, confident in the charity's impact:**
 - 280 clubs in the UK, including every major city
 - 30+ business support client
 - 12,000 men reached
 - Greater public consciousness of 'How are you out of 10?'
 - More accurately measure the need for support and the difference Talk Club makes
2. **To be more financially sustainable, whilst remaining authentic to the needs of its community:**
 - 'Best-in-class' brand & PR
 - Significant income growth
 - Strengthened fundraising and financial monitoring systems
3. **To deliver best-in-class safe-guarding and volunteer management:**
 - Rock-solid product safety and staff care
 - A larger, experienced central HQ team
4. **To deepen its roots in Bristol, and extend its national reach**
 - Find a visible, accessible Bristol HQ, also acting as a drop-in centre to alleviate capacity issues

Status

Talk Club is a Charitable Incorporated Organisation (CIO), registered charity number 1194033, and is governed by a constitution dated 08 Apr 2021. Prior to this it was We Talk Club CIC, registered company 12216881

National Location

The principal address of the Charity is in England, at:
The Tobacco Factory Raleigh
Road, Bristol, BS3 1TF

Trustees of the Charity

The trustees who served during the year and up to the date of signing are as follows:

Steven Dodds (Chair)
Simon Brooke (Treasurer)
Tom Watson (Secretary)
Claire Wilkinson
Rich Gundry
James Wheale

Cory Stewart
Stuart Baker
Andy Evans
Claire Amos
Michael McCarthy
Sam Oakes

Appointment and recruitment of charity trustees

In selecting individuals for appointment as charity trustees, the charity trustees have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

New trustees are recruited by invitation following recommendations from trustees and officers, based on matching candidates' skills, knowledge, experience and commitment to the current identified needs.

New trustees are mentored by experienced members and given access to on-line and/or direct training in appropriate areas.

Signed on behalf of the board of trustees

Steven Dodds
Chair of Trustees

Date 1/02/2024





THANK YOU



Section A

Independent Examiner's Report

Report to the trustees/ members of	Talk Club		
On accounts for the year ended	30 th September 2023	Charity no (if any)	1194033
Set out on pages	17 - 20		
Responsibilities and basis of report	I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 30/09/2023. 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 2011 Act and in carrying out my examination, I have followed 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 which gives me cause to believe that in, any material respect: • accounting records were not kept in accordance with section 130 of the Act or • the accounts do not accord with the accounting records I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.		
Signed:		Date:	19/06/2024
Name:	Mr Leigh Wiltshire		
Relevant professional qualification(s) or body (if any):			
Address:	32 Award Road, Wimborne, BH21 7NT		

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

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