

# Reach Counselling Limited

England & Wales · Charity number 701330

## Details

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**Other names** REACH MERSEYSIDE LIMITED

**Status** Registered

**Legal form** Charitable company

**Company number** [02253584](#)

**Registered** 1989-03-16

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

## Contact

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**Address** Reach Merseyside  
85A Allerton Road  
Mossley Hill  
Liverpool  
L18 2DA

**Phone** 01517372121

**Email** [reach@reachuk.co.uk](mailto:reach@reachuk.co.uk)

**Website** [www.reachuk.co.uk](http://www.reachuk.co.uk)

## Activities

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**Objects:** (I) TO ADVANCE THE CHRISTIAN RELIGION BY PRESENTING, PROMOTING AND PROCLAIMING THE GOSPEL OF CHRIST, (II) TO RELIEVE AGED, SICK AND DISABLED PERSONS BY THE PROVISION OF SERVICES TO RELIEVE THE DISABILITIES OF OLD AGE AND TO MAKE AVAILABLE THE CAR AND ATTENTION NEEDED BY AGED, SICK AND DISABLED PERSONS, (III) TO PROVIDE HOUSING AND ANY ASSOCIATED AMENITIES FOR PERSONS IN NECESSITOUS CIRCUMSTANCES UPON TERMS APPROPRIATE TO THEIR MEANS.

**Activities:** Counselling and Counselling Training

## Classification

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- **How:** Provides Services
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, The General Public/mankind

## Geography

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- **Area of benefit:** MERSEYSIDE
- Throughout England

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-09-30	£96,093	£94,863	-	-
2024-09-30	£88,485	£95,076	-	-
2023-09-30	£74,780	£88,694	-	-
2022-09-30	£72,895	£74,034	-	-
2021-09-30	£84,502	£76,055	-	-

## Trustees

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Name	Role	Appointed
ANDREW FRASER		2013-06-20
Dr JONATHAN DAVID THOMAS LOCK		
PETER JAMES MORRIS		

**Reach Counselling Limited**

England & Wales - Charity number 701330

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# Accounts

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COMPANY REGISTRATION NUMBER: 2253584  
CHARITY REGISTRATION NUMBER: 701330

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**30 September 2025**

**MATTOCKS GRINDLEY**

Chartered Accountants  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 September 2025**

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**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Directors' Annual Report (Incorporating the Director's Report)**  
**Year ended 30 September 2025**

The directors, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 September 2025.

**Reference and administrative details**

**Registered charity name**            Reach Counselling Limited

**Charity registration number**    701330

**Company registration number**   2253584

**Principal office and registered office**   85a Allerton Road  
Liverpool  
Merseyside  
L18

**The directors**

Dr J Lock  
P Morris  
Mr A Fraser

**Company secretary**                Peter Morris

**Independent examiner**            Giles Mattocks FCA  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2025**

##### **Structure, governance and management**

The company is incorporated as a company limited by guarantee. In the event of the company being wound up, each member may be called upon to contribute a sum not exceeding £1 towards the debt and liabilities of the company.

There are currently three director/trustees who meet bi-monthly. The Treasurer who is also a director/trustee oversees the bookkeeping also reports to the bi-monthly council of management meetings on the financial performance of the charity. The staff salaries are set by directors/trustees.

Decisions on specific issues are usually made on the basis of agreement by all the directors/trustees. All cheques require two signatures. No financial decisions are made that benefit any of the directors/trustees.

Throughout the year the charity had one Co-ordinator, a part time counselling appointments manager and two part time counselling supervisors. The charity continues to receive significant and sacrificial benefit from volunteers in counselling, training, and office administration.

The Co-ordinator is responsible for the management, training and organisation of the counsellors and the general management of the office. This is achieved by structured regular training and feedback with all the staff and volunteers. He is also responsible for the professional compliance and development of the organisation.

##### **Objectives and activities**

To offer professional quality Christian counselling to any individual, couple or family in need across the North West and beyond; ensuring that finance is not a hindrance to them receiving help. Christian counselling includes, pastoral counselling which we offer to those who have a Christian faith and who want their faith incorporated into the counselling, and community counselling which we offer to those of any other faith or of no faith. This ensures we offer this distinctive service with a commitment to respecting each client. We also aim to increase people's relational and care skills through training in listening, counselling and related issues.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

##### Achievements and performance

This year Reach has continued to help hundreds of people, who have been in various levels of distress, through face-to-face Christian counselling across the North West, North Wales, West Yorkshire, in Stafford for our first full year, elsewhere in the U.K. and even abroad via remote methods. This year we: held a near record number of counselling appointments, completed the first full active year of an innovative partnership and, most importantly of all, many people were able to find, in their times of great difficulty, a caring counsellor often leading to new hope and transformation in their lives.

Once again, we are so pleased to say; hundreds of hurting individuals and struggling couples from many locations in the U.K. and even abroad, were able to find help and hope through Reach, as a: reliable, accessible, professional, Christian and compassionate service. Quotes from clients who used Reach this year are incorporated throughout this report so that something of their story and experience can be heard, as these are the people we serve. These quotes show people benefiting from a strong sense of care through their counselling relationships and often significant transformation as they explore their relational, emotional, mental and spiritual difficulties. As ever, throughout our history, this distinctive counselling service was only made possible through the dual combination of work and support provided by our: counsellors, administration team, trustees and supporters (including both Partners and Friends).

**"For the first time in many years, I felt seen and heard. Having had counselling before, this was the first time I've been able to trust the process and open up. This had a lot to do with my counsellors skills. I now have a voice after not having had one for many years, thank you. My counsellor was a great person, who was able to hold a safe space for me which allowed me to open up."** former Reach client

The total number of held appointments this year was the second highest ever in our 39 year history at 2564, over a 100 higher than last year and just below our record high of 2762. This was particularly encouraging and even surprising, as we unexpectedly lost a key Liverpool counsellor (due to being offered a, deservedly higher paid, full-time position elsewhere) part way through the year. As they carried the highest caseload of all our counsellors, this required us to make some significant adjustments in order to manage at a similar level in the second half of the year.

We are honoured that so many people from so many places, are being helped through Reach. Once again, over 3000 appointments were arranged, across our 6 different venues and remotely (via video or phone). This year the total was 3021. This represents a huge amount of work done by our counsellors and reception and administration team. Only 15% of all recorded appointments were affected by postponements or non-attendances (it is possible some remote postponements are not yet being recorded), this is nearly 10% lower than last year and our lowest ever. This is significantly lower than the 28% from our last full pre-Covid year. Such a dramatic improvement is mainly due to the increased direct communication between clients and counsellors, and remote sessions being an option when a client can't make it in person.

This year we had 260 new clients registering for counselling with us. This was almost identical to last year's 264 and slightly below our record 276. This is exactly one new person becoming a Reach client for every single working day throughout the year. This is probably a higher demand than is ideal. We have managed to allocate most new clients within 10 weeks, although this is becoming increasingly difficult to maintain, and we are informing new clients to expect contact within 12 weeks.

These new registrations mean that we have counselled 6,452 people throughout our history and part way through next year we will have counselled over 6,500 people in total. With well over 40,000 counselling appointments in the last fifteen years alone. We feel privileged that so many people have seen, and continue to see, Reach as such a safe and hopeful place when facing some of their darkest

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

times.

**"My counselling experience was so much more than I was hoping for. I cannot speak highly enough of my counsellor. Their relaxed, friendly but professional manner put me at ease. The content I need to share was not simple or easy, but not once did I feel uncomfortable judged or not understood. Along with being able to include my faith, my time was healing empowering and transformative. I was able to overturn every rock every stone. I'm so grateful to Reach for making this possible."** former Reach client

#### Clients

Our clients continue to include people from a wide variety of backgrounds, ages and ethnicities. Most of this year's clients are again between the ages of 21 and 70, and include a significant number of married couples (about 25% of clients). We are pleased to have continued to see a notable number of couples seeking help who are black or of other ethnicities, where cultural influences are often a key part of the work. This seems to show that we are being trusted to, and able to, work in a genuinely inclusive way.

To all our clients we, have once again, offered a: distinctive, professionally managed and evaluated Christian counselling service. Again, most of our clients (about 60- 70%) make it clear that they have chosen Reach because of our identity and practice as a Christian agency, and want a pastoral counselling approach that enables their Christian faith to be fully incorporated into their counselling experience. This especially applies when working with church leaders, who will often particularly select Reach due to our Christian identity. It is very encouraging that leaders are being recommended to Reach by other leaders, and we continue to feel very honoured to serve them in this way, as they lead and care for their congregations and communities. In practice the personal development for leaders usually leads to a communal and cultural improvement for all those they lead and serve. Those for whom community counselling is more appropriate often express their appreciation for the values they see associated with a Christian agency, especially when dealing with couples and marriage issues, and report being treated with a high level of respect. The main source of all client referrals has once again been personal recommendation, accounting for over half of all new clients, other significant sources of referral include: the internet, G.Ps (which we continue to try and limit, otherwise we would be overwhelmed), other organisations and church relationships.

We continue to work with our fair donation principle. Which asks clients to consider donating in line with their income, at £1 per session per £1,000 of annual income (e.g. £20 per session for someone earning £20k p.a. and so on). Our distinctive proposition allows people at all economic levels of society to access counselling. This makes it available to those who are unemployed, students or on benefits, as well as those who are at the top of their professions. However, this means we don't control the average donation, but nurture a respectful financial relationship. This year we held on to our target of £15 per session (even though this is not widely communicated), and we did actually achieve it, unlike the last two years when it was £13. While we really need, this average to be higher, it is once again an indicator that we are often helping those who are among the poorest in our society, which we are pleased to be able to do. We can only do this thanks to our Partners, whose reliable, and usually monthly, giving continues to make this way of working possible.

**"I was in a terrible place. My counsellor helped me through a very tricky and difficult time. They always knew when I needed someone to listen. They were gentle and really understood what I'm about. They understood me in a way that hasn't happened for a long time I now understand why I do things."** former Reach client

The main issues newly registered clients have presented on their registration forms, of the 19 areas we monitor are once again: fear/panic/anxiety/stress/depression followed by marital and relational, with cases of loss also frequently identified. When working with couples, this involves quite a range from,

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

enabling them to improve their communication and conflict resolving skills, right through to helping them recover from an affair, as they seek to rebuild their marriage/relationship. Newly registered clients add to the existing client caseload, where longer term issues are often being worked through, which can include trauma and abuse.

#### Venues

Face-to-face counselling now takes place in 6 venues (counting Stafford as 1, even though 4 different sites are used). Remote counselling now accounts for about a quarter to a third of all our appointments. Many clients value highly the convenience of less travel and freedom to choose counselling from wherever they maybe, yet many others still have a strong preference for in-person appointments. Similarly, some counsellors are more comfortable with remote ways of working than others, so each counsellor shapes their own mix of face-to-face and remote work.

At our Liverpool venue which has 3 counselling rooms and offices, clients have continued to comment favourably on the freshness and quietness of our most recently decorated counselling room. This does then contrast with other areas of the building where we would like to see improvements.

The venues beyond Liverpool are generally available to us due to the generosity and co-operation of either an individual church or a group of churches working together. Special thanks are due to: King's Church Manchester, Kingsway Chester Chester, West Kirby U.R.C (whose fantastic support also enables a Reach counsellor to work there), IPAC in Wrexham, St Thomas Philadelphia Sheffield and Fountains Counselling in Staffordshire for their exceptional generosity and co-operation in making suitable rooms available for counselling for free or at token levels. As well as enabling us to offer counselling to all, these partnerships give a warm cooperative message of care to those in need who are seeking a safe place with safe people. We are looking for a new Sheffield counselling room due the present room not being a priority for the church in their repair schedule and the building due to be sold.

After developing our relationship with Fountains Counselling, a Staffordshire based charity who were seeking how to resume their counselling service. We have now agreed and put into place a working partnership agreement in order for counselling to resume in the Staffordshire region. In the first year of this partnership, the four counsellors we interviewed and recruited, have worked with 18 clients. They are using their own venues, which are also used for their private counselling work. This distinctive partnership involves Reach managing the counselling, using our usual systems, and Fountains contributing resources, encouraging local support and distributing publicity. Both sets of trustees are excited about this unique development, as we share a similar desire for people, who are hurting and in need, to experience professional quality Christian counselling help.

**"My counselling helped me to feel relaxed and my counsellor was very easy to get on with. I would still be in a dark place if I hadn't seen them. My counsellor gave help and support, she was lovely, kind, thoughtful and very supportive! I am sure She will help a lot more people out of the dark and into the sunshine. Thank you. X"** former Reach client

#### Counselling and Team

This year's 3021 arranged counselling appointments were managed by a team of 21 counsellors (3 have been student counsellors) across all venues and remotely, this includes 4 counsellors working under our partnership with Fountains Counselling. Our counselling team is a mix of paid and volunteer counsellors. We finish the year with a team of 19 counsellors (14 women and 5 men) 2 of whom are student counsellors. We now have 2 counsellors who exclusively work with remote clients due to their distance from any of our present locations. We are particularly pleased to have recruited a new counsellor in Chester following the death of our long-term Chester counsellor Wendy, and a new Liverpool counsellor after our main Liverpool counsellor was offered a position they couldn't turn down.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

10 of our counsellors (including 4 with our Reach/Fountains Partnership) are now paid. This is usually on a per appointment basis. We see this investment in our counsellors as crucial to our credibility and care for our clients. We want our counsellors to know they are highly valued, and seek to reward them the best we can with our very limited resources. We are so grateful to our volunteer counsellors who do this professional quality work out of pure passion, calling and commitment, yet work to the same standards.

We have had 4 people on our administration team this year. Which remains reduced compared to many previous years and brings its own limitations and challenges, especially when managing the 260 new clients this year. We continue to refine our systems and processes for maximum efficiency. We aim to respond to new clients within 3 days of receiving their registration, and give them a realistic expected waiting time. This is usually by email, as over 70% of new registrations are now received by email. Our appointments manager has again ensured our finishing and evaluation processes are adhered to. In order to comply with our privacy policy they have destroyed notes, records and diaries older than 3 years (7 years for children).

We are very grateful to our volunteer financial administrator Alan for his weekly commitment and reliability. He has, once again, compiled monthly reports to give us an accurate organisational picture alongside overseeing many other financial tasks. He also helped to track and recover our annual gift aid, in cooperation with our chair.

We have continued with a commitment to record standard procedures for as many operational processes as we can. We are also moving towards all DBS's being on the update service to reduce administration tasks. Our fully updated Company Handbook was distributed to all team members and trustees, we are collecting the invited feedback as we consider ongoing updates. The Handbook is to help new team members get up to speed as quickly as possible, and to nurture adherence, for all, with our values and practices, as we serve our clients and one another.

**"Many years ago, I had bad experiences with counsellors. Some invited me to talk about terrible situations without direction, I was left further perplexed. Some pushed me to one solution, but my Reach counsellor was different. She helped me to focus on one or two problems that I dearly wanted to solve. She helped me analyse the situation in a very humane way, with empathy, and guide me towards solutions that I felt comfortable with. I'm so grateful to her. Now I feel like I'm at the end of the tunnel and my life will be much better, much more in my control."** former Reach client

Although we want to expand the counselling team, we only invite onto the team counsellors (and a limited number of student counsellors) who we believe can offer quality counselling, and are prepared to grow with us. Sometimes, this has involved counsellors doing additional work following interview, before we confirm their place on the team. This is consistent with all our counsellors being on the national accredited register of counsellors and complying with the most up to date government regulations regarding counselling. The register is overseen by the Professional Standards Authority and we access it through the Association of Christian Counsellors. Although it is 'voluntary' it is seen as an expected hallmark of professionalism and involves a commitment to work to a code of ethics. Most of our counsellors work with the A.C.C code of ethics as we are an Affiliated Organisation with them. Some work with the BACP (British Association of Counsellors and Psychotherapists) code of ethics which is very similar.

We are enormously grateful to all our counsellors, whether employed or volunteers, who again have all worked to the same quality and 'professional' standards within an evaluated service. The sense of team and consistency of values is maintained through the counsellors being treated with the same warmth and respect with which they are expected to treat their clients. This is most regularly experienced through our appointments manager Mal, as she ensures all counsellors are comfortable with any new client they take on, and as a qualified counsellor and social worker, she can offer

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

counsellors support as needed, as does our coordinator in the role of clinical director. All counsellors, team and trustees were invited to our Christmas meal.

**"The counselling taught me a lot about my value as a person and how I deserve to be treated well. My counsellor was always friendly and caring but challenging when I need it, they had the perfect balance. I now feel a lot more solid in myself. My counselling helped me such a great deal."** former Reach client

To ensure a high quality of counselling we continue to use evaluation forms with clients once their counselling has concluded. Some of our counsellors also use measurement tools particularly when working with client's dealing with depression and anxiety. The returned evaluations are generally very encouraging showing once again average progress from a well being of 1-2 to 4-5 (on a scale of 1-5). We remain attentive to the national discussion taking place on gender issues, shaped this year by the Supreme Court ruling, as well as discussions on banning 'conversion therapy', and how, if at all, this may influence any work we do with those exploring their sexuality and gender (as it is mostly referred to).

We offer supervision to some of our in-house counsellors, and have introduced a policy on managing a dual relationship like this, as well as to external counsellors, chaplains and managers; then on a fee paying basis. Through this work; we are also playing a significant role in overseeing the quality, support and development of counselling and care outside of Reach.

#### Environmental

We continue to recognise our environmental impact. We have continued and strengthened our recycling practices within our Liverpool offices. While we have normally encourage counsellors to bunch their clients together and allocate new clients as close to home as possible to minimise travelling, with such an increase in remote counselling appointments this has significantly reduced the amount of travel, for both counsellors and clients.

**"My counselling was very helpful. I would recommend it to anyone. It has helped me to see things differently and help me to become more motivated. I liked that it was a Christian organisation and that we prayed at the end of the session."**

former Reach client

#### Financial Support

Once again, right at the heart of our financial support are the Reach Partners. These are the individuals, couples, churches and organisations who either commit to regular giving; usually monthly and via standing order, or as in the case of a number of churches offer us the use of their premises for free or at a token level. Everything that Reach does: the number of people helped, the quality of care offered and the distinctive donation based Christian service is only possible because of the support our Partners provide. We remain hugely grateful to them for their care for others expressed through their generosity.

This reliable monthly support, gives us a vital financial foundation to work from each month. Allowing us to pay a number of our team and to operate our fair donation policy, which is at the heart of our highly socially inclusive service.

This year the number of Partners has stayed the same at 62, with just a turnover of 2. Giving from supporters (mainly from Partners) is up by nearly 8% from last year. This was again boosted by one significant and very generous gift of £10,000. The total of donations from our supporters almost matches the total donations from counselling clients, with only a small 3% difference between them. This near 50/50 split reflects our ethos of being a counselling agency open to all and nurturing a

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

respectful financial relationship with our clients. Donations from counselling clients is significantly up at nearly 30% higher than last year, and probably our highest ever. All these donation numbers are prior to gift aid being recovered wherever possible, which this year accounted for just under 10% of our total income.

We also have 187 Friends, which is 2 up on last year. These are the individuals, couples and churches who are happy to be identified as generally supportive of Reach and generally may choose to give on an occasional basis. We have sent one update communication this year to Partners and Friends via email, or post where appropriate.

**"I was very satisfied with my counselling experience and my counsellor was friendly approachable and it was easy to express my concerns with them. I also very much appreciated being able to pay for what I could, knowing that the sessions were worth much more. This allowed me to access the counselling."** former Reach client

#### Governance

Reach is governed by a Council of Management of 4 individuals (including one co-opted, our coordinator), and though small in number they bring a tremendous range of skills and depth of experience in: finance, medicine, mental health, business and management. The Council met four times this year, being a mix of video and in-person meetings. Alongside overseeing the normal running of the charity, focus has also been on risk management and succession planning. Following trustees experience of other organisations we have begun reviewing safeguarding at an organisational level, bearing in mind our commitment to confidentiality as appropriate to a counselling agency.

We have invited one prospective trustee to two meetings as they consider joining the Council of Management. We will review best practice for including someone new onto the Council, as we haven't done this for a number of years.

We seek to operate with a reserve policy mind set, to cover up to 6 months running costs, as advised by the Charity Commission as good practice. This is regularly reviewed to ensure we have an intelligent reserve policy relevant to our situation.

Our Objects of Association have been re-drafted in order to give an accurate expression of our up-to-date identity and work as a Christian Counselling charity. This is in contrast to our earlier days, when we had much broader objects. We are still involved in on-going discussions with the Charity Commission in order to find agreement on these. Our aim is to give anyone going onto the Charity Commission website, a more accurate understanding of who we are and what we do now. This is also more consistent with our new name of Reach Counselling Ltd (formerly Reach Merseyside Ltd).

**"My counselling experience was very reassuring and supportive. I felt able to be open and comfortable to talk about my situation. My counsellor was great, they were friendly helpful and reassuring. I feel I now have the tools and support to move forward."** former Reach client

#### Marketing and Fundraising

The focus this year has been on communication with supporters, maintaining and developing our website, and especially preparations towards a specific fundraising campaign and identifying suitable trusts to contact.

Jeff, who works on marketing and fundraising for us half a day a week, has been able to give our website regular attention, especially with our Supporter's Café page, where we share the latest developments, opportunities and challenges. We hope this will help our supporters feel more connected to the work they enable through their generosity. The website and other publicity has been

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

up-dated to include our partnership with Fountains and the new counselling availability in Staffordshire.

We are identifying suitable charitable trusts in order to hopefully secure funds, particularly towards a higher level of interior refurbishment of our Liverpool rooms and offices, as well as other funding needs. Some applications have been sent, none have yet been successful.

We have been able to contact our Partners and Friends once this year. This was either by email, to direct them to the update on our Supporter's Café page, or to send them it as a printed Newsletter, when no email address is available.

**"My counselling helped me to unravel a lot of old thoughts ideas and opinions. My counsellor listen to everything I said and often took me back over things to make sure they had understood. They really helped me think about why I had got to a certain point in my life. I needed someone who would be honest with me. He was encouraging and kind giving me time to speak and think. Changing your mind set after 35 years isn't easy, but my counsellor showed me it was possible."**  
former Reach client

#### Public benefit

Our service is open to anyone in need, in the North-West, North Wales, Sheffield and now way beyond, who requires counselling, where we believe we have the appropriate experience and skill to help. In practice this leads to our working with, individual adults of all ages and ethnicities as well as couples who are married, co-habiting or pre-marital.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include: depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

**" The fact that the service is available to non-Christian like me was a very positive thing. I no longer need it because of the excellent work that was done."** former Reach client

#### Financial review

The Charity reports a financial surplus for the year of £1,230 (2024: deficit £6,591).

All the directors are directly involved in the management of the charity and continue to oversee the operation on a regular basis.

As stated in the Governance section, the directors wish to maintain reserves to at least cover 6 months running costs which has been estimated at £40,000. Free reserves currently stand at £51,544, a level which is considered sufficient but not too high.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

##### Plans for future periods

We will remain committed to the principle of relational development, and only expect to add further counselling locations should any proposals arise from strong relational development with another individual or church/organisation, as has been our practice in the past. We expect to see our partnership with Fountains Counselling in Staffordshire and North Shropshire continue to grow next year and hopefully move towards 30 new clients in the coming year. A new counselling room needs to be found for face-to-face work to continue in Sheffield.

We will continue seeking improvements on our Liverpool hub and counselling rooms. We want this environment to offer an even stronger sense of: welcome, refuge, hope and healing. We hear from our clients, via Evaluation Forms, that this is one area that could be improved. New chairs for the 3 counselling rooms are a priority. All aspects of clients' and our team's comfort will be taken into account as we consider these upgrades. The amount and quality of improvement will significantly depend on the level of success in our grant applications. We will need to replace our phone systems that are over 20 years old. We will also consider any changes that could improve the energy efficiency of the building.

Once again, we will carefully manage the balance of the number of counsellors with the level of demand. Paying attention to managing publicity and interest in order to avoid becoming overwhelmed. We will continue to carefully discourage those who would readily signpost people to Reach, even when it may not be appropriate, as this can leave us dealing with clients who are highly unreliable in their attendance. We will monitor our response protocol, and keep our target of increasing or even maintaining the amount of counselling at over 3000 appointments per year. We will aim for the average donation per session to be £20 (up from £15) and will encourage all clients to donate within 24 hours of a session, as well as confirming locations to make it easier to track donations. It is important that we add someone to our Reception and Administration Team to assist our appointments manager for at least a few hours per week.

**"The best thing I have ever done. Thank you."**

former client

We expect demand for counselling to remain high, around one new client each working day, and will encourage beginning more counselling relationships with an agreed limited number of sessions before reviewing progress. We are also keen to increase counselling activity after 5pm and on weekends, which will likely require a higher related donation from the client. We would also hope to continue to increase our overall skill levels in working with clients who want C.B.T (Cognitive Behaviour Therapy) and those experiencing P.T.S.D (Post Traumatic Stress Disorder) and marriage and couples counselling. This may involve us supporting counsellors, who want to work in these areas, with further training.

We will hold our general aim of having at least one employed experienced counsellor at each venue, often working alongside volunteers. We also accept that this may not always be possible, or essential, especially when we have highly experienced volunteer counsellors at these venues. We will continue to incorporate qualified counsellors or student counsellors (on placement), as volunteers, when successful through our interviewing and recruitment process. We would still like to add another supervisor to the team, this may have to be through one of our present counsellors being trained to do this.

We would like to find a new level of breakthrough regarding how our website can encourage people to see Reach as a fundraising organisation, worthy of their support, not just a counselling agency. This would be to achieve a dramatic increase in the number of donations from those who aren't clients, via our website. We may experiment with a more emotional 'storyline' or video to grab attention and help people more fully appreciate and connect with the valued work Reach does. This may connect with our

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

acknowledging our 40th year in 2026. We will continue to work on simplifying the process of people becoming Partners online. We will continue to seek funds from grant makers. We will launch our "Could you be 1 of 12 in 26?" campaign, to raise funds to cover our significantly increased rent. We will give particular attention to developing legacy giving, both as an online proposal for supporters to consider, as well as through letters to selected supporters as appropriate to a good legacy giving strategy.

**"My counsellor was very professional, kind and prayerful. They helped me find the tools I needed to heal and deal with my current issues so I could move on. Great counsel!."** former Reach client

We will continue to keep our Partners and Friends updated through the Supporters' Café page on our website and alert them to the latest ones. We will aim to do this twice next year. We will continue to explore how we can further increase capacity and integrate the work of marketing and fundraising into our day-to-day activities, rather than half a day a week. In order to increase supporter recruitment and engagement, we will still consider building on the use of the line: "Together, every week, we are changing lives." To help supporters appreciate the dramatic impact they are having.

We hope to begin holding remote group supervision sessions, for our counsellors to connect with one another despite their cross country locations. External counselling training, or any other type of training, is only likely should there be a radical review of our priorities, a suitable available trainer or developing relationship with another training agency. We will again make funds available to each counsellor to use towards their continuing professional development.

**"My counselling was very good and professional. I found my counsellor easy to open up to, they were very calm and it was a relaxed atmosphere. I really appreciated the safe space. This is an excellence service."** former Reach client

Succession planning will remain as a live topic in the Council of Management. Having lost a key member of staff who was considered integral to this, we will have to re-think our strategy. We will look to develop Succession Connections and to engage in Succession Conversations. We recognise there is no 'one way' of succession planning and practice, so will explore multiple avenues. We also hope to confirm our up-to-date Objects of Association with the Charity Commission, so anyone looking at us on their website will get a more accurate impression of the way we work now. The Council of Management would also like to recruit two new trustees next year.

In looking forward to next year; as we head into our 40th year and ever nearer to working with 7,000 clients in our history, we are mindful of all we have to be grateful for. We are thankful to: all the clients who have put their trust in us at their most vulnerable times, our counsellors and team for their remarkable passion and commitment, our trustees for their faithfulness and our Partners and Friends whose generosity has given us vital resources. As a Christian agency our inspiration is from, and in, a loving God who cares for our wounds and wants all people to find comfort and a fullness of life that He makes possible. We continue to align this with good professional practice in all our counselling relationships and work, and are delighted that has allowed so many hurting people to have been helped. We intend to continue in this vein, recruiting new counsellors in key places and maintaining and increasing our fund-raising efforts. All this is to ensure we can still help all who come to Reach, especially those for whom most other agencies wouldn't be the best fit.

We accept that it is both a privilege and a responsibility to face these challenges and opportunities, and although thousands of people have been counselled by Reach over the years, we need to adapt appropriately in order to be in the best position to help all those who will seek help in the future. We will move forward, looking for ways of making things better and easier where possible. We know that for some people this distinctive help is seen as a lifeline for them as individuals, couples and families. Now that people are being helped by Reach much further afield than we ever expected: regionally, nationally and even internationally, we are aware that so many people are looking

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2025

for this type of help. We will continue to look ahead with faith, perseverance and hope, and can only wonder what the future may hold if we continue to position ourselves in the best place to serve those in need, who come to Reach when they are hurting in order to find 'a better life'.

#### **PUBLIC BENEFIT**

Our service is open to anyone in need in the North-West, North Wales, Sheffield and now way beyond. Counselling is offered where we believe we have the appropriate experience and skill to help. In practice this leads to our working with, individual adults of all ages and ethnicities, couples who are married, co-habiting or pre-marital. We also counsel children and young people, since this is the area of work that has been most affected since the beginning of the pandemic.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include: depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

**"My counsellor was friendly and approachable. She made me feel comfortable and no issue was too big or small."** former Reach client

#### **Financial instruments**

The company currently holds no financial instruments.

#### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The directors' annual report was approved on 17/12/2025 and signed on behalf of the board of trustees by:



Dr J Lock  
Director



P Morris  
Director

# Reach Counselling Limited

## Company Limited by Guarantee

### Independent Examiner's Report to the Directors of Reach Counselling Limited

#### Year ended 30 September 2025

I report to the directors on my examination of the financial statements of Reach Counselling Limited ('the charity') for the year ended 30 September 2025.

#### Responsibilities and basis of report

The trustees who are also the directors of the company for the purposes of company law are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of 'Accounting body'.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Giles Mattocks FCA  
Independent Examiner

18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

17/12/25

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Activities**  
**(including income and expenditure account)**

**Year ended 30 September 2025**

		2025		2024
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	5	95,717	<b>95,717</b>	87,969
Investment income	6	376	<b>376</b>	516
<b>Total income</b>		<u>96,093</u>	<u><b>96,093</b></u>	<u>88,485</u>
<b>Expenditure</b>				
Expenditure on charitable activities	7,8	94,863	<b>94,863</b>	95,076
<b>Total expenditure</b>		<u>94,863</u>	<u><b>94,863</b></u>	<u>95,076</u>
<b>Net income/(expenditure) and net movement in funds</b>		<u>1,230</u>	<u><b>1,230</b></u>	<u>(6,591)</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		50,314	<b>50,314</b>	56,905
<b>Total funds carried forward</b>		<u>51,544</u>	<u><b>51,544</b></u>	<u>50,314</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 16 to 22 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**

**30 September 2025**

	Note	2025 £	£	2024 £
<b>Fixed assets</b>				
Tangible fixed assets	13		<b>95</b>	127
<b>Current assets</b>				
Stocks	14	350		350
Debtors	15	14,550		8,444
Cash at bank and in hand		39,289		44,287
		<u>54,189</u>		<u>53,081</u>
<b>Creditors: amounts falling due within one year</b>	16	<u>2,740</u>		<u>2,894</u>
<b>Net current assets</b>			<u>51,449</u>	<u>50,187</u>
<b>Total assets less current liabilities</b>			<u>51,544</u>	<u>50,314</u>
<b>Net assets</b>			<u>51,544</u>	<u>50,314</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>51,544</u>	<u>50,314</u>
<b>Total charity funds</b>	18		<u>51,544</u>	<u>50,314</u>

For the year ending 30 September 2025 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 17.12.2025, and are signed on behalf of the board by:



Dr J Lock  
Director



P Morris  
Director

The notes on pages 16 to 22 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements**  
**Year ended 30 September 2025**

**1. General information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 85a Allerton Road, Liverpool, Merseyside, L18.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the directors for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 3. Accounting policies *(continued)*

##### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### Tangible assets

All fixed assets are initially recorded at cost.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 3. Accounting policies *(continued)*

##### Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% reducing balance
Equipment	-	25% reducing balance

##### Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

##### Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

##### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

##### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the repayment will lead to a reduction in future payments or a cash refund.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 3. Accounting policies *(continued)*

##### Defined contribution plans *(continued)*

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

#### 4. Limited by guarantee

The company is limited by guarantee of members and does not have a share capital. The liability of members is limited to £1.

#### 5. Donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
<b>Donations</b>				
Donations	85,692	<b>85,692</b>	76,670	76,670
Gift Aid	10,025	<b>10,025</b>	11,299	11,299
	<u>95,717</u>	<u><b>95,717</b></u>	<u>87,969</u>	<u>87,969</u>

We gratefully acknowledge the regular support of Fountains Counselling Service, at £3000.00 in the year and West Kirby URC also at £3000.00 in the year.

#### 6. Investment income

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Bank interest receivable	<u>376</u>	<u><b>376</b></u>	<u>516</u>	<u>516</u>

#### 7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Direct Charitable Expenditure	<u>94,863</u>	<u><b>94,863</b></u>	<u>95,076</u>	<u>95,076</u>

#### 8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2025 £	Total fund 2024 £
Direct Charitable Expenditure	<u>94,863</u>	<u><b>94,863</b></u>	<u>95,076</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 9. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of tangible fixed assets	<u>32</u>	<u>43</u>

#### 10. Independent examination fees

	2025	2024
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>750</u>	<u>750</u>

#### 11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025	2024
	£	£
Wages and salaries	<u>56,284</u>	<u>56,643</u>
Employer contributions to pension plans	<u>8,028</u>	<u>7,959</u>
	<u>64,312</u>	<u>64,602</u>

The average head count of employees during the year was 4 (2024: 4). The average number of full-time equivalent employees during the year is analysed as follows:

	2025	2024
	No.	No.
Number of staff - counselling & administration	<u>4</u>	<u>4</u>

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

#### 12. Trustee remuneration and expenses

no remuneration or other benefits from employment with the charity or a related entity were received by the trustees;

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 13. Tangible fixed assets

	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>			
<b>At 1 October 2024 and 30 September 2025</b>	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
<b>Depreciation</b>			
At 1 October 2024	2,428	8,255	10,683
Charge for the year	–	32	32
<b>At 30 September 2025</b>	<u>2,428</u>	<u>8,287</u>	<u>10,715</u>
<b>Carrying amount</b>			
<b>At 30 September 2025</b>	<u>–</u>	<u>95</u>	<u>95</u>
At 30 September 2024	<u>–</u>	<u>127</u>	<u>127</u>

#### 14. Stocks

	2025 £	2024 £
Raw materials and consumables	<u>350</u>	<u>350</u>

#### 15. Debtors

	2025 £	2024 £
Trade debtors	13,919	7,168
Prepayments and accrued income	631	1,276
	<u>14,550</u>	<u>8,444</u>

#### 16. Creditors: amounts falling due within one year

	2025 £	2024 £
Accruals and deferred income	1,464	1,254
Social security and other taxes	1,127	1,472
Other creditors	149	168
	<u>2,740</u>	<u>2,894</u>

#### 17. Pensions and other post retirement benefits

##### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £8,028 (2024: £7,959).

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2025

#### 18. Analysis of charitable funds

##### Unrestricted funds

	At 1 October 2024	Income	Expenditure	At 30 September 2025
	£	£	£	£
General funds	50,314	96,093	(94,863)	51,544

	At 1 October 2023	Income	Expenditure	At 30 September 2024
	£	£	£	£
General funds	56,905	88,485	(95,076)	50,314

#### 19. Analysis of net assets between funds

	Unrestricted Funds	Total Funds 2025
	£	£
Tangible fixed assets	95	95
Current assets	54,189	54,189
Creditors less than 1 year	(2,740)	(2,740)
<b>Net assets</b>	<b>51,544</b>	<b>51,544</b>

	Unrestricted Funds	Total Funds 2024
	£	£
Tangible fixed assets	127	127
Current assets	53,081	53,081
Creditors less than 1 year	(2,894)	(2,894)
<b>Net assets</b>	<b>50,314</b>	<b>50,314</b>

#### 20. Financial instruments

The company currently holds no financial instruments.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Management Information**  
**Year ended 30 September 2025**

**The following pages do not form part of the financial statements.**

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Detailed Statement of Financial Activities**  
**Year ended 30 September 2025**

	2025 £	2024 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	85,692	76,670
Gift Aid	10,025	11,299
	<u>95,717</u>	<u>87,969</u>
<b>Investment income</b>		
Bank interest receivable	376	516
	<u>376</u>	<u>516</u>
<b>Total income</b>	<u>96,093</u>	<u>88,485</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	56,284	56,643
Pension costs	8,028	7,959
Rent	12,099	11,535
Rates and water	1,608	1,309
Light and heat	2,520	2,551
Repairs and maintenance	70	338
Insurance	2,326	2,608
Other motor/travel costs	388	—
Legal and professional fees	2,684	3,953
Telephone	2,737	2,613
Other office costs	1,429	1,332
Depreciation	32	43
Bank Charges	169	202
Publicity	3,761	3,566
Gifts and donations	728	424
	<u>94,863</u>	<u>95,076</u>
<b>Total expenditure</b>	<u>94,863</u>	<u>95,076</u>
<b>Net income/(expenditure)</b>	<u>1,230</u>	<u>(6,591)</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Detailed Statement of Financial Activities

#### Year ended 30 September 2025

	2025	2024
	£	£
<b>Expenditure on charitable activities</b>		
<b>Direct Charitable Expenditure</b>		
<b><i>Activities undertaken directly</i></b>		
Wages and salaries	56,284	56,643
Pension costs	8,028	7,959
Rent	12,099	11,535
Rates & water	1,608	1,309
Light & heat	2,520	2,551
Repairs & maintenance	70	338
Insurance	2,326	2,608
Travel costs	388	—
Legal and professional fees	2,684	3,953
Telephone	2,737	2,613
Other office costs	1,429	1,332
Depreciation	32	43
Bank charges & interest	169	202
Publicity & website	3,761	3,566
Gifts and donations	728	424
	<u>94,863</u>	<u>95,076</u>
<b>Expenditure on charitable activities</b>	<u>94,863</u>	<u>95,076</u>

**Reach Counselling Limited**

England & Wales - Charity number 701330

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# Accounts

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COMPANY REGISTRATION NUMBER: 2253584  
CHARITY REGISTRATION NUMBER: 701330

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**30 September 2024**

**MATTOCKS GRINDLEY**

Chartered Accountants  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 September 2024**

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Directors' annual report (incorporating the director's report)	<b>1</b>
Independent examiner's report to the directors	<b>12</b>
Statement of financial activities (including income and expenditure account)	<b>13</b>
Statement of financial position	<b>14</b>
Notes to the financial statements	<b>15</b>
<b>The following pages do not form part of the financial statements</b>	
Detailed statement of financial activities	<b>23</b>
Notes to the detailed statement of financial activities	<b>24</b>

# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report)**

#### **Year ended 30 September 2024**

The directors, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 September 2024.

#### **Reference and administrative details**

**Registered charity name**            Reach Counselling Limited

**Charity registration number**    701330

**Company registration number**   2253584

**Principal office and registered office**   85a Allerton Road  
Liverpool  
Merseyside  
L18

#### **The directors**

Dr J Lock  
P Morris  
Mr A Fraser

**Company secretary**                Peter Morris

**Independent examiner**            Giles Mattocks FCA  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2024**

##### **Structure, governance and management**

The company is incorporated as a company limited by guarantee. In the event of the company being wound up, each member may be called upon to contribute a sum not exceeding £1 towards the debt and liabilities of the company.

There are currently three director/trustees who meet bi-monthly. The Treasurer who is also a director/trustee oversees the bookkeeping also reports to the bi-monthly council of management meetings on the financial performance of the charity. The staff salaries are set by directors/trustees.

Decisions on specific issues are usually made on the basis of agreement by all the directors/trustees. All cheques require two signatures. No financial decisions are made that benefit any of the directors/trustees.

Throughout the year the charity had one Co-ordinator, a part time counselling appointments manager and two part time counselling supervisors. The charity continues to receive significant and sacrificial benefit from volunteers in counselling, training, and office administration.

The Co-ordinator is responsible for the management, training and organisation of the counsellors and the general management of the office. This is achieved by structured regular training and feedback with all the staff and volunteers. He is also responsible for the professional compliance and development of the organisation.

##### **Objectives and activities**

To offer professional quality Christian counselling to any individual, couple or family in need across the North West and beyond; ensuring that finance is not a hindrance to them receiving help. Christian counselling includes, pastoral counselling which we offer to those who have a Christian faith and who want their faith incorporated into the counselling, and community counselling which we offer to those of any other faith or of no faith. This ensures we offer this distinctive service with a commitment to respecting each client. We also aim to increase people's relational and care skills through training in listening, counselling and related issues.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

##### Achievements and performance

This year Reach has continued to help hundreds of people, who have been in various levels of distress, through face-to-face Christian counselling across the North West, North Wales, West Yorkshire, in Stafford for the first time and those elsewhere in the U.K. and even abroad via remote methods. This was a year of many new clients, a near record number of appointments held, the development of a distinctive partnership, many wonderful changes in peoples' lives and some sad team news.

Once again, many individuals (including some children) and couples who were often facing incredibly difficult circumstances, were able to find help and hope through Reach, as a: reliable, accessible, professional, Christian and compassionate service. We have included selected quotes throughout this report from clients who have had, and usually concluded, counselling this year. These quotes appear to reveal the strong sense of care and transformation that many people experienced through coming to Reach in light of their relational, emotional, mental and spiritual difficulties. All of this was only made possible by the combination of work and support provided by our counsellors, administration team, trustees and supporters (both Partners and Friends).

**"I am thankful for this amazing service which has helped me... Reach has been there for me in some really difficult parts of my life with my anxiety and through my miscarriage. Many people saw a difference in me. I'm so glad I did this and I wouldn't look back."** former Reach client

The total number of held appointments this year was the second highest ever in our 38 year history at 2463, just below last year's record of 2762. This is all the more impressive, as it was a year significantly affected by ill health for key counsellors and the sad death of our main Chester counsellor.

We are honoured that so many people from so many places, are being helped through Reach. Over 3000 appointments were arranged across our 6 different venues and remotely, at 3192. This represents a huge amount of work done by our counsellors and our reception and administration team. 23% of appointments were affected by postponements or non-attendances, this is higher than last year's, best ever, 17% and probably due to some of the exceptional circumstances we have been dealing with. This is still lower than the 28% figure from the last full pre-Covid year. This improvement is mainly due to the increased direct communication between clients and counsellors over appointment arrangement, and remote sessions being an option if a client can't make it in person.

The number of new clients registering for counselling with us was 264 (just below last year's record 276). This continues to represent over one new person becoming a Reach client every single working day. To put it in context, the last three years have seen at least an increase of over 50 more new clients per year than we were dealing with four years ago. This increased level seems likely to continue. This also means, new clients are generally having slightly fewer appointments before finishing. With all these pressures, we have managed to allocate most new clients within 8-10 weeks, although this is becoming increasingly difficult to maintain. Under 5% of these have been for children and young people.

These new registrations mean that we have now counselled over 6,000 people throughout our history at 6,192, This seems quite a significant number and means we have held well over 40,000 counselling appointments in the last fifteen years alone. We are humbled that so many people have seen Reach as a safe and hopeful place in their times of struggle and suffering, and we are very grateful to everyone who has made this possible.

**"We really like the friendly informal yet very professional atmosphere that seems to characterise Reach and the counselling sessions. We felt really listened to and affirmed... This helped us to grow as a couple. We would absolutely return if we needed to. We really liked the**

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

**fair donation principle.** " former Reach clients

#### Clients

Our clients continue to include people from a wide variety of backgrounds, ages and ethnicities. Most of this year's clients are again between the ages of 21 and 70, and include a significant number of married couples (about 20% of clients). We are pleased to have continued to see a notable number of couples seeking help who are black or of other ethnicities, where cultural influences are often a key part of the work. This seems that we are being trusted and able to work in a genuinely inclusive way. We have also counselled a small number of children and young people (ages 6-17), as two of our available counsellors are trained and experienced in this type of work.

To all our clients we, have once again, offered a: distinctive, professionally managed and evaluated Christian counselling service. Again, most of our clients (about 60- 70%) make it clear that they have chosen Reach because of our identity and practice as a Christian agency, and want a pastoral counselling approach that enables their Christian faith to be fully incorporated into their counselling experience. This especially applies when working with church leaders, who will often particularly select Reach due to our Christian identity. It is very encouraging that leaders are being recommended to Reach by other leaders, and we feel very honoured to serve them in this way, as they lead and care for their congregations and communities. Those for whom community counselling is more appropriate often express their appreciation for the values they see associated with a Christian agency, especially when dealing with couples and marriage issues. The main source of all client referrals has once again been personal recommendation, accounting for over half of all new clients, other significant sources of referral include: the internet, G.Ps (which we now have to try and limit, otherwise we could be overwhelmed), other organisations and church relationships.

We continue to work with our fair donation principle. Which asks clients to consider donating in line with their income, at £1 per session per £1000 of annual income (e.g. £20 per session for someone earning £20k p.a. and so on). Our distinctive proposition allows people at all economic levels of society to access counselling. This makes it available to those who are unemployed, students or on benefits, as well as those who are at the top of their professions. However, this means we don't control the average donation but nurture a respectful financial relationship. This year we held on to our target of £15 per session (even though this is not widely communicated), and once again achieved £13, as last year. While we would definitely like, if not need, this average to be higher, it is once again an indicator that we are often helping those who are among the poorest in our society, which we are pleased to be able to do. We can only do this thanks to our Partners, whose reliable, and usually monthly, giving continues to make this way of working possible.

**"Reach plays a vital role in this region. Who knows how many suicides, nervous breakdowns, marriage/relationship breakdowns have been prevented through your crucial work? Who knows how many families have been saved from devastation? I was a broken woman when I came to Reach, my counsellor helped put me back together again - and some! I will be ever grateful to her!"** former Reach client

The main issues newly registered clients have presented on their registration forms, of the 19 areas we monitor are once again: fear/panic/anxiety/stress/depression followed by marital and relational, with cases of loss also frequently identified. When working with couples, this can involve anything from, enabling them to improve their communication and resolve conflict better right through to helping them recover from an affair as they seek to rebuild their marriage. Newly registered clients add to the existing client caseload, where longer term issues are often being worked through, which can include trauma and abuse.

#### Venues

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

Face-to-face counselling now takes place in 6 venues (counting Stafford as 1, even though 4 different bases are used). Remote counselling now accounts for about a quarter to a third of all our appointments. While many clients value the convenience of less travel and freedom to choose counselling from wherever they maybe; many still have a strong preference for in-person appointments. Similarly, some counsellors are more comfortable with remote ways of working than others, so each counsellor shapes their own mix of face-to-face and remote work.

At our Liverpool hub we have re-decorated one of our main counselling rooms after the dormer window was replaced. Clients have commented favourably on the freshness, lightness and quietness of this room now. Some lights have also been replaced in the building.

The venues beyond Liverpool are generally available to us due to the generosity and co-operation of either an individual church or a group of churches working together. Special thanks are due to: King's Church Manchester, Kingsway Chester, West Kirby U.R.C (whose fantastic support also enables a Reach counsellor to work there), IPAC in Wrexham, St Thomas Philadelphia Sheffield and Fountains Counselling in Staffordshire for their exceptional generosity and co-operation in making suitable rooms available for counselling for free or at token levels. As well as enabling us to offer counselling to all, these partnerships give a warm cooperative message of care to those in need who are seeking a safe place with safe people.

We have continued to build our relationship with Fountains Counselling, a charity who are based in Staffordshire. They were seeking how to resume their counselling service. After nearly a year's work together, we have now established a working agreement in order for counselling to resume in the Staffordshire region. This distinctive partnership will involve Reach managing the counselling, using our usual systems, and Fountains contributing resources, local support and publicity. Both sets of trustees are excited about this unique development, as we share a similar desire for people, who are hurting and in need, to experience quality Christian help. Each of the four recruited counsellors will follow Reach guidelines and use their own venues, which are also used for their private work.

**"I arrived at Reach feeling 'stuck'. After six meetings with my counsellor, I felt empowered. It is also made me feel lighter somehow and hopeful for the future. Airing deep hurts has lessened the pain of them. I am definitely not stuck anymore. Thank you! My counsellor had a perfect demeanour, pace and sensitivity. He made me feel heard understood and encouraged."** former Reach client

#### **Counselling and Team**

This year's 3192 arranged counselling appointments were managed by a team of 18 counsellors across all venues and remotely, this includes 4 new counsellors recruited under our partnership with Fountains. The counselling team is a mix of paid and volunteer counsellors. We finish the year with a counselling team of 16 (12 women and 4 men), as four joined, one left and sadly one died. We were very sad to lose Wendy who passed away. Her incredible commitment and energy kept her as an active Chester counsellor into her eighties. She was a remarkable woman and clients were also very saddened to lose such a caring counsellor.

Six of our counsellors are now being paid, usually on a per appointment basis. We see this investment in our counsellors as crucial to our credibility and care for our clients. We want our counsellors to know they are highly valued, and seek to reward them the best we can with our very limited resources. This also puts us in a stronger place to replace counsellors should they leave, rather than being too reliant on the generosity of volunteer counsellors.

We have had 4 people on our administration team this year. Which is fewer than many previous years and has its' limitations and challenges. Managing the 264 newly registered clients, has only been possible due to a continued refining of our systems and processes. We respond to new clients by

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

email (70% plus of new registrations are now received by email) or phone within 3 days of receiving their registration, and give them a realistic expected waiting time before being contacted by a counsellor. Our appointments manager has ensured our finishing and evaluation processes are adhered to, and, in order to comply with our privacy policy has destroyed old notes, records and diaries.

We are, once again, very grateful to our volunteer financial administrator Alan for his weekly commitment and reliability. The tremendous work he does one day a week in Liverpool includes, compiling monthly reports which are invaluable in giving us an accurate organisational picture alongside overseeing many other financial tasks. He also, once again, tracked and recovered our annual gift aid, in cooperation with our chair.

We have continued with a commitment to record standard procedures for as many operational processes as we can. This practice has been prioritised following the Trustees exploring risk management and succession planning. Our Company Handbook is completed and awaiting distribution. This is to help new team members get up to speed as quickly as possible, and to ensure consistent practice, as we serve our clients and one another.

**"I no longer experience the high levels of anxiety, and can see I have been in an unhealthy situation. My counselling helped me feel comfortable and safe, and it was affordable to me and accessible. The fact you include prayer when it is requested is so nourishing to mind and spirit."** former Reach client

Although we want to expand the counselling team, we have only invited onto the team counsellors who we believe can offer quality counselling, and are prepared to grow with us. Sometimes, this has involved counsellors doing additional work after interview and before we confirm their place on the team. This is consistent with all our counsellors being on the national accredited register of counsellors and complying with the most up to date government regulations regarding counselling. The register is overseen by the Professional Standards Authority and we access it through the Association of Christian Counsellors'. Although it is 'voluntary' it is seen as an expected hallmark of professionalism and involves a commitment to work to a code of ethics. Most of our counsellors work with the A.C.C code of ethics as we are an Affiliated Organisation with them. Some work with the BACP (British Association of Counsellors and Psychotherapists) code of ethics which is very similar.

We are enormously grateful to all our counsellors, whether employed or volunteers, who again have all worked to the same quality and 'professional' standards within an evaluated service. The sense of team and consistency of values is maintained through the counsellors being treated with the same warmth and respect with which they are expected to treat their clients. All counsellors, team and trustees were invited to our Christmas meal.

**"Counselling made me able to deal with the bullying issues in the workplace. Also gave me the courage to walk away from a toxic situation. Overall my sense of well-being was increased, my self-image improved. Also counselling helped me to be able me to admit what was wrong with me too. I feel I have been given the necessary tools to tackle my problems."** former Reach client

To ensure a high quality of counselling we continue to use evaluation forms with clients once their counselling has concluded. Some of our counsellors also use measurement tools particularly when working with client's dealing with depression and anxiety. The returned evaluations are generally very encouraging showing once again average progress from a well being of 1-2 to 4-5 (on a scale of 1-5). We remain attentive to the national discussion taking place on banning 'conversion therapy', and how, if at all, this may influence any work we do with those exploring their sexuality and gender (as it is mostly referred to).

We offer supervision to some of our in-house counsellors, as well as to external counsellors, chaplains and managers; then on a fee paying basis. Through this work; we are also playing a significant role in

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

overseeing the quality, support and development of counselling and care outside of Reach.

#### Environmental

We continue to recognise our environmental impact. It would be fair to say we have a couple of environmental 'champions' on the team who alert us to ways we could be more eco-friendly. We then look for ways of implementing these suggestions. We have continued and strengthened our recycling practices within our Liverpool offices. While we normally encourage counsellors to bunch their clients together and allocate new clients as close to home as possible to minimise travelling, since the pandemic, there has been far less travel, with so many appointments now being held by video or phone.

**"My experience of counselling not only allowed me to deal better with what I was going through, it's also had a significant impact on my growth as a Christian. I was able to shed some of the paralysing anxiety and fear connected to the loss of my mum, freeing my mind for God to be able to give me peace and hope."** former Reach client

#### Financial Support

Once again, right at the heart of our financial support are the Reach Partners. These are the individuals, couples, churches and organisations who either commit to regular giving; usually monthly and via standing order, or as in the case of a number of churches offer us the use of their premises for free or at a token level. Everything that Reach does: the number of people helped, the quality of care offered and the distinctive donation based Christian service is only possible because of the support our Partners provide. We remain hugely grateful to them for their care for others and their generosity.

This reliable monthly support, gives us a vital financial foundation to work from each month. Allowing us to pay a number of our team and to operate our fair donation policy, which is at the heart of our highly socially inclusive service.

This year the number of Partners has decreased by 2 to 62, although the level of expected giving from Partners has increased, and when we factor in all giving from supporters it is just over 20% up on last years. This was boosted by one significant and very generous gift of £10,000. However, counselling donations from clients were down by down by about 15% on last year, (all these donation numbers are prior to gift aid being recovered where possible).

We also have 185 Friends, which is 7 up on last year. These are the individuals, couples and churches who are happy to be identified as generally supportive of Reach and generally may choose to give on an occasional basis. We have sent one update communication this year to Partners and Friends via email, and post where appropriate.

**"Thank you for being with me on this journey. It was helpful to pay in relation to my salary rather than a fixed amount. The sessions were helpful and very positive I felt comfortable and listened to."** former Reach client

#### Governance

Reach is governed by a Council of Management of 4 individuals (including one co-opted- our coordinator), and though small in number they bring a tremendous range of skills and depth of experience in: finance, medicine, mental health, business and management. The Council met four times this year, being a mix of video and in-person meetings. Alongside overseeing the normal running of the charity, focus has also been on risk management and succession planning.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

We seek to operate with a reserve policy mind set, to cover up to 6 months running costs, as advised by the Charity Commission as good practice. This is regularly reviewed to ensure we have an intelligent reserve policy relevant to our situation.

Our Objects of Association have been re-drafted in order to give an accurate expression of our up-to-date identity and work as a Christian Counselling charity. This is in contrast to our earlier days, when we had much broader objects. We are seeking to transition from the double identity as a 'Limited Company by Guarantee' and 'Charity' to a singular Charitable Incorporated Organisation (CIO). A CIO is corporate form of business designed for charitable organisations in England and Wales. Our aim is to give a more accurate understanding of who we are and what we do. We have also changed our name from Reach Merseyside Ltd to Reach Counselling Ltd. with the Charity Commission and with Companies House, as this is far more reflective of the nature and range of our present work. We have also registered this new name with our bank.

**"Our counsellor was amazing to work with and was a huge help during a traumatic time. This experience with Reach has been wonderful."** former Reach client

#### Marketing and Fundraising

The focus this year has been on communication with supporters, maintaining and developing our website, and especially preparations towards a specific fundraising campaign and identifying suitable trusts to contact next year.

Jeff, who works on marketing and fundraising for us 1/2 a day a week, has been able to give our website regular attention. Especially with our Supporter's Café page, where we share the latest developments, opportunities and challenges. We hope this will help our supporters feel more connected to the work they enable through their generosity. The website and other publicity has been up-dated to include our partnership with Fountains and the counselling availability in Staffordshire.

We are seeking to explore relationships with charitable trusts, in order to hopefully secure funds towards a higher level of interior refurbishment of our Liverpool rooms and offices, as well as other funding needs.

We have been able to contact our Partners and Friends once this year. This was either by email, to direct them to the updates on our Supporter's Café page, or to send them it as a printed Newsletter, when no email address is available.

**"The counsellor brought out the best in me, they gave me tools to address my feelings and thoughts in a methodical manner. They put me at ease straight away."** former Reach client

#### Financial review

The Charity reports a financial deficit for the year of £6,591 (2023: deficit £13,914).

All the directors are directly involved in the management of the charity and continue to oversee the operation on a regular basis.

As stated in the Governance section, the directors wish to maintain reserves to at least cover 6 months running costs which has been estimated at £40,000. Free reserves currently stand at £50,314, a level which is considered sufficient but not too high.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

##### Plans for future periods

We expect to see the partnership work with Fountains in Staffordshire and North Shropshire lead to building the client numbers in this area. We also remain committed to the principle of relational development, and would only expect to add further counselling locations should any proposals arise from strong relational development with another individual or church/organisation.

We will continue with the improvements on our Liverpool hub. Our aim is to create a place that provides a: welcoming, hopeful and healing environment. We hear from our clients that this is one area that could be improved. All aspects of the clients' and team's comfort will be taken into account as we develop this. The level of work we can undertake will significantly depend on the level of success in our grant applications. We intend to replace our phone systems that are over 20 years old as well as our office furniture. We will also consider any changes that could improve the energy efficiency of the building.

Once again we will continue to carefully manage the balance of the number of counsellors with the level of publicity and interest in order to avoid becoming overwhelmed with demand. One challenge that continues, is that some in the NHS (and elsewhere) signpost people to us, who tend not to be the most reliable of clients in their attendance. We will monitor our response protocol, as we inform clients we have received their registration within 3 days of receiving it. Our previous target of increasing or even maintaining the amount of counselling at over 3000 appointments per year remains. We would like to add someone to our Reception and Administration Team, particularly to assist our appointments manager.

**"Reach has been brilliant, my wife and I benefited massively."** former Reach client

We are very keen to recruit an additional counsellor to work in Chester, as we only have one due the sad passing of Wendy. We expect demand for counselling to remain high, and will continue with beginning more counselling relationships with an agreed limited number of sessions. We will review how we present our fair donation policy, considering presenting a 'banded' donation suggestion, so clients can identify their own 'band' according to their financial position, as we would like to achieve an average donation per session nearer to £20. We are also keen to further extend the number of counselling hours that are available to clients after 5 p.m. which may require a higher rate of pay, and a higher donation level for these times. We would also hope to continue to increase our overall skill levels in working with clients who want C.B.T (Cognitive Behaviour Therapy) and those experiencing P.T.S.D (Post Traumatic Stress Disorder), couples counselling and work with children and young people. This may involve us supporting counsellors, who want to work in these areas, with further training.

We hope to keep moving towards the general aim of having at least one employed experienced counsellor at each venue, often working alongside volunteers. We also accept that this may not always be possible, or essential, when we have highly experienced volunteer counsellors at these venues. We will continue to incorporate qualified counsellors or student counsellors (on placement), as volunteers, when they are successful through our interviewing and recruitment process. Next year we expect, for the first time, to have two counsellors who will only do remote work as they live too far away from any of our counselling rooms. We will adjust our processes to accommodate this. We would still like to add another supervisor to the team, this may have to be through one of our present counsellors being trained to do this.

We still intend to explore further how our website can encourage people to see Reach as both a counselling agency and a fundraising organisation. This would be to achieve a dramatic increase in the number of donations from those who aren't clients through our website. We may experiment with a more emotional 'storyline' or video to grab attention and help people more fully appreciate and connect

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2024

with the valued work Reach does. We will also look to simplify the process of people becoming Partners online. We will give attention to seeking funds from grant makers. We will launch our " Could you be 1 of 12 in 25? " campaign, to raise funds to cover our increased rent. We will give particular attention to developing legacy giving, both as an online proposal for supporters to consider, as well as through letters to selected supporters as appropriate to a good legacy giving strategy.

**"We are grateful to God for Reach and would recommend to anyone needing counselling. We are glad Reach was able to provide online counselling as we could not travel from Scotland for our sessions."** former Reach client

We will continue to explore how we can further increase capacity and integrate the work of marketing and fundraising into our day-to-day activities. In order to increase supporter recruitment and engagement, we will consider building on the use of the line: "Together, every week, we are changing lives." We will continue to keep our Partners and Friends updated through the Supporters' Café and alert them to the latest ones. We will aim to do this twice next year.

External counselling training, or any other type of training, is only likely should there be a radical review of our priorities, a suitable available trainer or developing relationship with another training agency. We will again make funds available to each counsellor to use towards their continuing professional development.

**"My counsellor's pace and listening skills were fabulous. I was really struck by his life experience and calm demeanour. It has helped me to better understand myself and the reasons for my insecurities and to renew my mind in them."** former Reach client

Succession planning discussions will continue in the Council of Management. We would hope to conduct a Succession Audit and develop Succession Connections and to engage in Succession Conversations. We recognise there is no 'one way' of succession planning and practice, so will explore multiple avenues. We also hope to confirm our up-to-date Objects of Association with the Charity Commission, so anyone looking at us on their website will get a more accurate impression of the way we work now. The Council of Management have also set themselves the target of acquiring two new trustees next year.

In looking forward to next year, and as we head towards our 7,000th client, we are so aware of, and deeply grateful to all those whose generosity, work and care has allowed so many hurting people to have been helped. Next years' challenges seem likely to be related to coping with high demand, recruiting new counsellors in key places and maintaining and increasing our fund-raising. This is to ensure we can still help all who come to Reach, especially those for whom most other agencies wouldn't be the best fit. We continue to value our Christian identity that acknowledges our relationship with a loving God whose: wisdom, grace and provision has guided and inspired all that has been done through Reach.

It is both a privilege and a responsibility to face these particular challenges. We recognise that although thousands of people have been counselled by Reach over the years, we need to adapt appropriately in order to be in the best position to help all those who will seek help in the future. We will move ahead looking for ways of making things better and easier where possible. Knowing that for some people this distinctive help will be transformative for them as individuals or for some as couples and families. We are still surprised that Reach now helps people, not only locally but also, regionally, nationally and even internationally. This is way beyond what we ever expected. We can only wonder what the future may hold if we continue to put ourselves in the best position to serve those in need, and help them find 'a better life'.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

Year ended 30 September 2024

#### Plans for future periods *(continued)*

##### PUBLIC BENEFIT

Our service is open to anyone in need in the North-West, North Wales, Sheffield and now way beyond. Counselling is offered where we believe we have the appropriate experience and skill to help. In practice this leads to our working with, individual adults of all ages and ethnicities, couples who are married, co-habiting or pre-marital. We also counsel children and young people, since this is the area of work that has been most affected since the beginning of the pandemic.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include: depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

**"My counsellor was friendly and approachable. She made me feel comfortable and no issue was too big or small."** former Reach client

##### Financial instruments

The company currently holds no financial instruments.

##### Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The directors' annual report was approved on 7 May 2025 and signed on behalf of the board of trustees by:



Dr J Lock  
Director



P Morris  
Director

# Reach Counselling Limited

## Company Limited by Guarantee

### Independent Examiner's Report to the Directors of Reach Counselling Limited

Year ended 30 September 2024

I report to the directors on my examination of the financial statements of Reach Counselling Limited ('the charity') for the year ended 30 September 2024.

#### Responsibilities and basis of report

The trustees who are also the directors of the company for the purposes of company law are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of 'Accounting body'.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Giles Mattocks FCA  
Independent Examiner

18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

7/5/25

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Activities**  
**(including income and expenditure account)**  
**Year ended 30 September 2024**

	Note	2024		2023
		Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	5	87,969	<b>87,969</b>	74,473
Investment income	6	516	<b>516</b>	307
<b>Total income</b>		<u>88,485</u>	<u><b>88,485</b></u>	<u>74,780</u>
<b>Expenditure</b>				
Expenditure on charitable activities	7,8	95,076	<b>95,076</b>	88,694
<b>Total expenditure</b>		<u>95,076</u>	<u><b>95,076</b></u>	<u>88,694</u>
<b>Net expenditure and net movement in funds</b>		<u>(6,591)</u>	<u><b>(6,591)</b></u>	<u>(13,914)</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		56,905	<b>56,905</b>	70,819
<b>Total funds carried forward</b>		<u>50,314</u>	<u><b>50,314</b></u>	<u>56,905</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 15 to 21 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**

**30 September 2024**

	Note	2024 £	£	2023 £
<b>Fixed assets</b>				
Tangible fixed assets	13		127	170
<b>Current assets</b>				
Stocks	14	350		350
Debtors	15	8,444		12,278
Cash at bank and in hand		<u>44,287</u>		<u>46,598</u>
		<u>53,081</u>		<u>59,226</u>
<b>Creditors: amounts falling due within one year</b>	16	<u>2,894</u>		<u>2,491</u>
<b>Net current assets</b>			<u>50,187</u>	<u>56,735</u>
<b>Total assets less current liabilities</b>			<u>50,314</u>	<u>56,905</u>
<b>Net assets</b>			<u>50,314</u>	<u>56,905</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>50,314</u>	<u>56,905</u>
<b>Total charity funds</b>	18		<u>50,314</u>	<u>56,905</u>

For the year ending 30 September 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 7 May 2025 and are signed on behalf of the board by:

Dr J Lock  
Director



P Morris  
Director



The notes on pages 15 to 21 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements**  
**Year ended 30 September 2024**

**1. General information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 85a Allerton Road, Liverpool, Merseyside, L18.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the directors for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2024

#### 3. Accounting policies *(continued)*

##### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### Tangible assets

All fixed assets are initially recorded at cost.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2024

#### 3. Accounting policies *(continued)*

##### Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% reducing balance
Equipment	-	25% reducing balance

##### Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

##### Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

##### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

##### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2024

#### 3. Accounting policies *(continued)*

##### Defined contribution plans *(continued)*

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

#### 4. Limited by guarantee

The charity is a company Limited by Guarantee, having no share capital.

#### 5. Donations and legacies

	Unrestricted Funds £	<b>Total Funds 2024 £</b>	Unrestricted Funds £	Total Funds 2023 £
<b>Donations</b>				
Donations	76,670	<b>76,670</b>	66,234	66,234
Gift Aid	11,299	<b>11,299</b>	8,239	8,239
	<u>87,969</u>	<u><b>87,969</b></u>	<u>74,473</u>	<u>74,473</u>

#### 6. Investment income

	Unrestricted Funds £	<b>Total Funds 2024 £</b>	Unrestricted Funds £	Total Funds 2023 £
Bank interest receivable	516	<b>516</b>	307	307

#### 7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	<b>Total Funds 2024 £</b>	Unrestricted Funds £	Total Funds 2023 £
Direct Charitable Expenditure	<u>95,076</u>	<u><b>95,076</b></u>	<u>88,694</u>	<u>88,694</u>

#### 8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	<b>Total funds 2024 £</b>	Total fund 2023 £
Direct Charitable Expenditure	<u>95,076</u>	<u><b>95,076</b></u>	<u>88,694</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2024

#### 9. Net expenditure

Net expenditure is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of tangible fixed assets	<u>43</u>	<u>57</u>

#### 10. Independent examination fees

	2024	2023
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>750</u>	<u>750</u>

#### 11. Staff costs

The average head count of employees during the year was 4 (2023: 6). The average number of full-time equivalent employees during the year is analysed as follows:

	2024	2023
	No.	No.
Number of staff - counselling & administration	<u>4</u>	<u>6</u>

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

#### 12. Trustee remuneration and expenses

no remuneration or other benefits from employment with the charity or a related entity were received by the trustees;

#### 13. Tangible fixed assets

	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>			
<b>At 1 October 2023 and 30 September 2024</b>	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
<b>Depreciation</b>			
At 1 October 2023	2,428	8,212	10,640
Charge for the year	<u>—</u>	<u>43</u>	<u>43</u>
<b>At 30 September 2024</b>	<u>2,428</u>	<u>8,255</u>	<u>10,683</u>
<b>Carrying amount</b>			
<b>At 30 September 2024</b>	<u>—</u>	<u>127</u>	<u>127</u>
At 30 September 2023	<u>—</u>	<u>170</u>	<u>170</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2024

#### 14. Stocks

	2024	2023
	£	£
Raw materials and consumables	<u>350</u>	<u>350</u>

#### 15. Debtors

	2024	2023
	£	£
Trade debtors	7,168	11,151
Prepayments and accrued income	<u>1,276</u>	<u>1,127</u>
	<u>8,444</u>	<u>12,278</u>

#### 16. Creditors: amounts falling due within one year

	2024	2023
	£	£
Accruals and deferred income	1,254	1,070
Social security and other taxes	1,472	1,421
Other creditors	<u>168</u>	<u>—</u>
	<u>2,894</u>	<u>2,491</u>

#### 17. Pensions and other post retirement benefits

##### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £7,959 (2023: £8,774).

#### 18. Analysis of charitable funds

##### Unrestricted funds

	At 1 October	Income	Expenditure	At
	2023	£	£	30 September
	£	£	£	2024
	£	£	£	£
General funds	<u>56,905</u>	<u>88,485</u>	<u>(95,076)</u>	<u>50,314</u>

	At 1 October	Income	Expenditure	At
	2022	£	£	30 September
	£	£	£	2023
	£	£	£	£
General funds	<u>70,819</u>	<u>74,780</u>	<u>(88,694)</u>	<u>56,905</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

Year ended 30 September 2024

#### 19. Analysis of net assets between funds

	Unrestricted Funds	Total Funds
	£	£
Tangible fixed assets	127	127
Current assets	53,081	53,081
Creditors less than 1 year	(2,894)	(2,894)
<b>Net assets</b>	<u>50,314</u>	<u>50,314</u>
	Unrestricted Funds	Total Funds
	£	£
Tangible fixed assets	170	170
Current assets	59,226	59,226
Creditors less than 1 year	(2,491)	(2,491)
<b>Net assets</b>	<u>56,905</u>	<u>56,905</u>

#### 20. Financial instruments

The company currently holds no financial instruments.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Management Information**  
**Year ended 30 September 2024**

**The following pages do not form part of the financial statements.**

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Detailed Statement of Financial Activities**  
**Year ended 30 September 2024**

	2024 £	2023 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	76,670	66,234
Gift Aid	11,299	8,239
	<u>87,969</u>	<u>74,473</u>
<b>Investment income</b>		
Bank interest receivable	516	307
	<u>516</u>	<u>307</u>
<b>Total income</b>	<u><u>88,485</u></u>	<u><u>74,780</u></u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	56,643	52,841
Pension costs	7,959	8,774
Rent	11,535	8,880
Rates and water	1,309	973
Light and heat	2,551	1,247
Repairs and maintenance	338	3,257
Insurance	2,608	2,474
Legal and professional fees	3,953	1,524
Telephone	2,613	2,465
Other office costs	1,332	1,411
Depreciation	43	57
Bank Charges	202	213
Publicity	3,566	4,191
gifts and donations	424	387
	<u>95,076</u>	<u>88,694</u>
<b>Total expenditure</b>	<u><u>95,076</u></u>	<u><u>88,694</u></u>
<b>Net expenditure</b>	<u><u>(6,591)</u></u>	<u><u>(13,914)</u></u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Detailed Statement of Financial Activities

Year ended 30 September 2024

	2024	2023
	£	£
<b>Expenditure on charitable activities</b>		
<b>Direct Charitable Expenditure</b>		
<i>Activities undertaken directly</i>		
wages/salaries	56,643	52,841
pension costs	7,959	8,774
rent	11,535	8,880
rates & water	1,309	973
light & heat	2,551	1,247
repairs & maintenance	338	3,257
insurance	2,608	2,474
legal and professional fees	3,953	1,524
telephone	2,613	2,465
other office costs	1,332	1,411
depreciation	43	57
bank charges & interest	202	213
publicity & website	3,566	4,191
gifts and donations	424	387
	<u>95,076</u>	<u>88,694</u>
<b>Expenditure on charitable activities</b>	<u><u>95,076</u></u>	<u><u>88,694</u></u>

**Reach Counselling Limited**

England & Wales - Charity number 701330

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# Accounts

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**COMPANY REGISTRATION NUMBER: 2253584**  
**CHARITY REGISTRATION NUMBER: 701330**

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**30 September 2023**

**MATTOCKS GRINDLEY**

Chartered Accountants  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 September 2023**

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Statement of financial activities (including income and expenditure account)	<b>14</b>
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Notes to the financial statements	<b>16</b>
<b>The following pages do not form part of the financial statements</b>	
Detailed statement of financial activities	<b>24</b>
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# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report)**

#### **Year ended 30 September 2023**

The directors, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 September 2023.

#### **Reference and administrative details**

**Registered charity name** Reach Counselling Limited

**Charity registration number** 701330

**Company registration number** 2253584

**Principal office and registered office** 85a Allerton Road  
Liverpool  
Merseyside  
L18

#### **The directors**

Dr J Lock  
P Morris  
Mr A Fraser

**Company secretary** Peter Morris

**Independent examiner** Giles Mattocks FCA  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2023**

##### **Structure, governance and management**

The company is incorporated as a company limited by guarantee. In the event of the company being wound up, each member may be called upon to contribute a sum not exceeding £1 towards the debt and liabilities of the company.

There are currently three director/trustees who meet bi-monthly. The Treasurer who is also a director/trustee oversees the bookkeeping also reports to the bi-monthly council of management meetings on the financial performance of the charity. The staff salaries are set by directors/trustees.

Decisions on specific issues are usually made on the basis of agreement by all the directors/trustees. All cheques require two signatures. No financial decisions are made that benefit any of the directors/trustees.

Throughout the year the charity had one Co-ordinator, a part time counselling appointments manager and two part time counselling supervisors. The charity continues to receive significant and sacrificial benefit from volunteers in counselling, training, and office administration.

The Co-ordinator is responsible for the management, training and organisation of the counsellors and the general management of the office. This is achieved by structured regular training and feedback with all the staff and volunteers. He is also responsible for the professional compliance and development of the organisation.

##### **Objectives and activities**

To offer professional quality Christian counselling to any individual, couple or family in need across the North West and beyond; ensuring that finance is not a hindrance to them receiving help. Christian counselling includes, pastoral counselling which we offer to those who have a Christian faith and who want their faith incorporated into the counselling, and community counselling which we offer to those of any other faith or of no faith. This ensures we offer this distinctive service with a commitment to respecting each client. We also aim to increase people's relational and care skills through training in listening, counselling and related issues.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

##### Achievements and performance

This was the year we moved beyond Covid lockdowns and restrictions into the accepted new normal of hybrid working for counselling appointments. All the adaptations of the last couple of years enable us to work with a mix of: face-to-face, telephone and video counselling, according to the agreement between each client and counsellor. Pandemic impacts of: lockdown, separation, grief and medical traumas continue to be some of the issues clients bring to sessions alongside the many other hurts, losses and struggles they experience. Once again our counsellors have exercised remarkable flexibility in adapting to their client's needs and maintaining professional standards in their work, to allow so many people from so many places to find such appreciated help.

Through all that Reach did this year; hundreds of hurting people were able to find a reliable, hopeful, professional, Christian and compassionate service. Selected quotes throughout this report are from clients who have had, or have concluded, their counselling this year. These, alongside the various facts and figures, will reveal a sense of the care that many people experienced through the organisational co-operation of our: counsellors, administration team, trustees and supporters ( both partners and friends).

**" At a time when I was struggling with the after effects of Covid lockdown and burnout, Reach helped me get back on my feet again. It has given me a sense of peace. So valuable. Thank you! "**  
" former client

This co-operation has led to many people: mainly in the North West of England and North Wales but also in West Yorkshire, and via phone and video, elsewhere in the U.K and even abroad, to again find Christian counselling help for their relational, emotional, mental and spiritual difficulties. Clients often tell us, that they are coming to Reach feeling desperate and often at the most difficult times in their lives.

This year we have arranged 2894 counselling appointments across our 6 different venues and remotely. This represents a huge amount of work done by our counsellors and administration. This is an increase on last year's 2714 and, despite lockdowns, our 3rd highest ever total. What is particularly notable; is that only 17% of these were affected by postponement or non-attend. This compares very favourably with our last full pre Covid year, when 28% were affected. This positive reduction is likely due to the increased direct communication between clients and counsellors, over appointment arrangement, that has been introduced since lockdown. The reduced number of postponements/non-attends meant that the total number of held appointments, at 2393, was only 15 appointments below our highest ever number.

However, the number of new clients registering for counselling with us was 264 (one new one every working day). Which was a dramatic increase of 88 (50% up) on last year's 176, and over a 100 new clients up on the year before that (2019-2020). This figure is also over 50 more than our previous record of 207. We also managed the majority of these without our appointments' manager, who only returned near the end of the year, and on a phased return. This level of work explains some of the pressures and challenges we have faced, and this level is likely to continue, but with our appointments manager taking responsibility for allocating new clients. This also means; new clients are having slightly fewer appointments before finishing. With all these pressures, we have still managed to allocate most new clients within a month, and most having their first appointment within 3-6 weeks from us receiving their registration form. Under 5% of these have been for children and young people. Our main children's and young persons' Liverpool counsellor is still unavailable for this type of work.

These new registrations mean that we have now counselled 5,652 people throughout our history, with about 40,000 counselling appointments in the last fifteen years alone. We are honoured that so many people have, and continue to see Reach as a safe and hopeful place in their times of trouble and we are very grateful to everyone who has made this possible.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

**" My sessions gave me a lot of hope and peace, I will certainly remember it all and recommend Reach counselling to others"**

**" My counselling helped me to grow beyond what I could have imagined. I am very grateful "**  
former clients

#### **Clients**

Our clients continue to include people from a wide variety of backgrounds, ages and ethnicities. Most of this year's clients are between the ages of 21 and 70, and again include a significant number of married couples (about 20% of clients). We are pleased to have continued to see a significant number of couples seeking help who are black and of other ethnicities, when cultural influences are often a key part of the work. This seems that we are being trusted and able to work in a genuinely inclusive way. We have also counselled a small number of children and young people (ages 6-17), as two of our available counsellors (in West Kirby and Chester) are trained and experienced in this type of work.

To all our clients we, have offered a: distinctive, professionally managed and evaluated counselling service. Once again, most of our clients (about 70%) make it clear that they have chosen Reach because of our identity and practice as a Christian agency, and want a pastoral counselling approach, that enables their Christian faith to be fully incorporated into their counselling experience. This especially applies when working with church leaders, who will often particularly select Reach due to our Christian identity. We have gained more leaders this year as clients, as the issues of Covid and lockdowns have particularly impacted this group, and remote work now enables those from further afield to easily have counselling with us. It is very encouraging that leaders are being recommended to Reach by other leaders. We feel very honoured to serve them in this way as they lead and care for their congregations and communities. Those for whom community counselling is more appropriate often express their appreciation for the values they see associated with a Christian agency, especially when dealing with marriage issues. The main source of all client referrals has once again been personal recommendation, accounting for over half of all new clients, other significant sources of referral include: the internet, G.P.s, other organisations and church relationships.

We continue to work with our fair donation principle. Which asks clients to consider donating in line with their income, at £1 per session per £1000 of annual income (e.g. £20 per session for someone earning £20k p.a. and so on). Our distinctive proposition allows people at all economic levels of society to access counselling. This makes it available to those who are: unemployed, students or on benefits, as well as those who are at the top of their professions. This means we don't control the average donation, but nurture a respectful financial relationship. This year we held on to our target of £15 per session (even though this is not widely communicated), and achieved £12.40 which is almost identical to last year. While we would like this average to be higher, it is once again an indicator that we are often helping those who are among the poorest in our society, which we are very happy to be able to do. Special thanks go, in particular, to our Partners, whose reliable giving continues to make this way of working possible.

**" These counselling sessions have changed my life and transformed my thinking. My counsellor always made me feel safe and comfortable. This has been a wonderful experience I am so glad I have done it, it had a lasting effect on my life for sure. "** former client

The main issues newly registered clients have presented on their registration forms, of the 19 areas we monitor are once again: fear/panic/anxiety/stress/depression followed by marital and relational, with cases of loss also frequently identified. These newly registered clients add to the existing client caseload, where longer term issues are often being worked through, which can include trauma and abuse.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

##### Venues

Face-to-face counselling has returned to all but one of our 6 venues. Work has begun again in: Liverpool, West Kirby, Chester, Wrexham and Sheffield with Manchester the exception for various reasons. This will be reviewed shortly. It is to be noted that this doesn't seem to have been a problem for most of our Manchester clients. Remote counselling now accounts for about a quarter to a third of all our appointments. While many clients have benefitted from the: convenience, less travel and freedom to choose counselling from wherever they maybe, others are relieved and delighted to be back to in-person appointments. Unsurprisingly, some counsellors are more comfortable with remote ways of working, than others, and each counsellor shapes their own mix of face-to-face and remote work. Once again, a very small number of appointments have taken place in people's homes for those who are house bound.

At our Liverpool hub we have installed an attractive new large sign above the front door. This virtually completes the outside updating of the building. This follows on from the repainting of exterior walls and windows that was completed last year.

The venues beyond Liverpool are generally available to us due to the generosity and co-operation of either an individual church or a group of churches working together. Special thanks are due to: King's Church Manchester, Kingsway Chester, West Kirby U.R.C (whose fantastic support also enables a Reach counsellor to work there), IPAC in Wrexham and St Thomas Philadelphia Sheffield for their exceptional generosity in making suitable rooms available for counselling for free or at token levels. These active partnerships, as well as enabling us to offer counselling to all, give a warm cooperative message of care to those in need seeking a safe place with safe people.

**"I felt instantly at ease with my counsellor, and they helped me to see the bigger picture and encourage me every step of the way. I am very grateful to all of the people involved at Reach, who helped me to talk about my mental health for an affordable level. This service is truly important, now more than ever. Thank you."** former client

##### Counselling and Team

This year's 3262 arranged counselling appointments were managed by a team of 15 counsellors across all venues and remotely. The counselling team is a mix of employed and volunteer counsellors. We finish the year with a counselling team of 14 (10 women and 4 men), as two left and one joined. One of our Liverpool counsellors has given an added full day of availability, and another one is to do so shortly.

Six of our counsellors are now being paid, usually per appointment. We are keen to build on this number, and to increase their availability and rate of pay, where and when possible. When we have been able to do this, we've seen it as a step in faith, as there isn't the guaranteed monthly income to cover it long-term. We see this investment in our counsellors as crucial to our credibility and care for our clients. We want our counsellors to know they are highly valued and seek to reward them the best we can with our very limited resources. This also puts us in a stronger place to replace counsellors should they leave, rather than being too reliant on the generosity of volunteer counsellors.

We have had 4 people active on our administration team through the year. This is fewer than previous years and has put a considerable strain on our appointment management/allocation and administration systems. The record number of 276 newly registered clients, over 50% increase on the average of the past 10 years, has only been possible due to a continued refining of our systems and processes. We have now begun responding to new clients by email (70% plus of new registrations are now received by email) within 48 hours of receiving their registration and giving them an expected waiting time before being contacted by a counsellor. Our appointments' manager has ensured our

## Reach Counselling Limited

### Company Limited by Guarantee

#### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

finishing and evaluation processes are adhered to, and, in order to comply with our privacy policy, has destroyed old notes, records and diaries.

We are very grateful to our volunteer financial administrator for his remarkable commitment and reliability. Once again, he has done tremendous work one day a week in Liverpool. Amongst many other financial tasks, he has compiled monthly reports which are invaluable in giving us an organisational picture. He also tracked and recovered our annual gift aid, in cooperation with our chair.

We have continued with a commitment to record standard procedures for as many operational processes as we can. This practice has been prioritised following the Trustees exploring risk management and succession planning. A lot of work has been done on our Company Handbook, including up-dating many of our policies, this involved more additions than were expected. All this is to help new team members get up to speed as quickly as possible, and to ensure consistent practice, as we serve our clients and one another. This will be completed early next year.

**"I am so glad I chose Reach. This is the best counselling experience I've had. It was a very positive experience for me and I will always remember it. I was in a desperate place and it was wonderful to go somewhere I could feel relaxed and share. I particularly appreciated the prayer. I didn't want it to end, but I know the door is always open."** former client

We remain committed to only inviting onto the team counsellors who we believe are at a point where they can offer quality counselling, and are prepared to grow with us. We see this expectation as consistent with all our counsellors being on the national accredited register of counsellors and complying with the most up to date government regulations regarding counselling. The register is overseen by the Professional Standards Authority and we access it through the Association of Christian Counsellors. Although it is 'voluntary' it is seen as an expected hallmark of professionalism and involves a commitment to work to a code of ethics. Most of our counsellors work with the A.C.C code of ethics as we are an Affiliated Organisation with them. Some work with the BACP (British Association of Counsellors and Psychotherapists) code of ethics which is very similar.

We are enormously grateful to all our counsellors, whether employed or volunteers, who all commit to work to the same quality and 'professional' standards within an evaluated service. The sense of team and consistency of values is maintained through the counsellors being treated with the same warmth and respect with which they are expected to treat their clients. All counsellors, team and trustees were invited to a summer social and our Christmas meal.

**"Counselling helped me better, understand my own emotions, relationships and explore healthy boundaries. I reached a point where I am more able to cope with challenging circumstances without feeling overwhelmed. My counsellor provided a calm, welcoming presence to encourage reflection, it was very much appreciated."** former client

To ensure a high quality of counselling we continue to use evaluation forms with clients once their counselling has concluded. Some of our counsellors also use measurement tools particularly when working with clients dealing with depression and anxiety. The returned evaluations are generally very encouraging showing once again average progress from a well being of 1-2 to 4-5 (on a scale of 1-5). We remain attentive to the national discussion taking place on banning 'conversion therapy', and how, if at all, this may influence any work we do with those exploring their sexuality and gender (as it is mostly referred to).

We offer supervision to some of our in-house counsellors, as well as to external counsellors, chaplains and managers; then on a fee paying basis. Through this work; we are also playing a significant role in overseeing the quality, support and development of counselling and care outside of Reach.

#### Environmental

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

We continue to recognise our environmental impact. It would be fair to say we have a couple of environmental 'champions' on the team who alert us to ways we could be more eco-friendly. We then look for ways of implementing these suggestions. We have continued and strengthened our recycling practices within our Liverpool offices. While we normally encourage counsellors to bunch their clients together and allocate new clients as close to home as possible to minimise travelling, since the pandemic, there has been far less travel, with so many appointments now being held by video or phone.

As part of our refurbishment, in our Liverpool base, we have replaced a large old single glazed wooden dormer window with a double-glazed unit that is much better sealed and far more energy efficient.

**"I was a bit sceptical about going to counselling, but I was glad I went. It was good to talk to someone who didn't know me or my husband or counsellor helped us both communicate and listen to each other, instead of conflict we both felt that the sessions were enough to help us come to an understanding with each other's feelings. Our counselling was excellent."** former client

#### Financial Support

Once again, right at the heart of our financial support are the Reach Partners. These are the individuals, couples, churches and organisations who either commit to regular giving; usually monthly and via standing order, or as in the case of a number of churches offer us the use of their premises for free or at a token level. All that we do: the number of people helped, the quality of care offered and the distinctive donation based Christian service is only possible because of the support they provide.

The reliable monthly support from Partners, gives us a vital financial foundation to work from each month. Allowing us to pay a number of our team and to operate our fair donation policy, which is at the heart of our highly socially inclusive service.

This year the number of Partners has increased by 2 to 64. The level of giving from partners was almost identical to last year, although still over 10% lower than 2020-2021. This is seen as due to cost of living issues. However, counselling donations from clients were up by nearly 20% on last year, and well above every previous year, due to the record number of appointments held, (all these donation numbers are prior to gift aid being recovered where possible).

We also have 178 Friends, which is 1 up on last year. These are the individuals, couples and churches who are happy to be identified as generally supportive of Reach and generally may choose to give on an occasional basis. We have sent one update communication this year to Partners and Friends via email, and post where appropriate.

**"My counselling happened in a lovely, calm atmosphere, I felt we clicked. I really appreciated seeing a counsellor who was a Christian and prayed with me. I finished as I felt that I was in a much better place, but my confidence has improved, and I've made really big strides in dealing with past hurts."** former client

#### Governance

Reach is governed by a Council of Management of 4 individuals (including one co-opted- our coordinator), and though small in number they bring a tremendous range of skills and depth of experience in: finance, medicine, mental health, business and management. The Council met four times this year, being a mix of video and in-person meetings. Alongside overseeing the normal running of the charity, focus has also been on risk management and succession planning.

## Reach Counselling Limited

### Company Limited by Guarantee

#### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

We seek to operate with a reserve policy mind set, to cover up to 6 months running costs, as advised by the Charity Commission as good practice. This is regularly reviewed to ensure we have an intelligent reserve policy relevant to our situation.

Our Objects of Association are being re-drafted in order to give an accurate expression of our up-to-date identity and work as a Christian Counselling charity. This is in contrast to our earlier days, when we had much broader objects. We have been involved in on-going discussions with the Charity Commission in order to find agreement on these. Our aim is to give anyone going onto the Charity Commission website, a more accurate understanding of who we are and what we do now. We have also changed our name from Reach Merseyside Ltd to Reach Counselling Ltd, with the Charity Commission and with Companies House, as this is far more reflective of the nature and range of our present work. We have also begun the process of this new name being registered with our bank.

**"Reach are a superb resource for churches and individuals. I have experienced high levels of care and expertise, first hand and, as a church pastor. Highly recommended!"** former client

#### Marketing and Fundraising

This has been a relatively quiet year with the focus on consolidation, communication with supporters, maintaining our website, improving the welcome at our Liverpool building and preparations towards grant research for next year. In giving priority to the improvements on the first impression of our Liverpool base, the steps have been tiled, a new metal number plate has been placed outside and an attractive new logo sign positioned in our vestibule. All this is to give clients a stronger sense of welcome and an expectation of the quality of care they can expect at Reach.

We have been more responsive this year to updating our website as Jeff, who works on marketing and fundraising for us 1/2 a day a week, has been able to give it regular attention. This is of particular importance with our Supporter's Café page, which is where we can share, especially with our Partners and Friends, the latest developments, opportunities and challenges. We hope this will help our supporters feel more connected to the work they enable through their generosity. Work has also begun in considering how the partnership with Fountains would be incorporated in our publicity and website.

We are seeking to explore relationship with one particular trust, in order to hopefully secure funds towards a higher level of interior refurbishment of our Liverpool rooms and offices.

We have been able to contact our Partners and Friends once this year. This was either by email, to direct them to the updates on our Supporter's Café page, or to send them it as a printed Newsletter, when no email address is available.

**"I had a great relationship with my counsellor, straightaway I felt I could open up immediately. I have only positive feelings for the work that is done at Reach. I was at a low ebb and from when I opened up to my counsellor, I felt a weight lift."** former client

**Reach Counselling Limited**  
**Company Limited by Guarantee**

**Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2023**

**Financial review**

The Charity reports a financial deficit for the year of £13,914 (2022: deficit of £1,139).

All the directors are directly involved in the management of the charity and continue to oversee the operation on a regular basis.

As stated in the Governance section, the directors wish to maintain reserves to at least cover 6 months running costs which has been estimated at £40,000. Free reserves currently stand at £56,905 a level which is considered sufficient but not too high.

## **Reach Counselling Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2023**

##### **Plans for future periods**

We expect to further establish and develop our partnership with Fountains Counselling in Staffordshire and North Shropshire. Next year we hope to confirm our agreement with them, recruit counsellors and begin active counselling in the area through this exciting partnership. We also remain committed to the principle of relational development, and would only expect to add further counselling locations should any proposals arise from strong relational development with another individual or church/organisation.

We will continue with the improvements on our Liverpool hub. Our aim is to create a place that provides a: welcoming, hopeful and healing environment. All aspects of the clients' and team's comfort will be taken into account as we develop this. The level of work we can undertake will significantly depend on the level of success in our grant applications. We are hoping to make, at least, one of the counselling rooms more child and young person friendly. This would further enable the creative work that takes place with the children and young people we counsel. We plan on replacing our phone systems that are over 20 years old. We will also consider any changes that could improve the energy efficiency of the building, notably replacing an old bay window, should funds permit.

Once again we will continue to carefully manage the balance of the number of counsellors with the level of publicity and interest in order to avoid becoming overwhelmed with demand. One challenge that continues, is that some in the NHS (and elsewhere) signpost people to us, who tend not to be the most reliable of clients in their attendance. We want to try and return to the timing of new clients being contacted by an allocated counsellor within 4-6 weeks of them registering with us. We will monitor our response protocol, as we inform clients we have received their registration within 3 days of receiving it. Our previous target of increasing or even maintaining the amount of counselling at over 3000 appointments per year remains.

We will endeavour to recruit a new Counsellor to work in Chester. We hope to recruit counsellors under then Fountains partnership, under which Fountains will pay them per session, while Reach manages the counselling. We expect demand for counselling to remain high, and will continue with beginning more counselling relationships with an agreed limited number of sessions. We will review how we present our fair donation policy, as we would like to achieve an average donation per session nearer to £20. We are also keen to further extend the number of counselling hours that are available to clients after 5 p.m. which may require a higher rate of pay, and a higher donation level for these times. We would also hope to continue to increase our overall skill levels in working with clients who want C.B.T (Cognitive Behaviour Therapy) and those experiencing P.T.S.D (Post Traumatic Stress Disorder), couples counselling and work with children and young people. This may involve us supporting counsellors, who want to work in these areas, with further training.

We hope to keep moving towards the general aim of having at least one employed experienced counsellor at each venue, often working alongside volunteers. We also accept that this may not always be possible, or essential, when we have highly experienced volunteer counsellors at these venues. We will continue to incorporate qualified counsellors or student counsellors (on placement), as volunteers, when they are successful through our interviewing and recruitment process. We would still like to add another supervisor to the team, this may have to be through one of our present counsellors being trained to do this.

We intend to explore further how our website can encourage people to see Reach as both a counselling agency and a fundraising organisation. We would like to see a dramatic increase in the number of donations from those who aren't clients through our website, as we saw in response to our 'One in a Thousand' two years ago. We may experiment with a more emotional 'storyline' or video to grab attention and help people more fully appreciate and connect with the valued work Reach does. We will also look to simplify the process of people becoming Partners online. We will give attention to seeking funds from grant makers. We will give particular attention to developing legacy giving, both

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

as an online proposal for supporters to consider, as well as through letters to selected supporters as appropriate to a good legacy giving strategy.

**"I would like to thank you very much for the help and support I got from Reach. My sessions with my counsellor, give me a lot of hope and peace and I will certainly remember it all and recommend Reach. Thank you."** former client

We will continue to explore how we can further integrate the work of marketing and fundraising into our day-to-day activities, so capacity in this area can be improved and progress can be accelerated. In order to increase supporter recruitment and engagement, we will consider building on the use of the line: "Together, every week, we are changing lives." We will continue to keep our Partners and Friends updated through the Supporters' Café and alert them to the latest ones. We will aim to do this twice next year.

External counselling training, or any other type of training, is only likely should there be a radical review of our priorities, a suitable available trainer or developing relationship with another training agency. We will again make funds available to each counsellor to use towards their continuing professional development.

**"My counsellor was non-judgemental and supportive, they help me process my feelings, thoughts and emotions in a safe environment. I am very grateful to her and Reach for what they do and would highly recommend to anyone. Thank you."** former client

We expect that the discussions around succession planning that have been happening within the Council of Management, will continue to shape the operational work taking place to move this forward. In exploring succession issues, we will continue to take steps through: a Succession Audit, developing Succession Connections and to engage in Succession Conversations. We recognise there is no 'one way' of succession planning and practice, so will explore multiple avenues. We appreciate that each organisation has to find its' own route, for it to be sustainable. We also hope to confirm our up-to-date Objects of Association with the Charity Commission, so anyone looking at us on their website will get a more accurate impression of the way we work now. The Council of Management have also set themselves the target of acquiring two new trustees next year.

As we look to next year, we are very grateful for all that has been achieved in the history of Reach. In early 2024 we expect to receive our 6000th client in our history. We value all the generosity, work and care that has allowed so many people to be helped. We continue to look to a gracious God whose: wisdom, grace and provision has guided and inspired all that has been done through Reach. We are aware of our need to focus on maintaining and developing the quality and availability of a service that many hurting people seem to value highly at their darkest times. Our future challenges, once again, seem likely to be related to coping with increased demand, recruiting new counsellors in key places, maintaining and increasing our fund-raising all to ensure we can still help all who come to Reach, especially those for whom most other agencies wouldn't be the best fit.

We will continue to be future minded, and consider in all we do: how are we making this easier for someone else to do, and how do we need to change and adapt to face a future where mental health and well-being have greater prominence than ever? While still being true to our identity as a Christian Counselling charity in serving those who are in need of community or pastoral counselling; whether the live locally or far away.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2023

##### Plans for future periods *(continued)*

##### **PUBLIC BENEFIT**

Our service is open to anyone in need in the North West, North Wales, Sheffield and now way beyond, who requires counselling, where we believe we have the appropriate experience and skill to help. In practice this leads to our working with, individual adults of all ages and ethnicities as well as couples who are married, co-habiting or pre-marital. We also counsel children and young people, although this is the area of work that has been most affected since the beginning of the pandemic.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include: depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

**"Our counsellor was amazing, understanding, a good listener and gave us space to both talk. We felt we have benefited from the sessions we had to move us forward. Thank you"** former client

##### **Financial instruments**

The company currently holds no financial instruments.

##### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The directors' annual report was approved on .....5/6/2024..... and signed on behalf of the board of trustees by:



Dr J Lock  
Director



P Morris  
Director

# Reach Counselling Limited

## Company Limited by Guarantee

### Independent Examiner's Report to the Directors of Reach Counselling Limited

#### Year ended 30 September 2023

I report to the directors on my examination of the financial statements of Reach Counselling Limited ('the charity') for the year ended 30 September 2023.

#### Responsibilities and basis of report

The trustees who are also the directors of the company for the purposes of company law are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of 'Accounting body'.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Giles Mattocks FCA  
Independent Examiner

18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

5/1/24

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Activities**  
**(including income and expenditure account)**  
**Year ended 30 September 2023**

		2023		2022
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	5	74,473	<b>74,473</b>	72,705
Charitable activities	6	–	–	180
Investment income	7	307	<b>307</b>	10
<b>Total income</b>		<u>74,780</u>	<u><b>74,780</b></u>	<u>72,895</u>
<b>Expenditure</b>				
Expenditure on charitable activities	8,9	88,694	<b>88,694</b>	74,034
<b>Total expenditure</b>		<u>88,694</u>	<u><b>88,694</b></u>	<u>74,034</u>
<b>Net expenditure and net movement in funds</b>		<u>(13,914)</u>	<u><b>(13,914)</b></u>	<u>(1,139)</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		70,819	<b>70,819</b>	71,958
<b>Total funds carried forward</b>		<u>56,905</u>	<u><b>56,905</b></u>	<u>70,819</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 16 to 22 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**

**30 September 2023**

	Note	2023 £	£	2022 £
<b>Fixed assets</b>				
Tangible fixed assets	14		170	227
<b>Current assets</b>				
Stocks	15	350		350
Debtors	16	12,278		10,515
Cash at bank and in hand		46,598		60,797
		<u>59,226</u>		<u>71,662</u>
<b>Creditors: amounts falling due within one year</b>	17	<u>2,491</u>		<u>1,070</u>
<b>Net current assets</b>			<u>56,735</u>	<u>70,592</u>
<b>Total assets less current liabilities</b>			<u>56,905</u>	<u>70,819</u>
<b>Net assets</b>			<u>56,905</u>	<u>70,819</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>56,905</u>	<u>70,819</u>
<b>Total charity funds</b>	19		<u>56,905</u>	<u>70,819</u>

For the year ending 30 September 2023 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on ..... 30.10.23, and are signed on behalf of the board by:



Dr J Lock  
Director



F Morris  
Director

The notes on pages 16 to 22 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements**  
**Year ended 30 September 2023**

**1. General information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 85a Allerton Road, Liverpool, Merseyside, L18.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the directors for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 3. Accounting policies *(continued)*

##### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### Tangible assets

All fixed assets are initially recorded at cost.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 3. Accounting policies *(continued)*

##### Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% reducing balance
Equipment	-	25% reducing balance

##### Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

##### Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

##### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

##### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 3. Accounting policies *(continued)*

##### Defined contribution plans *(continued)*

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

#### 4. Limited by guarantee

The charity is a company Limited by Guarantee, having no share capital.

#### 5. Donations and legacies

	Unrestricted Funds £	Total Funds 2023 £	Unrestricted Funds £	Total Funds 2022 £
<b>Donations</b>				
Donations	66,234	<b>66,234</b>	63,322	63,322
Gift Aid	8,239	<b>8,239</b>	9,383	9,383
	<u>74,473</u>	<u><b>74,473</b></u>	<u>72,705</u>	<u>72,705</u>

#### 6. Charitable activities

	Unrestricted Funds £	Total Funds 2023 £	Unrestricted Funds £	Total Funds 2022 £
Counselling Registrations	—	—	180	180

#### 7. Investment income

	Unrestricted Funds £	Total Funds 2023 £	Unrestricted Funds £	Total Funds 2022 £
Bank interest receivable	307	<b>307</b>	10	10

#### 8. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2023 £	Unrestricted Funds £	Total Funds 2022 £
Direct Charitable Expenditure	88,694	<b>88,694</b>	74,034	74,034

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 9. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2023 £	Total fund 2022 £
Direct Charitable Expenditure	88,694	<u>88,694</u>	<u>74,034</u>

#### 10. Net expenditure

Net expenditure is stated after charging/(crediting):

	2023 £	2022 £
Depreciation of tangible fixed assets	<u>57</u>	<u>76</u>

#### 11. Independent examination fees

	2023 £	2022 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>750</u>	<u>750</u>

#### 12. Staff costs

The average head count of employees during the year was 6 (2022: 6). The average number of full-time equivalent employees during the year is analysed as follows:

	2023 No.	2022 No.
Number of staff - counselling & administration	<u>6</u>	<u>6</u>

No employee received employee benefits of more than £60,000 during the year (2022: Nil).

#### 13. Trustee remuneration and expenses

no remuneration or other benefits from employment with the charity or a related entity were received by the trustees;

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 14. Tangible fixed assets

	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>			
<b>At 1 October 2022 and 30 September 2023</b>	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
<b>Depreciation</b>			
At 1 October 2022	2,428	8,155	10,583
Charge for the year	—	57	57
<b>At 30 September 2023</b>	<u>2,428</u>	<u>8,212</u>	<u>10,640</u>
<b>Carrying amount</b>			
<b>At 30 September 2023</b>	<u>—</u>	<u>170</u>	<u>170</u>
At 30 September 2022	<u>—</u>	<u>227</u>	<u>227</u>

#### 15. Stocks

	2023 £	2022 £
Raw materials and consumables	<u>350</u>	<u>350</u>

#### 16. Debtors

	2023 £	2022 £
Trade debtors	11,151	9,326
Prepayments and accrued income	1,127	1,189
	<u>12,278</u>	<u>10,515</u>

#### 17. Creditors: amounts falling due within one year

	2023 £	2022 £
Accruals and deferred income	1,070	1,070
Social security and other taxes	1,421	—
	<u>2,491</u>	<u>1,070</u>

#### 18. Pensions and other post retirement benefits

##### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £8,774 (2022: £6,931).

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2023

#### 19. Analysis of charitable funds

##### Unrestricted funds

	At 1 October 2022	Income	Expenditure	At 30 September 2023
	£	£	£	£
General funds	<u>70,819</u>	<u>74,780</u>	<u>(88,694)</u>	<u>56,905</u>

	At 1 October 2021	Income	Expenditure	At 30 September 2022
	£	£	£	£
General funds	<u>71,958</u>	<u>72,895</u>	<u>(74,034)</u>	<u>70,819</u>

#### 20. Analysis of net assets between funds

	Unrestricted Funds	Total Funds 2023
	£	£
Tangible fixed assets	170	170
Current assets	59,226	59,226
Creditors less than 1 year	(2,491)	(2,491)
<b>Net assets</b>	<u>56,905</u>	<u>56,905</u>

	Unrestricted Funds	Total Funds 2022
	£	£
Tangible fixed assets	227	227
Current assets	71,662	71,662
Creditors less than 1 year	(1,070)	(1,070)
<b>Net assets</b>	<u>70,819</u>	<u>70,819</u>

#### 21. Financial instruments

The company currently holds no financial instruments.

**Reach Counselling Limited  
Company Limited by Guarantee  
Management Information  
Year ended 30 September 2023**

**The following pages do not form part of the financial statements.**

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Detailed Statement of Financial Activities**  
**Year ended 30 September 2023**

	2023 £	2022 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	66,234	63,322
Gift Aid	8,239	9,383
	<u>74,473</u>	<u>72,705</u>
 <b>Charitable activities</b>		
Counselling Registrations	—	180
 <b>Investment income</b>		
Bank interest receivable	307	10
	<u>307</u>	<u>10</u>
 <b>Total income</b>	<u>74,780</u>	<u>72,695</u>
 <b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	52,841	40,230
Pension costs	8,774	6,931
Rent	8,880	8,757
Rates and water	973	1,526
Light and heat	1,247	1,012
Repairs and maintenance	3,257	2,146
Insurance	2,474	2,173
Legal and professional fees	1,524	2,332
Telephone	2,465	2,631
Other office costs	1,411	1,284
Depreciation	57	76
Bank Charges	213	196
Publicity	4,191	4,437
gifts and donations	387	303
	<u>88,694</u>	<u>74,034</u>
 <b>Total expenditure</b>	<u>88,694</u>	<u>74,034</u>
 <b>Net expenditure</b>	<u>(13,914)</u>	<u>(1,139)</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Detailed Statement of Financial Activities

Year ended 30 September 2023

	2023	2022
	£	£
<b>Expenditure on charitable activities</b>		
<b>Direct Charitable Expenditure</b>		
<i>Activities undertaken directly</i>		
wages/salaries	52,841	40,230
pension costs	8,774	6,931
rent	8,880	8,757
rates & water	973	1,526
light & heat	1,247	1,012
repairs & maintenance	3,257	2,146
insurance	2,474	2,173
legal and professional fees	1,524	2,332
telephone	2,465	2,631
other office costs	1,411	1,284
depreciation	57	76
bank charges & interest	213	196
publicity & website	4,191	4,437
gifts and donations	387	303
	<u>88,694</u>	<u>74,034</u>
<b>Expenditure on charitable activities</b>	<u>88,694</u>	<u>74,034</u>

**Reach Counselling Limited**

England & Wales - Charity number 701330

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# Accounts

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COMPANY REGISTRATION NUMBER: 2253584  
CHARITY REGISTRATION NUMBER: 701330

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**30 September 2022**

**MATTOCKS GRINDLEY**

Chartered Accountants  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 September 2022**

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Statement of financial activities (including income and expenditure account)	<b>13</b>
Statement of financial position	<b>14</b>
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Detailed statement of financial activities	<b>23</b>
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# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report)**

#### **Year ended 30 September 2022**

The directors, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 September 2022.

#### **Reference and administrative details**

**Registered charity name**            Reach Counselling Limited

**Charity registration number**    701330

**Company registration number**   2253584

**Principal office and registered office**   85a Allerton Road  
Liverpool  
Merseyside  
L18

#### **The directors**

Dr J Lock  
P Morris  
Mr A Fraser

**Company secretary**                Peter Morris

**Independent examiner**            Giles Mattocks FCA  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

# **Reach Counselling Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2022**

##### **Structure, governance and management**

The company is incorporated as a company limited by guarantee. In the event of the company being wound up, each member may be called upon to contribute a sum not exceeding £1 towards the debt and liabilities of the company.

There are currently three director/trustees who meet bi-monthly. The Treasurer who is also a director/trustee oversees the bookkeeping also reports to the bi-monthly council of management meetings on the financial performance of the charity. The staff salaries are set by directors/trustees.

Decisions on specific issues are usually made on the basis of agreement by all the directors/trustees. All cheques require two signatures. No financial decisions are made that benefit any of the directors/trustees.

Throughout the year the charity had one Co-ordinator, a part time counselling appointments manager and two part time counselling supervisors. The charity continues to receive significant and sacrificial benefit from volunteers in counselling, training, and office administration.

The Co-ordinator is responsible for the management, training and organisation of the counsellors and the general management of the office. This is achieved by structured regular training and feedback with all the staff and volunteers. He is also responsible for the professional compliance and development of the organisation.

##### **Objectives and activities**

To offer professional quality Christian counselling to any individual, couple or family in need across the North West and beyond; ensuring that finance is not a hindrance to them receiving help. Christian counselling includes, pastoral counselling which we offer to those who have a Christian faith and who want their faith incorporated into the counselling, and community counselling which we offer to those of any other faith or of no faith. This ensures we offer this distinctive service with a commitment to respecting each client. We also aim to increase people's relational and care skills through training in listening, counselling and related issues.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

##### Achievements and performance

This was the year we moved beyond Covid lockdowns and restrictions into the accepted new normal of hybrid working for counselling appointments. All the adaptations of the last couple of years enable us to work with a mix of: face-to-face, telephone and video counselling, according to the agreement between each client and counsellor. Pandemic impacts of: lockdown, separation, grief and medical traumas continue to be some of the issues clients bring to sessions alongside the many other hurts, losses and struggles they experience. Once again our counsellors have exercised remarkable flexibility in adapting to their client's needs and maintaining professional standards in their work, to allow so many people from so many places to find such appreciated help.

Through all that Reach did this year; hundreds of hurting people were able to find a reliable, hopeful, professional, Christian and compassionate service. Selected quotes throughout this report are from clients who have had, or have concluded, their counselling this year. These, alongside the various facts and figures, will reveal a sense of the care that many people experienced through the organisational co-operation of our: counsellors, administration team, trustees and supporters ( both partners and friends).

**" At a time when I was struggling with the after effects of Covid lockdown and burnout, Reach helped me get back on my feet again. It has given me a sense of peace. So valuable. Thank you!**  
" former client

This co-operation has led to many people: mainly in the North West of England and North Wales but also in West Yorkshire, and via phone and video, elsewhere in the U.K and even abroad, to again find Christian counselling help for their relational, emotional, mental and spiritual difficulties. Clients often tell us, that they are coming to Reach feeling desperate and often at the most difficult times in their lives.

This year we have arranged 2894 counselling appointments across our 6 different venues and remotely. This represents a huge amount of work done by our counsellors and administration. This is an increase on last year's 2714 and, despite lockdowns, our 3rd highest ever total. What is particularly notable; is that only 17% of these were affected by postponement or non-attend. This compares very favourably with our last full pre-Covid year, when 28% were affected. This positive reduction is likely due to the increased direct communication between clients and counsellors, over appointment arrangement, that has been introduced since lockdown. The reduced number of postponements/non-attends meant that the total number of held appointments, at 2393, was only 15 appointments below our highest ever number.

However, the number of new clients registering for counselling with us was 264 (one new one every working day). Which was a dramatic increase of 88 (50% up) on last year's 176, and over a 100 new clients up on the year before that (2019-2020). This figure is also over 50 more than our previous record of 207. We also managed the majority of these without our appointments' manager, who only returned near the end of the year, and on a phased return. This level of work explains some of the pressures and challenges we have faced, and this level is likely to continue, but with our appointments manager taking responsibility for allocating new clients. This also means; new clients are having slightly fewer appointments before finishing. With all these pressures, we have still managed to allocate most new clients within a month, and most having their first appointment within 3-6 weeks from us receiving their registration form. Under 5% of these have been for children and young people. Our main children's and young persons' Liverpool counsellor is still unavailable for this type of work.

These new registrations mean that we have now counselled 5,652 people throughout our history, with about 40,000 counselling appointments in the last fifteen years alone. We are honoured that so many people have, and continue to see Reach as a safe and hopeful place in their times of trouble and we are very grateful to everyone who has made this possible.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

**" My sessions gave me a lot of hope and peace, I will certainly remember it all and recommend Reach counselling to others"**

**" My counselling helped me to grow beyond what I could have imagined. I am very grateful "**  
former clients

#### Clients

Our clients continue to include people from a wide variety of backgrounds, ages and ethnicities. Most of this year's clients are between the ages of 21 and 70, and again include a significant number of married couples (about 20% of clients). We are pleased to have continued to see a significant number of couples seeking help who are black and of other ethnicities, when cultural influences are often a key part of the work. This seems that we are being trusted and able to work in a genuinely inclusive way. We have also counselled a small number of children and young people (ages 6-17), as two of our available counsellors (in West Kirby and Chester) are trained and experienced in this type of work.

To all our clients we, have offered a: distinctive, professionally managed and evaluated counselling service. Once again, most of our clients (about 70%) make it clear that they have chosen Reach because of our identity and practice as a Christian agency, and want a pastoral counselling approach, that enables their Christian faith to be fully incorporated into their counselling experience. This especially applies when working with church leaders, who will often particularly select Reach due to our Christian identity. We have gained more leaders this year as clients, as the issues of Covid and lockdowns have particularly impacted this group, and remote work now enables those from further afield to easily have counselling with us. It is very encouraging that leaders are being recommended to Reach by other leaders. We feel very honoured to serve them in this way as they lead and care for their congregations and communities. Those for whom community counselling is more appropriate often express their appreciation for the values they see associated with a Christian agency, especially when dealing with marriage issues. The main source of all client referrals has once again been personal recommendation, accounting for over half of all new clients, other significant sources of referral include: the internet, G.P.s, other organisations and church relationships.

We continue to work with our fair donation principle. Which asks clients to consider donating in line with their income, at £1 per session per £1000 of annual income (e.g. £20 per session for someone earning £20k p.a. and so on). Our distinctive proposition allows people at all economic levels of society to access counselling. This makes it available to those who are: unemployed, students or on benefits, as well as those who are at the top of their professions. This means we don't control the average donation, but nurture a respectful financial relationship. This year we held on to our target of £15 per session (even though this is not widely communicated), and achieved £12.40 which is almost identical to last year. While we would like this average to be higher, it is once again an indicator that we are often helping those who are among the poorest in our society, which we are very happy to be able to do. Special thanks go, in particular, to our Partners, whose reliable giving continues to make this way of working possible.

**" These counselling sessions have changed my life and transformed my thinking. My counsellor always made me feel safe and comfortable. This has been a wonderful experience I am so glad I have done it, it had a lasting effect on my life for sure. "** former client

The main issues newly registered clients have presented on their registration forms, of the 19 areas we monitor are once again: fear/panic/anxiety/stress/depression followed by marital and relational, with cases of loss also frequently identified. These newly registered clients add to the existing client caseload, where longer term issues are often being worked through, which can include trauma and abuse.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

##### Venues

Face-to-face counselling has returned to all, but one, of our 6 venues. Work has begun again in: Liverpool, West Kirby, Chester, Wrexham and Sheffield with Manchester the exception for various reasons. This will be reviewed shortly. It is to be noted that this doesn't seem to have been a problem for most of our Manchester clients. Remote counselling now accounts for about a quarter to a third of all our appointments. While many clients have benefitted from the: convenience, less travel and freedom to choose counselling from wherever they maybe, others are relieved and delighted to be back to in-person appointments. Unsurprisingly; some counsellors are more comfortable with remote ways of working, than others, and each counsellor shapes their own mix of face-to-face and remote work. Once again a very small number of appointments have taken place in people's homes for those who are house-bound.

At our Liverpool hub we have installed an attractive new large sign above the front door. This virtually completes the outside updating of the building. This follows on from the repainting of exterior walls and windows that was completed last year.

The venues beyond Liverpool are generally available to us due to the generosity and co-operation of either an individual church or a group of churches working together. Special thanks are due to: King's Church Manchester, Kingsway Chester, West Kirby U.R.C (whose fantastic support also enables a Reach counsellor to work there), IPAC in Wrexham and St Thomas Philadelphia Sheffield for their exceptional generosity in making suitable rooms available for counselling for free or at token levels. These active partnerships, as well as enabling us to offer counselling to all, give a warm cooperative message of care to those in need seeking a safe place with safe people.

**" My counsellor gave me the tools to get through difficult situations in a helpful way. It was a very positive time for me and has really helped me. My counsellor was just amazing. Thank you. "**  
" former client

##### Counselling and Team

This year's 2894 counselling appointments were managed by a team of 16 counsellors across all venues. The counselling team is a mix of employed and volunteer counsellors. We finish the year with a counselling team of 15 (11 women and 4 men), with one leaving and one joining, we already have 2 interviews planned for next year. We have employed 2 further counsellors following their successful student placements with us. They will both be working with Liverpool and remote clients. We now have 7 of our counsellors employed at some level. We are keen to build on this number, where and when possible, as it puts us in a stronger place to replace counsellors should they leave, rather than being too reliant on the generosity of volunteer counsellors. We also want to continue to invest in counsellors so they can have more time available and therefore gain greater experience.

We have had 4 people active on our administration team through the year (with a new volunteer due to join shortly). This is fewer than the 6 we have operated with in previous years and has put a considerable strain on our appointment management/allocation and administration systems. The record number of newly registered clients of 264, a huge 60% increase on the average of the last two years, has only been possible due to: a considerable refining of our systems and processes, greater use of technology (70% plus of new registrations are now received by email) and our co-ordinator taking on this work temporarily. We are delighted and relieved that our appointments' manager has returned from long-term compassionate leave and has been focussing on the management of closed cases alongside other work. This ensures our finishing and evaluation processes are adhered to.

We have continued with a commitment to record standard procedures for as many operational processes as we can, to make it easier for new team members to step into administrative work as well as encouraging consistent standards of work, as we serve our clients. This practice has been

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

prioritised following the Trustees exploring risk management and succession planning.

**" My counsellor was so good at picking upon things I might have otherwise glossed over this helped me to go a lot deeper. I am now in a much stronger place emotionally than I was. All this was over the phone, which worked really well. "** former client

We have recruited 1 new volunteer counsellor, who is on placement, in Liverpool, as part of their diploma course. We remain committed to only inviting those onto the team who, following references and interview, we believe are at a point where they can offer quality counselling and are prepared to grow with us. We see this expectation as consistent with all our counsellors being on the national accredited register of counsellors and complying with the most up to date government regulations regarding counselling. The register is overseen by the Professional Standards Authority and we access it through the Association of Christian Counsellors. Although it is 'voluntary' it is seen as an expected hallmark of professionalism and involves a commitment to work to a code of ethics. Most of our counsellors work with the A.C.C code of ethics as we are an Affiliated Organisation with them. Some work with the BACP (British Association of Counsellors and Psychotherapists) code of ethics which is very similar.

We are enormously grateful to all our counsellors, whether employed or volunteers, who all commit to work to the same quality and 'professional' standards within an evaluated service. The sense of team and consistency of values is maintained through the counsellors being treated with the same warmth and respect with which they are expected to treat their clients. We held an in-house training workshop on 'working with the distinctive dynamics when counselling couples', for a few of our counsellors who work with couples.

**" I was initially quite nervous about counselling- whether I would be able to open up enough to benefit and whether there would be a sense of understanding and rapport between myself and the counsellor. My counsellor made me feel very comfortable and help me to open up as well even challenging me at times. I found the sessions very helpful and glad that I did them and worked through my thoughts and feelings. Thank you. "**

former client

To ensure a high quality of counselling we continue to use evaluation forms with clients once their counselling has concluded. Some of our counsellors also use measurement tools particularly when working with clients dealing with depression and anxiety. The returned evaluations are generally very encouraging showing average progress from a well being of 1-2 to 4-5 (on a scale of 1-5). In developing our work with those who have or are dealing with issues around transitioning their gender- we have written and distributed a paper titled 'trans language: respect, politeness and freedom of thought'. This is to help all our counsellors and reception staff offer a consistent approach with clients, as well as appreciate the freedoms they have at Reach in expressing their own views in discussing this controversial matter. We remain attentive to the national discussion taking place on banning 'conversion therapy', and how, if at all, this may influence any work we do with those exploring their sexuality and gender (as it is mostly referred to).

We offer supervision to some of our in-house counsellors, as well as to external: counsellors, chaplains and managers; then on a fee paying basis. Through this work; we are also playing a significant role in overseeing the quality, support and development of counselling and care outside of Reach. A lot of work has been done on our Company Handbook, including up-dating many of our policies, as well as more additions than were expected, to help new team members get up to speed and ensure consistent practice, this will be completed next year.

#### Environmental

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

We continue to recognise our environmental impact. I think it would be fair to say we have a couple of environmental 'champions' on the team who alert us to ways we could be more eco-friendly. We then look for ways of implementing these suggestions. We have continued and strengthened our recycling practices within our Liverpool offices. While we normally encourage counsellors to bunch their clients together and allocate new clients as close to home as possible to minimise travelling, since the pandemic, there has been far less travel, with so many appointments being remote.

As part of our refurbishment we hope to replace two large old single glazed wooden windows with double glazing that will also be much more energy efficient.

**" I am so grateful to my counsellor for her wisdom, reflective listening and understanding - these were all amazing. I didn't expect to feel this different after only a couple of sessions. I couldn't see a way out of my grief and sadness at the start. My counsellors guidance and expertise has been amazing and so appreciated "**  
former client

#### Support

All that we do, including: the number of people helped, the quality of care offered and the distinctive Christian service has once again only been made possible because of the support provided by our Reach Partners. These are the individuals/couples, churches and organisations who either commit to regular giving; usually monthly and via standing order, or, as in the case of a number of churches; offer us the use of their premises for free or at a token level. The number of partners has stayed steady at 62. The level of giving from partners was down by just over 10%, with some citing 'the cost of living' for reduction in giving (whereas counselling donations from clients were up by 10%, and nearly filling this gap). The reliable support from Partners, gives us a vital financial foundation to work from each month. Allowing us to pay a number of our team and to operate our fair donation policy, which is at the heart of our highly socially inclusive service.

We also have 177 Friends, which is 1 up on last year's total with a turnover of around 5. These are the individuals, couples and churches who are happy to be identified as generally supportive of Reach and generally may choose to give on an occasional basis. We have been able to send 2 update communications this year to Partners and Friends via email, and post where appropriate.

#### Governance

Reach is governed by a Council of Management of 4 individuals, and though small in number they bring a tremendous range of skills and depth of experience in: finance, medicine, mental health, business and management. The Council met four times this year, each of these meetings happened over video.

Due to our stronger financial position we have implemented a reserve to cover up to 6 months running costs, as advised by the Charity Commission as good practice. This will be reviewed to ensure we have an intelligent reserve policy relevant to our situation. This year time focus has been on risk management and succession planning.

Our Memoranda and Articles are being re-drafted in order to give an accurate expression of our up-to-date identity and work as a Christian Counselling charity, in contrast to our earlier, and broader, days. This will give anyone going onto the Charity Commission website a more accurate understanding of who we are and what we do. We are also preparing to change our registered name from Reach Merseyside Ltd to Reach Counselling Ltd, as this is more reflective of the range of work that we now do.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

**" My counselling definitely improved my overall well-being. I was able to implement changes in my life that allowed me to live a more fulfilling life. I am very grateful to have been able to access the service. "** former client

#### Marketing and Fundraising

Although our 'One in a Thousand' appeal concluded last year, some donations have continued to come in. This was our seeking to encourage 1000 people to donate £10 each towards the refurbishment of our Liverpool base. We are now ( once gift-aid is factored in) very close to the £10,000 target. We remain very grateful to the response, particularly from some of our Friends, as well as past and present clients who have become aware of this target. Due to Covid uncertainties; we have not planned any fund-raising event this year. We may be able to return to the postponed sponsored abseil down the Liverpool Anglican Cathedral.

As planned last year; we contacted about 10% of our Friends to discuss with them how they would like the 'Friend' relationship to develop, as this has remained rather static for a number of years. Following their encouragement, we offered Friends the possibility of an annual standing order at a suggested £20. A good number kindly agreed to this. We hope, that for them, this will strengthen their sense of connection with Reach. We have also sought to gain as many email addresses of Friends as they wish to give.

We have been more responsive this year to updating our website as Jeff, who works on marketing and fundraising for us 1/2 a day a week, has been able to give it regular attention. This is of particular priority with our Supporter's Café page, which is where we can share, especially with our Partners and Friends, the latest developments, opportunities and challenges. We hope this will help our supporters feel more connected to the work they enable through their generosity.

We have been able to contact our Partners and Friends twice this year. This has either been by email, to direct them to the updates on our Supporter's Café page, or to send them it as a printed Newsletter, when no email address is available.

A new sign was designed and installed at our Liverpool base. With one passer by immediately commenting, "that's a hopeful message."

**" After my counselling I felt much more sane and able to cope. I saw the bigger picture and felt a lot lighter. My counsellor was approachable kind, understanding and humorous. I felt like I'd known him for years."** former client

#### Financial review

The Charity reports a financial deficit for the year of £1,139 (2021: surplus of £8,447).

All the directors are directly involved in the management of the charity and continue to oversee the operation on a regular basis. Since the creation of the charity the reserves have never been great, so it is with some pleasure that directors report that the reserves are increasing giving extra security to the organisation.

As stated in the Governance section, the directors wish to maintain reserves to at least cover 6 months running costs which has been estimated at £40,000. Free reserves currently stand at £70,819 a level which is considered sufficient but not too high.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

##### Plans for future periods

We remain committed to the principle of relational development, and would only expect to add further counselling locations should any proposals arise from strong relational development with another individual or church/organisation. Our most recent new venue was Wrexham in 2019, which is working well.

We will continue with the work on our Liverpool building, that the successful 'One in a Thousand' fund-raising project has enabled. Our aim is to create a place that provides a: welcoming, hopeful and healing environment. All aspects of the clients' and team's comfort will be taken into account as we develop this. We are considering making, at least, one of the counselling rooms more child and young person friendly. This would be to further enable the creative work that takes place with the children and young people we counsel. We intend to replace our phone systems that are over 20 years old. We will also consider any changes that could improve the energy efficiency of the building, notably replacing an old dormer window. This refurbishment will improve the experience for all those who attend for counselling, as well as a few further small changes (tiling the steps and eye level signage) on the outside, that will improve our image with the hundreds of people who pass by every day.

Once again we will continue to carefully manage the balance of the number of counsellors with the level of publicity and interest in order to avoid becoming overwhelmed with demand. This is exacerbated by some in the NHS (and elsewhere) signposting people to us, who tend not to be the most reliable of clients in their attendance. We want to try and maintain the practice of new clients being contacted by an allocated counsellor within 3-4 weeks of them registering with us. We will introduce a response protocol- to inform clients we have received their registration within 3 days of receiving it. We will also monitor the appropriate balance of employed and volunteer counsellors to ensure sustainability of the counselling service. Our previous target of increasing or even maintaining the amount of counselling at over 3000 appointments per year remains.

While we have no immediate plans to increase the number of paid counsellors, we shall keep a close eye on this and will move forward if conditions seem to be favourable. We expect demand for counselling to remain high, and may have to review our present model and expectations to prevent becoming overwhelmed e.g. beginning more counselling relationships with an agreed limited number of sessions. We are also keen to further extend the number of counselling hours that are available to clients after 5 p.m. and will be on the lookout for ways of achieving this. It may require counsellors being paid at a higher rate for this, and so a higher donation level encouraged for these times. We would also hope to increase our overall skill levels in working with clients who want C.B.T (Cognitive Behaviour Therapy) and those experiencing P.T.S.D (Post Traumatic Stress Disorder), couples counselling and work with children and young people. This may involve us supporting counsellors, who want to work in these areas, with further training.

We hope to keep moving towards the general aim of having at least one employed experienced counsellor at each venue, often working alongside volunteers. We also accept that this may not always be possible, or essential, when we have highly experienced counsellors at these venues. We will continue to incorporate qualified counsellors or student counsellors (on placement), as volunteers, when they are successful through our interviewing and recruitment process. In our experience, typically about 50% are successful. We would still like to add another supervisor to the team, this may have to be through one of our present counsellors being trained to do this.

We intend to explore further how our website can encourage people to see Reach as both a counselling agency and a fundraising organisation. We would like to see a dramatic increase in the number of donations from those who aren't clients through our website, as we have seen in response to our 'One in a Thousand' appeal. We may experiment with a more emotional 'storyline' or video to grab attention and help people more fully appreciate and connect with the work Reach does and that they can support. We will also look to simplify the process of people becoming Partners online.

## Reach Counselling Limited

### Company Limited by Guarantee

#### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

We will give particular attention to developing legacy giving, both as an online proposal for supporters to consider, as well as through letters to selected supporters as appropriate to a good legacy giving strategy.

We will look to build on our engagement with the wider church, particularly to stimulate greater understanding, co-operation and support. Our very ambitious target remains of seeking to achieve supporter relationships with 20% of all Evangelical Alliance affiliated churches in the North West. We will reset a target date of 2025 for this, and review this target. Our present estimate is that this would be between 60 and 90 churches.

**" I have benefitted greatly from the counselling at Reach. My counsellor was amiable, professional, calm and assured, this all helped me to unlock solutions. This was instrumental in not only lifting me out of a rut, but towards resilience and a better future. "** former client

External counselling training is only likely should there be a radical review of our priorities, a suitable available trainer or developing relationship with another training agency. These options may be considered next year. We will again make funds available to each counsellor to use towards their continuing professional development. A pastoral care course is still being considered.

We will seek to explore fundraising opportunities that connect with funding networks, groups and individuals we have not yet had contact with. This may require a more dramatic or innovative event to capture peoples imagination or a new relationship to open these possibilities.

We will continue to explore how we can further integrate the work of marketing and fundraising into our day-to-day activities, so capacity in this area can be improved and progress can be accelerated. This is in order to increase supporter recruitment and engagement, here we will build on the use of the line: "Together, every week, we are changing lives." to inspire and encourage supporters. We will continue to keep our Partners and Friends updated through the Supporters' Café and alert them to the latest ones. We will aim to do this twice a year.

We are keen for our appointments' manager to be able to more fully resume her overall responsibilities early in the coming year, especially around allocating clients and updating records. This will bring much relief elsewhere in the system, especially where others have been covering this work. At present, she is not intending to fully resume her counselling work. We shall see if this changes. This would particularly affect our capacity to work with children and young people.

We expect that the discussions around succession planning that have been happening within the Council of Management, will lead to operational work taking place to move this forward. In exploring succession issues, we have identified the need for : a Succession Audit, developing Succession Connections and to engage in Succession Conversations, as we recognise there is no 'one way' of succession planning and practice. Each organisation has to find its' own route, if it is to be sustainable. The Council intend to formally change the name from Reach Merseyside Ltd to Reach Counselling Ltd, as this will be far more accurate in reflecting the work we do. The Council of Management have also set themselves the target of acquiring two new trustees next year.

As we look to next year, we are also hugely grateful for all that has been achieved in the history of Reach, as we have now counselled well over 5,500 people and managed about 40,000 appointments just in the last 15 years. We value all the: generosity, work and care that has allowed so many people to be helped. We continue to look to a gracious God whose: wisdom, grace and provision has guided and inspired all that has been done through Reach. We are aware of our need to focus on maintaining and developing the quality and availability of a service that many hurting people seem to value highly at their darkest times. Our future challenges seem likely to be related to coping with increased demand alongside ensuring we help those for whom most other agencies wouldn't be a best fit.

# Reach Counselling Limited

## Company Limited by Guarantee

### Directors' Annual Report (Incorporating the Director's Report) *(continued)*

#### Year ended 30 September 2022

We are also aware that, following our succession planning discussions we will seek to be more future-minded, and consider in all we do: how are we making this easier for someone else to do, and how do we need to change and adapt to face the future where mental health and well-being have greater prominence than ever; while still being true to our identity as a Christian Counselling charity in serving those who are eager for pastoral counselling.

#### **PUBLIC BENEFIT**

Our service is open to anyone in need in the North-West and beyond, who requires counselling, where we believe we have the appropriate experience and skill to help. In practice this leads to our working with, individual adults of all ages and ethnicities as well as couples who are married, co-habiting or pre-marital. We also counsel children and young people, although this is the area of work that has been most affected since the beginning of the pandemic.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include: depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

" My time with my counsellor was so beneficial in so many ways- helpful, encouraging and compassionate. I especially loved the fact that he prayed for me during our sessions, which was exactly what I needed. Thank you so much, you helped me in more ways than you know " former client

#### **Financial instruments**

The company currently holds no financial instruments.

#### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.


The directors' annual report was approved on .....18/5/23..... and signed on behalf of the board of trustees by:



Dr J Lock  
Director



P Morris  
Director



Peter Morris  
Charity Secretary

## Reach Counselling Limited

### Company Limited by Guarantee

#### Independent Examiner's Report to the Directors of Reach Counselling Limited

#### Year ended 30 September 2022

I report to the directors on my examination of the financial statements of Reach Counselling Limited ('the charity') for the year ended 30 September 2022.

#### Responsibilities and basis of report

The trustees who are also the directors of the company for the purposes of company law are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of 'Accounting body'.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Giles Mattocks FCA  
Independent Examiner

18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

18/5/23

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Activities**  
**(including income and expenditure account)**  
**Year ended 30 September 2022**

		<b>2022</b>		2021
	Note	Unrestricted funds £	<b>Total funds £</b>	Total funds £
<b>Income and endowments</b>				
Donations and legacies	<b>5</b>	72,705	<b>72,705</b>	83,630
Charitable activities	<b>6</b>	180	<b>180</b>	867
Investment income	<b>7</b>	10	<b>10</b>	5
<b>Total income</b>		<u>72,895</u>	<u><b>72,895</b></u>	<u>84,502</u>
<b>Expenditure</b>				
Expenditure on charitable activities	<b>8,9</b>	74,034	<b>74,034</b>	76,055
<b>Total expenditure</b>		<u>74,034</u>	<u><b>74,034</b></u>	<u>76,055</u>
<b>Net (expenditure)/income and net movement in funds</b>		<u>(1,139)</u>	<u><b>(1,139)</b></u>	<u>8,447</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		71,958	<b>71,958</b>	63,511
<b>Total funds carried forward</b>		<u>70,819</u>	<u><b>70,819</b></u>	<u>71,958</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 15 to 21 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**

**30 September 2022**

	Note	2022 £	£	2021 £
<b>Fixed assets</b>				
Tangible fixed assets	14		227	303
<b>Current assets</b>				
Stocks	15	350		350
Debtors	16	10,515		18,160
Cash at bank and in hand		60,797		56,199
		<u>71,662</u>		<u>74,709</u>
<b>Creditors: amounts falling due within one year</b>	17	<u>1,070</u>		<u>3,054</u>
<b>Net current assets</b>			<u>70,592</u>	<u>71,655</u>
<b>Total assets less current liabilities</b>			<u>70,819</u>	<u>71,958</u>
<b>Net assets</b>			<u>70,819</u>	<u>71,958</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>70,819</u>	<u>71,958</u>
<b>Total charity funds</b>	19		<u>70,819</u>	<u>71,958</u>



For the year ending 30 September 2022 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 18/05/23, and are signed on behalf of the board by:

 18/05/23  


Dr J Lock  
Director



P Morris  
Director

The notes on pages 15 to 21 form part of these financial statements.

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements**  
**Year ended 30 September 2022**

**1. General information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 85a Allerton Road, Liverpool, Merseyside, L18.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the directors for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 3. Accounting policies *(continued)*

##### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### Tangible assets

All fixed assets are initially recorded at cost.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 3. Accounting policies *(continued)*

##### Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% reducing balance
Equipment	-	25% reducing balance

##### Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

##### Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

##### Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

##### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 3. Accounting policies *(continued)*

##### Defined contribution plans *(continued)*

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

#### 4. Limited by guarantee

The charity is a company Limited by Guarantee, having no share capital.

#### 5. Donations and legacies

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
<b>Donations</b>				
Donations	63,322	<b>63,322</b>	68,800	68,800
Gift Aid	9,383	<b>9,383</b>	7,709	7,709
<b>Grants</b>				
JRS Grant	—	—	7,121	7,121
	<u>72,705</u>	<u><b>72,705</b></u>	<u>83,630</u>	<u>83,630</u>

#### 6. Charitable activities

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Training & Seminars	—	—	120	120
Counselling Registrations	180	<b>180</b>	747	747
	<u>180</u>	<u><b>180</b></u>	<u>867</u>	<u>867</u>

#### 7. Investment income

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Bank interest receivable	10	<b>10</b>	5	5

#### 8. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Direct Charitable Expenditure	74,034	<b>74,034</b>	76,055	76,055

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 9. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2022 £	Total fund 2021 £
Direct Charitable Expenditure	74,034	<u>74,034</u>	<u>76,055</u>

#### 10. Net (expenditure)/income

Net (expenditure)/income is stated after charging/(crediting):

	2022 £	2021 £
Depreciation of tangible fixed assets	<u>76</u>	<u>101</u>

#### 11. Independent examination fees

	2022 £	2021 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>750</u>	<u>750</u>

#### 12. Staff costs

The average head count of employees during the year was 6 (2021: 6). The average number of full-time equivalent employees during the year is analysed as follows:

	2022 No.	2021 No.
Number of staff - counselling & administration	<u>6</u>	<u>6</u>

No employee received employee benefits of more than £60,000 during the year (2021: Nil).

#### 13. Trustee remuneration and expenses

no remuneration or other benefits from employment with the charity or a related entity were received by the trustees;

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 14. Tangible fixed assets

	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>			
At 1 October 2021 and 30 September 2022	2,428	8,382	<b>10,810</b>
<b>Depreciation</b>			
At 1 October 2021	2,428	8,079	<b>10,507</b>
Charge for the year	–	76	<b>76</b>
<b>At 30 September 2022</b>	<u>2,428</u>	<u>8,155</u>	<u><b>10,583</b></u>
<b>Carrying amount</b>			
At 30 September 2022	–	227	<b>227</b>
At 30 September 2021	–	303	<b>303</b>

#### 15. Stocks

	2022 £	2021 £
Raw materials and consumables	<u>350</u>	<u>350</u>

#### 16. Debtors

	2022 £	2021 £
Trade debtors	<b>9,326</b>	17,625
Prepayments and accrued income	<b>1,189</b>	535
	<u><b>10,515</b></u>	<u>18,160</u>

#### 17. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	–	950
Accruals and deferred income	<b>1,070</b>	1,000
Social security and other taxes	–	1,104
	<u><b>1,070</b></u>	<u>3,054</u>

#### 18. Pensions and other post retirement benefits

##### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £6,931 (2021: £7,088).

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2022

#### 19. Analysis of charitable funds

##### Unrestricted funds

	At 1 October 20 21	Income £	Expenditure £	At 30 September 2022 £
General funds	<u>71,958</u>	<u>72,895</u>	<u>(74,034)</u>	<u>70,819</u>

	At 1 October 20 20	Income £	Expenditure £	At 30 September 2021 £
General funds	<u>63,511</u>	<u>84,502</u>	<u>(76,055)</u>	<u>71,958</u>

#### 20. Analysis of net assets between funds

	Unrestricted Funds £	Total Funds 2022 £
Tangible fixed assets	227	227
Current assets	71,662	71,662
Creditors less than 1 year	(1,070)	(1,070)
<b>Net assets</b>	<u>70,819</u>	<u>70,819</u>

	Unrestricted Funds £	Total Funds 2021 £
Tangible fixed assets	303	303
Current assets	71,655	71,655
Creditors less than 1 year	-	-
<b>Net assets</b>	<u>71,958</u>	<u>71,958</u>

#### 21. Financial instruments

The company currently holds no financial instruments.

**Reach Counselling Limited  
Company Limited by Guarantee  
Management Information  
Year ended 30 September 2022**

**The following pages do not form part of the financial statements.**

**Reach Counselling Limited**  
**Company Limited by Guarantee**  
**Detailed Statement of Financial Activities**  
**Year ended 30 September 2022**

	<b>2022</b>	2021
	£	£
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	<b>63,322</b>	68,800
Gift Aid	<b>9,383</b>	7,709
JRS Grant	<b>–</b>	7,121
	<b><u>72,705</u></b>	<u>83,630</u>
<b>Charitable activities</b>		
Training & Seminars	<b>–</b>	120
Counselling Registrations	<b>180</b>	747
	<b><u>180</u></b>	<u>867</u>
<b>Investment income</b>		
Bank interest receivable	<b>10</b>	5
	<b><u>10</u></b>	<u>5</u>
<b>Total income</b>	<b><u>72,895</u></b>	<u>84,502</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	<b>40,230</b>	44,742
Pension costs	<b>6,931</b>	7,088
Rent	<b>8,757</b>	8,500
Rates and water	<b>1,526</b>	1,457
Light and heat	<b>1,012</b>	1,201
Repairs and maintenance	<b>2,146</b>	50
Insurance	<b>2,173</b>	1,504
Other motor/travel costs	<b>–</b>	155
Legal and professional fees	<b>2,332</b>	2,202
Telephone	<b>2,631</b>	2,438
Other office costs	<b>1,284</b>	1,462
Depreciation	<b>76</b>	101
Bank Charges	<b>196</b>	168
Sundries	<b>–</b>	500
Publicity	<b>4,437</b>	4,402
Conference	<b>–</b>	85
gifts and donations	<b>303</b>	–
	<b><u>74,034</u></b>	<u>76,055</u>
<b>Total expenditure</b>	<b><u>74,034</u></b>	<u>76,055</u>
<b>Net (expenditure)/income</b>	<b><u>(1,139)</u></b>	<u>8,447</u>

# Reach Counselling Limited

## Company Limited by Guarantee

### Notes to the Detailed Statement of Financial Activities

Year ended 30 September 2022

	2022	2021
	£	£
<b>Expenditure on charitable activities</b>		
<b>Direct Charitable Expenditure</b>		
<b><i>Activities undertaken directly</i></b>		
wages/salaries	40,230	44,742
pension costs	6,931	7,088
rent	8,757	8,500
rates & water	1,526	1,457
light & heat	1,012	1,201
repairs & maintenance	2,146	50
insurance	2,173	1,504
travel costs	–	155
legal and professional fees	2,332	2,202
telephone	2,631	2,438
other office costs	1,284	1,462
depreciation	76	101
bank charges & interest	196	168
sundries	–	500
publicity & website	4,437	4,402
conference	–	85
gifts and donations	303	–
	<u>74,034</u>	<u>76,055</u>
<b>Expenditure on charitable activities</b>	<u>74,034</u>	<u>76,055</u>

**Reach Counselling Limited**

England & Wales - Charity number 701330

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# Accounts

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**COMPANY REGISTRATION NUMBER: 2253584**  
**CHARITY REGISTRATION NUMBER: 701330**

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Unaudited Financial Statements**  
**30 September 2021**

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 September 2021**

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Statement of financial activities (including income and expenditure account)	<b>13</b>
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**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Directors' Annual Report (Incorporating the Director's Report)**  
**Year ended 30 September 2021**

The directors, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 30 September 2021.

**Reference and administrative details**

**Registered charity name**            Reach Merseyside Limited

**Charity registration number**    701330

**Company registration number**   2253584

**Principal office and registered office**   85a Allerton Road  
Liverpool  
Merseyside  
L18

**The directors**

Dr J Lock  
P Morris  
Mr A Fraser

**Company secretary**                Peter Morris

**Independent examiner**            Giles Mattocks FCA  
Mattocks Grindley Accountants  
18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

# **Reach Merseyside Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2021**

#### **Structure, governance, and management**

The company is incorporated as a company limited by guarantee. In the event of the company being wound up, each member may be called upon to contribute a sum not exceeding £1 towards the debt and liabilities of the company.

There are currently three director/trustees who meet bi-monthly. The Treasurer who is also a director/trustee oversees the bookkeeping and also reports to the bi-monthly council of management meetings on the financial performance of the charity. The staff salaries are set by directors/trustees.

Decisions on specific issues are usually made on the basis of agreement by all the directors/trustees. All cheques require two signatures. No financial decisions are made that benefit any of the directors/trustees.

Throughout the year the charity had one Co-ordinator, a part time counselling appointments manager and two part time counselling supervisors. The charity continues to receive significant and sacrificial benefit from volunteers in counselling, training, and office administration.

The Co-ordinator is responsible for the management, training and organisation of the counsellors and the general management of the office. This is achieved by structured regular training and feedback with all the staff and volunteers. He is also responsible for the professional compliance and development of the organisation.

#### **Objectives and activities**

To offer professional quality Christian counselling to any individual, couple or family in need across the North West and beyond; ensuring that finance is not a hindrance to them receiving help. Christian counselling includes pastoral counselling which we offer to those who have a Christian faith and who want their faith incorporated into the counselling, and community counselling which we offer to those of any other faith or of no faith. This ensures we offer this distinctive service with a commitment to respecting each client. We also aim to increase people's relational and care skills through training in listening, counselling and related issues.

## **Reach Merseyside Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2021**

#### **Achievements and performance**

We could reasonably refer to this year as pandemic year 2: when video work and phone calls just became part of the norms of the counselling service Reach offered to hundreds of people in need.

When lockdowns and shielding again led to much reduced reception and administration (our back office and front office) capacity. This year compounded by significant bereavements for senior team members. When pandemic impacts of lockdown, separation, grief, and medical traumas became a frequent story in the issues clients brought into their sessions. And, when our counsellors once again exercised remarkable flexibility in adapting to their client's needs and the rapidly changing landscape of how counselling could happen: face to face, not face to face, with masks, some venues open and some closed, varying month-to-month etc.

Through all this, what really matters is that hurting people were able to find a reliable, hopeful, professional, Christian, and compassionate service that could serve a significant number of individuals and couples. I believe this report will show that this is what was achieved. The selected quotes throughout this report are from clients who have finished their counselling this year (with one exception) and these, alongside the various facts and figures, will reveal the extent of help that was experienced as a result of the organisational co-operation of our counsellors, administration team, trustees and supporters (both partners and friends).

**" I can't thank you enough for helping me through such a difficult time. I never ever thought I could get through it! " Former client**

This co-operation has led to hundreds of hurting people: mainly in the North West of England, but also in West Yorkshire, North Wales, and via technology, elsewhere in the U.K and even abroad, to again find Christian counselling help for their relational, emotional, mental and spiritual struggles. Clients often tell us that they are coming to Reach at points of desperation and frequently at the most difficult times in their lives.

This year we have arranged 2714 counselling appointments across our 6 different venues. This represents a huge amount of work done by our counsellors and administration, in very challenging circumstances. This is less than last year's second highest ever of 3173. However, the number of new clients was 176 which was up on last year's 154. This probably means that these new clients are having slightly fewer appointments before finishing. We are still managing to allocate most new clients within a month and from us receiving their registration it is usually 3-6 weeks till their first appointment. Less than 5% of these have been for children and young people, as this area of work has not yet been fully integrated into our remote systems and our main counsellor in this area is unavailable.

These new registrations mean that we have now counselled 5,388 people throughout our history, with nearly 30,000 counselling appointments in the last ten years alone. We are honoured that so many people have and continue to see Reach as a safe and hopeful place in their times of trouble and we are very grateful to everyone who has made this possible.

**" Counselling on the phone was good and friendly. I feel all the better for it."**

**"My counselling over zoom gave me lots of helpful opportunities to think through everything. "**  
**Former Client**

#### **Clients**

Our clients continue to include people from a wide variety of backgrounds, ages, and ethnicities. Most of this year's clients are between the ages of 21 and 70, and again include a significant number of

## **Reach Merseyside Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2021**

married couples (about 20% of clients). In light of worldwide questions around race and fair treatment, we are pleased to have continued to see a high percentage of BAME (Black Asian Minority Ethnic) couples seeking help. This means we are being seen as trusted and able to work in a genuinely inclusive way. We have also counselled a small number of children and young people (ages 6-17), as two of our available counsellors (in Liverpool and Chester) are trained and experienced in this type of work.

To all our clients we have offered a distinctive, professionally managed and evaluated counselling service (quotes from some of this year's evaluation forms are inserted throughout this report). Once again, most of our clients (about 70%) make it clear that they have chosen Reach because of our identity and practice as a Christian agency and request pastoral counselling. Those for whom community counselling is more appropriate often express their appreciation for the values they see associated with a Christian agency, especially when dealing with marriage issues. The main source of all client referrals has once again been personal recommendation, accounting for over half of all new clients, other significant sources of referral include: the internet, G.Ps, other organisations and church relationships.

We continue to work with our fair donation principle, which asks clients to consider donating in line with their income, at £1 per session per £1000 of annual income (e.g., £20 per session for someone earning £20k p.a. and so on). This distinctive proposition allows people at all economic levels of society to access counselling. This makes it available to those who are: unemployed, students or on benefits right through to those who are at the top of their professions. This means we don't control the average donation but nurture a respectful financial response. This year we held on to our target of £15 per session (even though this is not widely communicated) and achieved £12.40 which is almost identical to last year. While we would like this average to be higher, it is once again an indicator that we are often helping those who are among the poorest in our society, which we are very happy to be able to do.

**" The Reach system of means-testing means everybody gets help! I gave according to the suggested rate. Please keep up this vital work as it is a literal lifeline for many. THANK YOU!! "**  
**Former client**

The main issues newly registered clients have presented on their registration forms, of the 19 areas we monitor are: fear/panic/anxiety/stress followed by marital and relational, with cases of depression and loss also frequently identified. These newly registered clients add to the existing client caseload, where longer term issues are often being worked through, which can include trauma and abuse. Our normal target of giving clients a first appointment within 3-5 weeks of our receiving their registration form has been more like 3-6 as we have coped with reduced resources and increased pressures. We informed prospective clients of this.

#### **Venues**

The 6 venues where we counsel in: Liverpool, Manchester, West Kirby, Chester, Wrexham and Sheffield have all been seriously affected by covid restrictions. However, counselling has taken place at all of them at some point, apart from West Kirby and Manchester (both remote work only). Our newest venues, Wrexham and Sheffield, have seen strong numbers, either in person or with remote counselling. Once again, a small number of appointments have also taken place in people's homes for those who are house-bound. A couple of our counsellors have held outside sessions with clients, where a covid-safe walk and talk counselling appointment can be particularly beneficial.

Following a successful fund-raising campaign, that raised virtually £10,000 (see marketing and fundraising), we began the refurbishment, update and improvement of our Liverpool offices and counselling rooms. So far, the outside walls and woodwork have all been repainted and a new sign is being designed. Quotes are being sought for further work. We have also installed a new sign at

# **Reach Merseyside Limited**

## **Company Limited by Guarantee**

### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2021**

Chester, incorporating our new logo. This sign was acknowledged in memory of the late Eric Potts, who was a Reach counsellor and instrumental in pioneering Reach in Chester.

The venues beyond Liverpool are generally available to us due to the generosity and co-operation of either an individual church or a group of churches working together. Special thanks are due to: King's Church Manchester, Kingsway Chester, West Kirby U.R.C, IPAC in Wrexham and St Thomas Philadelphia Sheffield for their exceptional generosity in making suitable rooms available for counselling for free or at token levels. These active partnerships, as well as enabling us to offer counselling to all, give a warm cooperative message of care to those in need seeking a safe place with safe people.

**" My counselling was an absolute godsend and I am so grateful for it. " Former Client**

#### **Counselling and Team**

This year's 2714 counselling appointments were managed by a team of 15 counsellors in total, with 1 coming off the team and 3 joining, we finish the year with a team of 15. Now 6 of our counsellors are employed at some level. We are keen to do this, so we are in a stronger place to replace counsellors should they leave, rather than being too reliant on the generosity of volunteer counsellors. We also want to invest in counsellors so they can have more time available and therefore gain greater experience. Through this year we have had one of our counsellors furloughed due to shielding issues.

We have had 4 people active on our administration team, this is compared to the usual 6. This has put a considerable strain on our administration systems. We have only been able to manage due to our counsellors now doing the vast majority of their own appointments' management as they are working from home and contacting clients directly. It is highly likely we will stick with this way of working, even post pandemic. We remain hugely grateful to them for this additional work and their good-natured flexibility.

One administration development has been our commitment to write down standard procedures for as many operational processes as we can. This is to make it easier for anyone new to step into administrative work as well as encouraging consistent standards of work as we serve our clients. This has emerged from the Trustees exploring risk management and succession planning.

**" My counsellor really understood me, and helped me with my anxiety, stress and depression. Excellent service and my counsellor was 5 stars. I have come out the other side, thank you so much. " Former client**

We have recruited 3 new volunteer counsellors this year, they are all on placement as part of their diploma course. We remain committed to only inviting those onto the team who, following references and interview, we believe are at a point where they can offer quality counselling and are prepared to grow with us. We see this expectation as consistent with all our counsellors being on the national accredited register of counsellors and complying with the most up to date government regulations regarding counselling. The register is overseen by the Professional Standards Authority, and we access it through the Association of Christian Counsellors. Although it is 'voluntary' it is seen as an expected hallmark of professionalism and involves a commitment to work to a code of ethics. Most of our counsellors work with the A.C.C code of ethics as we are an Affiliated Organisation with them. Some work with the BACP (British Association of Counsellors and Psychotherapists) code of ethics which is very similar.

We are enormously grateful to all our counsellors, whether employed or volunteers, who all commit to work to the same quality and 'professional' standards within an evaluated service. The sense of team and consistency of values is maintained through the counsellors being treated with the same warmth

## **Reach Merseyside Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 September 2021**

and respect with which they are expected to treat their clients. This year we have drafted a new complaints policy, that is much simpler and focuses on the values to prioritise in such a situation. We have also designed a performance review document for counsellors that we will introduce next year.

**" I had such a valuable and healing experience, thank you. "Former client**

To ensure a high quality of counselling we continue to use evaluation forms with clients once their counselling has concluded. Some of our counsellors also use measurement tools particularly when working with clients dealing with depression and anxiety. The returned evaluations are generally very encouraging showing average progress from a wellbeing of 1-2 to 4-5 (on a scale of 1-5). In developing our work with those who have or are dealing with issues around transitioning their gender/sex we have written and distributed a paper titled 'trans language: respect, politeness and freedom of thought'. This is to help all our counsellors and reception staff offer a consistent approach, as well as appreciate the freedoms they have at Reach in expressing their own views in discussing this developing area. We are also attuned to the national discussion taking place on banning 'conversion therapy', and how, if at all, this may influence any work we do with those questioning their sexuality.

We also offer supervision to in-house counsellors, as well as to external counsellors and chaplains and managers, but then on a fee-paying basis. This year we have written a document to acknowledge the risks (and benefits) that may be present when there is any duality of work relationship, eg supervisor and manager. We will continue to monitor this area. It has been good to be able to play a significant role in overseeing the quality, support and development of counselling and care outside of Reach. This clinical supervision of those outside of Reach has this year involved our supporting those who work in religious orders and counsellors who are geographically distant from any Reach venue.

#### **Environmental**

We continue to recognise our environmental impact and continue to include this section for a third year. I think it would be fair to say we have a couple of environmental 'champions' on the team who alert us to ways we could be more eco-friendly. We then look for ways of implementing these suggestions. We have continued and strengthened our recycling practices within our Liverpool offices. While we normally encourage counsellors to bunch their clients together and allocate as close to home as possible to minimise travelling, since the beginning of the pandemic has been much reduced travel for appointments. This is something we will consider further even when the pandemic is over.

As part of our refurbishment, we hope to replace two large old single glazed wooden windows with double glazing that will also be much more energy efficient.

**" When I came to Reach, I was feeling emotionally drained, fearful and lacking in faith. My counsellor was compassionate from our first moment of meeting. She listened patiently and I always came away with a sense of hope and of having been understood. "**

**Former client**

#### **Support**

All that we do, including: the number of people helped, the quality of care offered, and the distinctive Christian service has once again only been made possible because of the support provided by our Reach Partners. These are the individuals/couples and churches who either commit to regular giving, usually monthly and via standing order, or, as in the case of a number of churches, offer us the use of their premises for free or at token level. The number of partners has increased slightly, from 61 to 62. Most importantly, the level of giving from partners remains, as for the last two years, about 30% higher than it had in any previous years. This is due to the generosity of newer Partners and a few existing

## **Reach Merseyside Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

##### **Year ended 30 September 2021**

Partners increasing their giving. We are once again, as in the previous 7 years, especially grateful to those Partners who have given very generously on an annual basis. We are also hugely grateful this year to a couple of former clients who have given generous one-off donations. One person acknowledged that they couldn't contribute much when they had their counselling but are now in a position to give and express their thanks. This type of response is both humbling and very encouraging.

This consistent support from Partners, which has been of even greater value this year, gives us a reliable financial foundation to work from each month. This allows us to pay a number of our team and to operate our fair donation policy, which is at the heart of our highly socially inclusive service.

We also have 176 Friends; this is very similar to last year. These are the individuals, couples and churches who are happy to be identified as generally supportive of Reach and generally may choose to give on an occasional basis. We have been able to send 2 update communications this year to Partners and Friends via email, and post where appropriate.

#### **Governance**

Reach is governed by a Council of Management of 4 individuals, and though small in number they bring a tremendous range of skills and depth of experience in: finance, medicine, mental health, business and management. The Council met four times this year, each of these meetings were over video.

Due to our stronger financial position, we have implemented a reserve to cover up to 6 months running costs, as advised by the Charity Commission as good practice. This will be reviewed to ensure we have an intelligent reserve policy relevant to our situation. This year most of our meetings have focussed on risk management, this was seen as a precursor to succession planning.

Our Memoranda and Articles have been re-drafted in order to give an accurate expression of our up-to-date identity and work as a charity in contrast to our early days. These have now been accepted by the Charity Commission. This will give anyone going onto the Charity Commission website a more accurate understanding of who we are and what we do. We are also intending to change our registered name from Reach Merseyside Ltd to Reach Counselling Ltd, as this is more reflective of the range of work that we now do.

**" My counsellor was just brilliant. I felt they had a very clear understanding straight away. They helped me to understand what was going on for me. I now feel I can deal with problems I am faced with much better. Thank you for everything! " Former client**

#### **Marketing and Fundraising**

Although our 'One in a Thousand' appeal concluded last year, some donations have continued to come in. This was our seeking to encourage 1000 people to donate £10 each towards the refurbishment of our Liverpool base. We are now (once gift-aid is factored in) very close to the £10,000 target. We remain very grateful to the response, particularly from some of our Friends, as well as past and present clients who have become aware of this target.

We were very sad to hear of the death of Mark James who was the MD and owner of Right at Home a local care provider. Last year Mark had kindly agreed the first corporate partnership with Reach, and as well as the generous monthly support he was a very encouraging voice to us. We are very grateful that the business is continuing with this partnership, and we continue to extend our sympathy to his family and friends.

Due to covid unpredictability's, we have not planned any fund-raising event this year. We may be able to return to the postponed sponsored abseil down the Liverpool Anglican Cathedral, once we have

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2021**

more confidence that restrictions will not return.

As we planned last year, we contacted about 10% of our Friends to discuss with them how they would like the Friend relationship to develop, as this has remained rather static for a number of years. Following their encouragement, we offered Friends the possibility of an annual standing order at a suggested £20. A good number kindly agreed to this. We hope, that for them, this will strengthen their sense of connection with Reach.

We have been more responsive this year to updating our website as Jeff, who works on marketing and fundraising for us 1/2 a day a week, has been able to give it regular attention. This is of particular priority with our Supporter's Café page, which is where we can share, especially with our Partners and Friends, the latest developments, opportunities and challenges. We hope this will help our supporters feel more connected to the work they enable through their generosity.

New signs have been designed for our main Liverpool base and for the premises we use in Chester. The Chester one is now in place and the Liverpool one is expected shortly. This, alongside the external re-decorating of the Liverpool offices will give a much better impression to all who pass by, and a more appropriate reflection of the quality of the work that takes place inside.

**" My counselling was so very helpful- providing comfort and hope." Former client**

**Financial review**

The Charity reports a financial surplus for the year of £8,447 (2020: surplus of £3,843).

All the directors are directly involved in the management of the charity and continue to oversee the operation on a regular basis. Since the creation of the charity the reserves have never been great, so it is with some pleasure that directors report that the reserves are increasing giving extra security to the organisation.

As stated in the Governance section, the directors wish to maintain reserves to at least cover 6 months running costs which has been estimated at £40,000. Free reserves currently stand at £31,958 a level which is considered sufficient but not too high.

## **Reach Merseyside Limited**

### **Company Limited by Guarantee**

#### **Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2021**

##### **Plans for future periods**

Having opened our Wrexham counselling room in October 2019, this year has certainly not been one for considering new venues. We remain committed to a principle of relational development and would only expect to add further counselling locations should any proposals arise from strong relational development with another individual or church/organisation.

We will continue with the work on our Liverpool building, that the successful 'One in a Thousand' fund-raising project has enabled. Our aim is to create a place that has an atmosphere of a: welcoming, hopeful and healing environment. All aspects of the clients' and team's comfort will be considered. We will install a new attractive sign incorporating our new logo on the front of the building. We hope to make at least one of the counselling rooms more child and young person friendly. This is to further enable the creative work that takes place with the children and young people we counsel. We intend to replace our phone systems that are over 20 years old. We will also consider any changes that could improve the energy efficiency of the building. This refurbishment will improve the experience for all those who attend for counselling, as well as improving our image with the hundreds of people who pass by every day. We are also exploring contact with one particular trust that may enable us to work with a much larger budget and allow us to do more extensive changes.

Once again, we will continue to carefully manage the balance of the number of counsellors with the level of publicity and interest in order to avoid becoming overwhelmed with demand. We also need to keep an eye on the appropriate balance of employed and volunteer counsellors to ensure sustainability of the service. Our previous target of increasing or even maintaining the amount of counselling at over 3000 appointments per year remains yet will need to be reviewed as we emerge from this pandemic.

We intend to increase the number of paid counsellors available in Liverpool by the beginning of 2022. This will give us more flexibility in our busiest of venues. We are also keen to further extend the number of counselling hours that are available to clients after 5 p.m. and will be on the lookout for ways of achieving this. We would also hope to increase our overall skill levels in working with clients who want C.B.T (Cognitive Behaviour Therapy) and those experiencing P.T.S.D (Post Traumatic Stress Disorder), couples counselling and work with children and young people. This may involve us supporting counsellors, who want to work in these areas, with further training.

We hope to keep moving towards the general aim of having at least one employed experienced counsellor at each venue, often working alongside volunteers. We also accept that this may not always be possible. We will continue to incorporate newly qualified counsellors or student counsellors (on placement) when they are successful through our interviewing and recruitment process. In our experience, typically about 50% are successful. We would like to add another supervisor to the team, this may have to be through one of our present counsellors being trained to do this. Alongside this we will monitor the challenges associated with dual relationships where a counsellor may have a supervisor who also could have some measure of management responsibility for them. Some counsellors prefer this, and we want to ensure counsellors are getting the experience they want

We intend to explore further how our website can encourage people to see Reach as both a counselling agency and a fundraising organisation. We would like to see a dramatic increase in the number of donations from those who aren't clients through the website, as we have seen in response to our 'One in a Thousand' appeal. We may experiment with a more emotional 'storyline' or video to grab attention and help people appreciate the work Reach does and that they can support. We will also look to simplify the process of people becoming Partners online and further develop our legacy giving initiative as an online proposal for supporters to consider. This may be backed up through letters to selected supporters as appropriate to a good legacy giving strategy.

We will look to build on our engagement with the wider church, particularly to stimulate greater understanding, co-operation and support. Our very ambitious target remains of seeking to achieve

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Directors' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 September 2021**

supporter relationships with 20% of all Evangelical Alliance affiliated churches in the North West. We will reset a target date of 2025 for this. Our present estimate is that this would be a between 60 and 90 churches.

**" My counsellor was excellent, skilled, experienced, warm and caring. Exactly what I needed to move forward in my life. " Former client**

External counselling training is only likely should there be a radical review of our priorities, a suitable available trainer or developing relationship with another training agency. These options will be considered next year. We will again make funds available to each counsellor to use towards their continuing professional development. A pastoral care course is still being considered.

We will seek to explore fundraising opportunities that connect with funding networks, groups and individuals we have not yet had contact with. This may require a more dramatic or innovative event to capture people's imagination or a new relationship to open these possibilities. We haven't yet identified a suitable major fund-raising event as we have been so aware of covid restrictions.

We will continue to explore how we can further integrate the work of marketing and fundraising into our day-to-day activities, so capacity in this area can be improved and progress can be accelerated. This is in order to increase supporter recruitment and engagement, here we will build on the use of the line: "Together, every week, we are changing lives." to inspire and encourage supporters. We will explore the possibility of sending a much shorter update to our Partners, perhaps every 3 months, alongside the more lengthy Supporters Café update they receive twice a year.

We will be keen to welcome back our appointments' manager, early in the coming year. She has been off since April 2020, so she will gradually resume her work. This will bring much relief elsewhere in the system, as others have been covering this work. At present, she is not to fully resume her counselling work. We shall see if this changes. This will particularly affect our capacity with children and young people.

We expect that the discussions around succession planning that have been happening within the Council of Management, will lead to operational work taking place to move this forward, once plans are in place. This work is still to be specified, but will certainly involve new conversations and contacts that are seen as vital in allowing us to become better prepared as we consider the future of Reach

As we look to next year, we are probably more aware than we ever have been of just where we are, especially as we, hopefully, emerge from this pandemic. We are hugely grateful for all that has been achieved in the history of Reach, as we have now counselled well over five thousand people. For all the generosity, the work and the care that has allowed so many people to be helped. For a God whose: wisdom, grace and provision has guided and inspired all that has been done. We are aware of our need to focus on maintaining the quality and availability of a service that a significant number of hurting people from across the North West of England, North Wales, West Yorkshire and way beyond seem to value highly in their darkest times. We are also aware that, through our succession planning discussions and the untimely bereavements senior team members have been dealing with this year, that we all have limited time. Shaped by these things, we will be more future-minded and consider in all we do: how are we making this easier for someone else to do, and what else can we learn and who else do we want to have relationship with, so we can be in a good state to pass the baton onto others whenever that time may be?

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Directors' Annual Report (Incorporating the Director's Report) (continued)**

**Year ended 30 September 2021**

Plans for future periods (continued)

**PUBLIC BENEFIT**

Our service is open to anyone in need in the North-West and beyond, who requires counselling, where we believe we have the appropriate experience and skill to help. In practice this leads to our seeing, and now calling, individual adults of all ages and ethnicities as well as couples who are married, co-habiting or pre-marital. We also counsel children and young people, although this is the area of work that has been most affected by covid restrictions.

Our records show a range of 19 main categories that people present as their reason for coming to see us. These include depression, abuse, fear/panic/anxiety/stress, anger, trauma, marital problems and other relationship concerns. Through supervision and evaluation of the counselling we can maintain and develop the safety and effectiveness of our work. We pay particular attention to the numerical evaluations and comments that clients put on their final evaluation forms, which, we are glad to say, consistently highlight how positively people have benefited from their experience with Reach.

" Over 12 years ago I came to Reach, I am not expecting you to remember me! This is just a quick note to say thank you for all the work and prayer that was put into my recovery, addiction and marital issues. I am now over 12 years sober thanks to my counsellor and to Reach- walking strong in Christ! " Former Client

**Financial Instruments**

The company currently holds no financial instruments.

**Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The directors' annual report was approved on 16/5/2022 and signed on behalf of the board of trustees by:

Dr J Lock  
Director



P Morris  
Director



Peter Morris  
Charity Secretary



**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Independent Examiner's Report to the Directors of Reach Merseyside Limited**  
**Year ended 30 September 2021**

I report to the directors on my examination of the financial statements of Reach Merseyside Limited ('the charity') for the year ended 30 September 2021.

**Responsibilities and basis of report**

The trustees who are also the directors of the company for the purposes of company law are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of 'Accounting body'.

**Independent examiner's statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



Giles Mattocks FCA  
Mattocks Grindley Accountants  
Independent Examiner

18 Mulberry Avenue  
Turnstone Business Park  
Widnes  
Cheshire  
WA8 0WN

16/5/22

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Activities**  
**(Including Income and expenditure account)**

**Year ended 30 September 2021**

		2021		2020
	Note	Unrestricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>				
Donations and legacies	5	83,830	<b>83,830</b>	89,185
Charitable activities	6	867	<b>867</b>	605
Investment income	7	5	<b>5</b>	21
<b>Total income</b>		<u>84,502</u>	<u>84,502</u>	<u>89,811</u>
<b>Expenditure</b>				
Expenditure on charitable activities	8,9	76,055	<b>76,055</b>	86,168
<b>Total expenditure</b>		<u>76,055</u>	<u>76,055</u>	<u>86,168</u>
<b>Net income and net movement in funds</b>		<u>8,447</u>	<u>8,447</u>	<u>3,643</u>
<b>Reconciliation of funds</b>				
Total funds brought forward		63,511	<b>63,511</b>	59,868
<b>Total funds carried forward</b>		<u>71,958</u>	<u>71,958</u>	<u>63,511</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 15 to 21 form part of these financial statements.

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**  
**30 September 2021**

	Note	2021 £	£	2020 £
<b>Fixed assets</b>				
Tangible fixed assets	14		303	404
<b>Current assets</b>				
Stocks	15	350		350
Debtors	16	18,160		19,388
Cash at bank and in hand		56,199		47,958
		<u>74,709</u>		<u>67,696</u>
<b>Creditors: amounts falling due within one year</b>	17	<u>3,054</u>		<u>4,589</u>
<b>Net current assets</b>			<u>71,655</u>	<u>63,107</u>
<b>Total assets less current liabilities</b>			<u>71,958</u>	<u>63,511</u>
<b>Net assets</b>			<u>71,958</u>	<u>63,511</u>
<b>Funds of the charity</b>				
Unrestricted funds			<u>71,958</u>	<u>63,511</u>
<b>Total charity funds</b>	19		<u>71,958</u>	<u>63,511</u>

For the year ending 30 September 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on .....*11/1/2022*....., and are signed on behalf of the board by:

Dr J Lock  
Director

*Jonathan Lock*

P Morris  
Director

*P Morris*

The notes on pages 15 to 21 form part of these financial statements.

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements**  
**Year ended 30 September 2021**

**1. General Information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 85a Allerton Road, Liverpool, Merseyside, L18.

**2. Statement of compliance**

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

**3. Accounting policies**

**Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

**Going concern**

There are no material uncertainties about the charity's ability to continue.

**Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the directors for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal and fall into one of two sub-classes: restricted income funds or endowment funds.

# Reach Merseyside Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 September 2021

#### 3. Accounting policies *(continued)*

##### Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and its amount can be measured reliably.
- legacy income is recognised when receipt is probable, and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### Tangible assets

All fixed assets are initially recorded at cost.

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Notes to the Financial Statements *(continued)***

**Year ended 30 September 2021**

**3. Accounting policies *(continued)***

**Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% reducing balance
Equipment	-	25% reducing balance

**Impairment of fixed assets**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

**Stocks**

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

**Financial instruments**

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

**Defined contribution plans**

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Notes to the Financial Statements (continued)**

**Year ended 30 September 2021**

**3. Accounting policies (continued)**

**Defined contribution plans (continued)**

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

**4. Limited by guarantee**

The charity is a company Limited by Guarantee, having no share capital.

**5. Donations and legacies**

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
<b>Donations</b>				
Donations	68,800	68,800	77,263	77,263
Gift Aid	7,709	7,709	9,977	9,977
<b>Grants</b>				
JRS Grant	7,121	7,121	1,945	1,945
	<u>83,630</u>	<u>83,630</u>	<u>89,185</u>	<u>89,185</u>

**6. Charitable activities**

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
<b>Training &amp; Seminars</b>	120	120	-	-
<b>Counselling Registrations</b>	747	747	605	605
	<u>867</u>	<u>867</u>	<u>605</u>	<u>605</u>

**7. Investment Income**

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
<b>Bank interest receivable</b>	5	5	21	21

**8. Expenditure on charitable activities by fund type**

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
<b>Direct Charitable Expenditure</b>	76,055	76,055	86,168	86,168

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Notes to the Financial Statements (continued)**

**Year ended 30 September 2021**

**9. Expenditure on charitable activities by activity type**

	Activities undertaken directly £	Total funds 2021 £	Total fund 2020 £
Direct Charitable Expenditure	<u>76,055</u>	<u>76,055</u>	<u>86,168</u>

**10. Net Income**

Net income is stated after charging/(crediting):

	2021 £	2020 £
Depreciation of tangible fixed assets	<u>101</u>	<u>135</u>

**11. Independent examination fees**

	2021 £	2020 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>750</u>	<u>750</u>

**12. Staff costs**

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2021 £	2020 £
Wages and salaries	44,742	49,988
Employer contributions to pension plans	<u>7,088</u>	<u>7,220</u>
	<u>51,830</u>	<u>57,208</u>

The average head count of employees during the year was 6 (2020: 6). The average number of full-time equivalent employees during the year is analysed as follows:

	2021 No.	2020 No.
Number of staff - counselling & administration	<u>6</u>	<u>6</u>

No employee received employee benefits of more than £80,000 during the year (2020: Nil).

**13. Trustee remuneration and expenses**

no remuneration or other benefits from employment with the charity or a related entity were received by the trustees;

**Reach Merseyside Limited**  
**Company Limited by Guarantee**

**Notes to the Financial Statements (continued)**

**Year ended 30 September 2021**

**14. Tangible fixed assets**

	Fixtures and fittings £	Equipment £	Total £
<b>Cost</b>			
At 1 October 2020 and 30 September 2021	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
<b>Depreciation</b>			
At 1 October 2020	2,428	7,978	10,406
Charge for the year	—	101	101
At 30 September 2021	<u>2,428</u>	<u>8,079</u>	<u>10,507</u>
<b>Carrying amount</b>			
At 30 September 2021	<u>—</u>	<u>303</u>	<u>303</u>
At 30 September 2020	<u>—</u>	<u>404</u>	<u>404</u>

**15. Stocks**

	2021 £	2020 £
Raw materials and consumables	<u>350</u>	<u>350</u>

**16. Debtors**

	2021 £	2020 £
Trade debtors	17,625	19,029
Prepayments and accrued income	535	359
	<u>18,160</u>	<u>19,388</u>

**17. Creditors: amounts falling due within one year**

	2021 £	2020 £
Debenture loans	—	1,000
Trade creditors	950	—
Accruals and deferred income	1,000	1,000
Social security and other taxes	1,104	1,354
Other creditors	—	1,235
	<u>3,054</u>	<u>4,589</u>

**18. Pensions and other post retirement benefits**

**Defined contribution plans**

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £7,088 (2020: £7,220).

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Notes to the Financial Statements (continued)**  
**Year ended 30 September 2021**

**19. Analysis of charitable funds**

**Unrestricted funds**

	At 1 October 20 20 £	Income £	Expenditure £	At 30 September 2021 £
General funds	<u>63,511</u>	<u>84,502</u>	<u>(76,055)</u>	<u>71,958</u>

**20. Analysis of net assets between funds**

	Unrestricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Tangible fixed assets	303	303	404
Current assets	<u>71,655</u>	<u>71,655</u>	<u>63,107</u>
<b>Net assets</b>	<u>71,958</u>	<u>71,958</u>	<u>63,511</u>

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Management Information**  
**Year ended 30 September 2021**

**The following pages do not form part of the financial statements.**

**Reach Merseyside Limited**  
**Company Limited by Guarantee**  
**Detailed Statement of Financial Activities**  
**Year ended 30 September 2021**

	2021 £	2020 £
<b>Income and endowments</b>		
<b>Donations and legacies</b>		
Donations	68,800	77,283
Gift Aid	7,709	9,977
JRS Grant	7,121	1,945
	<u>83,630</u>	<u>89,185</u>
<b>Charitable activities</b>		
Training & Seminars	120	-
Counselling Registrations	747	605
	<u>867</u>	<u>605</u>
<b>Investment Income</b>		
Bank interest receivable	5	21
	<u>5</u>	<u>21</u>
<b>Total Income</b>	<u>84,502</u>	<u>89,811</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages and salaries	44,742	49,988
Pension costs	7,088	7,220
Rent	8,500	8,500
Rates and water	1,457	1,461
Light and heat	1,201	1,025
Repairs and maintenance	50	1,902
Insurance	1,504	2,877
Other motor/travel costs	155	585
Legal and professional fees	2,202	2,082
Telephone	2,438	2,578
Other office costs	1,462	2,688
Depreciation	101	135
Bank Charges	168	344
Sundries	500	575
Publicity	4,402	3,903
Conference	85	325
	<u>76,055</u>	<u>86,168</u>
<b>Total expenditure</b>	<u>76,055</u>	<u>86,168</u>
<b>Net Income</b>	<u>8,447</u>	<u>3,643</u>

# Reach Merseyside Limited

## Company Limited by Guarantee

### Notes to the Detailed Statement of Financial Activities

Year ended 30 September 2021

	2021 £	2020 £
<b>Expenditure on charitable activities</b>		
<b>Direct Charitable Expenditure</b>		
<b>Activities undertaken directly</b>		
wages/salaries	44,742	49,988
pension costs	7,088	7,220
rent	8,500	8,500
rates & water	1,457	1,461
light & heat	1,201	1,025
repairs & maintenance	50	1,902
insurance	1,504	2,877
travel costs	155	565
legal and professional fees	2,202	2,082
telephone	2,438	2,578
other office costs	1,462	2,688
depreciation	101	135
bank charges & interest	168	344
sundries	500	575
publicity	4,402	3,903
conference	85	325
	<u>76,055</u>	<u>86,168</u>
<b>Expenditure on charitable activities</b>	<u>76,055</u>	<u>86,168</u>