

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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Reach Counselling Limited
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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

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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.

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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

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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

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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

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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 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

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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.

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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.

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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

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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'.

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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

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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

		2024		2023
	Note	Unrestricted funds £	Total funds £	Total funds £
Income and endowments				
Donations and legacies	5	87,969	87,969	74,473
Investment income	6	516	516	307
Total income		<u>88,485</u>	<u>88,485</u>	<u>74,780</u>
Expenditure				
Expenditure on charitable activities	7,8	95,076	95,076	88,694
Total expenditure		<u>95,076</u>	<u>95,076</u>	<u>88,694</u>
Net expenditure and net movement in funds		<u>(6,591)</u>	<u>(6,591)</u>	<u>(13,914)</u>
Reconciliation of funds				
Total funds brought forward		56,905	56,905	70,819
Total funds carried forward		<u>50,314</u>	<u>50,314</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 £
Fixed assets				
Tangible fixed assets	13		127	170
Current assets				
Stocks	14	350		350
Debtors	15	8,444		12,278
Cash at bank and in hand		44,287		46,598
		<u>53,081</u>		<u>59,226</u>
Creditors: amounts falling due within one year	16	<u>2,894</u>		<u>2,491</u>
Net current assets			<u>50,187</u>	<u>56,735</u>
Total assets less current liabilities			<u>50,314</u>	<u>56,905</u>
Net assets			<u>50,314</u>	<u>56,905</u>
Funds of the charity				
Unrestricted funds			<u>50,314</u>	<u>56,905</u>
Total charity funds	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 £	Total Funds 2024 £	Unrestricted Funds £	Total Funds 2023 £
Donations				
Donations	76,670	76,670	66,234	66,234
Gift Aid	11,299	11,299	8,239	8,239
	<u>87,969</u>	<u>87,969</u>	<u>74,473</u>	<u>74,473</u>

6. Investment income

	Unrestricted Funds £	Total Funds 2024 £	Unrestricted Funds £	Total Funds 2023 £
Bank interest receivable	516	516	307	307

7. Expenditure on charitable activities by fund type

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

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Total funds 2024 £	Total fund 2023 £
Direct Charitable Expenditure	<u>95,076</u>	<u>95,076</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 £
Cost			
At 1 October 2023 and 30 September 2024	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
Depreciation			
At 1 October 2023	2,428	8,212	10,640
Charge for the year	<u>—</u>	<u>43</u>	<u>43</u>
At 30 September 2024	<u>2,428</u>	<u>8,255</u>	<u>10,683</u>
Carrying amount			
At 30 September 2024	<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	<u>7,168</u>	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	<u>1,254</u>	1,070
Social security and other taxes	<u>1,472</u>	1,421
Other creditors	<u>168</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			At
	2023	Income	Expenditure	30 September
	£	£	£	2024
	£	£	£	£
General funds	<u>56,905</u>	<u>88,485</u>	<u>(95,076)</u>	<u>50,314</u>

	At 1 October			At
	2022	Income	Expenditure	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)
Net assets	50,314	50,314

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

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 £
Income and endowments		
Donations and legacies		
Donations	76,670	66,234
Gift Aid	11,299	8,239
	<u>87,969</u>	<u>74,473</u>
Investment income		
Bank interest receivable	516	307
	<u>516</u>	<u>307</u>
Total income	<u><u>88,485</u></u>	<u><u>74,780</u></u>
Expenditure		
Expenditure on charitable activities		
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>
Total expenditure	<u><u>95,076</u></u>	<u><u>88,694</u></u>
Net expenditure	<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 £
Expenditure on charitable activities		
Direct Charitable Expenditure		
<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>
Expenditure on charitable activities	<u>95,076</u>	<u>88,694</u>