

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
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WA8 0WN

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

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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
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WA8 0WN

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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 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

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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,

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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.

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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

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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

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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

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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.

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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

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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 £
Income and endowments				
Donations and legacies	5	95,717	95,717	87,969
Investment income	6	376	376	516
Total income		<u>96,093</u>	<u>96,093</u>	<u>88,485</u>
Expenditure				
Expenditure on charitable activities	7,8	94,863	94,863	95,076
Total expenditure		<u>94,863</u>	<u>94,863</u>	<u>95,076</u>
Net income/(expenditure) and net movement in funds		<u>1,230</u>	<u>1,230</u>	<u>(6,591)</u>
Reconciliation of funds				
Total funds brought forward		50,314	50,314	56,905
Total funds carried forward		<u>51,544</u>	<u>51,544</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 £
Fixed assets				
Tangible fixed assets	13		95	127
Current assets				
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>
Creditors: amounts falling due within one year	16	<u>2,740</u>		<u>2,894</u>
Net current assets			<u>51,449</u>	<u>50,187</u>
Total assets less current liabilities			<u>51,544</u>	<u>50,314</u>
Net assets			<u>51,544</u>	<u>50,314</u>
Funds of the charity				
Unrestricted funds			<u>51,544</u>	<u>50,314</u>
Total charity funds	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 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 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 £
Donations				
Donations	85,692	85,692	76,670	76,670
Gift Aid	10,025	10,025	11,299	11,299
	<u>95,717</u>	<u>95,717</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>376</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>94,863</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>94,863</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	56,284	56,643
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 £
Cost			
At 1 October 2024 and 30 September 2025	<u>2,428</u>	<u>8,382</u>	<u>10,810</u>
Depreciation			
At 1 October 2024	2,428	8,255	10,683
Charge for the year	—	32	32
At 30 September 2025	<u>2,428</u>	<u>8,287</u>	<u>10,715</u>
Carrying amount			
At 30 September 2025	<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)
Net assets	51,544	51,544

	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)
Net assets	50,314	50,314

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 £
Income and endowments		
Donations and legacies		
Donations	85,692	76,670
Gift Aid	10,025	11,299
	<u>95,717</u>	<u>87,969</u>
Investment income		
Bank interest receivable	376	516
	<u>376</u>	<u>516</u>
Total income	<u>96,093</u>	<u>88,485</u>
Expenditure		
Expenditure on charitable activities		
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>
Total expenditure	<u>94,863</u>	<u>95,076</u>
Net income/(expenditure)	<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 £
Expenditure on charitable activities		
Direct Charitable Expenditure		
<i>Activities undertaken directly</i>		
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>
Expenditure on charitable activities	<u><u>94,863</u></u>	<u><u>95,076</u></u>