



# ANNUAL REPORT

2019 - 2020



Windsor and Maidenhead Youth and Community Counselling Service  
Windsor Alma Road SL4 3HD - Maidenhead Marlow Road SL6 7YR  
Slough Church Street

Tel: 01753 842444 01628 636661

An initiative of Churches Together in Windsor

Commissioned by Royal Borough of Windsor and Maidenhead and CCG

Nominated for The Queen's Award for Volunteering

Registered Charity No. 1177138

**BACP Accredited Service**

I am not what happened to me,  
I am what I choose to become.

Jung

How can I provide a relationship,  
which this person may use for their  
own personal growth?

Carl Rogers

# Chair's Report

This has been an eventful year and one of considerable development. Immediately after the AGM last year the Trustees approved a trial of a Young Person's project led by Emily Warburton. This has proved very successful in meeting the needs of school pupils after school hours and has effectively reduced the waiting time for a first appointment. During the year there have been successful bids for funding linked specifically to this project and until the lockdown it was running successfully as planned.

As with all initiatives, the closure of schools and the lockdown for Covid 19 control has changed the needs and the way of working. These changes have not been detrimental to the service we offer, either in this particular area of the Young People's project or in relation to work with other clients. Working remotely has been extremely successful overall. The swift response and flexibility of all those involved in that change has been exemplary. Successful bids for specific funding helped with the smooth transition and we are very grateful for those contributions.

Our goals of moving more fully into Slough and setting up a CPCAB training course are just coming on stream. A substantial grant from the BBC Children in Need initiative means we have now appointed our 'Slough Champion'.

This is all very good news. Nevertheless, we have to work within a very tight budget and as we are now fully commissioned by RBWM and the CCG with a finite amount of funding for the next three years we have to keep a very close eye on our finances.

Advocacy continues to be well regarded by the clients and is a tribute to the skill of our advocates.

I am, as always, very impressed with the dedication and professionalism of all who work for No22. In particular Shula and our Project managers who keep the vision alive and drive us forward.

In addition our volunteer counsellors and those helping in administration both paid and unpaid are the people who maintain the quality of the service. As Trustees we make every effort to support and protect the interests of No 22.

As we move into the next phase of our development as a Charity, as we move away from the pandemic, as we move into uncertain economic times, we will undoubtedly need to face new challenges. We will need confidence and energy from us all to continue to support our Community.

Sally Somerville  
Chair of Trustees

# Statement of Purpose

The objects of Windsor and Maidenhead Counselling Service as stated in the constitution are:

*... the advancement of education, the furtherance of health and the relief of poverty, distress and sickness of young people, families and carers, in the communities of Windsor & Maidenhead and the surrounding areas, on at least two sites, by maintaining and developing a youth & community counselling service for the giving of individual or group counselling and support.*

Windsor and Maidenhead Counselling Service provides a free confidential counselling service, through their three sites, Number 22 in Maidenhead, Windsor and Slough.

Counselling enables people to make sense of their thoughts and feelings, in the hope that they can make decisions about what they want to do to bring about change in their lives. It also provides a means of support and a space where they can feel valued and heard.

Counsellors at Number 22 focus on the person and how they feel about their lives, the counselling process is client led.

Counsellors at Number 22 Counselling go through a careful selection process, in order that they are competent to work with the issues that clients will bring. All counsellors are trained to at least certificate level, and are in the process of completing a diploma. They are required to keep their skills up to date by attending several training courses, which are provided by the agency. All counsellors are enhanced police checked, and we are keeping apprised of any new legislation regarding vetting and barring.

# BACP Ethical Framework for the Counselling Professions

We are organisational accredited members of the British Association for Counselling and Psychotherapy and the way we work subscribes to their ethical framework for the counselling professions, good practice. All the counsellors that deliver at any of our sites are bound by the principles, values and personal moral qualities as laid down in the Ethical Framework for the Counselling Professions.

The fundamental values of counselling include a commitment to:

- ❖ Respecting human rights and dignity
- ❖ Alleviating symptoms of personal distress and suffering
- ❖ Enhancing people's wellbeing and capabilities
- ❖ Improving the quality of relationships between people
- ❖ Increasing personal resilience and effectiveness
- ❖ Facilitating a sense of self that is meaningful to the person(s) concerned within their personal and cultural context
- ❖ Appreciating the variety of human experience and culture
- ❖ Protecting the safety of clients
- ❖ Ensuring the integrity of practitioner-client relationships
- ❖ Enhancing the quality of professional knowledge and its application
- ❖ Striving for the fair and adequate provision of counselling and psychotherapy services

## Complaints Procedure

We aim to offer a service, which is safe for each client. Windsor and Maidenhead Counselling Service follows guidelines developed by the Royal Borough and follow the ethical framework for good practice as a member of the British Association for Counselling and Psychotherapy. If a client is unhappy with any aspect of the service, they may contact the agency director/management team, to discuss particular concerns. If following this discussion, they want the complaint to go further they can contact Windsor and Maidenhead Counselling Service's management committee. Alternatively, if the client chooses they can contact the BACP directly and inform them of their complaint.

# Equal Opportunities Statement

At Windsor and Maidenhead Counselling Service, we recognise that we are based in a borough which is a diverse place with a vibrant cultural mix. There are many benefits to this and we hope to reflect this in our organisation.

We believe that by valuing diversity and ensuring equality, everyone using our service will feel welcomed and supported.

We recognise that as an organisation we have a responsibility to demonstrate our commitment to anti discriminatory practice, playing an important part in improving life opportunities for people who are disadvantaged, vulnerable or have diverse characteristics.

We believe that all our counsellors have a responsibility to promote this policy by, treating each other and clients with dignity and respect and challenging discrimination in an appropriate manner.

We will ensure that all our facilities are fully accessible and will regularly monitor to ensure this continues. We will strive to ensure that clients and counsellors are not prevented from engaging with the service due to any disability.

When recruiting counsellors, we will acknowledge conditions, which may disadvantage them and we will work to remove this disadvantage. We will endeavour to include young people on our committee, with the intention of giving a voice to the vulnerable that have used our service.

When recruiting and placing counsellors on rota and in supervision we will take into account their need for flexibility around caring responsibilities, we will endeavour to ensure our way of working is family friendly. We will also take into account such issues when placing clients with counsellors.

Number 22 recognises that everyone has a contribution to make to our agency and has a right to respectful treatment.

# Co-ordinator's Report

I started last year's report off by exclaiming, "what a year it had been". I also spoke of being grateful that we don't always know what challenges are ahead. Little did any of us know last year what this year would bring. I am writing this in my living room sitting at my laptop as I have now worked since mid-March, the last few months really did bring challenges, but as before we rose to the challenge and I am pleased to say learnt and grew.

Damon, Emily, Alison and Julie have all now settled into their roles and it really has made a huge difference to the breadth and delivery of the service.

Initially earlier in the year, Damon was focused on developing the data base and enabling us to flow our data to the NHS database. Damon did this with a very clear eye on the waiting list and developing a system that allowed a better way to manage our ever-growing list. There were a number of hiccups along the way, some completely out of our control. We were very lucky to get Mark on board as our IT support and Lucie joined the team to input data but a whole lot more. Lucie has been incredibly helpful, especially around helping the counsellors to understand our Share Point. Anne has also got a huge part to play in this and Damon, Anne and Lucie are presently all working together to make the system work smoothly and reduce this part of Anne's work load, in order that she has capacity around our budget as our financial in and out goings have grown dramatically.

This work will continue as we investigate more ways to work paperless, whilst also offering clients security.

Damon's other key project is around advocacy and developing Independent Visiting. Damon has developed a wealth of experience in this area and is respected by the social workers, who recognise he understands their role. Damon also meets regularly with the advocates and offers them support. We will continue to grow our team of advocates, especially as there is a commitment within Achieving for Children to increase the amount of advocates attending conferences. We looked at the percentages of Child Protection Conferences, where an advocate supported a child and they were 26% for last year. We are aware of some of the blocks to increasing this percentage and this is again something Damon is working on.

Emily had done some wonderful work with the website and she continues to work with the designers to keep our website up to date. Emily's focus though has been around setting up a team of paid counsellors to provide counselling to under 18 year old clients, in order that we are able to better reach these group of clients. We had identified that on average an under 18 waited much longer for an appointment. This project was to address this imbalance and it worked. We have greatly reduced the number of under 18s on the waiting list and decreased their waiting time. Emily has also been involved with fundraising, much of that responding to areas requiring further development to increase access to our service. Emily has secured a major funding stream from Children in Need and this will fund a new post of Slough Champion. We are very aware that access to our service is limited in Slough, we want to address this, and I believe the person who takes on this role will mean that we increase our accessibility.

Emily has also secured a number of other funding streams particularly around our Covid 19 response. The funds that Emily raised do not all show in the current annual accounts as for the purpose of this report the accounts are for the financial year, which runs from 1<sup>st</sup> April to 31<sup>st</sup> March. However, our report of work completed projects in place and client statistics we work from 1<sup>st</sup> June to 30<sup>th</sup> May.

Alison has done some incredible work, developing our packages to schools, promoting our packages and co-ordinating and supporting our team of both school lead counsellors and volunteer counsellors. Alison also meets regularly with the School Group Counsellors and I am pleased now that we have a School Group Counsellor for Slough. Though being appointed almost the same week as lockdown was a challenge. However, Sameera, with Alison's support and encouragement, was able to rise to the challenge.

Alison also identified the need for a team to respond when we are called in to a school when a critical incident has occurred. This has happened on an ad hoc basis in the past, and I am pleased to say that our wonderful counsellors have always responded to the call for extra help. However, we felt that to have a team in place who had completed training in this area would be more appropriate. Alison and Julie set this up together and a group of counsellors are now in a trained response team. The management team also took part in training. Alison has withdrawn from clinically supervising the school counsellors, in order that she can focus on a more line management role alongside me. Barbara Belmont has taken over the clinical supervision of the school counsellors.

Last year Julie had just been appointed to set up our CPCAB accredited training. Julie had a lot of preparatory work to do and she brought in Dominique to support her. I am pleased to say that all that hard work paid off and we have a cohort of 21 attending training - albeit remotely- at the moment. We also have a growing waiting list of people waiting for the next round of training to start, probably in September.

The advantages of the CPCAB training is two-fold, we have a group of students who from the beginning can join in with the ethos that we espouse, but it is also a growing income stream that supports our continued delivery of free counselling to the community.

All four of the managers have written reports of their respective projects in much more depth, and I recommend them to you.

As you can see therefore, we were running and growing and everything was going very smoothly until Covid 19. I must admit in the early months of 2020 I did not realise what an impact this virus on the other side of the world was going to have. In early March as a service, we were sourcing sanitiser and antibac wipes. Hygiene was definitely heightened; I sourced antibac spray and was forever spraying shared keyboards. We had always 'hot-desked' but that was looking like a very dangerous working arrangement. I remember the second week in March standing in the office with Damon and declaring, "this service will not close". When I was saying it I didn't realise quite what that would take.

The weeks immediately following lockdown now feel like a blur, every day the situation changed and it felt like I wrote one procedure to be replaced by another one in a few days. I was so supported by the management team and having them to talk things through with was enormously helpful. We started by thinking that only experienced counsellors could work remotely and that only current clients could be seen. However, we quickly realised that was not appropriate, we already had a growing waiting list and not responding to new clients would send it through the roof. We also began to realise that this was going to be for a lot longer than a couple of weeks.

We directed our counsellors to a number of reputable training in working remotely, delivered either by BACP or Metanoia. We were also aware that a number of our counsellors were now themselves working remotely in their other roles and just as we were adapting so were they. We were also struck by the number of clients who were willing to engage in this new way

of working, especially once they realised the situation would be lasting for more than a few weeks.

We quickly recognised that many of our new people coming on placements had additional skills too and so made the decision, that if they were assessed as competent to practice we would allow them to start seeing clients. Part of this assessment was ensuring they had taken part in training and that they were able to express their comfortableness with this new way of working. Again, this perception changed for people and I am aware that many of the trainings that people attended gave them the confidence they required.

We also decided to experiment with training remotely and I really appreciate the support of Mike Worrall with this. We both talked through the best way to do it, without people feeling too caught behind a screen, and Mike was willing to deliver his planned day to just see how it went. I think it takes a certain kind of person who just says, let us give it a go, and if it doesn't work so be it. Thanks to Mike's support, we have now been able to deliver a wide array of our CPD days, which have all been well attended.

As an organisation, we receive funding from the CCG, but their support is also of a practical nature and in the early days of lockdown we attended meetings weekly with them and other agencies across East Berkshire. They are also supporting us as we start to think about moving in to the recovery stage. As part of this, we are looking at the things we have done differently and will keep. The team and I have been surprised by just how many of those things we will keep.

Naturally our focus is always going to be on face to face counselling, either individually or in groups, but we can now be more flexible and offer a wider service if required. We can now support school refusers or clients impacted by agoraphobia, for example. We have also realised how much easier it is for people to attend meetings when they do not need to travel, and this also reduces our carbon footprint. We are also looking at ways to reduce the paper we use.

I do not think we would ever say the pandemic was a good thing, but I think as a team we came together and used this situation and came out of it with some good lessons learnt. For me that is an analogy for what we see so many of our clients do with the pain in their lives.

Whilst all of that was going on Sally, Liz, Giovanni and I were working on the new relationship with RBWM. I have worked for the borough since 1997, and was employed by the borough in 1999 to set up Youth Talk in Windsor. In 2006, I was then employed to run both Number 22 and Youth Talk; this naturally led to the merger of these two charities a few years later. It is well over 4 years ago that the unique position of my running the charity, whilst also being an employee of RBWM was raised, and it felt that really the situation needed to be regularised. I must admit it has not been a straightforward job and has taken longer than I think anyone initially thought. However, as of the 1<sup>st</sup> July 2020, Anne and I were no longer borough employees and we were officially a commissioned service for RBWM. We had replaced other employees over the last couple of years and so Anne and I were the only two remaining. I know I and the trustees are looking forward to having this new relationship with RBWM and sure, it will continue to be mutually beneficial.

Naturally every year we have counsellors who move on for a variety of reasons, many as they build up their private practice or others as they take on additional paid roles and are unable to find the space to continue giving us their time. It is though exciting to see people who have been able to use the experience they have gained with us to further their career. They all gave so much to the agency and we are extremely grateful for the time they were with us; we wish them well for all their future endeavours.

There is one goodbye though, which needs to be remarked upon. Avryl became a volunteer with Number 22 back in 1998 and has been with us all that time. I cannot begin to calculate how many client hours she has provided over that time or how many clients she has supported. In the last few years, Avryl has also been a supervisor and again in this way has been a part of the agency. It seems strange to imagine Avryl not being around anymore. Avryl asked to write something for the report as a way of saying goodbye and I hope you will all take the opportunity to read her words.

There are also two very sad goodbyes. Garry was a volunteer with us for over 4 years and just a little over 2 years ago stepped back as he was moving. Tragically, Garry died last year and all our thoughts and prayers are with Pam who was also one of our volunteers. David C also made a wonderful contribution before stepping down earlier last year; he also sadly lost his life later last year. Our thoughts and prayers are with the families of both these men and we are thankful for the time they were with us.

I would also like to pay tribute to Nick Luxmoore, Nick spoke at two of our AGM's and many were inspired by his talks. He also delivered a number of training days for us and many of his books are on the agencies shelves. Sadly, Nick died suddenly late last year and again our thoughts and prayers are with his family.

However, the flip side of goodbyes are the welcomes and we have certainly had a lot of those this year, I am pleased to say. It costs us £600.00 every time we take on a new counsellor and each volunteer counsellor costs us £800.00 a year, so I am especially grateful to the funding bodies that have given us the money in order that we can continue to recruit and maintain our counselling cohort. Some of the new people have been able to back fill for those who have moved on and others have meant that we can increase hours. Whether in Maidenhead keeping us at almost capacity; or in Windsor and Slough increasing our resource. This year we have welcomed; Julie, Rox, Nicola M, Leah, Carole, Maria P, Lisa B, Bev, Yvonne T, Lucy J, Paige, Georgina, Joanne, Adeola, Anna M, Camao, Charmain, Isobel, Samantha, Lucy, Sarah P, Vivien, Ingvild, Kim P, Chantel, Sophie, Michael, Tamara, Chloe, Aman, Preeti, Sabina, Lindsey, Jo, Emily, Louise, Suzanne, Jo, Marian, Heather, Sophie, Ellen, Nora, Anna, Nina, Sinead. We also now are very pleased to welcome Sarah to the team as our Slough Champion.

The selection process is tough, as it needs to be, everyone who comes on to a rota has to complete a recording and a written piece, is DBS checked and reference checked. I remember when taking on a new person they commented how daunting it was to do the recording and written piece but how afterwards it was so reassuring that we took the competency of our counsellors seriously and that they did feel more confident knowing they had passed the assessment. I am also pleased that we are able to continue our scheme where the managers also mentor new counsellors coming on rota; this gives them that additional layer of support, which we recognise is vital.

I would also like to mention those people that have been with us for many years, we are so lucky to have a wide array of people who are a number of years post qualification. I am so pleased that with the initiatives of Emily, Alison and Damon we are able to find ways of giving back monetarily to these people and that we are able to demonstrate in a practical way how much they are valued.

I think though that it also says something about the environment that we all create that people want to stay; and it is very much a team effort, as an organisation the culture we have is down to the various people who work here. For me it has always been important that we carry through the ethos of the person centred way of being, that we all value each other and have respect for one another. That doesn't mean we always agree but it does mean that respect underpins our communications.

Therefore, I would like to end by thanking everyone who makes that possible, from our chair and the members of the executive, our administrators and volunteer receptionists, the school group counsellors, our wonderful cleaners, the service managers, the counsellors in the agencies and in the schools and the advocates. Again, this year I need to say an especially big thank you as so many people have done so much extra in order to keep us going this year.

I would also make an especial thank you and acknowledgement to our Chair Sally Somerville, Sally has made an admirable job of guiding our service through the intricacies of changing our status. Sally is so self-effacing and is constantly expressing how much she has to learn about the service, if that is the case then it is a desirable quality as her questions always help all of us to get to the right answer.

I would also like to thank the people in RBWM who support me, especially as we now move to that new relationship. A very big thank you to Liz Hinchey who has worked with us on the commissioning process and has the ideal balance of patience and good humour. This is especially so as she was dealing with all our intricacies whilst also having to deal with RBWM's response to Covid 19. I would also like to thank Giovanni Ferri and Janette Fulwood who deal with our CCG commissioning, again are a wonderful support, and help us to be a better service.

I would also like to thank Mike and Joan my supervisors whose support and encouragement are beyond price.

Every year I say how much I enjoy my job and it is no less true for being repeated, thank you, everyone for making our organisation a place to be proud of and to committing to another year and seeing what lies ahead. I would though like to end with a little plea that next year could be just a little easier than the last two.

Shula Tajima  
Director of Counselling Services

# Feedback from Clients

## The Voice of the Clients

In an effort to discover how the clients feel about the service they receive from our service, we ask clients for feedback following their final session. Whilst ensuring the confidentiality of the clients here is a small selection of the feedback given to us by clients.

"I feel that this period of counselling has been the most successful I have ever had, my counsellor was wonderful, she listened, remembered and challenged me"

"This has given me the opportunity to talk to someone about my problems, worries and feelings without being judged and I then found solutions"

"A weight has lifted off my shoulders, I feel as if the grey clouds have cleared away"

"Counselling changed my life, my counsellor helped me to better understand myself and to be gentler with myself. I learnt so much about me!"

"I am in such a better place than I was when I started. Listening, understanding, compassion and great patience, I experienced it all"

"I realised I wasn't alone, which was how I had been feeling for such a long time"

"It was so positive and really helped me to clear out all the negative thoughts that I had been stuck with"

"I just feel better about being the person that I am"

"Thank you for giving me back my life"

# Feedback from clients in group-work

"Confidence within school lessons and outside of school"

"It's nice to know you are not alone"

"I feel calmer, it makes me feel less stressed and I argue less"

"I like how we can freely talk and nothing is held back"

"I like this group. It helps me a lot, it helps keep me calm and not get angry"

"I didn't say much in the group but I liked going because it made me realise that I was not the only one dealing with stuff"

"I don't tell my friends stuff about how I am feeling so the group was good, cos I could talk about those things"

"I found the group useful to talk about my friendship problems"

"Thank you so much for helping me at school"

"I like talking to someone who is not a teacher and not my family as I don't worry about what I am saying."

"I don't want it to end"

"It helps to talk about things that others won't understand"

"The group helped with my anxiety as I could go and talk about my problems. The group helped me to feel better and not alone"

# Feedback from advocacy clients

"You helped me to speak out"

"You helped me to say difficult things about my dad that I wouldn't have usually said"

"You never twisted my words"

"You really helped me, I felt I could talk openly and you were always honest with me"

"It was good to know that someone was speaking up for me in meetings"

"I trusted you"

## **From the parents of our advocacy clients**

"Having the advocate at the meeting made the whole situation calmer"

"When you were speaking I could hear my child"

"I am so pleased that my child knows there is someone who supports him outside of social services without a conflict of interest"

"She went above and beyond what I expected"

"He bonded well with her and would talk to her when he wouldn't talk to anyone else"

# Client Issues

## June 2019 - June 2020

Clients usually present with a multiplicity of issues, for instance a client may initially come to our service saying they are suffering from low self-esteem, however as the sessions progress they may tell their counsellor they are being bullied and may let them know they are self-harming. Over the last year, these are the issues, which the counsellors and their clients have worked on together:

Depression	448	Mental health	395
Low Self-Esteem	179	Sexuality/Gender	93
Anxiety	376	Substance Misuse	38
Anger	312	Illness/Disability	47
Relationship - Partner	154	Pregnancy	11
Relationship - Family	187	Eating Disorder	275
Bereavement	198	Sexual Abuse	193
Bullying	397	Alcohol Abuse	142
Domestic Violence	231	Divorce/family breakdown	175
Emotional Abuse	167	Education/Exams	163
Suicide/Suicidal Thoughts	164	Abortion	13
Child/ren	397	Trouble with Police	9
Relationship - Parents	306	Homelessness	4
Phobias/Compulsive behaviour	174	Religious Issues	10
Physical Abuse	64	Self-Harm	353
Rape	71	Job Change	2
Relationships-Friends	292	Work Related	64
Isolation/Loneliness	154		

We care about the environment of our two agencies, and the rooms we hire. We want both agencies to appear clean and professional but also friendly and approachable. We are very lucky in the services of Kelly and Nigel who are our cleaners and take great pride in keeping our rooms looking clean and tidy. In the main, the feedback from clients is positive about the rooms, though occasionally personal tastes may clash. The environment of the agencies is important as it is saying to our clients that they are valued and that the counsellors have a pleasant place to work. It has been rather a long time since Windsor was set up and so we were aware that it was looking very tired. We were very pleased to receive funding from The Mason's to buy paint and David Warburton ran a half marathon to raise the money for the new chairs and Community Payback provided some lovely young people to redecorate. Emily, Alison, Isabel and Adriana did lots of work co-ordinating and with getting pieces together and I did some vacuuming.

We continue to prioritise finding sole use rooms in Slough in order that we can have more control over the environment there.

Clients consistently spoke of not feeling judged and of being valued, and this feedback is very important to us. Clients also say they appreciate being given a choice of appointment times, though with our waiting list this can feel more pressured. We are running out of hours to add on more rotas and open often for almost 12 hours.

Many clients spoke of feeling able to recommend our service to their friends and it is positive for us when we see this happening. Our clients are the ones who from experience can say how effective the counsellors are. Therefore, their positive feedback is our best advertisement.

Our policy of having envelopes in the counselling rooms that clients can put donations into, if they wish, has proved successful. We have also added a Just Text Giving service and many clients are now making their donations in that way. We have also placed empty containers in the rooms if people want to drop spare coins in. However, we do not ask clients for any contribution for the counselling they receive. There have been some who have felt able to give donations, some very generous, as a way of saying how much they value the service they have received. We appreciate their contribution enormously.

We are very aware that our waiting list impacts on the wellbeing of clients who want an appointment. However, in much of our feedback clients speak of the ease of making an appointment and we believe this is due to the wide selection of times and that we try as much as possible to offer the

most convenient time to clients. This also impacts on the waiting list as appointments after school time and during the evening are at a premium.

I am pleased though that our initiative to offer short term alongside long term counselling, has increased the people we can see quicker. In September, we also introduced a focused service specifically for under 18 year olds, again short term. We used our more experienced counsellors in this role and paid them, this helped to cut into the waiting list.

Following everyone going into quarantine and offering remote counselling, a number of our counsellors were able to offer more time during this period, and this led to us reducing the waiting list, offering more appointments than clients joining the waiting list. We also recognised the times when working remotely is advantageous, to this end we will continue to offer this service in certain circumstances.

# Executive Committee

Chair	Sally Somerville
Vice-Chair	Eileen Goford
Secretary	Karen Melton
Treasurer	Jodi Romaker

## Committee Members:

Mary Luxon  
Carolyn Fisher  
Sally Wright  
Sue Curley  
Steven Gregory  
Damon Hall

School Representative: Max Warburton

Director of Service Shula Tajima

## Service Managers

Damon Hall Emily Warburton Alison Batey Julie Murrell

## Administrators

Anne Lang, Lucie Lang

## Volunteer Administrators/Receptionists

Clare, Rox, Isabel, Adriana

# Volunteer Counsellors

Lilly, Vivienne, Claire, Vanessa, Parminder, Kim, Bilkis, Shaun, Kim R, Sarah, Tracy, Glen, Rebecca, Daren, Louise, Trish, Claire, Babs, Simon, Sharyn, Shieva, Steven, Carolyn, Dimitrios, Narinder, Maria, Angela, Hamilton, Teresa, Yve, Jo, Liz, Rachel M, Jennie, Sarah, Suzanne, Damon, Meena, Shaz, Gina, Sue, Sally, Ros C, Fauziah, Sharan, Andy, Karen M, Louise, Emily, Dominique, Ros L, Julie, Jilby, Lindsay, Laura, Linda, Alison H, Dee, Norma, Neena, Yvonne, Viv, Nicky, Maria, Tracey, Emma, Nikki, Lorna, Jo V, Hamilton, Lisa, Sarah, Sally, Louisa, Bruce, Tracy, Jenny, Patch, Zahda, Sarah L, Emma, Moira, Lisa, Laura M, Ashdeep, Jay, Tracy, Melissa, Mary, Amy, Bernie, Jane, Sameera, Jamie, Cate, Katherine, Nichola, Rukhiya, Meena, Harpreet, Becky D, Lianne, David G, Ben, Heather, Lisa, Marielle, David C, Jaga, David, Joanne, Mary-Lyn, Sydney, Emma, Noreen, Nadia, Lisa, Jo, Helen, Aaliyah, Maria P, Lisa B, Bev, Yvonne T, Lucy J, Paige, Georgina, Joanne, Adeola, Anna M, Camao, Charmain, Isobel, Samantha, Lucy, Marian K, Heather C, Sophie, Ellen, Nora, Sarah, Vivien, Ingvild, Kim, Chantel, Sophie, Michael, Tamara, Chloe, Aman, Julie, Rox, Isobel, Nicola, Leah, Carole, Preeti, Sabina, Lindsey, Jo, Emily, Louise, Suzanne, Nina, Sinead

## School Group Counsellors:

Caroline Rossiter, Lisa Parkinson, Sameera Afsar, Lisa Miller

## Schools Counsellors:

Lead Counsellors

Emily W, Viv J, Lisa M, Amy D, Sharyn P, Lisa P, Sharan K, Linda B, Jo L, Graham M

Volunteers

Lyndsey H, Bev N, Ewan C

## Cleaners

Kelly and Nigel

## Advocates:

Alison B, Bernie, Damon, Vicky, Raksha, Narinder, Jaga, Shaun, Sarah, Lilly, Dee, Christine, Sharyn, Tricia, Sara, Norma, Charmaine, Clare, Julie, Micheala, Amy, Anna, Lisa, Louise

## Supervisors

Barbara Thomas, Miriam James, Alison Batey, Linda Dorgan, Barrie Hopwood, Deena O'Brian, Paul Cockroft, Julie Murrell, Racheal Barton, Joan Devoil, Ben Jearum, Barbara Beaumont

Joan Moore, Mike Worrall (Supervisors to Director)

## Trainers

Kieran McCrystal, Alison Batey, Mike Worrall, Julie Murrell, Wendy Gregory, Dr Rachel Freeth, Shula Tajima, Micheala Stay, Lisa Thompson, Jan Hawkins, Dominique

# Counselling Service manager Advocacy Report

I want to say again, 'It's been a strange year,' but I have already done that with the waiting list. Yet, in social services, it is true, there is a crisis within social work throughout the country and Covid has made it a lot worse. Even my sister, who has not been on the front-line for 20-years, has come out of retirement to answer the call and is back working as a social worker, albeit on a short-term contract.

The social workers at AFC seem to change with alarming speed, so it is hard to keep up. Sadly, so often the incoming social workers have not had experience of our type of service in other social service departments in the country. They are unaware of what we do, with some social workers believing that they should be the advocates for their clients, so why would they need us. However, this is not the case as social workers cannot be independent as they have an agenda determined by their training and management structure. In contrast our training means, our agenda is only to represent and argue for what our clients want, whether we believe it is in their best interests or not. We act as interpreter to enable both the social worker and our clients to understand each other. Sometimes we have to try to pour oil on troubled waters to enable things to move forward.

Towards the end of last year, there was a drop in referrals to the service so I went to do some training at the Town Hall as part of AFC's lunch and learn sessions. I had about ten people express an interest but only one person showed on the day, and she was there for moral support for me as we had spent the previous day together at a secure review panel, and she had come because she wanted to learn more about the service. We had a lovely chat mind. I cannot imagine any of the other nine potential attendees are still working within RBWM.

Referrals are currently on the rise, with some social workers in Referral and Assessment being aware of us. In addition, when schools go back properly, I believe there the probability of a tsunami of fresh cases coming to light through the MASH process. We have already seen the proportion of Domestic Violence cases increase in the referrals we have been getting.

We have had to work in new ways since the lock down, with meetings being held virtually and increasingly just by telephone conferencing. I am not a fan as I believe we need to be able to see each other. In addition, gathering our clients' views has been hard. There are not many 7-year olds who will say much on the phone and, if they are not in a school, seeing them in a situation where they can speak freely is almost impossible.

Covid has been a challenge, but we all have had to work creatively, and to that end we have still been doing our best to represent our clients, to make sure their voices are heard within their meetings. The feedback we have had as a service from social services management is that they value what we do and that the voices of our clients are being heard. We will have to continue to work creatively. Come September, with schools having the possibility of returning, it may be easier to see our younger clients. However, with Covid, nothing is a given and things are not going to return to normal any time soon. However, we will soldier on doing what we do best, making our clients' voices heard.

Earlier in the year data was collected that demonstrated that advocates are only used for 26% of Child Protection Conferences involving a child/ren over 5 years old, this low use of our service is definitely something we will be tackling in the coming year as we begin to get back to some semblance of normality.

We are also aware that we have been charging AFC £25.00 an hour for our service for a number of years. Therefore, this coming year we will negotiate with AFC around a nominal increase in this in order that we can pass on to our advocates.

Damon Hall

# Counselling Service Manager

## CPCAB Training Delivery

We were approved to deliver counselling skills level 2 course by CPCAB (awarding body) at the end of 2019. We had to find a suitable room to use to deliver the course and as a result, instead of starting in Feb 2020 we made the decision to start in May to ensure that we had as many people as possible. We advertised on Number 22 Counselling Service website, CPCAB website and used local social media.

We had 25 enquiries but the start was delayed again due to COVID 19. We started interviewing people for the course via video and decided to start it online at the beginning of June. There was an even mix of where people had found information on the course between Number 22's website, CPCAB and social media. We had 21 people sign up, unfortunately due to work commitments one person has dropped out, so we are running the course with 20 people. The cost per student is £550 of which we have to pay £167 per student to CPCAB to register them. Because we have more than 18 people we have to have 2 tutors so we have a 3<sup>rd</sup> tutor going for approval with CPCAB to ensure that we have a contingency plan which is one of their requirements.

We have now had 7 sessions via Zoom and the course is being received well. We have registered the 20 with CPCAB and received approval again from them that we are meeting their requirements.

We have just sent out a survey to all of the students to find out what their thoughts are about moving to classroom based in September if that is possible. We are conscious of the requirements of working in groups and pairs and the need to socially distance and the limitations of space in 4 Marlow Road. If classroom based is not possible then we are confident that we can continue to deliver this via Zoom.

We have 17 people on the waiting list for potentially September.

Julie Murrell

# Counselling Service Manager Schools and Young People

As I sit down to write my report for the AGM I am just wondering where the last year has gone!! We have all found ourselves in a very different world for a while and been finding new ways to live and work. I hope we are all now beginning to see and feel our lives getting back to some sort of normality, with caution too of course.

The last year has been so busy and exciting for Number 22 with many new projects for us to focus on. The team and myself continue to look at ways to improve our service and work hard to support the counsellors.

## Schools

We now have a team of 12 counsellors who work in schools offering 1:1 counselling. I would like to take this opportunity of saying a BIG thank you to you all for all the hard work that you have undertaken in schools. The response to the Covid situation has shown we have an extremely dedicated team who were willing to dive in to new ways of working to ensure that the young people were supported through these difficult times.

This year has seen a number of counsellors transitioning to lead roles as they complete their training and opportunities arise. I am thrilled that this is the case as when I took on this role 18months ago I was hoping that we could develop and provide opportunities for some of our counsellors. We now have 13 schools, which buy, in our service.

We are beginning to gain a positive financial response to the school's packages and we have schools now approaching us!!

There seems to be an increase in interest from Primary schools but we are limited in this area as the skills needed to work with primary age children differs to that of secondary age. This is in line with The BACP Competencies Framework.

## Critical Incident Training/Support

In March, the management team and myself attended Julie's Critical Incident Training. This training was in preparation for us to begin to approach schools with a proposal of support around critical incidents.

Following this, we had a number of our counsellors who attended a day's training with Julie to support the work we will be offering. We are still working on finalising how we will deliver this service but will be increasing the cost of our school's packages to include this element of service that we are now able to offer.

In the past Number 22 has often been called upon to support school communities when there has been a tragic incident in school involving staff or the young people. These incidents are sadly on the increase and we want to make sure we are competent and responsive in the appropriate way.

### Young Carers

We are currently supporting some Young Carers within Maidenhead and Windsor. They have secured some funding for us to deliver this work to a small number of their young carers who experience high levels of distress and trauma due to their personal circumstances. Young Carers is part of the Family Action Organisation and recognise the importance of supporting young people as they endeavour to live their lives alongside caring for a family member.

### Eton College

This year I have had the pleasure of working with a team of sixth from students who approached us about a project they were completing. From this The Floreat Consultancy team was established to work alongside us.

From initial discussions, we felt we could benefit from some research in to "what makes a funding bid successful". This was at a time when Emily and I were navigating our way through funding applications with little experience to go on.

The Floreat Team came up with a Hypothesis of looking at:

1. How we could increase our revenue from becoming a training provider offering our CPCAB courses
2. Looking at local businesses who may be interested in supporting a Volunteer Counsellor.

The team presented their findings to me, which I then passed on to the team. They have given us some good ideas for the future which include:

- Review our costings for courses as at present we have the lowest charge compared to other training providers. This would generate a substantial income increase for us.
- To market ourselves as a charity and acknowledge that what we are offering is unique as we can offer the students placements.
- They have advised that we gain clarity around our name and image on searches carried out
- To look at local volunteers to market our services
- Approach local businesses for possible funding support with targeted geographical areas, particularly in the Slough area.
- A survey carried out by the team also found that individuals who donate like to know what the money is going towards. They supplied us with a map of potential donors. Because of the findings we will be reviewing our donation page.

### Partnership working

During the year, I have become more involved with working with other professionals across the Borough and making new contacts in Slough.

In line with the government's agenda of tackling mental health in young people, I am part of a Local Transformation Core group which meet regularly to work collaboratively to ensure young people's needs are met.

As a response to the Covid situation, I am currently working with a team across Slough to look at our recovery pathway. I have attended webinars facilitated by the Anna Freud Centre which has highlighted areas for us all to consider as we get back in to schools .....hopefully by September!!

I continue to interview, induct and mentor new volunteer counsellors as they come on board.

This month I am delivering my YP training remotely which I am pleased about. As we continue to grow in schools, we need to ensure our counsellors are skilled and experienced to deliver the work.

Finally, I would like to welcome Sameera to the School Team. Sameera joined us just as lockdown happened however whole heartedly rose to the challenge and has been working remotely with clients from the waiting list and beginning to make contact with the schools in Slough.

We currently have 3 School Group Counsellors, Caroline, Lisa and Sameera and will be advertising for outstanding posts in the area of Windsor and Maidenhead. I work closely with the Group Counsellors and would like to express my sincere thanks for all their hard work.

Alison Batey

# Counselling Service Manager Systems/Waiting List

I think we can all agree it has been a strange year, 2020. I think I would probably describe myself as a realist; others would say I am a pessimist. Alison, on occasion in the most person-centred way, has described me as grumpy. (Moi?) She added an adjective as well, but I will leave that to your imagination.

This year I find myself experiencing odd feelings. I am feeling optimistic, all because I can say the following: Covid has been kind to our waiting list and, if I can find anything good to say about the pandemic, then that has to make me an optimist.

Our waiting list had just tipped over the 600 mark. Yet sometimes, when looking to fill a vacant counselling slot, when we filtered in terms of time, place, triage severity, age, we could go from 600 to 20 clients to phone. As Emily, Claire, or anyone else who has tried to make appointments knows, it can take 30 calls to fill a slot.

So Covid arrived, lock down threw all our lives up in the air, and we all started doing things differently. We stopped nipping out to the shops if we needed eggs, as would have to wait half an hour in a queue to find they did not have any eggs anyway. Sewers started to become blocked as people went back 75-years and started to cut up newspaper as a toilet roll substitute. I started to not have to filter when making appointments.

Start at the top, phone the first person on the list. So many at these lofty heights had never been called because of their requirements, for example, a Saturday appointment in Slough. Now, with counsellor's remote working and potential clients being off work or working from home, I just phoned. We phone people 5-times to offer them an appointment. On the sixth call, we leave a message asking people to phone the office, quoting their client number, if they wish to stay on the list. We have had some want to stay, but others we have not heard back from so they are deemed to be, 'no longer required.'

I was able to offer the Slough Saturday person a Maidenhead counsellor on Thursday at 2 in the afternoon. More often than not, people were delighted to have the opportunity to talk to one of us, and I have been

able to speak to people who have had counselling privately or had CBT with Talking Therapies and again they can be marked as, 'No longer required.' Others have thanked me for calling but said they are in a good place and would rather someone else had the appointment.

Then there were our counsellors and how you have helped dispel my pessimism! They have all taken on working differently and offered more. Having freedom is liberating and, not being tied to a room in Windsor 2-hours on a Thursday meant they could be flexible. They did not have to travel the half hour each way so could offer an extra hour. This has all added up to the amazing thing that really has made me an optimist. The waiting list has shrunk from 600 to just a little over 300. I am even being optimistic there. Its 340 people as I write this, which my previous pessimistic self would have said was just under 400. Now look at me.

This reduction is not all down to me. When I have written 'I', I mean we as Emily has been making calls as well as me and I acknowledge and thank her for that.

We have also been offering priority slots to key workers and so far most of these clients have been offered slots we had available and I have not had to call too often on those of you who had made yourselves available for extra slots. I am again being optimistic believing we can manage without going to the reserves bench. On the other hand, is it me being pessimistic, keeping something back just in case? I am not sure now.

Damon Hall

# Counselling Service Manager

## Project Development/Fundraising

Sitting down to write this report, I was wondering if anyone else would manage to write theirs without mentioning Covid-19. As this seems distinctly unlikely, I thought I would get straight to it and say, goodness what a year we have all been experiencing! I was thinking back to pre-Covid days and realised that I had to look at my diary because I could not really remember what I was doing before lockdown. Of course, it all comes flooding back when prompted but even having to remind myself seems very strange.

So pre-Covid first...this takes me back to an extremely hot evening, last July when I met very briefly with the Trustees straight after the AGM in the Town Hall to discuss an idea to support the Young People on our waiting list. I had become increasingly frustrated with being able to book so few young people's appointments and young people were waiting for up to two years for support. Adults were being seen reasonably quickly while young people were waiting and it did not seem fair. It was proposed to the Trustees that we use £2000 of reserves to trial paying qualified counsellors to work with young people in after school sessions. I was pleased the Trustees agreed that this could be a good use of our resources and set about recruiting existing Number 22 volunteers to do this paid work. The trial rolled out across September/October and suddenly we had eighteen young people being offered appointments. This had never happened in such great numbers and I wish you could have all heard the enormous amount of gratitude experienced from parents who had been waiting for so long for their children to be offered support. It really struck me that even though the wait had been so long; many were still in great need of the counselling that we offer. We had a few issues with DNAs in those first weeks but we worked to sort those out. After the successful trial, the Trustees agreed to fund more sessions of short-term work and many of the counsellors and some new recruits agreed to continue with this work. By the end of February, we had taken many young people off our waiting list; from those who had received counselling and those who no longer needed it when we called.

The wait for young people has moved from up to 2 years to much closer to a six-month wait. I think six months is still too long and I'm on a mission to decrease it further, I think three months feels more reasonable as well as urgent support where required. To this end, I started writing funding bids

using the statistics compiled from the trials to try to persuade funders to sponsor this work. Thanks to the enormous generosity of some local grant holders, we have now raised enough money to support this work for the next twelve months, including some crucial summer holiday work.

On to other fundraising news. The Covid-19 pandemic meant that government emergency funds started to trickle down to local charities. I did a lot of Googling to work out how we could secure some of that money. To date we have received funding from The Lottery Fund and Berkshire Community Foundation to support our Covid-19 response.

Finally on fundraising, Alison supported me in writing a very large bid for Children in Need. I had been noticing how undeveloped we are in Slough with the service we offer; for example, not much work being done in schools and no after school young people's work. I pitched to Children in Need that we have the infrastructure to deliver good outcomes but we needed an additional person to lead this. After writing the bid and taking part in a number of telephone calls, we finally secured the funding for 3 years and with that, we can employ a Slough Champion! This role will predominantly deliver the Children in Need bid, namely to open up our counselling to young people in schools as well as after school appointments in the agency, using the same model that we're using in Windsor and Maidenhead. The funding starts in September and we are all determined to build on the amazing work which is already being done by the dedicated team of counsellors in Slough, broadening it out and furthering the support for young people in this area.

Damon, Shula and Alison have been brilliant in sending bids over when they spot them. In order to secure money, we always need to find a hook: what makes a good bid? How can we succinctly tell the story of what we do? I am very grateful for the time they have spent with me; talking through ideas, shaping the bids; it's been a great team effort as I've started to find my feet in this area.

In other news, Windsor finally had a refurb! A huge thank you to Adriana and Isobel who took this on. I am pretty sure they didn't know what they were letting themselves in for. They rose to the challenge and relentlessly cleared, tidied and sorted. They purchased paint and materials and worked with the Community Payback team who did a great free of charge painting job. We then put the whole thing back together with new furniture, numbered rooms and tidy shelves. Number 22 signage has been produced to replace the old Youth Talk branding and was just about to be installed when lockdown stopped us in our tracks. It will be in place as soon as we are allowed access to the building. Our aim was to make Windsor a more

professional looking space but without taking away it's comfortable, caring feel. I hope you feel that we achieved that.

Claire, Rox, Adriana and Isobel have all continued this year to work tirelessly in their support of our reception / admin function. Rox, Adriana and Isobel now do this alongside their placement work. I know we all really appreciate them. Thank you, you are brilliant.

In addition, of course, last but by no means least, I have continued with my client work at the agency and at Altwood Church of England School. For all the fundraising, appointment making, answering queries etc, the client work is what it is all about.

Emily Warburton

# School's Group Counsellor (Windsor)

Since lockdown took a hold in March, I, like many others, took to on-line counselling work. Although not my natural habitat, I have been surprised at how accessible it was to work in this way, and how some clients have actually found it to be a more comfortable way of connecting.

Initially, I contacted all the schools where I facilitate group work, and offered one to one support for any young people from groups, who were considered in need, under the umbrella of No.22. Three schools responded, I was able to support three young people, and sometimes their parents, as anxieties grew along with the increase in the pandemic.

I was also asked to support a family who had sadly lost a loved one to Covid 19. We did make contact, with the conclusion that support would be helpful once the shock had settled. Together we identified what might be helpful at this time.

Additionally, I was able to support young people from the waiting list. Originally, I contacted eight young people, and continued to support five of those, once needs had been assessed. I supported a parent of one of the young people for a couple of weeks, before together we decided that he could go back on the waiting list for when some face-to-face support was available. I will also be picking up with a new client who has found it difficult to access means to connect, so hoping we can continue from July 15<sup>th</sup>.

Understandably, anxiety has been a big issue for many of the people I have been speaking to, heightened since the lockdown began. Depression and mood swings has been another theme emerging as session's progress. For some, the absence of school has actually been a blessing, and the thought of returning to school has been an issue.

It has been heartening, and a privilege, to be a part of the No.22 team, as the support for young people and the community continued without missing a beat. Working remotely has proved not to be as daunting as at first I had envisaged, and have experienced a new intensity with some clients. So, as previously noted, I believe that working remotely has been more helpful for some, particularly those who find eye to eye contact difficult. To help me work on-line with more confidence, I took full advantage of the resources, and free on-line courses that generously developed over this time.

As we now emerge into another phase of the lockdown, and look toward the future, and my role change within No.22, I have contacted all the schools I support. For some this was to say a goodbye and to ascertain how best to say goodbye to the groups in those schools, and for others to prepare for groups continuing in September. I hope that I shall be able to have a last ending session within the schools, but obviously this might not always be possible, so am in the process of liaising with the schools on how best to do this.

Another exciting venture over lockdown, for me, was beginning work with young carers in collaboration with Family Action. Presently I have three young people who I am able to support remotely, and this will hopefully lead to more in the future.

A breakdown of the clients contacted and hours worked is as follows:

**Breakdown for the period April - July (week ending Friday 10<sup>th</sup>)**

**Group school clients**

Number of clients :	3
Number of families contacted :	1
Total hours :	15

**No.22 waiting list clients**

Number of clients connected with :	6
Total number of parents :	2
Total hours :	76

**Family Action Young Carers**

Number of clients :	3
Total hours :	9

Total number of contact hours : 100

Caroline Rossiter  
July 2020

# School's Group Counsellor (Maidenhead)

Schools Covered: Furze Platt, Desborough, Manor Green

Period of Time: 14 January 2020 to 01 July 2020

## Group Counselling Statistics

Number of Students seen	41
Number of Groups	6
Number of Hours	90
Number of Sessions	105

Most of the groups continued from 2019. Some finished and others started.

The new groups had an initial introduction as usual. Each group compiled An Agreement to suit that group, including respecting each other's involvement, listening to each other and offering support.

We decided on subjects, issues and concerns that were relevant to both individuals and the group. Themes included were Friendships, Disrespect, how adults treat us, Bullying, Peer pressure, Corona Virus, Effect of Lockdown, School Phobia, Family Dynamics.

Each session started with a Check In to give the opportunity to convey how we were feeling and any particular issue that had arose. We reminded each other of The Agreement when needed.

In Furze Platt, two groups were held for 1 hour each on a weekly basis. Group 1 consisted of 4 girls from year 8/9 aged 12/13 years. They started on 15<sup>th</sup> October 2019 and finished as a group on 17<sup>th</sup> March 2020. They set up a WhatsApp group amongst themselves to continue supporting each other. Group 2 consisted of 5 mixed gender year 11 students aged 14/15 years, This group focused on exam anxiety and ran for 6 weeks. The second Group 2 consisted of 5 mixed gender year 7 students aged 11 years and ran from 04 February to 21 March 2020 for 4 sessions before Lockdown.

After the 21 March, the students in the groups were offered individual

phone counselling for up to 50 minutes on a weekly basis. Three students took up this offer and have had up to 13 sessions.

In Desborough two groups were held for I hour each on a weekly basis.

Group 1 consisted of 10 year 7/8 boys aged 11/12. The group had had 7 sessions starting from 08 November 2019. They continued some leaving and some joining along the way for 8 sessions between 17 January 2020 and 13 March 2020.

Group 2 consisted of 7 year 9/10 boys aged 13/14/15. They had 5 sessions in 2019 and a further 8 sessions in 2020.

The School did not take up the offer of individual phone counselling.

In Manor Green, two groups were held. Group 1 consisted of 6 year 8/9/10/11 girls aged 12/13/14/16. From 05 November 2019 until 10<sup>th</sup> December they had 6 half hour sessions. Then from 14 January 2020 until 17 March, they had 9 sessions. After the Lockdown, two of the group members took up the offer of individual up to 50-minute sessions on the phone.

Group 2 consisted of 6 year 4/5/6/7 boys aged 8/9/10/11 for 6 sessions from 5<sup>th</sup> November until 10 December. Then 9 sessions from 14 January until 17<sup>th</sup> March 2020. One student continued with individual phone sessions.

Two parents of children who attend Manor Green have taken up phone counselling.

Lisa Miller

# School Group Counsellor Slough

The Government is committed to improving children and young people's mental health and wellbeing. Whilst mental health issues are relatively common, with around 10% of 5 to 16 year old pupils experiencing them, children and young people do not always get the help that they need. Issues such as anxiety, low mood, depression, conduct and eating disorders can impact significantly on their happiness and future life chances.

Counselling is an intervention that children or young people can voluntarily enter into if they want to explore, understand and overcome issues in their lives which may be causing them difficulty, distress and/or confusion parent or carer.

Good mental and emotional wellbeing is an integral part of children and young people's holistic development. When this development is inhibited, counselling can be an effective and important resource. The aims of counselling are to assist the child or young person to achieve a greater understanding of themselves and their relationship to their world, to create a greater awareness and utilisation of their personal resources, to build their resilience, and to support their ability to address problems and pursue meaningful goal.

I started with Number 22 in April after the Easter holidays. Whilst there were established group counsellors in Windsor and Maidenhead, I was excited with the challenge of developing new counselling groups in various schools in Slough.

I envisaged visiting different schools in Slough to introduce and explain the services offered which are free to schools. The service will enable the schools working with us to set up group counselling sessions required to support emotional and mental wellbeing of pupils, which is even more critical during the pandemic.

Due to Covid -19, I had to adapt the provision of these services, and am now providing sessions through zoom/face time to all the clients allocated to me.

I have contacted various schools in Slough via email and have been getting positive feedback from schools.

While we are waiting for the schools to reopen, I have been allocated clients aged between 11-18. I conducted on a one-to-one basis, which is usually based on 'humanistic' or integrative principles. These approaches to

counselling aim to provide young people with an opportunity to talk through their difficulties in a welcoming and supportive environment, and to find their own ways of addressing their issues.

I have been able to build a good rapport with clients and understanding their issues, which has helped in resolving client's issues.

During my time working with number 22, I have been provided with great support from my manager as well as from the agency in feeling welcomed.

I am looking forward to forming groups to work within the Slough schools.

One of the best aspects of group therapy is its ability to create a close-knit community of members coping with similar problems in a non-judgmental setting. Finding support from others is a major factor in helping people overcome the negative effects of mental health issues. All group members will be given the chance to develop trusting, healthy relationships with others. For many group therapy participants, providing help to others can build their self-confidence and belief in their abilities in coping with their own symptoms. I feel people often push themselves harder when they see other members successfully overcoming their fears or struggles.

I would like to make my clients believe they are not alone. Group therapy allows individuals to develop self-awareness by listening to others with similar issues. Members are actually encouraged to turn to each other for support, feedback and connection in-group.

Many people do not know how they are feeling when they are interacting with other people, because it can be challenging to be self-aware when connecting with others. This is one of the things I will focus on most in my groups.

Looking forward to start group counselling soon.

Sameera Afsar

# Goodbye from Avryl

It is with great sadness and regret that I have had to say goodbye to No22. I have been a counsellor there for over 20 years and a supervisor for the last 12 months so it is a huge loss to me.

The reason I have made this decision is due to my hearing impairment, which has gradually worsened over the last 12-18 months. I realised that I was no longer able to continue working with clients and supervisees when I had less than 100% hearing ability.

I am finding it hard to accept that I am no longer in the profession I love and no longer part of the amazing team at No22. Losing my job and losing my hearing has changed many aspects of my life and poses new challenges for me.

However, I have had an immensely rewarding time at No22 and feel proud and privileged to have been part of it. So, thank you to all counsellors, supervisors and supervisees for your friendship and support over the years.

A special thank you to Shula for taking me on in the first place as a trainee and trusting me with clients and supervisees.

I wish you all the very best for the future. No22 will remain in my heart always.

Love

Avryl

# Social Media

It is an expectation of many funders to have a social media presence so that we can market their support. We also wanted to be more accessible online. As a result, we have decided to take a fresh look at Facebook and Twitter.

## Objectives

Growing a social media presence can be very time consuming. We decided to focus on Facebook and Twitter, which fit the main profile for our clients and parents of our younger clients. It is useful to have a tight set of objectives as this project will be managed on a time limited (around an hour a week once we are established) and voluntary basis:

- Celebrate our successes
- Drive prospective clients, volunteer counsellors, potential trainees and donors to our website
- Highlight our fundraising messages
- Signpost clients and volunteer counsellors to reputable sources of information
- Raise awareness of our service as 'the' local counselling charity (being mindful that we do not want to overload our waiting list)

## What we've done

- Rebranded our Facebook and Twitter presence to synergise with our new branding. This builds on Maria's incredible work on Facebook and Shula's tweets.
- Renamed our sites as follows (unfortunately they are not the same as we have some historic presence and do not know the original admins so we cannot remove/merge it!)  
<https://www.facebook.com/No22counselling>  
<https://twitter.com/counsellingNo22>
- All volunteer counsellors and trustees have been asked to like/follow our page and profile if they feel comfortable to do so
- Facebook and Twitter links have been added to our website
- 'Liked' and 'followed' national and local mental health pages and profiles. We are liking, sharing, commenting and retweeting posts and tweets in order to boost the number of our followers
- Posted news including our fundraising successes and highlighting how we are working throughout Covid-19.

### Early Results

- Facebook page likes/followers grown from 28 to 90 followers
- Twitter follows grown from 8 to 45
- Developing new local followers including RBWM, Slough Public Health and East Berkshire CCG
- Posts have been liked and retweeted by high profile organisations including Samaritans and Place2Be

### Next Steps

- Grow the number of followers and level of engagement by continuing to add stories
- Develop a rolling number of messages and news to use on social media in line with our objectives
- Encourage all new volunteers to like or follow our pages
- Highlight social media to our new clients (in the knowledge that if they 'like' a page it can be seen publicly, but if they 'follow' a page this is private)

Our social media presence is very much work in progress and we have a lot more work to do to build our presence. If you have any feedback, please do pass it on.

Thank you!

Lisa

# COUNSELLORS' REPRESENTATIVE REPORT

I have been the counsellor's representative for over 2 years now and I am still very much enjoying my role within the committee.

Being the counsellor's representative allows me to be the voice of all the counsellors from Slough, Windsor and Maidenhead.

If anyone has any concerns or queries or would like to discuss anything with me please do not hesitate to contact me and I will happily discuss it with you confidentially and take it to the committee at the next meeting.

Carolyn Fisher

## SSS Group

A few of us met up for a coffee in Windsor to chat about what we WMCS counsellors might want to do together to **S**hare, **S**upport and **S**ocialise with each other (we could be known as the **SSS** group!).

The sorts of things that might be of interest are:

- Sharing and comparing modalities (eg Person Centred, Gestalt, Transactional Analysis)
- Sharing experience of use of materials with clients, eg art work, objects
- Learning from counsellors who have started a private practice
- Sharing of local resources (eg rooms)
- Short term vs long term counselling
- Client referrals
- Peer supervision
- Reading groups (where we could read BACP and other counselling articles and discuss them)
- Watching counselling educational videos and discussing them

- Film nights (where we would watch a film and then talk about what we see from a counselling point of view)
- WMCS issues to raise with Shula
- etc

We thought that how this might work best is if whoever comes to the meeting decides on 2-3 topics they want to discuss over coffee, and just take it from there

Feel free to call a meeting anytime anywhere! We would like the group to be self-leading: no one is "in charge". If you want to organise a meeting, then just go ahead and do it. (Perhaps easier if you team up with someone so you know there will be at least two of you!) Obviously, these meetings, at the moment, can only happen over zoom, but still a good way to get together.

## Statistical Information 19/20

(01.06.19-31.05.20)

### Number of New Referrals

Agencies (Windsor, Maidenhead, Slough)	683
Schools	295
Advocacy	123
<b>Total</b>	<b>1101</b>

### Number of Counselling hours

Maidenhead	3777
Windsor	2346
Slough	914
Schools	2092
Advocacy	2885
<b>Total</b>	<b>12014</b>

### Schools

Number of Schools	16
Hours provided	2092

### Advocates

Number of Advocates	19
Hours provided	2885

### Hours provided remotely during Lockdown April/May 20

Agency	April	May	Total
Maidenhead	411	400	811
Windsor	209	195	404
Slough	82	94	176
Schools	39	94	133
<b>Totals</b>	<b>741</b>	<b>783</b>	<b>1524</b>

Due to our changeover from one form of data collection to another we are unable to provide the usual fully comprehensive statistics we usually do

# Clinical Evaluation Findings

Our findings this year demonstrated three main points. Yet again our clients overwhelmingly experienced improvement in their emotional wellbeing after receiving counselling. There was no change in the percentage who experienced a positive outcome and therefore no change in those who did not experience an improvement. There was a slight improvement in the positive outcomes in schools, though both figures were very similar across both deliveries. The findings were as follows:

## Agency work;

Percentage who felt they improved	94%
Percentage who felt the same	5%
Percentage who felt no improvement	1%

Of the clients who improved the majority saw an improvement of between 1 and 5 points, though the majority of this group saw an improvement of 3

All the clients who saw no improvement or felt the same came for less than 5 sessions

The clients who experienced positive movement came for an average of 20 sessions or more.

## Schools work

Percentage who felt they improved	89%
Percentage who felt the same	9%
Percentage who felt no improvement	2%

# TREASURERS REPORT for the year Ended 31 March 2020

Please see the attached Receipts and Payments Account for the year ended 31 March 2020.

The accounts are accurate and will be submitted for inspection. The inspected accounts will then be able to be officially signed off and be filed as part of a report with the Charities Commission.

We would like to express our sincere appreciation for those organisations and trusts that have provided funding to us so far this year and to those who are committed to donating this year and beyond.

In particular, I would like to thank our major supporters, which has included the NHS Clinical Commissioning Groups and RBWM, who commission our service. Other sizable donations have included money from the Berkshire Community Foundation, Orbis Investments, The Shanly Foundation, the Windsor and Maidenhead Christian Trust, the Prince Philip Trust, National Lottery Community Fund and Louis Baylis Charitable Trust.

We would like to thank Emily Warburton in particular for all of her hard work in securing us funding from organisations such as Children in Need, which will have a positive impact on our next three financial years.

Adriana and Isabel, with the support of Emily, organised the refurbishment of our Windsor location and we would like to express our appreciation to those who provided their time, energy, and donations to make this happen. A special thanks goes to David Warburton, who completed a charity run to raise money for this project.

We continue to receive money from donations through Just Giving and Easy fundraising. Please keep in mind how easy and effortless it is for donations to be made to our charity through Easy fundraising each time you make an online purchase. Easy Fundraising turns your shopping into donations at no cost to you. Just go through [Easyfundraising.org.uk](https://www.easypfundraising.org.uk) and find our charity, Windsor & Maidenhead Youth and Community Counselling Service. Please spread the word as this is an easy way to raise money for us.

The majority of our spending continues to be staff costs from advocacy work, management, outreach in schools, and the costs of direct support for the counsellors in their supervision and training. We hired more management and office support to meet our demand in increased growth

and objectives, such as reducing the number of children on our waiting list by providing more resources for them to receive counselling and support.

At the end of our 2019 financial year we had a considerable amount of cash so we decided it was time for us to establish a reserves policy. A finance Committee was set up to begin this process and a reserves policy was put in place with the approval of the Trustees. Given our mission is to help vulnerable young people and adults, our reserves policy aims to ensure our work is protected from the risk of disruption at short notice due to a lack of funds, whilst at the same time ensuring we do not retain funds for longer than required.

The Finance Committee also decided it would be more efficient to implement an online accounting package so that financial activities and reports are easily accessible and payments and receipts can be linked with our bank. This software was added in April 2020.

Fundraising is always an important part of keeping our charity going and being able to offer free services to the community. Every donation makes a difference, no matter how big or small.

Jodi Romaker

**WINDSOR & MAIDENHEAD YOUTH AND COMMUNITY COUNSELLING SERVICE**  
**REGISTERED CHARITY NO. 1177138**  
**RECEIPTS AND PAYMENTS ACCOUNT**  
**FOR THE YEAR ENDED 31ST MARCH 2020**

	2020		2019	
	£	£	£	£
<b><u>Income</u></b>				
Transfer of funds from previous charity		-		118,346
<b><u>Donations and legacies</u></b>				
RBWM	10,945		400	
Thames Valley Police and Crime Commission	-		-	
NHS Clinical Commissioning Groups	30,000		45,000	
First Growth	-		33,380	
Berkshire Community Foundation	-		8,000	
Big Lottery Grant	-		-	
Spoore Merry and Rixman Foundation	-		21,000	
Other grants, donations and sundry income	56,302		7,533	
<b><u>Charitable activities</u></b>				
Income from schools counselling	38,526		-	
Income from advocacy work	56,690		9,152	
Supervision provided	303		225	
Contribution to course costs	3,800		861	
Contribution to administration costs	580		70	
Charity fair & goods sold	1,441		375	
<b><u>Investment income</u></b>				
Room Hire	19,256		7,461	
Interest received	-		-	
	217,843		133,457	
<b><u>Expenditure</u></b>				
<b><u>Raising funds</u></b>				
Expenses concerning schools counselling	13,562		-	
Expenses concerning advocacy work	62,942		25,987	
Just giving charges	198		108	
Cost of fair & goods sold	10		313	
<b><u>Charitable activities</u></b>				
Staff costs - administrative and schools outreach	34,825		35,995	
Counsellor training	6,284		2,714	
Supervision groups	38,223		19,813	
Managers	37,933		15,438	
Subscriptions	589		314	
Office and miscellaneous expenses	5,135		834	
Motor expenses	778		350	

Telephone (including answerphone)	2,650	2,040
Advertising	756	257
Insurance	4,339	3,043
IT	4,853	3,883
Rent and room hire	12,158	7,547
Gifts	-	-
Cleaning	-	169
AGM	427	-
<b><u>Governance costs</u></b>		
Consultancy fees	2,046	1,008
Bank charges	103	5
Accountancy and inspection fees	<u>3,644</u>	<u>588</u>
	231,456	120,407
Excess of payments over receipts	<u><u>- 13,612</u></u>	<u><u>131,396</u></u>

**WINDSOR & MAIDENHEAD YOUTH AND COMMUNITY COUNSELLING SERVICE**  
**REGISTERED CHARITY NO. 1177138**  
**STATEMENT OF ASSETS AND LIABILITIES**  
**AS AT 31ST MARCH 2020**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b><u>Bank and cash balances</u></b>		
Metro current	107,469	75,847
Barclays current	3,648	949
Co-op	1,000	48,934
NSB Account	<u>5,665</u>	<u>5,665</u>
	<u><u>117,783</u></u>	<u><u>131,396</u></u>
<b><u>Represented by:</u></b>		
<b><u>Reserves</u></b>		
Net assets at 1st April 2019	131,396	-
Excess of receipts over payments	<u>- 13,612</u>	<u>131,396</u>
	<u><u>117,783</u></u>	<u><u>131,396</u></u>
<b>All funds are unrestricted</b>		

# LISTEN

*When I ask you to listen to me  
and you start to give me advice,  
you have not done what I asked*

*When I ask you to listen to me  
and you begin to tell me why  
I shouldn't feel that way,  
you are trampling on my feelings*

*When I ask you to listen to me  
and you feel you have to do something  
to solve my problem  
you have failed me - strange  
as that may seem*

*LISTEN! All I asked was that you listen,  
not to talk or to do - just hear me.  
Advice is cheap, I'm not helpless.  
Maybe discouraged and faltering,  
but not helpless.*

*When you do something for me that I can  
and need to do for myself, you contribute  
to my fear and weakness.*

*But, when you accept as a simple fact  
that I do feel what I feel, no matter how irrational,  
then I can stop trying to convince you and get on with  
the business of understanding what's behind this irrational feeling,  
And when that's clear, the answers are obvious and I don't need advice.  
Irrational feelings make sense when we  
Understand what's behind them.*

*(Anon)*

## Friends of Windsor and Maidenhead Counselling Service

Dee Agnew-Marquez

Sylvia Andrews

Mark Arthurn

Mike Mathews

Norman Cumming

Marion Cutts

Tania Frommholz

Eileen Goford

Thalia Grant

Donna Hayward-Sussex

Jane Hedley

Fiazu Al-Chalabi

Ann Hinton

Ian Grant

Mrs Williams

John Long

Mary Luxon

Majella Mannors

Anne King

Clifford Hayward

Jane Sorrell

Bernie Khan

Kate Saunders

Judy D'Arcy

Jan Lewin

Linda Frewing

Janette Placquet

Bridgette Morris

Hazel McDonald

Jackie Mathews

Hazel Cooper

Doreen Nutall

Keith Payne

Maureen Payne

Laura Peake

Margaret Robinson

Jean Stewart

Revd Serena Tajima

Elaine Watson

Roger Watson

Elizabeth Hurst

Sue Furney

Susan Hinds

Rev Mary Barnes

Paramjit Hothi

Michael Harding

Duncan Wardle

Stephen Sorrell

Andrew Lang

Babs Bansi

Mrs Stockton

Revd Mary Barnes

Merie Sharman

Dorothy Strack-Hankey

Heather Harbord

You can make a donation to us by text

Text Calm22  
Plus your donation amount to  
70070

Or if you are shopping online go to [www.easyfundraising](http://www.easyfundraising) and register your support for Windsor and Maidenhead Counselling Service. A percentage of all you buy will then come to us at no cost to you!