



Annual Report 2018/19

Celebrating 50 Years of Therapy

#50YearsOfTherapy



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Our Vision:

A safe space that empowers individuals to manage their own lives and flourish.

Our Mission:

As a charity, our mission is to advance mental health and wellbeing for the benefit of society and everyone.

We do this in four ways:

- by providing affordable therapeutic services to promote mental and emotional well-being
- by providing training and educational opportunities for therapists, and those involved in the caring professions, in order to ensure a skilled workforce is available to deliver effective treatments
- by supporting, promoting and engaging in research into mental health and its treatment
- by raising awareness of mental health issues and treatments

Our Values:

- Community
- Learning
- Openness
- Expertise
- Professionalism
- Compassion

WPF Therapy – a snapshot

Half of new clients are recommended to WPF Therapy by friends or family.

The subsidised Kyle Clinic allows us to offer weekly individual sessions from £5.

I felt that therapy turned on a light for me - it made me able to see and understand myself. Instead of lurching from experience to experience I could take a step back and understand why things were happening and why I felt the way I did.

Client testimonial

Fantastic service - I had a patient, professional, empathetic, intuitive and intelligent therapist.

Client testimonial

WPF Therapy works with over 400 clients every month.

On average, WPF Therapy receives over 1,400 enquiries from new clients each year, booking more than 750 assessments.

The support provided by WPF was invaluable to me. I really don't know what I would have done without it, especially as they took into account my limited finances which in no way impacted the quality of service provided.

Client testimonial

From the Chair of the Board

WPF Therapy provides therapy services for more than 400 clients every week at our modern premises near London Bridge. We also provide training and professional courses in counselling and psychotherapy for over 1,000 people every year.



During 2018/19 WPF Therapy continued to go from strength to strength, making great strides forward in two of our strategic aims - Strengthening and Influencing. We renewed our Mission, Vision and Values through an extensive consultation exercise across the organisation - with Trustees taking a lead role in this. We carried out a Staff Survey and shared detailed feedback and action plans from this at a Development Day attended by staff and Trustees. We continued to strengthen the foundations of WPF by improving our financial, HR and operational systems and processes. In particular, we moved more of our processes online to ensure better visibility, transparency and efficiency.

On 17th July 2019, we launched our 50th anniversary celebrations with a day of information, fun and networking with founders, previous staff and supporters joining the current team to kick off a year of birthday events.

In October I was proud to host our Graduation Ceremony. It was wonderful to hear our graduates heartily applauded by their fellow trainees, and for trainees, staff and Trustees to come together as a community to celebrate their achievements.

We continually monitor the efficacy and satisfaction levels of our clients and last year our therapy services received an 85% satisfaction rating.

Looking back on our achievements, a significant highlight for us was the recruitment of four new Trustees to complement our Board with their experience and expertise in HR, data analytics, innovation, marketing and digital technologies.

Finally, we have continued to build our external networks and profile through social media channels and by a mix of staff and Trustees attending a number of sector conferences.

- Carol Rue, Chair of the Board of Trustees

From the CEO

WPF Therapy was founded in 1969 to make psychotherapy accessible. As we celebrate 50 years of therapy the need is greater than ever and we are determined to ensure this organisation is able to meet that need.

Our strategic focus during the year was on developing our influence; both our internal engagement with staff and volunteers, and our external network. This builds on our strengthening investment of the previous year and provides a basis for promoting the innovation focus of 2019-2020.



In order to better understand our staff experience we undertook a Staff Survey and reviewed the results at our Winter Staff Development Day. The feedback received gave us a good sense of what was valued by staff and where we could improve, this work has formed the basis of our People Plan which runs until the end of September 2022, the end of our current 5 Year Strategy. It was heartening to see so much positive feedback about colleagues and teams; WPF Therapy has retained its sense of a community of practice and shared ideals.

Building our relationships with external stakeholders and developing our network has included both reinvigorating historic links and forming new connections. The 50th Anniversary Party provided an opportunity for everyone to come together and recognise the achievements of this ambitious organisation. It was striking to recognise the positive impact the charity has had on so many lives and allowed a shared appreciation of the regenerative qualities that underpinned those achievements.

We continue to challenge ourselves daily to consider how best we can help through psychotherapy, and believe that keeping sessions financially affordable by subsidising the clinic is a key criteria of accessibility.

In 2018 – 2019 we increased our clinic provision by 13% whilst keeping our associated costs increase at only 5%, a significant achievement. Looking ahead we want to do more, so 2019-2020 will see us launch our Training Bursary for under represented groups, as well as continue our efforts to address barriers to working with us, and to receiving therapy from us.

- Samantha Downie, CEO

Clinic

WPF Therapy's Clinic team enjoyed a busy and successful 2018 – 2019 period, with over 1000 clients seen in over 15,500 sessions. We achieved a 90% attendance rate for assessments and continued to operate on a sliding fee scale, where higher income clients subsidise therapy for lower income or unemployed clients. Almost 60% of our clients attended open-ended therapy this year, and the average cost for all therapies offered came to £40 per session.

The introduction of CORENet in April 2019 saw the implementation and training of CORENet software for admin, training and clinical staff, supervisors and trainees; as well as the implementation of electronic clinical records. Along with this significant change in our day to day operations, we also embarked on a variety of other initiatives to better our processes, including:

- The completion of Management Development workshops for line managers
- The continuation of the low-fee Kyle Clinic
- Creation of dedicated reception posts and transfer of our room bookings database to Outlook calendar
- Reconfiguration of therapy rooms to reflect therapy modes
- The creation of a waiting list for open ended therapy
- Offering of placement opportunities for WPF Therapy students
- Continued contracts with NABS, the Institute of Structural Engineers and the Diocese of Southwark
- The completion of a contract with Into University for trauma therapy
- A paperless allocation process implemented

We also introduced qualified Psychodynamic Psychotherapist posts, in house supervision for all Honoraries, assessment placements for trainees, and welcomed new staff to the clinic. Going forward, we will be looking at our data quality procedures and reporting, and continuing to provide regular Safeguarding training for all staff.

Training

2018 – 2019 was a challenging but rewarding year in training. We had 111 students complete our introductory courses and a total of 108 undertake the clinical qualification. We also had 683 people attend a workshop, lecture or open evening. To mark the Centenary of World War One in November 2018, we held a Trauma conference exploring how trauma has been worked with from the shell shock of WW1, to more current treatments today.

Within the training department we have been busy implementing a digital strategy, including introducing Moodle and Turnitin software. We have also improved our learning resources provision including expanding the availability of online resources to our students and trainees, as well as increasing the opening hours of our Library. As part of our ongoing review of courses at WPF Therapy to ensure that they are relevant and contemporary, we also conducted an extensive review of our training courses. We will be taking the learning from this review forward over the next few years to further enhance the student and trainee experience with WPF Therapy.

We successfully re-launched our Supervision training which has continued to develop. WPF Therapy was one of the first organisations to offer supervision training and we are pleased to be able to continue this tradition. We have shifted the focus towards marketing our courses online and have also expanded our use of social media, and are currently working towards creating a more interactive and community feel to our social media and Facebook page.

July marked the beginning of our 50th Anniversary year and we all enjoyed welcoming back to WPF many old faces from our history with a big party, even turning one of our training rooms into the gardens from our old home in Kensington Square! We are looking forward to continuing our 50th year celebrations into the 2019 – 2020 period.

Central Support

The 2018/19 period was full of interesting and exciting challenges for Central Support. We transitioned from Windows 7 to Windows 10, and worked to update our processes from the use of a lot of paper records and an outdated database to new ways of working. This tied in well with WPF Therapy's year of Influence in 2018, followed by Innovation in 2019, as we worked quickly to update our systems and subsequently influence our staff and trainees to embrace the challenge of adapting to new ways of working.

Much of our time and resources were spent on updating systems and increasing the number of computers available, updating the wi-fi and reducing our use of paper with the move to Windows 10. We also introduced Turnitin and Moodle software for our trainees and CORENet as our client database which helps us to standardise how we collect and store client information. For our staff, we moved our payroll online and introduced PeopleHR, which can now be easily accessed by staff to update their personal information, book annual leave and update sickness records.

During the year staff also benefited from a cost of living increase, as well as an increase to their pension contribution, and training for senior staff on effective team management.

Perhaps the most noticeable achievement for Central Support this year was the upgrades to our building – we extended our staff room, finished works on the Trainee 'break-out' room, and created an additional reflective 'Garden room' for our staff. Additionally, we increased the number of toilets in the building and had our carpets refurbished.

Finally, for clients we also introduced the Kyle Clinic – a low fee clinic subsidised by the Cox Legacy which caters for the unemployed and clients earning less than £20,000 per annum. We have received a considerable amount of positive feedback about how low-income or unemployed clients are benefiting from the Kyle Clinic, and are proud of the contribution it is making to WPF Therapy's mission to advance the mental health and wellbeing of everyone regardless of income or employment status.

Audited accounts

WPF Therapy Ltd
Statement of financial activities
 (incorporating income and expenditure account)
For the year ended 30th September 2019

	Note	Unrestricted £	Restricted £	2019 Total £	2018 Total £
Income from:					
Donations and legacies	2	123,739	-	123,739	20,184
Charitable activities	4	1,963,027	213	1,963,240	1,829,847
Investment income	3	12,459	-	12,459	519
Other income		33,092	-	33,092	62,260
Total income		<u>2,132,317</u>	<u>213</u>	<u>2,132,530</u>	<u>1,912,811</u>
Expenditure on:					
Raising funds		-	-	-	-
Charitable activities	4,5,6	1,987,139	-	1,987,139	1,912,088
Total expenditure	7	<u>1,987,139</u>	<u>-</u>	<u>1,987,139</u>	<u>1,912,088</u>
Net gains/(losses) on investments	13	(2,504)	-	(2,504)	-
Net movement in funds		<u>142,674</u>	<u>213</u>	<u>142,887</u>	<u>722</u>
Reconciliation of funds:					
Balance at 1st October 2018		<u>2,458,599</u>	<u>1,776</u>	<u>2,460,375</u>	<u>2,459,653</u>
Balance at 30th September 2019	18	<u>2,601,273</u>	<u>1,989</u>	<u>2,603,262</u>	<u>2,460,375</u>


All amounts relate to continuing activities.

WPF Therapy Ltd
Balance sheet
As at 30 September 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	11	3,729,890	3,847,224
Investments	13	197,496	200,000
		3,927,386	4,047,224
Current assets			
Debtors	14	631,434	671,886
Cash at bank and in hand		811,181	702,593
		1,442,615	1,374,479
Liabilities:			
Creditors: amounts falling due within one year	15	(1,045,306)	(1,155,371)
Net current assets/(liabilities)		397,309	219,108
Creditors: amounts falling due after more than one year	16	(1,721,433)	(1,805,957)
Total net assets/(liabilities)		2,603,262	2,460,375
Funds			
Restricted funds		1,989	1,776
Unrestricted funds:			
Designated Reserves		357,771	271,696
General Reserves		2,243,502	2,186,903
Total funds	18,19	2,603,262	2,460,375

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard 102.

Approved and authorised for issue by the board on 27th February 2020 and signed on its behalf by


 Carol Rue
 Chair


 Clive Bowman
 Treasurer

Company no: 01214251

WPF Therapy Ltd
Statement of cash flow
For the year ended 30th September 2019

	2019	2018
	£	£
Cash flow from operating activities		
Net income/(expenditure) for the reporting period	142,887	722
Depreciation charge	151,685	146,501
Interest payable	60,359	58,719
Investment income	(12,459)	(519)
(Increase)/decrease in debtors	40,452	62,866
Increase/(decrease) in creditors	(110,066)	96,226
(Increase)/decrease in stock	-	-
(Gains)/losses on investment	2,504	-
Amortisation of loan arrangement fees	-	-
Net cash provided by/(used in) operating activities	<u>275,362</u>	<u>364,515</u>
Cash flow from investing activities		
Dividends and interest from investment	12,459	519
Purchase of property, plant and equipment	(34,351)	(29,564)
Purchase of investment	0	(200,000)
Net cash provided by/(used in) investing activities	<u>(21,892)</u>	<u>(229,045)</u>
Cash flow from financing activities		
Interest payable	(60,359)	(58,719)
Loan repayment	(84,524)	(82,902)
Repayment of borrowings	-	-
Cash inflows from new borrowings	-	-
Loan arrangement fee	-	-
Net cash provided by/(used in) financing activities	<u>(144,883)</u>	<u>(141,621)</u>
Change in cash and cash equivalent in the reporting period	108,588	(6,151)
Cash and cash equivalents at the beginning of the period	702,593	708,744
Cash and cash equivalents at the end of the period	<u>811,181</u>	<u>702,593</u>