

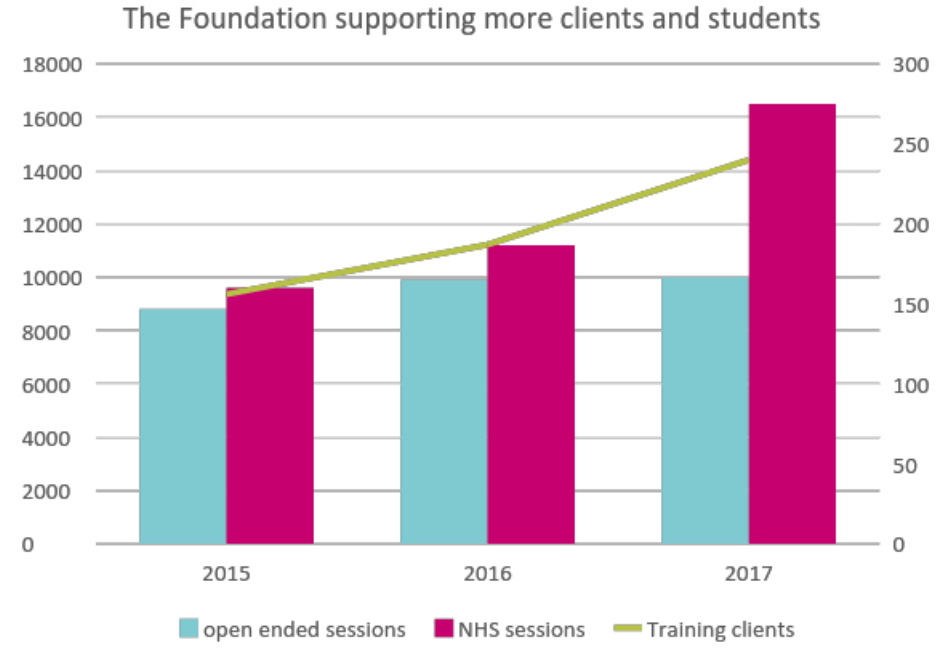
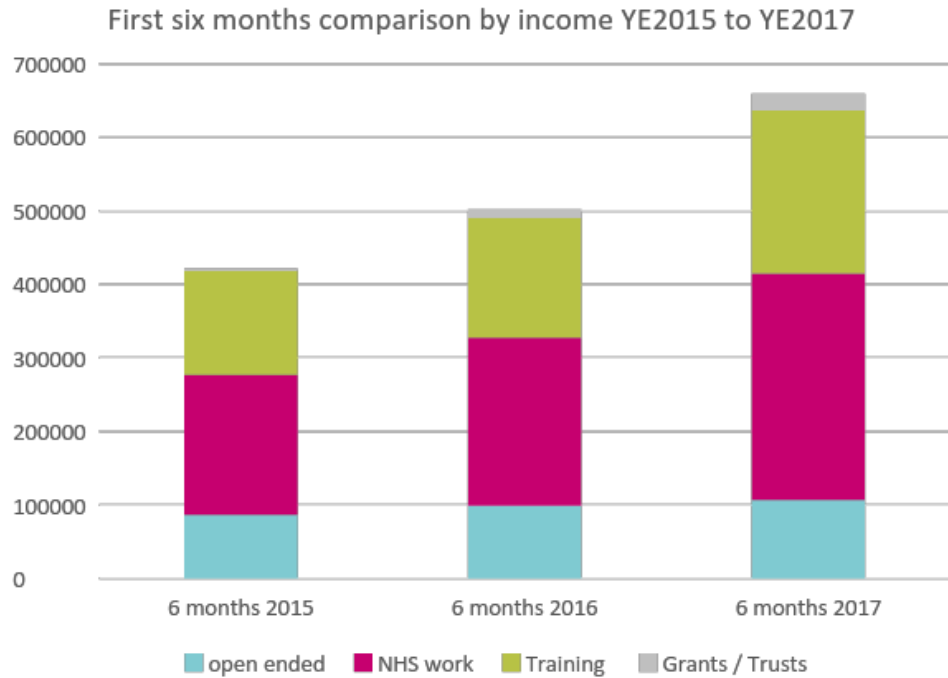


The
Counselling
Foundation

A Foundation for Personal Growth

The Counselling Foundation Strategy 2017

The charity has continued to grow its footprint across the regions - more clients now supported than before



- The Foundation is able to provide a low cost service, and one which is economically sustainable. The average fee on open ended remains at a 40% discount to local private practice fees.
- A growing training school helps broaden a charitable objective, reduce the stigma of mental health through counselling, training and psycho education. New initiatives; Introduction to Counselling courses and workshops.
- Our strong reputation for clinical governance, and relationship management has helped position ourselves as a leading counselling contract provider; H&V CCG, E&N CCG, ELFT, & Herts County Council.

A three year strategic plan and organisational values – what the Foundation has achieved the past 12 Months

Talent management

- Create opportunities for students, counsellors and staff
- Facilitated greater access to internal placements

Increase Impact

- Enhanced clinical risk tool
- Implemented group work at centres to see more clients
- Accessed grant funding for charitable activities
- Assessing property portfolio
- 5-year BACP training accreditation achieved, March 2017



Growth

- Expanded new Certificate and Introduction courses across Herts/Beds
- Continued trend of +15% annual increase in net counselling client numbers and more clients paying under £20
- Emerged as a leading AQP provider with NHS & HCC. New 3 year contract from Oct 2016 Doubled sessions delivered.
- NHS Contracts in Luton locality

Smarter Working

- Implemented clinical committee; new clinical processes / change management rolling agenda
- Improve telephone system
- Reviewing the client journey

A three year strategic plan and organisational values – what to expect over the next 12 months

Talent management

- Promote career & personal development
- Flexible, family friendly and harmonious work culture

Future proof & infrastructure

- Embed new telephony and integrated system in centres
- All staff understand cash cycle, measures to increase cash headroom
- Review property estate and head office location
- Increase accommodation capacity at centres
- Explore options of a database which enables better clinical case management



Growth

- Entrepreneurship culture to create new initiatives to make counselling relevant and accessible
- Ensure new NHS work is stable, improve recovery rates, and grow market share
- Grow the scope of training delivery and hedge NHS Income

Client focus

- Assess new complex cases services and SME offering
- Review KPIs and new KPI monthly dashboard to measure service and enhance client experience