



**Impact
Report
2021**

“This is the only place that I can be angry and nobody gets upset with me.”

– Nine year old boy

“Place2Be helped me talk, so I stopped keeping things inside, I talk with my friends and mum. I know that I always can ask adults for support if I need to.”

– Eleven year old girl

“We cannot thank you enough. It is like a miracle has happened. My child’s anxiety has gone down. He has friends now. He began coming back home on his own from school whereas before he was afraid to go on the street even with an adult. He is open, positive and willing to try new things.”

– Parent



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Who we are

Place2Be believes no child should face mental health problems alone.

Since 1994, our mission has been to improve children and young people's mental health and emotional wellbeing.

Our expert teams work in school communities across the UK to support pupils and help them to manage challenges in their lives.

Our vision is for all children and young people to have the support they need to build lifelong coping skills and to thrive.

Our work focuses on four areas:

1.

Providing high-quality mental health services in schools, backed by research.

2.

Building confidence and knowledge in schools and with families, to promote a better understanding of mental health.

3.

Building a mental health workforce that can support children and young people.

4.

Raising awareness of children and young people's mental health everywhere, from government to the general public.



"2021 has been another incredibly challenging year for many children and young people across the UK. We are hugely proud of the perseverance, integrity and dedication of Place2Be's staff, who have not only continued to provide crucial and life-changing support for children and families, but have also adapted, innovated and grown through these exceptional circumstances.

"As we look ahead to the next academic year, we know that there is still much more to do. Our focus remains on expanding our frontline services, training and evidence, and raising vital awareness. Our ultimate goal is to reach and benefit more children and families – who are at the heart of everything we do."

Catherine Roche, Chief Executive

FOCUS
1

High quality mental health support in schools

Children and young people

The latest NHS data shows that one in six children and young people have a diagnosable mental health issue. That's an increase from one in nine children in 2019. Place2Be's support is clearly more needed than ever.

We create safe spaces in schools to allow children and young people to open up about what's worrying them. Our life-changing support not only helps children to cope with whatever challenges life has thrown at them, but can also prevent problems from becoming more serious in adolescence and adulthood.

Place2Be works within the school setting, giving children easy access to support. We now provide an embedded mental health service in over 400 UK primary and secondary schools supporting a school community of around 225,000 children and young people.

Not only do children and young people benefit immediately from accessible support in school,

but these benefits stay with them as they grow. We partnered with the Universities of Exeter and Cambridge to carry out a study into the long-term benefits of in-school mental health support. The findings, published in May 2021, showed improvements to children's mental health after having Place2Be counselling, were still present a year after the counselling had ended.

Families

Place2Be's whole-school approach involves all the adults who support a child, so that everyone gains a better, shared understanding of that child's mental health needs and how to support them.

All Place2Be partner primary schools now have access to a dedicated Family Practitioner – who focuses on improving parents' confidence and strengthening family relationships.

In the past year, our school-based teams delivered over 19,000 'Parent Partnership' sessions.



31,000
children and young people accessed a support service from Place2Be

This involves offering support and advice on family-focused issues and concerns.

Our Parenting Smart website, featuring practical advice for parents of 4-11 year olds, launched in 2021 initially to our Place2Be schools, and then publicly in autumn 2021.

We are currently developing an online parenting course in collaboration with South London and Maudsley NHS Trust (SLaM), launching in early 2022.



Our reach and impact

A life-changing impact
After children have Place2Be counselling:



79%
of those with severe difficulties show an improvement in mental health



65%
of children's difficulties had less impact on their learning



73%
find it easier to have and keep friends

Supporting the most deprived communities
Of those who accessed Place2Be's one-to-one weekly support:



46%
received free school meals



25%
were involved with social care



8%
were the subject of a child protection plan



Rafi's story

Rafi lost his dad to cancer when he was just five years old. A few years later, now age seven, he was still overwhelmed by grief.

He carried a photograph of his dad with him at all times, and even wanted to keep it on his desk in class. He would often be completely inconsolable and in floods of tears in the classroom talking about how he missed him.

His sadness was so overwhelming that it began to affect the other children. His teachers despaired – they didn't know what to do to help him. Rafi's mum was also concerned that his sadness could impact on his learning and his ability to make friends.

Rafi began attending weekly sessions with Place2Be. During the sessions, he explored themes of life and death.

He would draw pictures or play out scenes in the dolls' house, where a silent figure watched on from a distance. As he drew, he would 'wonder where people go when they die'. Using the Place2Be room's sand tray, he would create two separate lands with animal figures, to explore the the concepts of heaven and earth.

Over the weeks, his counsellor was able to help him name his feelings and hold his pain, giving him time to process his grief. Rafi began to be able to recognise and name his own feelings of anger and disappointment. He also started to notice others and recognise how they may need help, and express hope for the future. At the end of his sessions, he told his counsellor "Even though you won't be with me anymore, you're always going to be my special friend."

Now Rafi smiles and waves at his Place2Be counsellor when he passes them in the corridor. He is a very popular, kind boy and is doing well in school.

Please note, names and some identifying details have been changed to protect the privacy of the children and families we support. The child pictured is a model.



Building confidence and knowledge in schools

Teachers and school staff play a crucial role in both promoting positive mental health for their pupils, and spotting when professional support may be needed.

Place2Be is committed to building the confidence, skills and knowledge of school leaders and teachers, to promote a better understanding of mental health and wellbeing.

In the past academic year, we launched our online *Mental Health Champions - Foundation* programme, reaching 42% of schools in the UK across every county in England, Wales, Scotland and Northern Ireland. 97% of those who completed the course would recommend it and 74% learned something that resulted in a change in their action, behaviour or attitude in the workplace.

We delivered our *Place2Think* sessions for teachers and school leaders in Scotland and London. These small group supervision sessions support positive mental health in school communities, and are facilitated by Place2Be clinicians experienced in school and community settings.

We also developed our quality assured *Senior Mental Health Leads* training programme. Launching in autumn 2021, the programme supports leaders to develop a whole school approach to mental health.

At the end of all of our programmes, trainees are invited to join our virtual Staffroom – a supportive community which offers ongoing access to Place2Be’s resources and expertise.



54,786

teachers and school staff undertook our new *Mental Health Champions - Foundation* programme



846

teachers and school leaders signed up to join our reflective supervision groups, *Place2Think*



97%

of those who completed the *Mental Health Champions – Foundation* programme would recommend it



“Place2Be provides a strong ethos and excellent track record in evidence-based interventions, using its own extensive routine data collection to improve the effectiveness of the services that they deliver to schools. In addition, their networks extend across the country providing opportunities to learn from other highly motivated and skilled practitioners and their experience.”

Tamsin Ford, Professor of Child and Adolescent Psychiatry at the University of Cambridge



99 people took up one of our counselling qualification courses and 162 people attended a 'Taster Day'



765 Counsellors on Placement trained with Place2Be



115 workshops were delivered



28 bursaries were awarded to students on low incomes to support their professional training



Building the children's mental health workforce

Through both our clinical placements and professional qualifications pathways, Place2Be is committed to training and developing a skilled workforce of professionals with expertise in children and young people's mental health.

Our child counselling courses, qualifications and placements in schools are informed by over 25 years' experience delivering mental health services.

In the past year as a result of the pandemic, our ability to deliver

face-to-face training was greatly reduced. As with other aspects of our work, we continued our courses virtually wherever possible.

As part of our commitment to broaden the workforce, we were proud to launch a bursary scheme thanks to the support of The Wolfson Foundation. We awarded 28 bursaries to students on low incomes to support their professional training with Place2Be.

Place2Be is also chair and host of the mental health sector-wide Diversity and Inclusion Coalition for counselling training providers. In February, we held a workshop to look at developing a more equal and inclusive clinical curriculum, and in 2022 will launch a toolkit to support this.

In the next academic year, we will conduct a strategic review of Place2Be's role in building the child mental health workforce –

in line with changing needs of service users and the workforce, post-pandemic, and leveraging the opportunities presented by digital or blended learning.

“Place2Be's child-centred model meant that I was able to train and focus on understanding children and their language. It enabled me to have the competency to work with children in a way which naturally feeds into adult counselling... We must remember, all adults were children once, so it has allowed me to empathise with adults more, as I am able to connect with my inner child and theirs, through the training I received.”

Former Place2Be Counsellor on Placement

Raising awareness of children and young people's mental health

We constantly evaluate our work to ensure that what we do results in the best possible outcomes for children and young people.

By sharing our findings with a wide range of audiences, from government to the general public, we aim to raise awareness of children and young people's mental health and the role we all play to support it.

Over the past 12 months, Place2Be informed public policy on children's mental health by providing oral evidence to both the Commons Education Committee and the Lords Committee on Public Services. We also provided written evidence to the Health and Social Care Committee and facilitated a young people's evidence session with the Education Committee. We have arranged visits to Place2Be partner schools for MPs, including England's Shadow Minister for Mental Health.

We published several peer reviewed papers to disseminate our learnings and share best practice.

“Children who have access to a Place2Be counsellor at primary school see benefits to their mental health over the longer term compared to children who don't. School-based counselling could help address the urgent need to support children's mental health and could help reduce pressure on oversubscribed child mental health services.”

Dr Katie Finning, University of Exeter

Children's Mental Health Week

Our flagship annual campaign provides a focal point in the school calendar to promote positive mental health for all children and young people.

In February 2021, despite coinciding with a national lockdown, the campaign was our most successful to date.



225,000
downloads of our schools and families resources



£100,000
raised as a result of activity during the week



26,000
people posted about the week on social media, with potential impressions of over 320 million

Our commitments

Equality, diversity and inclusion

Equality, diversity and inclusion remains an ongoing focus for Place2Be. In summer 2021, we updated our commitment to Equality, Diversity and Inclusion Action Plan.

Our Equality, Diversity and Inclusion (EDI) Steering Group meets every six weeks to discuss and champion our EDI action plan.

We seek to make Place2Be more representative of the communities we support, championing the voices of colleagues and peers across diverse communities.

We launched our bursary scheme, awarding grants to students on low incomes (see page 12-13).

Beyond our own organisation, Place2Be also continues to lead the therapy sector's Diversity and Inclusion Coalition (see page 12-13).

Sustainability

Place2Be created a Green Charter in 2020, in which we committed to reducing Place2Be's environmental impact through actions including reducing London office energy emissions and reducing CO2 emissions through travel.

Our fundraising

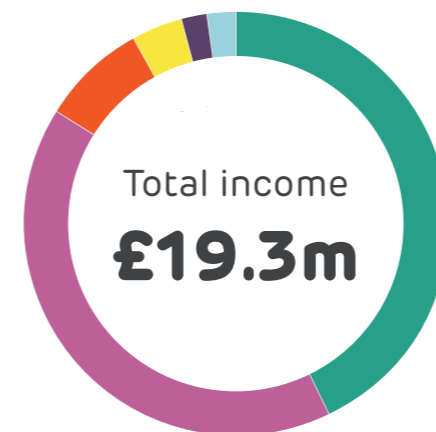
Fundraising during the pandemic had its challenges, with events cancelled and much uncertainty surrounding different income streams. This is why we are particularly grateful for each person and every organisation that responded to the crisis by supporting Place2Be. Thanks to their combined commitment to children's mental health, we raised an incredible **£8.2m in voluntary income during 20/21.**

Nothing demonstrated that 'the show must go on' more than our virtual Carol Concert, livestreamed from the church and supported by a host of stars including Damien Lewis and Keira Knightly. We were also delighted that our Dress to Express fundraiser as part of Children's Mental Health Week captured the imagination of children, young people and adults across the UK.

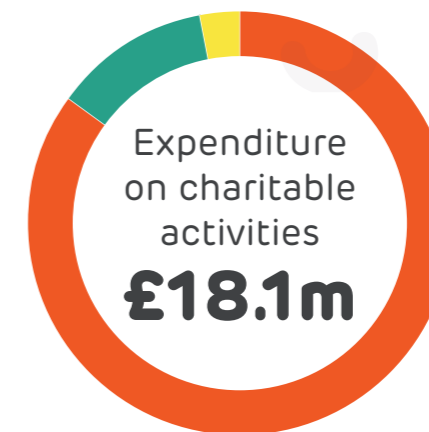
As ever, donations from charitable trusts and our corporate partners played a huge part in our fundraising success and we are hugely grateful to the extraordinary contribution from each and every organisation.

We are also grateful to all those in the community who took part in their own challenges and activities to raise funds on our behalf, despite the difficulties with lockdowns and social distancing.

Without the generosity and passion of all our supporters, Place2Be would just not be able to ensure that so many children and young people are supported through their mental health problems. Thank you for making a lasting difference and helping us reach children before it's too late.



- Voluntary £8.2m
- School £7.9m
- Local Government £1.5m
- Central Government £0.7m
- Training £0.5m
- Gifts in Kind £0.4m
- Investment £0.004m



- Mental health services & support £15.4m
- Learning & development £2.1m
- Raising awareness & promoting understanding £0.6m

A huge thank you

We are so grateful to the organisations and individuals who, among other generous benefactors, have given us financial and other support during the past year.

Allan & Gray Gill Philanthropy

AOK Trust

Aspect Capital Limited

Baillie Gifford

Bain Capital

Bank of America

The Beaverbrook Foundation

Nicola and Richard Blackburn

BlackRock

Nigel Bliss

Bloomberg

The Budd Family

Lola Bute, founder of Eternity

The Childhood Trust

Citi e for education

Clyde & Co

James Cochrane

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The Joyce & Norman Freed Charitable Trust

KKR

Knightsbridge School

The Law Family Charitable Foundation

London Community Foundation

The Lord Mayor's Appeal

Lush

Mapfre Insurance

Marshall Wace

The Mohn Westlake Foundation

Morgan Stanley

Claire Musgrave

National Emergencies Trust

Nominet - #RESET digital mental health programme

North Carrick Community Benefit Company

Northwick Trust

Orley Farm School

Paul Hamlyn Foundation

Pears Foundation

People's Postcode Lottery

The Permira Foundation

The Peter Cundill Foundation

PJT Partners

Porsche Cars Great Britain

Porticus UK

M&G

PwC

QBE Foundation

The Rigby Foundation

River Island

The Robertson Trust

Tim and Victoria Robinson

The Royal Foundation

Sarasin & Partners LLP

Scottish Government – Children, Young

People and Families Early Intervention Fund

Scottish Government – Wellbeing Fund

Harrow School - Shaftesbury Enterprise

Sir James Knott Trust

sketch

STV Children's Appeal

Swiss Re UK&I

Syncona Foundation

T.Rowe Price

The 29th May Charitable Trust

The Brook Trust

The City of Edinburgh Council

The Chartered Accountants' Livery Charity

The Eranda Rothschild Foundation

The Masonic Charitable Foundation

The National Lottery Community Fund and Department for Digital, Culture, Media and Sport (DCMS) - Coronavirus Community Support Fund

The Plum Trust

The Prudence Trust

The Sam West Foundation

The Thompson Family Charitable Trust

Nick Thomas

The Three Oaks Trust

The Tomoro Foundation

TUUT Charitable Trust

UBS

Robert and Felicity Waley-Cohen

Walter Scott & Partners Ltd

Tim Weller

White & Case LLP

William Grant Foundation

Wimbledon Foundation

Rowena Winkler

Peter and Jan Winslow

Wolfson Foundation

Women of Achievement

XTX Markets

Zurich Community Trust (UK) Ltd

We wish to offer special acknowledgement to those who gave us unrestricted and core cost funding, which provides security and flexibility for growth and development.

Special thanks to the Pears Foundation, People's Postcode Lottery, and The Peter Cundill Foundation, The Jongen Charitable Trust and Citi e for education who gave significant unrestricted funding.

We would also like to thank all of the friends of Place2Be who have given personally, attended our fundraising events, or taken on a challenge for Place2Be, as well as their wonderful sponsors.

We are hugely grateful to those who give us their time, energy and creativity on various committees and boards to help fundraise for Place2Be.

Development Board

Steve Rigby (Chair)

Zahir Bokhari

Andrew Howes

Simon Mackenzie-Smith

Claire Musgrave

William Russell

Mark Sorrell

Barbara Storch

Jonathan Watkins

Carol Concert Committee

Karen and Andrew Howes (Co Chairs)

Carole Annett

Tanya Baxter

Olivia Griffin

Jo James

Yahya Mirjan

Andrew Mitchell

Grace Newey

Penny Sainsbury

Zoe Stevens

“When I go to
Place2Be I let the
stress out and it
goes away.”

– Six year old girl



Contact us

If you are interested in finding out more about Place2Be, please get in touch:

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