



# IMPACT REPORT 2025

**"Thank you for being there when I needed it the most. I shine like a star because of you!"**



# WELCOME

I have been reflecting on our impact over this past year and on how our work shapes not only a child's life, but also nurtures the inclusive support structures around them – families, teachers and support staff, and the wider community. In conversations with headteachers, leaders of Multi Academy Trusts, families, and others who play vital roles in a child's development, one message is consistently clear: the work we do has never been more essential. Not as a short term intervention, but as a long term commitment to equipping young people with the skills, confidence and resilience that enables them to flourish and thrive throughout life.

When we partner with schools, our focus is not on firefighting or selecting only those with the most acute needs, it's on fostering a holistic, inclusive culture. We ensure that those who need us most receive expert support from our highly qualified, school based Counsellors, but our work extends far beyond individual sessions. Together with school leaders, we build a shared understanding of what it means to create and sustain a mentally healthy environment, supporting pupils, empowering teachers and engaging families. Our commitment is to foster a sense of belonging, embed resilience, understanding, and wellbeing at every level of a school community, ensuring that children and those around them can thrive.



The pressures facing young people, families and schools today are immense. Children and young people are growing up in a fast paced, always connected world where demands on their attention are constant, and meaningful family time is increasingly limited.

Amid these pressures, our work is helping to steer a path forward. Anxiety, depression and emotional distress are major underlying causes of school refusal and persistent absence. But timely mental health support can make a profound difference for pupils, staff and parents. Our evidence shows year on year the difference our Whole School Approach makes. **77% of primary** age and **89% of secondary** experience improved mental health after personalised support, enabling children and young people to engage with school and thrive.

With 50% of all mental health issues forming before the age of 14, childhood really is our chance to act. When we work deeply rooted in communities, excellence becomes visible. Our work in Salford and across Greater Manchester shows what's possible: a trusted, embedded Mental Health Practitioner working hand in hand with schools to ensure pupils get the right support at the right time.

If health and education can work together, we will create mentally healthy schools and nurture a happier, healthier, more resilient generation.

**Catherine Roche**  
Chief Executive

# DELIVERY - OUR SERVICE AND IMPACT

We deliver high quality, clinically led support where and when children need it most. Working closely with **school leaders, commissioners, voluntary sector**, we're guided by the voices of children and young people, with equity and inclusion at the heart of everything we do.

## Our whole school approach

- builds a mentally healthy culture
- ensures pupils who need us most receive expert, personalised care from our skilled school-based mental health professionals

## The result = impact felt across the community

1



improved  
pupil mental  
health

2



greater  
confidence  
among  
teachers

3



families  
engaged  
as active  
partners in  
supporting  
children's mental  
health

# OUR IMPACT:



Worked  
with over  
**650**  
schools.



Reaching over  
**340,000**  
children and  
young people.

**66%**

caused **fewer**  
**disruptions**  
in class.



**75%** children who  
had been **suspended** saw  
a **reduction**.

**56%** had **no**  
**suspensions**  
at all during the year they  
received counselling.



**77%**  
children  
**89%**



young  
people said  
their **mental**  
**health**  
**improved** after  
one-to-one  
**counselling**.



Over **38,000**

**pupils** accessed  
our self-referral

**Place2Talk**

which not only **gives**  
**children immediate**  
**access to a trained**  
**professional**

whenever they have  
worries, but **also helps**  
**school leaders spot**  
**vulnerable pupils**  
**early**, strengthening  
safeguarding and  
identifying those who  
may need further  
one-to-one support.



**"As a result of  
Place2Be's  
support,  
demand has  
reduced by  
25%"**

School Leader

**We are there for all children and young people  
but especially those who need us most.**



**44%**

eligible for  
**Pupil Premium**



**29%**

have **identified**  
**needs** such as SEN



**11%**

reported to be on  
**CAMHS waiting list**



**5%**

have a **child**  
**protection plan**

# MEET JAY

\*Names have been changed to protect identity



## “This is the best place Jay has been in a long time.”

Jay, a neurodivergent pupil at a Place2Be partner school, was referred for one to one counselling due to severe anxiety, overwhelming emotions and, at times, suicidal thoughts. The Place2Be Mental Health Practitioner worked closely with Jay to understand his needs and risks, identifying that he required a high level of support.

From the outset, Jay spoke openly about his suicidal thoughts. His counsellor coordinated closely with his mother and NHS CAMHS to ensure his safety. Although the start was challenging, Jay soon began attending sessions consistently, and over time his distress and hopelessness reduced markedly. When the counsellor reflected this progress back to him, Jay was able to

acknowledge his progress and recognise the value of his sessions. This showed his growing self-awareness and ability to manage difficult emotions.

Jay’s mother also saw a significant change. As the one to one sessions came to an end, the option of Place2Talk drop-ins reassured Jay that support was still there if needed.

Place2Be’s coordinated, whole-school approach - bringing together Jay’s parents, school staff and CAMHS - was crucial during this critical period. By the end of his counselling, Jay’s need for support had reduced considerably, he was at much lower risk of harm, and he was far better equipped to cope with ongoing challenges.

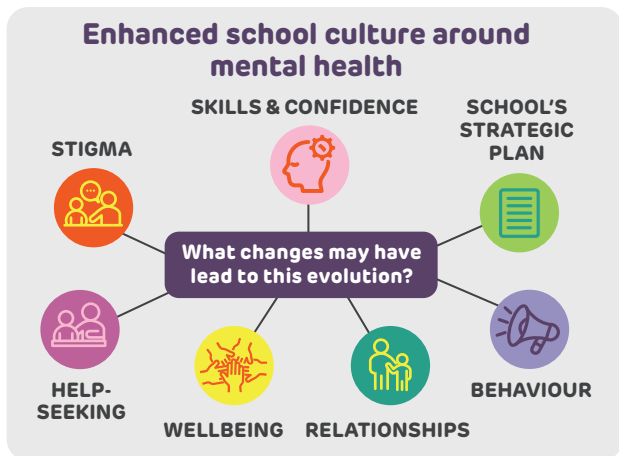
# DELIVERING CHANGE

across Salford, Greater Manchester



With generous support from AL Philanthropies, Place2Be's research programme continued to partner with 20 primary schools in Salford. By placing a dedicated Place2Be Mental Health Professional and Family Practitioner at the heart of school life, the programme set out to understand how consistent, on site mental health support shapes school communities.

Results show that schools are calmer, relationships are stronger, and a culture of mental health awareness is taking firm root with children, staff and parents all viewing their school as significantly more mentally healthy.



Almost **four in ten** pupils have **accessed** at least one element of **Place2Be's** support



**87%** said they felt listened to



Across 20 schools more than **3296 children** used **Place2Talk**, for everyday worries



**80%** left sessions feeling calmer



**76%** felt less worried



**Over 400 children** received **one-to-one counselling**, with **77%** showing **improved mental health**

School staff have **gained confidence, capacity and practical tools**



reporting **new strategies**



**feeling confident** supporting children's mental health



**94%** of senior leaders agreed Place2Be's whole school mental health approach integrated well into the school's strategic plan



**63%** of senior leaders had made changes to school policies since Place2Be



**Half** of schools who had an Ofsted inspection reported Place2Be had contributed to their Ofsted report



**16** schools now have a governor responsible for mental health and wellbeing, compared with 6 in 2022

Many **parents** said they had **learned new strategies** to support their child, with **61%** **making changes at home** with several, reporting improved routines, relationships and family life.

# STRENGTHENING SUPPORT IN COMMUNITIES:

Deepening our impact in our communities is a key strand to our 2025-30 strategy.

We're continuing to strengthen our presence in communities by offering more flexible services shaped by local need.



Through programmes like **Journey of Hope** and **Parent/Child Coaching (PIPT)**, we're deepening our work in schools, including in rural and coastal areas facing high deprivation, providing a targeted group support that builds confidence, resilience and practical skills.

With a strong focus on early intervention, our Mental Health Practitioners and Family Practitioners are expanding support for parents, carers and teachers in primary schools. By building trust and addressing emotional and behavioural needs including attachment, family dynamics and regulation, they give families the tools to create the stable foundations children need to thrive.

"The impact of this is significant – we have seen children unable to build relationships with other children but after having the families sessions, they are able to solve issues and use a range of strategies available to them and able to focus and manage emotions much better."

Assistant HeadTeacher

## JOURNEY OF HOPE

We focus on **helping children thrive** through our **group-based Journey of Hope programme** - proven to strengthen coping skills, resilience and confidence.

**Nearly two-thirds (61%)** of children involved in our group work **reduced disruptive behaviour**, improving the learning environment for them, teachers and classes.

With a **particular focus on those at risk of emotionally based school avoidance** and **using our Journey of Hope programme**, we supported Year 6 pupils, **53%** of whom had a diagnosed special educational need (SEN), into a **successful transition from primary to secondary** across 13 schools in Devon.

## PARENT/CHILD COACHING (PIPT)

Our **Personalised Individual Parenting Training (PIPT)** programme has supported almost **50% more families over the last two years.**

Delivered by **trained Family Practitioners** in partner schools, it reduces behavioural issues, strengthens family relationships, and improves parent confidence.



**90%** of parents **agreed they knew how to support their child's behaviour** following personalised parent/child support sessions.



# SPOTLIGHT ON WANDSWORTH

**The right support,  
in the right place,  
at the right time.**



In Wandsworth, we have **continued to deepen and strengthen our place based model** by expanding our offer to meet young people where they are whether in school or in the community.

**Our approach now provides a seamless therapeutic pathway that bridges school settings and community locations,** ensuring young people can access support in the space that feels most comfortable and meaningful for them. Together, these developments demonstrate Place2Be's commitment to delivering responsive, community anchored mental health services in Wandsworth supporting early access, reducing inequalities, and ensuring young people receive the right support, in the right place, at the right time.

## INTEGRATED MODEL

**Our Peripatetic Mental Health Practitioners** move fluidly between schools and community centres, a single, accessible point of access for young people and families across the borough with one front door.



**Integrated model**

**Ensures consistent, relationship led experience regardless of referral pathway**



**Reduces barriers to engagement**



## FOCUS ON FAMILY HUBS



As part of the **Best Start in Life Steering Group** in Wandsworth, we are contributing to borough wide efforts to ensure every child has the strongest foundation for wellbeing and development.

**Designed to strengthen multi agency support for families and improve children's outcomes in key areas** such as emotional regulation, managing self, and building healthy relationships.

# SPOTLIGHT ON LOTHIAN



Across Scotland, **we deliver evidence-based interventions in schools and community settings**, working as a strategic partner to ensure support is tailored to local needs. For example, across the Lothian region we deliver in-school and peripatetic services across 113 schools in three local authorities, and our new partnership with NHS Lothian enables us to provide consistent and equitable support that strengthens expertise and capacity across the whole region.

**Our school-based hubs improve children's mental health**, deepen collaboration with local authorities and NHS partners, and create a holistic network of support for pupils, families and staff.

**The result** - a joined-up and strategic approach including local authority, health and education partners that enables the sharing of learning and best practice across the wider NHS Lothian area allowing us to maximise impact for children, young people and families.

# BUILDING THE WORKFORCE

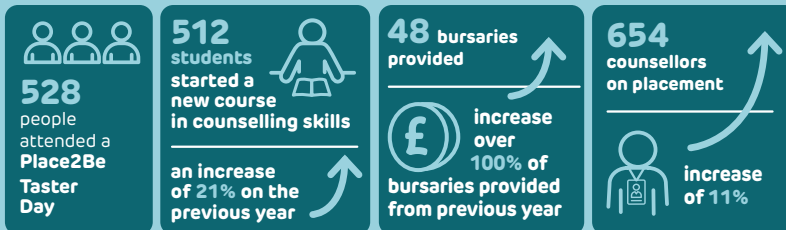
Building capacity within communities is central to our approach. **Each year, nearly 1000 places are taken up on our counselling pathway programmes, from introductory courses through to our postgraduate diploma.** Our focus on attracting and retaining a more representative student group helps to grow attuned professionals, qualified to support children and young people to build skills for a more mentally healthy life.

We **remove financial and structural barriers** to entering the profession by offering **bursaries, scholarships** and **flexible routes** to qualification. Through this approach we are laying strong foundations for a future apprenticeship programme, designed to make a counselling career more accessible and inclusive. This initiative has the potential to open doors for people from a wider range of backgrounds and aims to diversify the workforce children and young people rely on.

## Over the last year we have:

**Expanded our bursary delivery and reviewed eligibility criteria to increase accessibility.**

**Engaged Skills England and mobilised a cross section trailblazer group to develop child counselling apprenticeship.**



## ANNA-LOUISE'S STORY Place2Be Bursary student

Growing up in poverty and facing many challenges has shaped who I am today, teaching me resilience, empathy and determination. For over twelve years I have worked with children with special educational needs, something close to my heart. Completing the foundational Level 2 and Level 3 programmes with Place2Be clarified my career path. As a single parent, balancing work and study, the opportunity to qualify as a counsellor via the Level 4 Diploma or Postgraduate Diploma, with a scholarship, means everything to me and my family. I am proud to support Place2Be's vital work in children and young people's mental health, and deeply grateful to Morgan Stanley for the scholarship which has made continuing this journey possible and will positively impact many lives."

# USING OUR DATA AND EVIDENCE TO DEMONSTRATE WHAT WORKS



We're committed to showing what truly works for children and young people's

mental health by strengthening the evidence base, deepening public understanding, and driving change across local and national systems. Childhood is a critical window for laying the foundations for lifelong mental wellbeing, and we know that building capacity within schools is one of the most effective ways to make that happen. From the AL Philanthropies Research Programme in Salford to our work with PBE on **The Happy Childhood Dividend**, demonstrating better mental health can boost GCSE outcomes, our research generates clear, actionable insights that shape policy and practice across the sector.

- We delivered two **major conferences in London and Greater Manchester**, uniting education and health leaders to explore how schools can assist the health system to move from treatment to prevention in supporting children's mental health.
- We convened **nearly 50 MPs and Peers to discuss embedding mental health and wellbeing in education** with MPs including Education Select Committee Chair Helen Hayes MP visiting Place2Be partner schools to see our work in action.
- We **contributed evidence to multiple government consultations**, covering topics from men's health to safer phone use.
- **In Scotland**, we developed a **£15 million policy proposal** for a **Children's Mental Health Early Intervention Fund** to help primary schools access vital wellbeing

"I was delighted to join Place2Be in Parliament to discuss the foundational importance of good mental health and wellbeing and the brilliant services provided by Place2Be in schools."

Helen Hayes MP, Chair of the Education Select Committee

**Research and evaluation sits at the heart of Place2Be's mission shaping our therapeutic practice, strengthening the support we offer children and young people and influencing national conversations on mental health.**

- In 2025, together with PBE, **we published a report supporting the case for good mental health and improvement in attainment.**
- We are an expert implementation partner of the **Regulating Emotions – Strengthening Adolescent Resilience (RE-STAR)** research which aims to explore how to adapt the school environment to better accommodate and support children and young people who have Autism and ADHD.
- We **co-created a qualitative interview topic guide with young people** to explore the long-term impact of school-based counselling services. We shared our experience of working with young people to inform our research processes at the ACP International Research Conference 2025.

# CHILDREN'S MENTAL HEALTH WEEK



'Children, families and schools across the UK joined us in our annual Children's Mental Health Week, with a theme of 'Know Yourself, Grow Yourself.'

Collaborating with Disney, with their Inside Out characters, the week empowered and equipped young people and the adults around them to express themselves through art, discussions, activities and games.



**278,000**

Students and pupils got involved



**39,000**

Adults joined in



Over

**150,000**

Resource downloads



**350+**

Pieces of media coverage

## Social Interaction



Over **3.2k accounts** posted about the week on social media (21k+ posts) with over **71 million potential impressions**.

# INCOME AND EXPENDITURE (FY 24/25)

<b>Total Income</b>	<b>£28.9m</b>
Voluntary	£13.0m
School Fees	£11.0m
Commissioning	£2.6m
Training	£1.3m
Gifts in Kind	£0.6m
Other	£0.4m
<b>Total Expenditure:</b>	<b>£28.9m</b>
Mental health services & support	£22.7m
Learning & development	£2.5m
Promoting the mission and driving engagement	£1.0m

**“Place2Be is a fantastic service which is invaluable to our school”**

Headteacher,  
Greater Manchester



# THANK YOU

We would like to say a special thank you to our unrestricted funders, including Postcode Lottery players, whose support through the Postcode Children Trust has now reached **£5,322,937**, as well as The Mohn Westlake Foundation and the Pears Foundation for their continued generous support. The flexibility of unrestricted funding enables us to respond swiftly to where the need is greatest, representing a powerful investment in and commitment to our mission.

3i

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Postcode Lottery players

The Peter Cundill Foundation

PizzaExpress

Porsche Cars Great Britain

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The Rare Impact Fund

The Rayne Trust

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Royal Charity Polo Cup

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ShareGift

Shears Foundation

Sir James Knott Trust

Sketch

Nic and Jacqui Sochovsky

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## Contact us

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