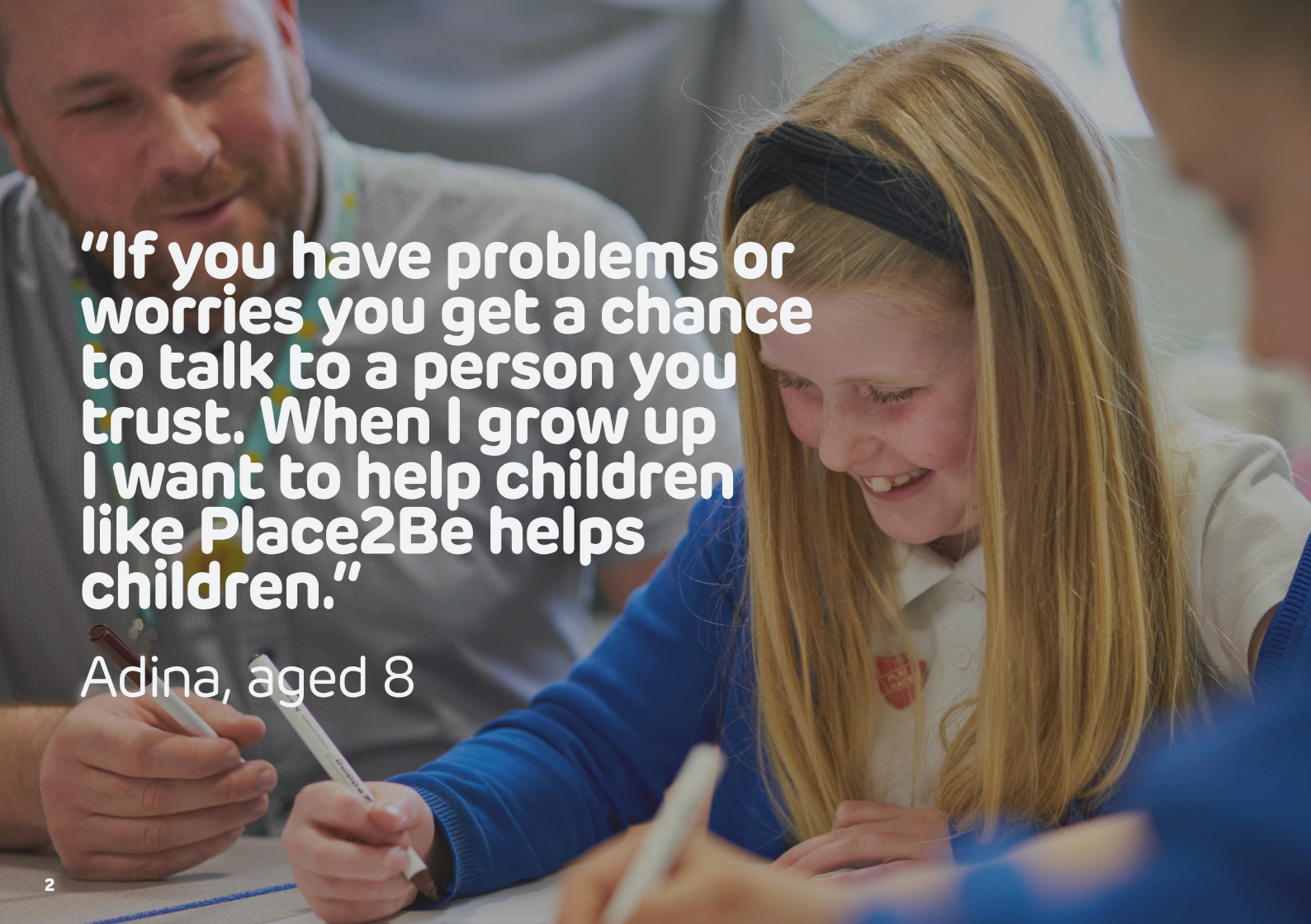




2024

IMPACT REPORT

A man with a beard and a young girl with long blonde hair are sitting at a table, writing on a large sheet of paper. The man is on the left, looking down at the paper. The girl is on the right, smiling and looking at the paper. They are both holding white markers. The background is blurred, showing other people and a bright, indoor setting.

"If you have problems or worries you get a chance to talk to a person you trust. When I grow up I want to help children like Place2Be helps children."

Adina, aged 8



WELCOME

For the past 30 years, we have been at the forefront of pioneering the Whole School Approach to children's mental health and wellbeing through our evidence-based programmes. Our research shows early intervention works and working in partnership with our school communities, together we have the ability to change lives. 78% of children aged 5-11 and 91% of children aged 11-18 show improved mental health after early intervention. With 50% of all mental health issues starting before the age of 14, this is a crucial time to act. Together with our communities, we help children and young people adopt lifelong tools and strategies, empowering them to thrive and build coping skills that will support them throughout their lives. In these incredibly challenging times for the economy and for young people growing up today, as leaders in this space, our commitment is unwavering. Children and young people and their voice is at the heart of all we do. Our work matters now more than ever and is rooted in the belief that when we come together—across education, health, local authorities and beyond—we can drive systems change.

We're not just addressing today's challenges; we're laying the groundwork for a more connected, resilient future. Looking forward with hope and determination, our new five-year strategy will expand our impact deeper into communities, building on our crucial partnerships with schools and strengthening connections further with the health system and community partners.

We will continue to adapt to ensure we're reaching children and the trusted adults around them in the most effective ways. We will evidence and demonstrate how high-quality support and an environment of wellbeing for children and young people can be delivered at scale.

As a leading, accessible, and expert place-based mental health service for children and young people, we will continue to build mentally healthy schools and empower children to flourish. With our knowledge and experience, we are confident that by working hand in hand with schools, local community partners and with much needed and valued philanthropic support, together we can continue to create meaningful change and positively impact children's lives.

CATHERINE ROCHE
CHIEF EXECUTIVE

SUPPORTING CHILDREN IN SCHOOLS

Place2Be partners with schools in England, Scotland and Wales. Working hand in hand with school leaders, we create a safe environment to help children and young people share their worries, understand their emotions, and learn how to seek help. This could be through individual counselling or our group interventions, work with families.

WHOLE SCHOOL APPROACH:



Work with over **650 schools**, reaching over **350,000** children and young people.



78% children and **91%** young people said their mental health improved after one-to-one counselling.



75% children who had severe difficulties had improved mental health after counselling.



63% children showed their classroom learning had improved after one-to-one counselling and was less impacted by their mental health.



68% found it easier to have friends.



40,000+ pupils accessed our self-referral Place2Talk service to speak with a Place2Be counsellor because they needed support – the highest it has been since 2020 – highlighting the importance of this unique and vital service for children and young people.



64% children who participated in our group intervention Journey of Hope caused fewer difficulties for their teacher and class.

We are there for all children but especially those who need us most.



43% Eligible for Pupil Premium.



9% reported to be on CAMHS waiting list.

MEET FRANK



At age 9, Frank was diagnosed with Attention Deficit Hyperactivity Disorder (ADHD). His energetic behaviour made him a target for bullying, causing him to avoid break times and cry at the school gates each morning. The bullying led to low self-esteem, with Frank often describing himself as “bad” and “stupid.”

Seeing Frank’s struggles, his mother transferred him to a new school. However, he found it difficult to settle in and began falling behind in his classwork. His disruptive behaviour escalated, and when his teacher responded, he lost control, became angry and broke into tantrums and outbursts. Recognising the severity of the situation, Frank’s teacher referred him to Place2Be for one-on-one counselling.

In his first session, Frank was full of energy, using LEGO® bricks to build a tower. As the session came to an end, he destroyed the tower he had built. When

he felt confident enough, Frank told the practitioner that he missed his dad, who had recently been released from prison and decided to move abroad. This caused a lot of sadness for Frank, and the practitioner realised that Frank found satisfaction in destructing things as a way for him to express his anger and low self-esteem.

As Frank’s one-to-one counselling continued, his creative side emerged. He used clay to build models representing his father and himself, carefully crafting them with love, only to destroy them at the end of each session. When building the models, the practitioner would ask him questions about his dad, this process helped him release his anger and talk about his dad with mixed emotions.

Alongside Frank’s sessions, his mother attended Place2Be’s Parent Partnership sessions. She shared her struggles with accepting Frank’s ADHD diagnosis. Daniel, Place2Be’s Mental Health Practitioner connected Frank’s mother with resources, helping her accept the diagnosis and support Frank.

Eventually Frank was ready to end his one-to-one sessions. Place2Be continues to be the main source of support for Frank and his mother, accessible whenever they need it.

* Images and names have been changed

SUPPORTING FAMILIES

We believe it takes a village to nurture children and young people. Place2Be works broadly and deeply in communities, collaborating with the NHS amongst other partners, equipping teachers, school staff, parents and carers with the tools they need to help children and young people thrive. Parents and carers at Place2Be partner primary schools have access to a Family Practitioner who can offer Personalised Individual Parenting Training (PIPT). This specialist programme supports parents and carers in building on their parenting skills, deepening the relationship with their child and managing challenging behaviour.

We also provide our online parenting course Parenting Smart (developed in partnership with South London and Maudsley NHS Foundation Trust).

Based on evidence and adapted to our school communities and cultures, the course equips parents/carers with extra tools to help strengthen their relationship with their children.

Parents who used our online parenting support programme Parenting Smart:



96%

would recommend it to others.



91%

felt confident they could improve their child's behaviour.



83%

have a good understanding of the reasons for their child's behaviour.



78%

said they and their child have more good times than difficult times.

Parents who accessed our in person Family Practitioner specialist support:

By being available within the school setting, our Family Practitioners are able to build trusting relationships and reduce barriers to engagement, offering tailored parenting support to families, school leaders and the local community.

Our experienced teams can reach children with challenging behaviour, delivering impactful results for the children and their parents.



515

parents accessed the face-to-face parent and child coaching support (PIPT).



87%

children showed an improvement in their mental health.



73%

children with severe needs had improved outcomes.



77%

children were eligible for free school meals.

We worked with The Fostering Network across Scotland, the UK's leading fostering charity, to evolve our existing Online Course so that it met the needs of foster carers.



252

foster carers participated in our Parenting Smart Online Course



95%

would recommend Parenting Smart to a friend

"All just very positive. I think anyone dealing with children, not just foster children even their own children, would benefit from this course."

SUPPORTING SCHOOL STAFF/ TEACHERS

Teachers and school staff play a crucial role in supporting children's mental health and we are committed to building the confidence, skills and knowledge of school leaders and staff.

We continue to work across initial teacher education, supporting teachers of the future. In the past year our partners have included Teach First, National Institute of Teaching, University of Glasgow, University of Stirling and Moray House School of Education and Sport at the University of Edinburgh.



9,355 participants took part in our Mental Health Champions Foundation programme.



85% participants who completed the programme say it has increased their readiness to lead a positive approach to mental health and wellbeing within their work.



Almost **90,000** people have taken part since the programme started.



368 participants took part in our Senior Mental Health Leads programme.

The impact Place2Be has here is huge, for the children, staff and parents; it's a whole school approach and a natural part of the school.... in fact, Place2Be is so much a part of the school, I'm not sure we could function without it"

Headteacher, Beechwood Primary

BUILDING A CHILD MENTAL HEALTH WORKFORCE

Place2Be is dedicated to addressing the growing mental health needs within schools and communities by creating accessible pathways to counselling skills and qualifications. By increasing the diversity of the mental health workforce, through supported places and bursaries, we are building a culturally competent workforce which reflects and understands the communities within which they work.

OVER THE LAST YEAR WE HAVE:

- Continued our pioneering Level 4 Diploma programme.
- Mobilised a cross-sector Trailblazer Group to establish an Apprenticeship Standard for counselling.

- Introduced new bursaries for all Place2Be's qualification pathway programmes.
- Opened opportunities for a more representative mental health workforce.



592 people attended a Place2Be Taster Day.



423 students joined our counselling courses.



22 students accessed our bursaries.



726 Counsellors on Placement

MEET RUSSELL



Following 25 years in education, Russell recently completed the Level 4 Diploma in School-Based Child Counselling with Place2Be. He spoke to us about that experience and his desire to encourage more men to consider counselling as a career or an enhancement to an existing skills set.

"I've been in education for nearly 25 years, but I now look at my work with children, young people and their families through a different lens. I'm not sure words can encapsulate the significance of this course."

READ MORE



BUILDING, UNDERSTANDING & INFLUENCING:

Leveraging our 30 years of insights, research, and expertise to inform and influence the shaping of solutions continues to be a key priority for Place2Be.

From providing evidence into political and sector-inquiries based on frontline practice, to promoting pupil voice across the country - we continue to keep children's mental health high on the agenda at a local and national level and to influence policy and raise awareness of the urgent needs our young people face. By working in partnership with schools and the community, we continue to demonstrate how effective and lasting change can be delivered in this space.

POLICY AND PUBLIC AFFAIRS

- Students from Ark King Solomon Academy led a campaign to the Prime Minister calling for more mental health support in schools.
- Young people were invited to Number 10 Downing Street to participate in our Art Room Activity as part of the 'Lessons at 10' programme.
- We gave evidence to over 20 reports, consultations and inquiries across the UK, covering a range of topics from boy's mental health, social care, inclusion in school, the RSHE curriculum and the importance of play.
- Ahead of the General Election, we saw each major party in England pledging their support for the expansion of children's mental health services, in line with Place2Be's key priorities.
- We presented evidence to the Secretary of State for Education, signed by 44 CEOs and sector leaders, urging the Government to prioritise mental health for better school attendance.

RESEARCH AND EVALUATION

Our Research and Evaluation team is the powerhouse of our impact data, constantly evaluating our work to ensure what we do results in the best possible outcomes for children and young people. Our research informs partners, government and other charities by evidencing the effectiveness of what works in supporting children and young people's mental health.



We published a new research paper exploring mental health and academic progress, which showed that after Place2Be support, children with mental health difficulties kept pace with their peers.



In collaboration with the University of Cambridge we published new evidence showing the link between counselling and reduced persistent absence.



Our Law Family Salford Research Programme - generously funded by the Law Family Charitable Foundation and currently in its second year of a four year programme - is assessing the impact of Place2Be's Whole School approach on 20 schools across Salford.

"I would like to extend my gratitude for the report Place2Be has recently completed. The insights and recommendations you provided are incredibly pertinent to the department's ongoing efforts in improving school attendance and the mental health of children and young people."

Minister for Early Education,
Stephen Morgan MP

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 'My Voice Matters'. The week empowered and equipped young people and the adults around them to express themselves through art, discussions, activities and games.

 **340,000**
STUDENTS AND PUPILS GOT INVOLVED

 **50,000**
ADULTS JOINED IN

 **188,000**
RESOURCE DOWNLOADS

 **600**
PIECES OF MEDIA COVERAGE

INCOME AND EXPENDITURE

FY23/24

The work we do wouldn't be possible without our supporters. Our diverse fundraising portfolio encompasses philanthropy, corporate and trust donors, events, individual supporters and grants



- Voluntary £10.1m
- School fees £10.3m
- Commissioning £2.6m
- Training £1.1m
- Gifts in Kind £0.5m
- Other 0.3m



- Mental health services & support £23.1m
- Learning & development £3.1m
- Raising awareness & promoting understanding £1.4m

LOOKING AHEAD

By evolving our practice to build out a wider partnership model based on our Whole School Approach, we can demonstrate how health and education systems can work effectively with local delivery partners to drive lasting change, supporting the needs of children and young people. In Wandsworth as an example, we are now providing a real breadth and depth of services across the borough, which will continue to be our focus in 2025 and beyond, including:

- embedded provision in primary and secondary schools
- access to mental health services for young people in the community to ensure early intervention
- support for children and young people who may be absent from education
- clinical intervention for schools supporting children with anxiety.



Every £1 spent on Place2Be support for primary school children generates £8 in benefits to society
(Pro Bono Economics, 2022)

THANK YOU

We are so grateful to the organisations and individual who, among other generous benefactors, have given us financial and other support during the 2023/24 academic year.

31

The AIM Foundation
AKO Foundation
Lucia Arienti
Baillie Gifford
The Barratt Foundation
The Estate of Dame Margaret Booth
Big Give Trust
Bowmer and Kirkland
The Brook Trust
Cadogan
Carrick Futures
CHK Foundation
Citi e for education
City Bridge Foundation, London's biggest independent charity funder
Dash2Devon
The David Cock Foundation
Deloitte LLP
Department of Health and Social Care
DHL UK Foundation

Dischma Charitable Trust
The Dyers' Company Charitable Trust
The Eureka Charitable Trust
Duncan Ford
Garfield Weston Foundation
Hugh Garmoyle
The Headley Trust
Henry Boot
Hobbs Family
The Hugh Fraser Foundation
J Leon Charitable Fund
The Jagclif Charitable Trust
JMCMRJ Sorrell Foundation
The John Armitage Charitable Trust
The John Coates Charitable Trust
The John Horseman Trust
John Swire 1989 Charitable Trust
The Jongen Charitable Trust
Zac Khalifah's family and friends
Knightsbridge School
The Law Family Charitable Foundation
London North Eastern Railway
The Lord Mayor's Appeal
M&G plc
Marshall Wace
The Mohn Westlake Foundation
Claire Musgrave
Nathoo Family Trust
James Newell
North Carrick Community Benefit Company
Panmure Liberum Foundation
Pears Foundation
People's Postcode Lottery

Permira Foundation
Persimmon Foundation
The Peter Cundill Foundation
Pizza Express/ the Veneziana Fund
Porsche Cars Great Britain
Portal Trust
PortSwigger
The Prudence Trust
Nadeem and Christina Rahman
The Rare Impact Fund
The Rigby Foundation
Victoria and Tim Robinson CBE
The Sam West Foundation
Scottish Government - Children, Young People and Families Early Intervention Fund and Empowering Communities Fund (CPYFEIF & ALEC)
ShareGift
The Shears Foundation
Caroline Sherman
Sir James Knott Trust
Sketch
Nic and Jacqui Sochovsky
Mark Sorrell for Goldman Sachs Gives
Stavros Niarchos Foundation
The Story of Christmas Appeal
STV Children's Appeal
The Symondson Foundation
The Syncona Foundation
Nick Thomas
Laura Tomlinson
The Tomoro Foundation
The Tompkins Foundation

The Triangle Trust 1949 Fund

TUUT Charitable Trust

UBS Optimus Foundation

Verve Concept Limited

Walter Scott & Partners Ltd

William Grant Foundation

Peter and Jan Winslow

XTX Markets

Young Voices

Joanne Sopher Zmiro

The Zochonis Charitable Trust

Carol Concert Committee

Karen Howes and Penny Sainsbury (Chairs)

Amelia Bardot

Andrew Howes

Andrew Mitchell

Carole Annett

Grace Newey

Grant Pierrus

Jonathan Bloom

Lizzie Baxter

Tanya Baxter

Richard Sagar

Samantha Pogson

Arts & Minds Gala Committee

Caroline Sherman (Chair)

Lynley Ashby

Grace Newey

Roxanne Reynolds

Sadie Sherman

Emily White

Development Board

Claire Musgrave (Chair)

Lucia Arienti

Zahir Bokhari

Simon Mackenzie Smith

Caroline Sherman

Mark Sorrell

Barbara Storch

Dan Mannix

Eric Tam

Pioneers

AKO Foundation

Aspect Capital Limited

Baillie Gifford

Bank of America

Barratt Foundation

The Brook Trust

Lola Bute, Founder of Eternity

Serena Bute

Citi e for education

City Bridge Foundation, London's biggest

independent charity funder

James Cochrane

Deloitte LLP

Esmee Fairbairn Foundation

The Eureka Charitable Trust

Euromonitor International

Duncan Ford

Michael Fowle

Garfield Weston Foundation

Hugh Garmoye

The John Horseman Trust

Andrew and Karen Howes

Impetus

John Laing Charitable Trust

John Lyon's Charity

The Jongen Charitable Trust

The Julia Rausing Trust

The Law Family Charitable Foundation

The Lord Mayor's Appeal

M&G plc

Marshall Wace

The Mohn Westlake Foundation

Morgan Stanley

Nominet

Michelle and Simon Orange

People's Postcode Lottery

The Peter Cundill Foundation

Porticus UK

The Prudence Trust

The Rayne Foundation

Nic and Jacqui Sochovsky

St James's Place Charitable Foundation

The Syncona Foundation

Nick Thomas

Robert and Felicity Waley-Cohen

Walter Scott & Partners Ltd

William Grant Foundation

Rowena Winkler

The Wolfson Foundation

XTX Markets






Contact us

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

0207 923 5500
enquiries@place2be.org.uk
📧 **place2be.org.uk**

Follow us

-  @Place2Be
-  Place2BeCharity
-  Place2Be
-  @_Place2Be
-  @_Place2Be

Place2Be is a charity registered in England and Wales (1040756) and Scotland (SC038649), a Company limited by guarantee registered in England and Wales (02876150), registered office: 175 St. John Street, London, England, EC1V 4LW