

# Community & Recreation Committee

Community & Recreation Committee

2/7/2018 7:00 PM - 8:00 PM ((UTC+00:00) Dublin, Edinburgh, Lisbon, London)

## AGENDA

### Topic

**1 7.30pm QUESTION TIME OPEN TO THE PRESS AND PUBLIC (not to exceed 30 minutes)** The public are welcome to ask questions on matters that are on the agenda and other matters at the Chairman's discretion.

*The question should not be a statement and limited to no more than 5 minutes.*

**2 Apologies To accept any apologies**

*(i) Apologies received from Cllr Jennie Parker.*

**3 Minutes**

*To approve the minutes of the last meeting held on the 8th November 2017.*

 17.11.08 Community & Recreation Committee minutes.pdf

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**4 Declarations of interest**

**5 Chairman's Report**

*Chairman to report. Chairman to report on Women's 100 a cross-party working group who will be organising a programme of events between 8th March (International Women's Day) and November this year to mark the centenary of the franchise for women and to raise awareness locally of remaining inequalities. They would like the support of the Council and its help with promoting the programme within the town.*

**6 Youth Strategy**


*(i) Leader of the Council to report on draft requests for proposals.*

*(ii) To note that £5,000 has been received from Friends of Bradford on Avon Community Healthcare to provide youth services in the town.*

**7 Grants**

*(i) To consider grant applications attached.*

*(ii) Completed grant feedback forms attached.*

 All Grants from 2010 Feb18.pdf


5

 Arts Festival Lantern Procession&Party.pdf

6

 Council Proposal Form Part 1 V1 Glow Run 2018.pdf


10

 Feedback forms received 1718 (f).pdf


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 Holly Taylor Community Fridge.pdf


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 John Potter Bath Comedy.pdf


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 Trustees Annual Report 2016 final.pdf


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 Walkers Are Welcome Walking Festival 2018.pdf

51

 We Hear You Copy of Copy of grant application form 2017 18 (2).pdf

54

 why-annual-report-rWEB-singlesv2.pdf

56

**8 Date of next meeting**

*The next meeting has been arranged for the 4th April 2018.*

## Attendees

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CLlr Alex Kay	Unconfirmed
CLlr Daniel Taylor	Unconfirmed
CLlr David Garwood	Unconfirmed
CLlr Dom Newton	Unconfirmed
CLlr Emma Franklin	Unconfirmed
CLlr Jennifer Parker	Unconfirmed
CLlr Jim Lynch	Unconfirmed
CLlr Michael Roberts	Unconfirmed
Tourism Officer	Unconfirmed



Minutes of the Bradford on Avon Town Council  
Community & Recreation Committee  
Held at Town Council offices, St Margaret's Hall, Bradford on Avon  
On Wednesday 8<sup>th</sup> November 2017 at 7:30pm

Present:

Cllr E Franklin  
Cllr A Kay  
Cllr J Lynch  
Cllr S McNeill-Ritchie  
Cllr D Newton (Leader of the Council)  
Cllr J Parker  
Cllr D Taylor (Chairman)  
Sandra Bartlett (Town Clerk)

Members of the Public: Charlotte Forrester and Craig Surgey from Curveball Studios. Christine Doyle and Pat Walford from Cedar Court and one other member of the public.

Apologies: Cllr D Garwood and Cllr M Roberts

35. Minutes

It was proposed by Cllr Franklin, seconded by Cllr Kay and with all in favour it was **RESOLVED:** To accept the minutes of the last meeting held on the 19<sup>th</sup> September 2017.

36. Declarations of interest

- (i) Cllr McNeill-Ritchie advised the committee that he had assisted with the Bike Festival application.
- (ii) Cllr Parker advised the committee that she had assisted Cedar Court with their application.

37. Chairman's Report

Cllr Newton reported that Paul Robertson from the C.E.V.s would be leaving the area shortly. He proposed that a vote of thanks be sent from the Council and a gift for Paul for initiating this scheme,

38. Grants

(i) It was proposed by Cllr Newton, seconded by Cllr McNeill-Ritchie and with all in favour it was **RESOLVED:** to award £750 to Cedar Court. Cllr McNeill-Ritchie agreed to speak to them about Grantfinder and Cllr Lynch agreed to speak to them about Selwood Homes. Applicant was advised to go to the other parishes in the area for grant funding.

(ii) Bike Festival on the 14<sup>th</sup> July 2018– After a presentation from Charlotte Forrester and Craig Surgey and some discussion, it was proposed by the Chairman and seconded by Cllr McNeill-Ritchie and with all in favour it was **RESOLVED:** To ear-mark £2,000 for this event in next year's budget.

(iii) We Hear You grant application – A representative was due to speak about this application but did not attend this meeting. It was agreed to defer this application until the next meeting.

(iv) Girl Guides – After some discussion, it was decided that as one grant had been awarded already this year that no grant award be given. It was agreed that Cllr McNeill-Ritchie would talk to the applicant about Grantfinder, social media and match funding to raise funds.

(v) Cllr Franklin reported that she had attended with the Mayor Wiltshire Air Ambulance at Devizes Headquarters. She tabled information of their new site in Semington. She explained that she was preparing a proposal to help with fund raising for the Wiltshire Air Ambulance in Bradford on Avon.

(v) Feedback form noted.

39. Non-councillor committee members

Nobby Knight's application was considered but the form had not been sufficiently filled in. It was felt that his presence was not needed on this committee but perhaps could help on Town Management & Development committee on an informal basis for community asset transfers.

#### 40. Adult Outdoor Play Equipment

Cllr Parker asked how to proceed with this initiative? Cllr McNeill Ritchie that this was all part of taking over various play areas in the town, Sladesbrook now and Culver Close in the future. He said that adult play would be taken into consideration then. Cllr McNeill-Ritchie also reported that he had been talking to a skateboard group. Cllr Newton advised that Idverde would be able to quote at the appropriate time. Cllr Parker that she still had all the information for Fresh Air Fitness on this.

#### 41. Countdown to Peace Initiative

Cllr Simon McNeill-Ritchie advised that the plans were progressing well for events next November. He asked members if they had any ideas to feed them to him.

#### 42. Youth Strategy

The Leader of the Council made a presentation to the committee. He agreed to forward his presentation to all members of the Council. It was proposed by Cllr Newton, seconded by Cllr Lynch and with all in favour it was **RESOLVED:** To recommend the Youth Strategy to Full Council on the 21<sup>st</sup> November 2017.

#### 43. Date of next and future meetings

It was agreed to have future meetings bi-monthly on a Wednesday starting in January 2018.

The meeting closed at 9p.m.

#### Action list

Minute number	Agreed action	Action Owner	Delivery Date
38.(i)	Grant to Cedar Court	SHB	a.s.a.p.
(ii)	Grant to Bike Festival	SH ear-mark £2000 for next year.	In next budget year.
(iii)	We Hear You.	SHB to ask to attend next meeting	Next meeting.
(iv)	Girl Guides	SMcN-R to talk to applicant.	a.s.a.p.
42.	Recommend Youth Strategy to Full Council	SHB	21.11.17
43.	Date of future meetings	SHB to compile meeting date list	a.s.a.p.

Details of All Grants from 2010 to Date	Year							
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
<b>C&amp;R Grants (4102/103)</b>								
3rd Bradford on Avon Guides								£565
A Local Larder				£300				
Alzheimers Support	£265		£500	£500	£500	£500	£500	
Bradford on Avon Business							£2,000	
Bath & District Cruse Bereavement Care	£500							
Bearfield Church Food Bank	£550							
Bradford on Avon & District U3A		-	£200					
Bradford on Avon Community Area Network						£3,000	£2,000	
Bradford on Avon Cricket Club							£4,500	
Bradford on Avon Cycling Festival								
Bradford on Avon Life Saving		£200						
Bradford on Avon Lions							£100	£150
Bradford on Avon Memory Café						£500		
Bradford on Avon Museum							£3,000	
Bradford on Avon Preservation Trust							£2,500	
Bradford on Avon Senior Citizens Forum	£170	£160	£160	£250				
Bradford on Avon Scouts						£894		
Bradford Town Youth Football Club				£500				£2,500
Bradford Penmoor Badminton					£400			
Carer Support Wiltshire		£400	£500	£500				
Castle Gardens Pre-school	£300	£200		£200				
Cedar Court Day Centre	£250			£500			£500	
Climate Friendly Bradford on Avon				£300				
Dorothy House Hospice Care	£200	£400	£400	£400				
Downs Close Neighbourhood Watch				£35				
Friends of Palestine				£500				
Group Five	£700	£300	£500	£500	£500	£500	£500	£500
Help Counselling Services		£300	£500					
Holy Trinity Church							£500	
Made in Bradford on Avon					£500		£2,000	£500
Monday Wednesday Club	£250		£350	£250		£300	£250	£250
Mount Pleasant Centre						£1,500	£1,500	
Relate Mid Wiltshire	£500	£500		£250	£250	£250	£250	
Soundwell Music Therapy Trust				£100				£250
Splitz Support Service	£500	£500		£500	£500		£200	£500
St Johns Ambulance	£100		£200					
St Laurence School Association					£200			
Stepping Stones					£249			
The Friends of the Strips			£150					
The Hub					£2,000			
The Leg Club					£1,000			
Victim Suport Wiltshire		£400	£200					
Vitalise	£165							
Walkers Are Welcome					£335		£225	£875
Wessex MS Therapy			£100		£150	£150	£250	£300
West Wilts District Scouts Association		£1,000		£500				
West Wilts Randonneurs		£100			£200			£0
West Wilts Special Needs Activity		£200	£200	£150	£150	£150	£300	
Wiltshire Age UK	£250						£6,000	
Wiltshire Air Ambulance	£100							£0
Wiltshire Bobby Van Trust				£100	£100	£150	£150	£400
Wiltshire Council Area Board							£2,500	
Wiltshire Music Centre								£1,500
Woodland Tots			£500					
<b>Total</b>	<b>£3,485</b>	<b>£4,660</b>	<b>£4,460</b>	<b>£6,335</b>	<b>£7,034</b>	<b>£7,894</b>	<b>£14,625</b>	<b>£8,290</b>
							<b>Budget</b>	<b>£ 12,000</b>
							<b>Amount Left</b>	<b>£ 3,710</b>
<b>Arts &amp; Festival Grants (4261/202)</b>								
BOACAN Sports Festival Fund		£1,250						
Bradford Barnstorm			£2,000					
Bradford on Avon Arts Festival	£2,000			£1,000	£2,000	£2,000	£2,000	£2,750
Bradford on Avon Choral Society	£250		£300					
Bradford on Avon Film Society	£50	£50	£50	£50	£50	£50	£50	£50
Bradford on Avon Fringe Festival	£150	£3,050	£450	£1,500		£2,000		£800
Bradford on Avon Mini Book Festival						£75	£300	£300
Chamber of Commerce				£300				
Characters Stage School				£600	£600	£125	£400	
Cloth Road Arts Week	£250			£200		£200		£200
Lamb Yard Events								£2,000
Local Larder					£500			
Made in Bradford on Avon							£2,000	
The Rising Sun Rhythm & Booze Festival		£250		£300	£350	£300		£300
West Wiltshire Young Musicians	£150							
Wiltshire Music Centre	£1,000		£1,100	£1,250	£1,250	£1,250	£1,500	£1,500
Woolley Festival	£900		£1,000	£750				
<b>Total</b>	<b>£4,750</b>	<b>£4,600</b>	<b>£4,900</b>	<b>£5,950</b>	<b>£4,750</b>	<b>£6,000</b>	<b>£6,250</b>	<b>£7,900</b>
							<b>Budget</b>	<b>£ 8,500</b>
Leisure Youth Arts/Grants/All Grants from 2010							<b>Amount Left</b>	<b>£ 600</b>

# Council proposal form - part one

## V1.1 Public

### BOA End of Summer Party & Lantern Procession proposal

Please send this to the Town Clerk: [townclerk@bradfordonavontowncouncil.gov.uk](mailto:townclerk@bradfordonavontowncouncil.gov.uk)

#### 1. Your details

This data will be used to keep in touch with you as we go through the proposal process, and make sure that we can assess your proposal in the most appropriate way.

Name:	Eve Slater
Address:	11 Norden, Bradford on Avon, BA15 1FL
Preferred telephone number:	01225 868256
Email address:	eveslater@btinternet.com
Best time(s) of day for meetings:	Any
Do you or any of your family work at the Town Council, or serve as councillors?	No
If you've already discussed your proposal with a councillor, please tell us who:	Cllr. Alex Kay
Are you involved in or representing a community group or group of residents in submitting this proposal? If so, please give details.	
The BoA Arts Festival	
Please tell us a little bit about yourself and any individuals or groups that may be involved in delivering your proposal, including your professional background or experience:	
The BoA Arts Festival has run the End of Summer Party & Lantern Parade for the past four years as part of their Festival fortnight in September. This has now become a much looked forward to and very successful event, both for the local community and for visitors to the Town. The Town Council will know of me as I have either been Joint Chair or Chair for the past three years having brought with me my past experience of running events.	

OFFICE USE ONLY – Assigned reference: ([Committee code]/###/Year - i.e. B&T/001/2017)	
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2. What do you want to do?

Please give a short summary of what it is you would like to do:	
We would very much like the Town Council to take over this event. We have over the past three years gratefully received a grant to help mount this event but it would seem that the Council themselves would be able to do this far more cost effectively. We have had to pay insurance, generator parking spot, extra refuse bins, and VAT, where this is part of costs. The Arts Festival is not registered for VAT so that is an extra cost to us. We have also had to pay for access to Council chambers for use as changing space for the bands.	
How do you want the Town Council to be involved? Please select all that apply:	
I would like the Town Council to help me or the group I'm part of to do this	<input type="checkbox"/>
I would like money from the Town Council to help me do this	<input type="checkbox"/>
I would like help in finding funds to do this	<input type="checkbox"/>
I would like the Town Council to take this on and run it	<input checked="" type="checkbox"/>
How do you think your proposal will benefit for the town?	
As explained above, this is an event enjoyed from both young and old and those in-between. It was joyous to watch this year's lantern parade in torrential rain with everybody still in the lantern parade. As an annual event this could be advertised more fully to those outside of BoA and perhaps the Town Council could get large scale sponsorship for this?	
Are there any specific outcomes you expect to see from your proposal?	
We would very much like to see this event continuing into the future as an annual event. The BoAAF attempted to make this a very inclusive event, and encouraged strong creative involvement. Better involvement from schools and other youth groups would be a great outcome.	





# Council proposal form—part one

V1.1 Public

28 Jun 2017

## Introduction

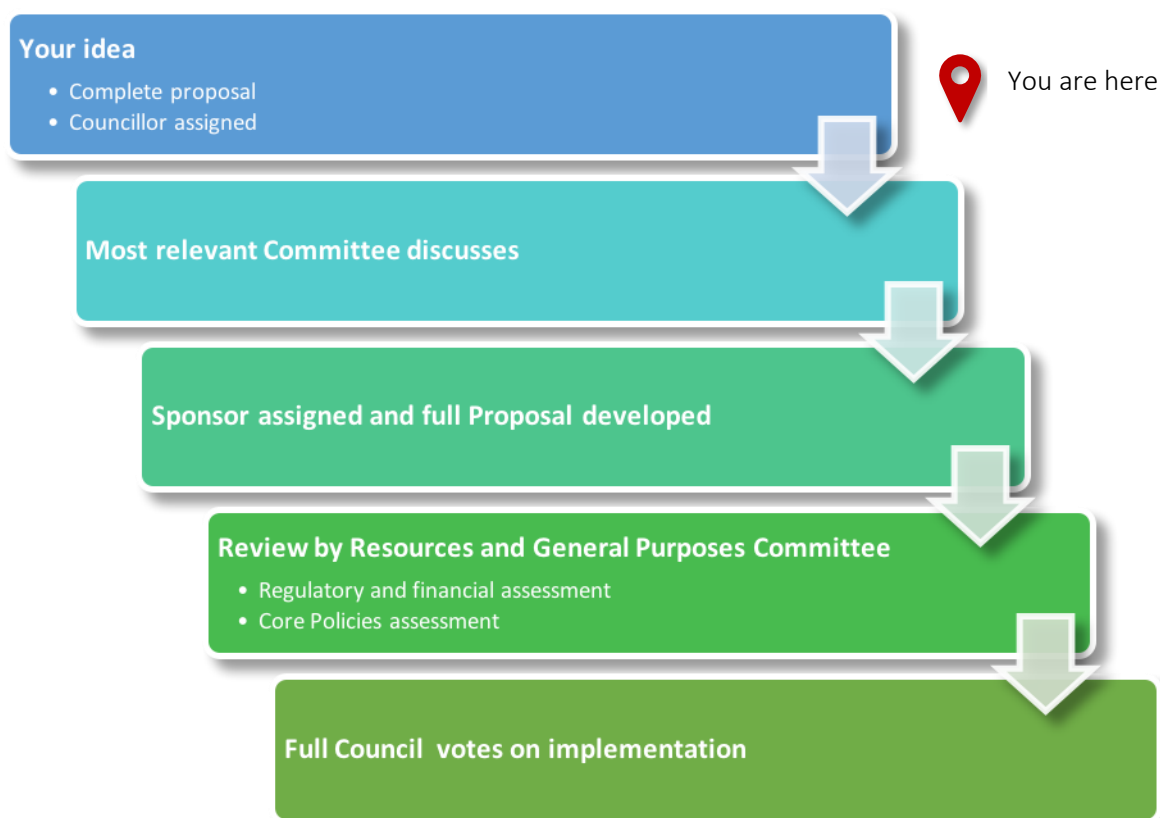
This form is for residents who would like to propose a project, policy or other measure to Bradford on Avon Town Council. Proposals should benefit the whole or a section of the community, and should not support single individuals or landholders in meeting their own obligations.

Proposals should not normally be used to support operational running costs or groups or organisations, but could be used to extend provision of a service or enhance it.

Please complete this form as fully as you can, then submit it either to the [Town Clerk](#) or to our [proposals inbox](#).

## The process: what happens next?

Your proposal will be assigned to a Councillor. They will get in touch to discuss it with you and advise you on the next step. Normally, this will be to take it to the most relevant committee for discussion and development. You may be invited to meet with other councillors at this stage, or attend a formal committee meeting.





If the committee endorses your proposal, a councillor (normally the one you have already been working with) will be assigned as sponsor to refine your proposal on behalf of the committee. It will then go to the Resource and General Purposes Committee, which acts a scrutiny committee for to make sure all proposals meet with financial, regulatory and core policy requirements.

If successful at this stage, depending on the cost and impact of the proposal, it may be accepted or (usually for larger projects) referred with a recommendation to the full Town Council.

## Your role

You can be as involved as you like throughout this process, providing that the Town Council is within its statutory powers. The more involved you are, the more you can shape the outcome and, hopefully, the more rewarding you'll find it!

Your sponsor Councillor will there to help you through the process, work with you to develop your ideas and support you.

## Our powers as a Town Council

The Town Council has 'the General Power of Competence', meaning that if something can lawfully be done by an individual, we are allowed to do it. However, some areas of policy are managed by Wiltshire Council or other statutory agencies—where this is the case, we may need to take your proposal outside of the Town Council process to move it forward.

Even if that's the case, if your proposal is supported by town councillors and will bring real results for the town, we will try our best to get it delivered, working with those agencies.

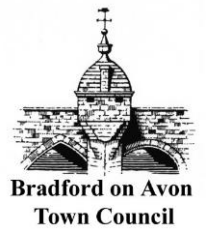
## Your proposal

Please send this to the Town Clerk: [townclerk@bradfordonavontowncouncil.gov.uk](mailto:townclerk@bradfordonavontowncouncil.gov.uk)

### 1. Your details

This data will be used to keep in touch with you as we go through the proposal process, and make sure that we can assess your proposal in the most appropriate way.

Name:	Charlotte Forrester and Charlotte Adcock
Address:	235 Winsley Road, Bradford on Avon, BA15 1QS
Preferred telephone number:	07966926502
Email address:	<a href="mailto:lottyforrester@gmail.com">lottyforrester@gmail.com</a> /hellow@westviewdaynursery.co.uk
Best time(s) of day for meetings:	Flexible
Do you or any of your family work at the Town Council, or serve as councillors?	No
If you've already discussed your proposal with a councillor, please tell us who:	Sandra
Are you involved in or representing a community group or group of residents in submitting this proposal? If so, please give details.	
Please tell us a little bit about yourself and any individuals or groups that may be involved in delivering your proposal, including your professional background or experience:	
Charlotte Forrester – National account manager by profession. Local resident, organiser of the BOA Cycling festival, CX race and Glow run 2017. Keen community member. Charlotte Adcock – Westview Day Nursery Manager, key member of community, Co-organiser of Glow run 2017.	
<b>OFFICE USE ONLY</b> – Assigned reference: ([Committee code]/###/Year - i.e. B&T/001/2017)	



## 2. What do you want to do?

Please give a short summary of what it is you would like to do:	
The Glow event we ran in 2017, offered local families and children (450 people) the chance to partake in an affordable, local and fun event. It was also well organised and safe. It also returned over £1000 back to the town, in the form of a charity donation. In 2018 we would like to further expand the event, we are looking at an event of 750-800 participants. This would involve additional infrastructure, such as a professional website for information and entering the event, additional glow/foam stations to improve participant experience, facilities (toilets etc). Also looking to purchase a finishing banner.	
How do you want the Town Council to be involved? Please select all that apply:	
I would like the Town Council to help me or the group I'm part of to do this	N
I would like money from the Town Council to help me do this	Y
I would like help in finding funds to do this	Y
I would like the Town Council to take this on and run it	N
How do you think your proposal will benefit for the town?	
We are putting on a well-run (proven in 2017) safe, affordable, fun event that encourages participation and activity for the whole family. We are expecting 750-800 local residents to participate. The feed back in 2017 was very positive, comments around a great event for the whole family, there not being many other opportunities for events that aren't just children focused, FUN! And how everyone was active without even realising. Enabling children and young people to see activity as fun and accessible. And encouraging families to be active together.	
Are there any specific outcomes you expect to see from your proposal?	
Increased participation numbers, diving footfall back into town, traction with local businesses. In 2017 we found many participants chose to take their family out for a meal after. I would look to work with local business to promote a special Glow run evening special. Increased activity as a longer term benefit, but harder to measure.	

3. Resources:

What type of resources do you think your proposal will need? (time, money, staff time, etc.)			
Money			
If you are asking for a specific sum of money, please confirm how much, what it will be spent on:			
£750, to be spend on a website set up and working capital to be able to facilitate additional infrastructure. Also securing medals for all children ( these can be between £2-3 each)			
If you are able to, please provide any information you have on potential costs which your proposal will incur:			
In 2017 the whole event cost £1500 to put on. In 2018 we expect this to be closer to £2500 but the experience the participants receive will be greatly enhanced.			
Have you or your group previously received a grant or other monies from the Town Council? If yes, please give details, including what was achieved using those funds:			
Year	Amount awarded	Outcomes	
If you are a constituted community group or charity please confirm:			
Current bank balance:		Reserves:	
Last year's running costs:		Amount of other grants applied for:	
Is this part of a match-funding grant application? If so, with whom and for how much?			

Thanks for your proposal.





Date received (office use only)

## End of Grant Monitoring Form

Please note satisfactory completion of this form is a condition of your grant. Please return this form when all project-related expenditure has been completed, and within 4 weeks of your grant term ending (the grant term is 1 year from date of grant payment unless otherwise stated).

### 1. Your details

Name of organisation/group	Bradford Town Youth FC
Amount awarded	£2500
Name of person completing the form	Kieran Powell
Position	Facilities Manager
Daytime telephone number	07545141427

### 2. Grant expenditure

Expenditure should be as stated in original grant offer unless any change has been previously approved. Please note any unspent funds must be returned to Bradford on Avon Town Council.

Tell us how your group spent this grant:	Amount Spent £
	£2500
	£
	£
	£
	£
	£
TOTAL grant expenditure	£2500

If this grant did not fund your project/activity in full, tell us about the other funding you raised:

TOTAL project cost	£2500
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Amount contributed from the group's own funds/reserves, income, fundraising efforts in the community i.e. raffles, sales, events etc	£2500
Amount of funds raised towards this project from OTHER grants (if applicable) - please list below	£0

Name of funder/grant scheme (e.g. Awards for All)	Amount Awarded £
Our Own Funds	£2500

### 3. About the funded project/activity



<b>Tell us what your group was able to do because of receiving this grant</b>
The project was about funding for football goals - £5000 - We have bought goals for Winsley Rugby Club & Avonpark football pitch as our age groups required a specific goal size.

<b>Tell us how many people benefited from this grant during the last year</b>
Please tell us how you have estimated this figure (i.e. based on bookings, memberships, audiences or visitors to date)
age groups specific HOWEVER over the course of the following years it will be 400+

<b>Does your group plan to continue or develop this project/activity, and if so how will you sustain it now that this funding has ended?</b>
The project will still be continuing; we will be looking for more funding next year to improve the smaller goals which have started to come to the end of their life span & now causing ongoing repairs.

**4. What difference has the funded project/activity made?**

Tell us what difference this grant has made to your organisation, and the local community.

<b>Tell us about the difference your project has made to the people who were involved in it</b>
Having the money from the grant has helped keep funds towards other bits which is in need within the group. Kit etc has been ongoing for many years.

**5. Supporting Publicity**

Please attach any publicity materials and photographs from your project. Please confirm that any people included in the photographs have given consent for publication by the Town Council and use in any written online/media by ticking this box.





Date received (office use only)

## End of Grant Monitoring Form

Please note satisfactory completion of this form is a condition of your grant. Please return this form when all project-related expenditure has been completed, and within 4 weeks of your grant term ending (the grant term is 1 year from date of grant payment unless otherwise stated).

### 1. Your details

Name of organisation/group	The Wiltshire Bobby Van Trust
Amount awarded	£400
Name of person completing the form	Emma Cann
Position	Fundraiser
Daytime telephone number	01380 861155

### 2. Grant expenditure

Expenditure should be as stated in original grant offer unless any change has been previously approved. Please note any unspent funds must be returned to Bradford on Avon Town Council.

Tell us how your group spent this grant:	Amount Spent £
Securing the homes of elderly & vulnerable people living in Bradford on Avon.	£400
	£
	£
	£
	£
<b>TOTAL grant expenditure</b>	<b>£</b>

If this grant did not fund your project/activity in full, tell us about the other funding you raised:

TOTAL project cost	Annual costs £207,000
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Amount contributed from the group's own funds/reserves, income, fundraising efforts in the community i.e. raffles, sales, events etc	£92,000 so far this financial year
Amount of funds raised towards this project from OTHER grants (if applicable) - please list below	£40,730

Name of funder/grant scheme (e.g. Awards for All)	Amount Awarded £
The Reso Foundation	£20,000
Houghton Dunn Charitable Trust	£5,000

Coop Community Fund	£2,780
Masonic Charitable Foundation	£6,000

### 3. About the funded project/activity

#### Tell us what your group was able to do because of receiving this grant

We have been able to visit and carry out full home security and fire risk assessments of elderly and vulnerable people living in Bradford on Avon. Following the assessment the appropriate security hardware has been fitted and advice given.

#### Tell us how many people benefited from this grant during the last year

Please tell us how you have estimated this figure (i.e. based on bookings, memberships, audiences or visitors to date)

We have visited 10 homes in Bradford on Avon since receiving this grant in July 2017, 6 of those were victims of house crime and 4 were elderly people who didn't feel they had adequate security to feel safe in their home.

#### Does your group plan to continue or develop this project/activity, and if so how will you sustain it now that this funding has ended?

Our service is ongoing and we will continue to fundraise through grants, fundraising events and individual donations to ensure the continuation of this highly professional service for the community.

### 4. What difference has the funded project/activity made?

Tell us what difference this grant has made to your organisation, and the local community.

#### Tell us about the difference your project has made to the people who were involved in it

We rely entirely on the generosity of Councils, individuals and charitable trusts to fund this vital service. Without that support we would not be able to reach the 1,200 homes a year that we secure and therefore leave these people feeling insecure within their own home.

### 5. Supporting Publicity

Please attach any publicity materials and photographs from your project. Please confirm that any people included in the photographs have given consent for publication by the Town Council and use in any written online/media by ticking this box.



## End of Grant Monitoring Form

Please note satisfactory completion of this form is a condition of your grant. Please return this form when all project-related expenditure has been completed, and within 4 weeks of your grant term ending (the grant term is 1 year from date of grant payment unless otherwise stated).

### 1. Your details

Name of organisation/group	Lamb Yard Events
Amount awarded	£1,000
Name of person completing the form	Sue Thomson
Position	Partner
Daytime telephone number	07791 798423

### 2. Grant expenditure

Expenditure should be as stated in original grant offer unless any change has been previously approved. Please note any unspent funds must be returned to Bradford on Avon Town Council.

Tell us how your group spent this grant:	Amount Spent £
Leaflets	£ 30.00
Banners	£ 216.00
Prizes for Instrument trail	£ 300.00
Speakers and stands	£ 618.00
Musicians	£ 550.00
Miscellaneous for mailings, meetings, etc	£ 60.00
Design and distribution	£ 600.00
TOTAL grant expenditure	£ 2374.00

If this grant did not fund your project/activity in full, tell us about the other funding you raised: Wiltshire Council match funded the Town Council's contribution with other funds coming from local businesses who participated in the Instrument Trail and stall fees generated by the market.

TOTAL project cost	£ 2374.00
--------------------	-----------

Amount contributed from the group's own funds/reserves, income, fundraising efforts in the community i.e. raffles, sales, events etc	£300.00 was raised from local businesses to make the Instrument Trail self-funding. At least £400 in the form of unpaid time spent towards organisation and delivery of this event. Two subsequent events, which built on the success of this one, were paid for by Lamb Yard Events.
Amount of funds raised towards this project from OTHER grants (if applicable) - please list below	£ 1,000

Name of funder/grant scheme	Amount Awarded £
-----------------------------	------------------

(e.g. Awards for All)	
Wiltshire Council	£1,000

### 3. About the funded project/activity

#### Tell us what your group was able to do because of receiving this grant

Once funding was secured, we contacted local parish councils, musicians and venues to encourage collaboration - this aspect needs developing for future events, which should be possible with a longer lead-in time.

The Instrument trail was enjoyed by many local families and considered fun as well as educational – there was a good range of instruments to find in many local shops. Local businesses also benefited from families being directed to their premises to find and name the instruments. At least 700 forms were printed and distributed and we had over 100 hundred returned with the businesses contributing, financially and/or in-kind, to the cost of the prizes.

Over the weekend the main event was centred in Lamb Yard, Bradford on Avon, where we had a successful day of music, 11am-10pm, provided by musicians from: Bradford on Avon x4, Winsley x1, also Trowbridge, Corsham, Devizes, Bristol, plus a special guest from Brighton.

We were able to offer the acts small recompense for their time and, with agreement from our co-funders (Bradford on Avon Area Board), we bought two speakers and stands so as to reduce the amount of equipment that has to be delivered to the site for future events.

As with all events, they don't organise themselves and the funding also enabled us to cover a minute amount of the time taken in setting up the Music Trail and day of music.

#### Tell us how many people benefited from this grant during the last year

Please tell us how you have estimated this figure (i.e. based on bookings, memberships, audiences or visitors to date)

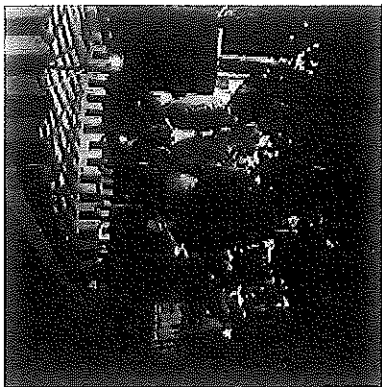
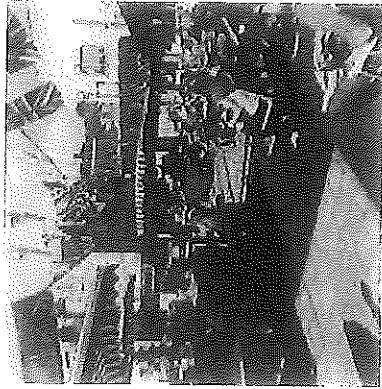
This event was held at the end August 2017 so unable to calculate impact over a year.

The event supported a number of local musicians, as well as benefiting local businesses and the town centre. It will also have enhanced the town's reputation for music, variety, enjoyment, interest and somewhere to spend leisure time.

There has since been two more, slightly smaller but equally successful, events held in Lamb Yard and the space is getting known as a good music venue with acts asking to be included in future play lists.

#### Does your group plan to continue or develop this project/activity, and if so how will you sustain it now that this funding has ended?

As mentioned above, we have already held two additional events with returning and new musicians. We have an events list for 2018 which includes a repeat of the August bank holiday weekend music event. Lamb Yard Events will self fund 2018 and, with a longer lead in time, will seek collaboration with other music venues and artists.





Date received (office use only)

## End of Grant Monitoring Form

Please note satisfactory completion of this form is a condition of your grant. Please return this form when all project-related expenditure has been completed, and within 4 weeks of your grant term ending (the grant term is 1 year from date of grant payment unless otherwise stated).

### 1. Your details

Name of organisation/group	Bradford Lions Club
Amount awarded	£150
Name of person completing the form	Phil Courage
Position	Member
Daytime telephone number	01225 864154

### 2. Grant expenditure

Expenditure should be as stated in original grant offer unless any change has been previously approved. Please note any unspent funds must be returned to Bradford on Avon Town Council.

Tell us how your group spent this grant:	Amount Spent £
Towards medals for Fun Run runners	£150
	£
	£
	£
	£
	£
<b>TOTAL grant expenditure</b>	<b>£</b>

If this grant did not fund your project/activity in full, tell us about the other funding you raised:

TOTAL project cost	£ approx £700
--------------------	---------------

Amount contributed from the group's own funds/reserves, income, fundraising efforts in the community i.e. raffles, sales, events etc	£ Rest came from sponsorship by local businesses
Amount of funds raised towards this project from OTHER grants (if applicable) - please list below	£

Name of funder/grant scheme (e.g. Awards for All)	Amount Awarded £
	£

### 3. About the funded project/activity

#### Tell us what your group was able to do because of receiving this grant

With sponsorship cover the costs of putting on community Fun Run. It is a risky weatyher dependent activity as people do not sign up if the weather forecast is bad – or the weather on the day is poor. All expenses however, have been paid!

#### Tell us how many people benefited from this grant during the last year

Please tell us how you have estimated this figure (i.e. based on bookings, memberships, audiences or visitors to date)

Approx 220 runners from 0 years to over 80 – including those with limited mobility

#### Does your group plan to continue or develop this project/activity, and if so how will you sustain it now that this funding has ended?

Hope to come knocking on your door again! - as well as the doors of local businesses.

### 4. What difference has the funded project/activity made?

Tell us what difference this grant has made to your organisation, and the local community.

#### Tell us about the difference your project has made to the people who were involved in it

Great to have a new annual event added to the BOA calendar, especially one that involves all ages, families and those with disabilities. This is the only run for the people of Bradford. It plays its part in promoting a healthy lifestyle – as well as providing a great morning out for all. Ticks all the boxes I should say!

### 5. Supporting Publicity





## End of Grant Monitoring Form

Date received (office use only)  
RECEIVED 17 NOV 2017

Please note satisfactory completion of this form is a condition of your grant. Please return this form when all project-related expenditure has been completed, and within 4 weeks of your grant term ending (the grant term is 1 year from date of grant payment unless otherwise stated).

### 1. Your details

Name of organisation/group	Made in Bradford on Avon CIC
Amount awarded	£500
Name of person completing the form	Wellie O'Driscoll
Position	Director
Daytime telephone number	01225 282801

### 2. Grant expenditure

Expenditure should be as stated in original grant offer unless any change has been previously approved. Please note any unspent funds must be returned to Bradford on Avon Town Council.

Tell us how your group spent this grant:	Amount Spent £
New Signage for windows, doors	£500.00
Outside area	£
	£
	£
	£
	£
TOTAL grant expenditure	£

If this grant did not fund your project/activity in full, tell us about the other funding you raised:

TOTAL project cost	£500
--------------------	------

Amount contributed from the group's own funds/reserves, income, fundraising efforts in the community i.e. raffles, sales, events etc	£250
Amount of funds raised towards this project from OTHER grants (if applicable) - please list below	£

Name of funder/grant scheme (e.g. Awards for All)	Amount Awarded £
Bradford on Avon Town Council	£500

**3. About the funded project/activity**

<b>Tell us what your group was able to do because of receiving this grant</b>
We were able to redesign all our signage and make our all our signage in the same format – as a brand

<b>Tell us how many people benefited from this grant during the last year</b>
The footfall to our business premises has increased as visitors to the town are now able to easily locate us

<b>Does your group plan to continue or develop this project/activity, and if so how will you sustain it now that this funding has ended?</b>
We intend to continue the project. Self funding is generated through commission on sales and membership subscription

**4. What difference has the funded project/activity made?**

Tell us what difference this grant has made to your organisation, and the local community.

<b>Tell us about the difference your project has made to the people who were involved in it</b>
It has given us a more professional appearance – avoided cluttering up areas with mismatched signage. We now feel like a higher end enterprise – ‘a proper job’

**5. Supporting Publicity**



## Your proposal

Please send this to the Town Clerk: [town.clerk@bradfordonavontowncouncil.gov.uk](mailto:town.clerk@bradfordonavontowncouncil.gov.uk)

### 1. Your details

This data will be used to keep in touch with you as we go through the proposal process, and make sure that we can assess your proposal in the most appropriate way.

Name:	Holly Taylor
Address:	110 Downs View Bradford-on-Avon BA15 1PW
Preferred telephone number:	07828 536 846
Email address:	<a href="mailto:holly.taylor354@gmail.com">holly.taylor354@gmail.com</a>
Best time(s) of day for meetings:	Evenings/weekends
Do you or any of your family work at the Town Council, or serve as councillors?	Yes – Dan Taylor is my husband ☺
If you've already discussed your proposal with a councillor, please tell us who:	None.
Are you involved in or representing a community group or group of residents in submitting this proposal? If so, please give details.	
No.	
Please tell us a little bit about yourself and any individuals or groups that may be involved in delivering your proposal, including your professional background or experience:	
Background in community and activist communications, including for Ideal Bradford. Professional writer and editor.	
<b>OFFICE USE ONLY – Assigned reference:</b> ([[Committee code]]/###/Year - i.e. B&T/001/2017)	

2. What do you want to do?

Please give a short summary of what it is you would like to do:

Set up a community fridge in Bradford on Avon, for businesses and individuals to drop off good but unwanted/unsold food. A complete toolkit of all the considerations and practicalities – including health and safety, cleaning, maintenance, etc. – is available from edventure Frome, who run a successful community fridge, for a suggested donation of £25.

I propose we ask businesses in town to manage the fridge on a rota basis, and to help use and promote this resource, advocating tackling food waste in BoA by becoming a ‘friend of the fridge’ with a monthly donation of £2.50, £4.50, £7.50/ month. Business sponsors could contribute £10 or £20/month for their logo to be featured on the fridge.

<http://edventurefrome.org/enterprises-initiatives/fridge/#set-community-fridge> [source]:

**Food waste is a big issue in the UK. The average household throws away £470 worth of food every year. And at the same time 4 million people in the UK are living in food poverty.**

**The Community Fridge is a simple response.**

**You can drop off good but unwanted food, and anyone can help themselves to what is on the shelf.**

The fridge is for retail businesses, restaurants and individual people to share perfectly good food that is edible and would otherwise go to waste. The operators of this Fridge (Edventure Frome CIC) will make sure that the fridge is a safe environment for food sharing. Edventure Frome CIC cannot take responsibility for the condition of the contents of this fridge. Everyone who puts food into this fridge is responsible for the safety of this food and will follow the guidelines provided. By taking food from the community fridge you commit to making your own judgement as to whether or not the contents you take are suitable for your own use.

How do you want the Town Council to be involved? Please select all that apply:

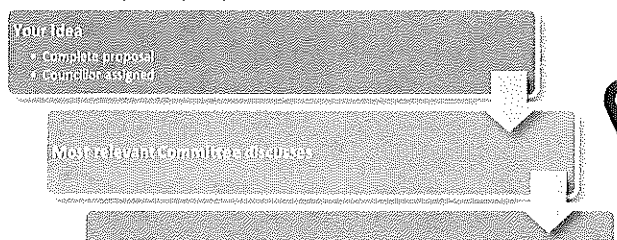
I would like the Town Council to help me or the group I’m part of to do this	X
I would like money from the Town Council to help me do this	X
I would like help in finding funds to do this	

I would like the Town Council to take this on and run it	X
How do you think your proposal will benefit for the town?	
<p>Reduce food waste from our many cafes and shops.          Provide good, free food to anyone who might want it.          Sense of community from a common project – especially from businesses usually in competition.          Raise the profile of BoA as a sustainable, innovative, creative town.</p>	
Are there any specific outcomes you expect to see from your proposal?	
<p>Installation of a community fridge.          Agreement on management/maintenance/project end.</p>	

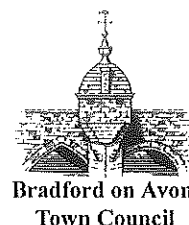
3. Resources:

What type of resources do you think your proposal will need? (time, money, staff time, etc.)			
<p>£25 for the complete toolkit from Frome (this is a suggested donation to their community enterprise)</p> <p>Time to research, spread the word and get businesses signed up, implement and manage the scheme – this could be from councillors, Town Council or from volunteers (I'm happy to help and I'm sure many businesses could offer their support too)</p>			
If you are asking for a specific sum of money, please confirm how much, what it will be spent on:			
<p>£25 for the 'set up a community fridge' online pack: <a href="http://edventurefrome.org/enterprises-initiatives/fridge/#set-community-fridge">http://edventurefrome.org/enterprises-initiatives/fridge/#set-community-fridge</a></p>			
If you are able to, please provide any information you have on potential costs which your proposal will incur:			
<p>Costs to run the fridge and potentially to do cleans – I would expect that 'friends of the fridge' and local businesses – could volunteer enough time to clean and sort the fridge out.</p>			
Have you or your group previously received a grant or other monies from the Town Council?			
<p>Yes, I have asked for the Town Council to adopt two phone boxes: total funding £2.00</p> <p>If yes, please give details, including what was achieved using those funds:</p>			
Year	Amount awarded	Outcomes	
2017	Tbc	tbc	
If you are a constituted community group or charity please confirm:			
Current bank balance:		Reserves:	
Last year's running costs:		Amount of other grants applied for:	

Thanks for your proposal.



You are now here



## Your proposal

Please send this to the Town Clerk: [townclerk@bradfordonavontowncouncil.gov.uk](mailto:townclerk@bradfordonavontowncouncil.gov.uk)

### 1. Your details

This data will be used to keep in touch with you as we go through the proposal process, and make sure that we can assess your proposal in the most appropriate way.

Name:	John Potter
Address:	36 Avonfield Avenue Bradford on Avon BA15 1JE
Preferred telephone number:	07717 470449
Email address:	mrjohnpotter@hotmail.co.uk
Best time(s) of day for meetings:	Any
Do you or any of your family work at the Town Council, or serve as councillors?	No
If you've already discussed your proposal with a councillor, please tell us who:	CLlr David Garwood
Are you involved in or representing a community group or group of residents in submitting this proposal? If so, please give details.	
No	
Please tell us a little bit about yourself and any individuals or groups that may be involved in delivering your proposal, including your professional background or experience:	
Former Councillor & Town Mayor & Retired Businessman	
<b>OFFICE USE ONLY – Assigned reference:</b> <i>([Committee code]/###/Year - i.e. B&amp;T/001/2017)</i>	

2. What do you want to do?

Please give a short summary of what it is you would like to do:	
<p>This is a suggestion from myself, and not an application from Bath Comedy Festival. I am proposing that BOA Town Council should sponsor the Bath Comedy Festival with free use of St Margaret's Hall on Thursday 12<sup>th</sup> April 2018, so that BOA can take part in the successful and established visitor attraction and provide an evening of high quality entertainment for the BOA Community.</p>	
How do you want the Town Council to be involved? Please select all that apply:	
I would like the Town Council to help me or the group I'm part of to do this	<input type="checkbox"/>
I would like money from the Town Council to help me do this	<input type="checkbox"/>
I would like help in finding funds to do this	<input type="checkbox"/>
I would like the Town Council to take this on and run it	<input type="checkbox"/>
How do you think your proposal will benefit for the town?	
<p>The town will gain positive publicity and promotion in the festival programme as well as a professional performance which will showcase St Margaret's Hall.</p>	
Are there any specific outcomes you expect to see from your proposal?	
<p>I think this should be treated as a 'trial' - the outcome of which should be reviewed.</p>	



3. Resources:

What type of resources do you think your proposal will need? (time, money, staff time, etc.)			
N/A			
If you are asking for a specific sum of money, please confirm how much, what it will be spent on:			
Free use in lieu of sponsorship			
If you are able to, please provide any information you have on potential costs which your proposal will incur:			
N/A			
Have you or your group previously received a grant or other monies from the Town Council? <b>No</b>			
If yes, please give details, including what was achieved using those funds:			
Year	Amount awarded	Outcomes	
If you are a constituted community group or charity please confirm: <b>N/A</b>			
Current bank balance:		Reserves:	
Last year's running costs:		Amount of other grants applied for:	
Is this part of a match-funding grant application? If so, with whom and for how much?			

Thanks for your proposal.



You are now here



**Cancer  
Counselling**

# Trustees' Annual Report and Accounts 2016 – 2017

Charitable Incorporated Association (CIO)

*Trustees Annual Report 2016 final.pdf*  
Registered charity number 1156001

Page 1 of 17  
Overall Page 34 of 71

# Welcome to our Trustees' Annual Report and Accounts for 1<sup>st</sup> April 2016 – 31<sup>st</sup> March 2017

## Contents

### Trustees' Annual Report

1. Legal and administrative details
2. Appointment and training of Trustees
3. Governance and organisational management
4. Public benefit
5. Risk Management
6. Financial Review
7. Reserves Policy
8. Achievement and performance

### Financial Statement

9. Independent Examiner's Report
10. Statement of Financial Activities
11. Balance Sheet
12. Notes to financial statements

The Board of Trustees present their annual report and the Independent Examination by a qualified accountant of the charity for the year ended 31<sup>st</sup> March 2017

## Governing document

We Hear You is a charitable incorporated organisation (CIO) adopted on 1<sup>st</sup> April 2014, amended by a special resolution of its members on 22<sup>nd</sup> January 2015.

The charity is governed by its CIO constitution.

## Aims, objectives and activities

We Hear You works across Bath and North East Somerset, Somerset and Wiltshire providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening condition.

When you ask WHY... we hear you.

The objective of the charity is for the public benefit by provision of support through counselling for individuals who have been affected personally or through association by cancer and other life-threatening illnesses.

**We Hear You's activities are detailed in our Annual Review.**

## Trustees

Anne Montague – Chair  
Martin Walsh – Treasurer (resigned October 2016)  
Rachael Hulbert – Treasurer (joined October 2016)  
Emily Denham  
Julia DiCastiglione (resigned September 2016)  
Jamie Gallagher (joined June 2016)  
Peter Lennard (joined October 2016)  
Jon McFarlane (resigned September 2016)  
Eleanor Tucker

## Staff

Melissa Hillier – Director  
Hannah Culff – Fundraising and Communications Manager (maternity leave)  
Karen Duffton – Office Manager  
Ruth Knagg – Bid Writer  
Heather Mora – Clinical Manager (until June 2016)  
Gwen Rogerson – Senior Counsellor (from October 2016)  
Michael Tichelar – Clinical Manager (from June to December 2016)  
Gemma Wilkes – Fundraiser  
Cath Wilkins – Clinical Manager (from February 2017)  
Helen White – Fundraising Officer

## Counselling Team

Kate Bartlett  
Lisa Bay (from March 2017)  
Katy Berwick (from December 2016)  
Rhonda Brandwick  
Lisa Drake  
Carol Ellis  
Ruth Gait  
Heather Mora (from June 2016)  
Penny Old  
Gwen Rogerson (children's counsellor)  
Ros de Silva  
Caroline Waite (until February 2017)

### Independent Examiner

Malcolm Gordon FCA  
AIMS Accountants for Business  
57 Taunton Road  
Bridgwater  
Somerset TA6 3LP

### Bank

CAF Bank Limited  
25 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4JQ

## Appointment and training of Trustees

The members of the charity are the members of the Board of Trustees and their number must be not less than three and not more than twelve. The number of four year consecutive terms of office that a member may serve cannot exceed two, thereby limiting continuous membership to an aggregate of eight years. The appointment or election of trustees is determined by the Board of Trustees through open advertisement and interview. The Board seeks wide representation from the charity's many stakeholders and to cover the main areas of required expertise. A skills audit is undertaken annually to ensure that a diverse skill set is met. In the event of particular skills being lost due to retirement or new skills required, individuals are approached to offer themselves for election to the Board.

New trustees receive an induction from existing trustees and senior members of staff. Trustees are provided with a trustee information pack incorporating statutory information along with governance, management policies and procedures.

### **We Hear You**

Registered charity number 1156001

## Governance and organisational management

The Board of Trustees met six times during the year ending on 31<sup>st</sup> March 2017, where they determined and approved the strategy and budget and reviewed the charity's performance. Trustees have delegated the day-to-day management of We Hear You to the Director who, with support from the team, is responsible for delivering the approved strategy.

We Hear You is an organisational member of the British Association of Counselling and Psychotherapy (BACP) and is bound by its Ethical Framework for Good Practice in Counselling and Psychotherapy.

## Public benefit

The Board of Trustees confirm they have had regard to the Charity Commission's guidance on public benefit and have complied with their duty under section 4 of the Charities Act 2011 when reviewing the charity's aims and objectives; and in implementing current and planning future activities.

The Charities Act 2011 sets out 13 different aims which are recognised as charitable purposes, and We Hear You meets two of those aims, in particular, the advancement of health and the relief of those in need by ill health or disability. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives. In particular, all of the services provided to patients, families and carers are free of charge, and available to all members of the

[info@wehearyou.org.uk](mailto:info@wehearyou.org.uk)  
[wehearyou.org.uk](http://wehearyou.org.uk)

public in the area served by We Hear You and who meet the referral criteria.

## Risk Management

The Board of Trustees have considered the major risks to which the charity is exposed and have established procedures including a risk register to identify, mitigate and manage those risks. All risks are reviewed regularly at trustee meetings, with regular training for staff and annual updates to the staff handbook and policies and procedures manual. Significant risks include:

Financial sustainability – we pursue diverse opportunities to generate income. We implement procedures for authorisation of all transactions, regularly review expenditure to provide up-to-date and relevant information, maintain control and mitigate fraud. The charity also sets a reserves policy and it is regularly reviewed by the Board of Trustees.

Safeguarding – all members of the team undergo DBS checks and all counsellors have enhanced DBS checks. Safeguarding training is provided on a regular basis for all trustees, staff and counsellors. We have a safeguarding children and vulnerable adults policy which is reviewed and ratified annually, along with named safeguarding officers.

Data breach – We have made all necessary arrangements to secure confidentiality of data. Data is backed up in the event of loss or destruction. Electronic data is held in password protected files. We review our procedures annually. We are currently reviewing database

requirements for the charity due to increased data collection.

Retail – the charity monitors its retail income and expenditure closely at each Board meeting and has plans in place to minimise the risk to the charity in terms of investment and outcomes.

## Financial Review from the Treasurer

A huge thank you to everyone who has tirelessly raised funds for the charity over the last year, and to the trusts and grants that have supported us. This has been an extremely challenging year for We Hear You financially, with external local campaigns impacting our community work. However, considering this and other wider austerity impacts on local charities the organisation has continued to increase the number of people it can support which is a huge testament to the team at WHY... and the counsellors providing our service.

## Review of Financial Position

Our income increased to £263,711 (2016/17) from £245,872 (2015/16); this includes gross income from the newly launched shop (WHY Gallery) of £9,106. Our expenditure of £280,132 resulted in a deficit of -£16,421 for 2016/17. This included a deficit of £13,700 from the retail activity. The smaller deficit on the charitable activities was due to pressures on community fundraising due to one-off crowd funding activities locally, coupled with planned costs associated with moving premises in March 2017 and rebranding materials.

## Principal Funding Elements

Fundraising from the local community as well as corporate support delivered

£97,388 of unrestricted funds, a decrease of 16%. Income from trusts and foundations rose 53% compared to 2015/16 financial year.

There was a rise in our expenditure from £232,225 to £280,132 reflecting the continuing increase in demand for the service and the additional counselling sessions provided.

### Remuneration and Benefits

This year saw WHY... become a Living Wage Employer from June 2016, ensuring that employees as well as any contractors are paid above the Living Wage. The charity also set up a workplace pension scheme with NEST from April 2016 in line with government requirements.

### Reserves Policy

Our reserves at 31st March 2017 of £90,005 (2016 £106,426) are comprised of £46,691 designated costs, restricted funds of £19,564 and general funds of £23,750. The reserves policy at WHY allows for the event of a reduction of funding and the opportunity to fund work that meets our objectives if no grant can be found.

As part of our reserves policy, all monies including restricted grants and donations received are ring-fenced, kept secure and our net current assets of £84,508 (2016 £113,577) reflects the reserves policy and the receipt in advance of funds to allow us to continue projects into the next financial year.

This reserves policy is reviewed annually, as part of on-going business planning and budget approval process.

We are aware that funding opportunities in the current environment are more difficult to obtain and as a charity made the decision this financial year to continue providing an increased level of support to patients and families as demand for our service continued to rise. We were also aware of confirmed income due in the forthcoming financial year (2017/18) and have been successful in securing further multi-year grants to help with the future sustainability of the service. In addition, we are continuing to invest in our retail activity in order to raise the profile of the Charity further and generate surpluses in the medium term.

Peter Lennard  
Treasurer

## Achievements and Performance

### Overview

2016 – 2017 has continued to be a year of high demand for our free counselling service and we have expanded into new areas as well as building on pilot projects to deliver counselling through new platforms. We are extremely grateful to everyone who has tirelessly fundraised to enable us to deliver another year of record numbers of counselling sessions, and reach more children, young people and adults affected by cancer or other life-threatening conditions in new communities within the three counties we operate in.

We Hear You is the only charity in this area providing free, professional psychological support to those



affected by cancer and life-threatening conditions.

All the counselling provided by the charity is free and people refer themselves for our support, often signposted by hospital health professionals, friends, hospices or GPs.

The impact of cancer and other life-threatening conditions has a "ripple effect" touching every aspect of patient and supporters' lives. We Hear You recognises this and supports anyone who has been touched by such conditions.

We Hear You provides the often-forgotten part of cancer care – supporting people's psychological needs by providing counselling. Whilst medical needs are dealt with well in the NHS, patients and families have told us that the psychosocial aspects of cancer care are all too often unsupported.

Our counsellors are fully qualified and experienced in working with cancer and bereavement.

We see people at 10 different venues, (as well as online counselling) across three counties, offering up to 16 counselling sessions per person. We also offer a children and young persons counselling service in our Head Office in Frome as well as in three local schools and The Hub which supports primary schools in Trowbridge, Wiltshire.

In 2016 – 2017 financial year We Hear You offered over 3,600 counselling sessions across its service to children, young people and adults. The charity saw a continuing trend in the increase in referrals to 373, a 5% rise on the previous year.

66% of those that received counselling in 2016 /2017 were patients and 34% were carers. Less than half the clients (44%) were residents of Somerset with 27% resident in Wiltshire and 18% in Bath and North East Somerset, with the remainder coming from neighbouring areas.

## Service Evaluation

In 2016 We Hear You undertook its first adult evaluation. This evaluation was undertaken by a Bath University Health Psychology student who spent her placement with the charity. We undertook both qualitative and quantitative analysis of a number of clients who were being supported by the charity over the summer of 2016. The Report "Delivering an adult cancer counselling service" was published in April 2017 and demonstrates the impact of the service, as well as people's understanding of counselling and the impact of cancer. More work is required to review the longer-term impact of the WHY... counselling service on clients, as well as to assess the impact of cancer on those supporting a patient. This work will enable the charity to evaluate its long term impact on those it supports and ensure we are meeting needs of the communities we work in.

## Children's and Young People's Service

Our children's and young people's service entered the second year of a three year grant from BBC Children in Need, enabling the charity to provide a continuity of service. This multi-year funding has enabled the charity to deliver this service consistently and has built a model that we are now able to reach out to other funders to support

**We Hear You**

Registered charity number 1156001

[info@wehearyou.org.uk](mailto:info@wehearyou.org.uk)  
[wehearyou.org.uk](http://wehearyou.org.uk)



and engage with. This strategy is already beginning to benefit the charity, as we have secured funding to deliver a children's service in Street, Somerset from 2018.

Children and young people are seen in Frome (head office) as well as in Selwood School, Frome, Frome Community College, The Hub in Trowbridge (which supports 18 primary schools) and Matravers School in Westbury.

'I've learned about staying calm and not getting so panicky'. - child

'It helped me to talk to my family a bit more than I did". - child

## Adult Support

### Extending our Service

Thanks to the Friends of Bradford on Avon in November 2016 we launched a new counselling service in Wiltshire, offering four weekly sessions. This service has proved hugely popular and enables us to reach a wider geography in West and North Wiltshire.

Our Big Lottery grant funding continued into its second year and we added a new service as part of this grant in Midsomer Norton, Bath and North East Somerset, from March 2017. This service again helps us to reach more people who need our support.

We were delighted that St John's Foundation have supported our counselling service in Bath and North East Somerset for three years, which has enabled us to increase the number of sessions provided per week to eleven, it has also helped us to plan

and develop our work over a number of years which is extremely helpful.

## Online Support

We undertook a comprehensive evaluation of our Online Counselling Service Project (the pilot of which came to an end). The report found that online support was as effective as other types of counselling, outcomes were significantly better compared with our face to face counselling for the same period (62% compared to 44%). Clients' primary reason for using online support was the convenience of not having to travel, incur transport costs or take time off from work. With this feedback and analysis we took the decision to continue with an online service that is part of the core activities of the charity.

## Group Therapy

Looking to the future we have successfully secured funding from Macmillan Cancer Support to start group therapy at WHY in April 2017. The three year funding will enable us to support carers, those living with and beyond cancer as well as men.

## Referrals

We continue to see a rise in demand for our service. This year there was a 5% increase in the number of people contacting us to use our service and continued longer term funding is enabling us to meet this demand with our expanded sessions. The charity now provides over 90 sessions per week.

Our client evaluation forms show that over 95% of those that use our service are "very satisfied" or "satisfied" and again over 95% of respondents found

**We Hear You**

Registered charity number 1156001

[info@wehearyou.org.uk](mailto:info@wehearyou.org.uk)  
[wehearyou.org.uk](http://wehearyou.org.uk)

the counselling provided “very helpful” or “helpful”.

‘The counselling I received literally gave me back my life. You gave me the tools to manage my grief and manage my bad days. [...] I can’t thank your service enough.’ - carer

“WHY was a complete life-saver when I had cancer – I had no idea of the psychological impact of the illness.” – patient

### Supporting We Hear You

We have had another busy year supported by our fundraisers and volunteers.

We Hear You was shortlisted in two major local awards, Somerset Business Awards 2016 and Bath Life Awards 2016. We were utterly delighted to have reached the shortlist the first time we had entered in a very competitive field. Attending both events was also extremely helpful in raising the profile of the charity across Somerset and B&NES.

We held our second Ball at the Orchardleigh Estate raising £5,680 and we were delighted to continue our corporate relationship with Marston Foods who supported us in a number of ways including donating desserts to the ball.

This year we have focused on building relationships with corporate companies to help us raise our profile and ensure that a wider audience is aware of our service and support. We were delighted to be chosen as the charity for Redrow Homes South West and the team there have been busy undertaking internal fundraising events for WHY and raised £2,600.

#### **We Hear You**

Registered charity number 1156001

This year we have also undertaken some new fundraising initiatives including two successful Will Months supported by Goodwill Solicitors, this is another new area of income generation for the charity and one that has proved very successful and will continue into new year.

### The Good Gallery

Diversifying income is a key objective for the organisation, with growing demand and pressures on local services increasing, charities are having to think more creatively about how to raise sustainable income to support their activities.

Following from a successful short pilot last year to launch a “charity shop with a difference” – The Good Gallery, this year we re-opened in a permanent location in the heart of Frome. The Gallery works with local artists and makers and all commission from sales comes back to the charity. The Good Gallery has also been a great opportunity for the charity to engage with new volunteers and new audiences and we are soon to enter its second phase with a relaunch in September 2017. We hope this new social enterprise venture for the charity will enable us to develop a steady income stream whilst also giving us a “shop window” to let people know about our work.

The charity has worked extremely hard over the past 12 months to diversify and sustain its funding and reach out to new communities for support and to provide a wider service. The need for our unique support is always increasing and we are working extremely hard to

[info@wehearyou.org.uk](mailto:info@wehearyou.org.uk)  
[wehearyou.org.uk](http://wehearyou.org.uk)

ensure we can meet the continuing demand for our high quality professional counselling. Whilst this has been a challenging financial year for the charity, we have grown our networks and have already secured much of next year's funding giving the organisation the sustainability it will need to grow and move forwards.

Financial Statement  
Independent Examiner's Report  
On the unaudited accounts to the  
trustees of We Hear You  
for the year ended 31 March 2017

The charity's trustees are responsible for the preparation of the accounts, and you consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Act") and that an independent examination is needed. It is my responsibility to:

- follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Act
- state whether any particular matters have come to my attention.

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Malcolm Gordon FCA  
AIMS Accountants for Business

19 October 2017

57 Taunton Road  
Bridgwater  
Somerset  
TA6 3LP

We Hear You  
Statement of financial activities  
For the year ended 31 March 2017

	2017	2016
	£	£
<b>Incoming Resources</b>		
Grants	126,466	82,851
Donations	22,195	32,654
Fundraising Income	75,193	83,904
Retail	9,106	4,777
Retail grants	-	12,560
Interest	3,163	1,304
Services	27,588	27,822
<b>Total Incoming Resources</b>	<u>263,711</u>	<u>245,872</u>
<b>Less costs of generating funds</b>		
Fundraising	72,925	55,738
Retail	22,806	16,114
<b>Total cost of generating funds</b>	<u>96,219</u>	<u>71,852</u>
<b>Net resources available for charitable expenditure</b>	<u>167,980</u>	<u>174,020</u>
<b>Charitable Expenditure</b>		
Counselling Service	180,992	156,686
<b>Governance Costs</b>	3,409	3,687
<b>Net outgoing/incoming resources for the year</b>	<u>(16,421)</u>	<u>13,647</u>

We Hear You  
Statement of financial activities  
for the year ended 31 March 2017

Resources expended	<b>Staff Costs</b>	<b>Other Costs</b>	<b>Support Cost</b>	<b>2017 £</b>	<b>2016 £</b>
<b>Cost of generating funds</b>					
Fundraising	41,100	20,964	10,861	72,925	55,738
Retail	10,610	12,196	-	22,806	16,114
	<u>51,710</u>	<u>33,160</u>	<u>10,861</u>	<u>95,731</u>	<u>71,852</u>
<b>Direct charitable expenditure</b>					
Counselling	24,564	105,852	50,576	189,911	156,686
Governance	3,409	-	-	3,409	3,687
<b>Total</b>	<u><u>79,683</u></u>	<u><u>139,012</u></u>	<u><u>61,437</u></u>	<u><u>280,132</u></u>	<u><u>232,225</u></u>

**Breakdown of support costs**

Cost group	<b>Services</b>	<b>Fundraising</b>		
Admin & telecomms	25,882	4,568	30,450	28,560
I.T.	3,135	1,567	4,702	4,377
Financial & legal	11,642	2,054	13,696	16,024
Buildings & utilities	2,851	1,426	4,277	7,152
Communications	9,594	1,693	11,287	17,989
Provisions & general	(2,528)	(447)	(2,975)	4,021
<b>Total</b>	<u><u>50,576</u></u>	<u><u>10,861</u></u>	<u><u>61,437</u></u>	<u><u>78,123</u></u>

We Hear You  
Balance sheet  
At 31 March 2017

	Note	2017 £	2016 £
<b>Fixed assets</b>			
Tangible assets	2	5,497	8,339
<b>Current assets</b>			
Cash at bank		17,046	30,692
Cash at building society		126,468	122,402
Cash in hand		70	658
Receivables		-	13,272
Prepayments		1,546	1,129
Stock		<u>2,349</u>	<u>3,291</u>
Less sundry creditors and accruals		147,479	158,444
falling due within one year	3	62,971	44,867
<b>Net current assets</b>		84,508	113,577
<b>Long term liabilities</b>			
Less sundry creditors and accruals falling due in two to 4 five years		-	15,490
		<u>£ 90,005</u>	<u>£ 106,426</u>
<b>Reserves</b>			
	5		
Fund designated for contingencies		46,691	37,284
Other restricted funds		19,564	-
General fund		23,750	69,142
		<u>£90,005</u>	<u>£ 106,426</u>

The Trustees acknowledge their responsibility for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The accounts were approved by the trustees on 19th October 2017 and signed on their behalf by



Peter Lennard, Treasurer

We Hear You  
Notes to the accounts  
for the year ended 31 March 2017

1. Accounting policies

1a. Basis of preparation

The financial statements have been prepared under the historic cost convention, in accordance with the Charities Act 2011 and the current Statement of Recommended Accounting Practice: Accounting and Reporting by Charities SORP 2015 (FRSSE) (effective 1 January 2015). The accounts exercise the exemptions for small charities contained in section 1A of FRS 102 from 1 January 2016.

1b. Tangible fixed assets

The charity has very little need for any equipment as most facilities are hired as needed, and its purpose is mainly to channel funds to beneficiaries. Any items acquired which could be of use for more than one year are capitalised if their cost exceeds £1200, and they are written off at 20% each year on the straight line method.

1c. Income recognition in the SoFA

Grants and donations are only included when the charity has unconditional entitlement to the resources. Interest is credited as and when received. Fundraising and similar income with associated expenditure is reported gross. The value of volunteer help received is not included in the accounts, but is described in the trustees' annual report.

1d. Expenditure recognition in the SoFA

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources. Resources expended include attributable VAT which cannot be recovered.

1e. Funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees. Designated funds are funds set aside out of unrestricted general funds for specific future needs. Restricted funds represent money given to the charity for a specific purpose, so that the money cannot be used for any other purpose.

1f. Trading subsidiary company

The financial statements include the results of the charity's retail division which operated the Good Gallery, subsequently rebranded as the WHY Gallery.



We Hear You  
Notes to the accounts  
for the year ended 31 March 2017

2. Tangible fixed assets	ICT infrastructure £	Total Tangible Assets £
<b>Cost or revaluation</b>		
At 1 April 2015	14,208	14,208
Additions less (disposals)	-	-
At 31 March 2016	14,208	14,208
<b>Depreciation</b>		
At 1 April 2016	5,869	5,869
For the year	2,842	2,842
At 31 March 2017	8,711	8,711
<b>Net Book Amounts</b>		
At 31 March 2017	5,497	5,497
At 31 March 2016	8,339	8,339
<b>3. Creditors: Amounts falling due within one year</b>	<b>2017</b>	<b>2016</b>
Sundry creditors and accruals	12,538	13,703
Payroll liabilities	2,286	1,831
Deferred Income	48,147	29,333
	£ 62,971	£ 44,867

Deferred income represents amounts received in advance. £44,823 was brought forward from earlier years in relation to performance to be completed over or up to the next 57 months. During the year £67,264 was added and £63,940 released, leaving £48,147 deferred over up to 9 months. Any long-term element is shown below:

4. Creditors: Amounts falling due after more than one year	2017	2016
	£	£
Deferred Income in restricted funds	-	15,490
	£ -	£ 15,490

5. Reserves	Designated	Restricted	General
-------------	------------	------------	---------

1 April brought forward	37,284	-	69,142
(Deficit)/Surplus for the year	<u>37,284</u>	-	<u>(16,421)</u>
Transfers to Designated Fund	9,407		(9,407)
Transfers to Restricted Fund		<u>19,564</u>	<u>(19,564)</u>
31 March carried forward	<u>£ 46,691</u>	<u>£ 19,564</u>	<u>£ 23,750</u>

The designated fund is an estimation of the likely closure costs in the event of a winding-up or other contingency. Other restricted funds are ring-fenced for specific purposes which had not been expensed by the Balance Sheet date.

## 6. Staff costs

The charity had on average 7 members of staff and 11 counsellors and supervisors during the year, and the benefit of an un-quantified amount of time from voluntary supporters.

Trustees receive no remuneration as a consequence of their office.

RECEIVED 12 JAN 2018



## Your proposal

Please send this to the Town Clerk: [townclerk@bradfordonavontowncouncil.gov.uk](mailto:townclerk@bradfordonavontowncouncil.gov.uk)

### 1. Your details

This data will be used to keep in touch with you as we go through the proposal process, and make sure that we can assess your proposal in the most appropriate way.

Name:	Tony Giles
Address:	7 Sladesbrook Bradford-on-Avon Wiltshire BA15 1SH
Preferred telephone number:	07718907568
Email address:	TSGiles01@Gmail.com
Best time(s) of day for meetings:	Afternoons
Do you or any of your family work at the Town Council, or serve as councillors?	No
If you've already discussed your proposal with a councillor, please tell us who:	Steve Plummer
Are you involved in or representing a community group or group of residents in submitting this proposal? If so, please give details.	
Yes – Treasurer for the Bradford-on-Avon, Walkers are Welcome walking group (a member group of the national Walkers are Welcome organisation)	
Please tell us a little bit about yourself and any individuals or groups that may be involved in delivering your proposal, including your professional background or experience:	
I'm a retired chartered engineer (C.Eng, MIMechE, MIMCE) with 40 years engineering/management experience in the international oil & gas manager industry. I have a long term interest in running / walking.	
<b>OFFICE USE ONLY – Assigned reference:</b> ([Committee code]/###/Year - i.e. B&T/001/2017)	

## 2. What do you want to do?

Please give a short summary of what it is you would like to do:	
<p>The Bradford-on-Avon Walking Group aims are to:</p> <ol style="list-style-type: none"> <li>1. Encourage the people of Bradford-on-Avon to walk more, and explore the footpaths and surrounding countryside for leisure, health, wellbeing and companionship.</li> <li>2. Encourage people to visit Bradford-on-Avon and walk in and around the town and use the facilities available including the cafes, pubs, restaurants, accommodation and shops.</li> <li>3. Continue to update, publish and distribute the Bradford-on-Avon Walking Wheel OS Maps</li> <li>4. Help maintain the Bradford's-on-Avon walking infrastructure including clearing pathways, maintaining path signs and repairing damaged stiles.</li> </ol>	
How do you want the Town Council to be involved? Please select all that apply:	
I would like the Town Council to help me or the group I'm part of to do this	<input type="checkbox"/>
I would like money from the Town Council to help me do this	<input checked="" type="checkbox"/> Yes
I would like help in finding funds to do this	<input type="checkbox"/>
I would like the Town Council to take this on and run it	<input type="checkbox"/>
How do you think your proposal will benefit for the town?	
<p>The beneficiaries include</p> <ol style="list-style-type: none"> <li>1. People of all ages from in and around Bradford-on-Avon,</li> <li>2. Walking visitors from other UK areas and abroad</li> <li>3. Businesses in the town particularly retail, food and drink, and accommodation</li> </ol>	
Are there any specific outcomes you expect to see from your proposal?	
<p>During 2018, the walking group would like to</p> <ol style="list-style-type: none"> <li>1. Encourage walkers to the Bradford-on-Avon area</li> <li>2. Continue leading local walks on a twice a monthly basis.</li> <li>3. Organise the annual Bradford-on-Avon Walking Festival which last year attracted 263 walkers. The festival also raised £162 for various local and national charities.</li> <li>4. Identify damaged / defective footpath signs and stiles in the Bradford-on-Avon area and implement repairs as required.</li> <li>5. Update and distribute the Bradford-on-Avon walking Wheel maps.</li> </ol>	



### 3. Resources:

What type of resources do you think your proposal will need? (time, money, staff time, etc.)			
The main resources required are financial. The walking group members will arrange and lead twice monthly local walks, organise the annual Walking Festival program, publicity, registration, transport and walk leaders. The walking group will also provide personnel to carry out footpath clearance, direction waymarkers and stile repair			
If you are asking for a specific sum of money, please confirm how much, what it will be spent on:			
The total sum requested is £730 broken down as follows:			
<ul style="list-style-type: none"> <li>• Public liability annual insurance - £90</li> <li>• Walkers are Welcome Network annual subscriptions - £80</li> <li>• Bradford-on-Avon WAW website hosting - £25</li> <li>• 2018 Walking Festival registration administration costs - £260</li> <li>• Festival transport costs - £30</li> <li>• BOATC fees for using Westbury Gardens during the festival period - £225</li> <li>• Health and safety equipment - £20</li> </ul>			
If you are able to, please provide any information you have on potential costs which your proposal will incur:			
Other costs include monthly walk publicity, walking festival publicity and stile repair materials. (Note Walking Wheel Map publication costs are self funded)			
Have you or your group previously received a grant or other monies from the Town Council? If yes, please give details, including what was achieved using those funds:			
Year	Amount awarded	Outcomes	
2017	£970 (£95 refunded)	The walking group outcomes identified above were successfully achieved during 2017	
If you are a constituted community group or charity please confirm:			
Current bank balance:	£2,270	Reserves:	None
Last year's running costs:	£1,439 (ex map costs)	Amount of other grants applied for:	£300
Is this part of a match-funding grant application? If so, with whom and for how much?		No	

**BRADFORD ON AVON TOWN COUNCIL**

The Council Offices

St Margaret's Hall, St Margaret's Street

Bradford on Avon

Wiltshire BA15 1DE

Tel: 01225 864240 Fax: 01225 868165 e-mail: townclerk@bradfordonavontowncouncil.gov.uk

**APPLICATION FOR GRANT 2017/18**

Please see notes for guidance

To ensure consideration at the next meeting please return  
this completed form to the Town Clerk by:**1 APPLICANT**

Name of Organisation

We Hear You

Registered Charity No if  
applicable

1156001

Contact name

Ruth Knagg

Address

First Floor, Frome Town Hall  
Christchurch Street West

Post Code

Frome  
BA11 1EB

Telephone

HOME /  
MOBILE

01373 455255

07792 832150

Email

[ruth.knagg@wehearyou.org.uk](mailto:ruth.knagg@wehearyou.org.uk)**2 AIMS**Summary of aims of the  
organisation

We Hear You (WHY) offers free, professional counselling for anyone affected by cancer or other life-threatening illness in Somerset, Bath & North East Somerset and West Wiltshire. WHY provides the psychological support that is so vital when such a diagnosis turns life upside down. This is the forgotten side of cancer care. Although patients' medical needs are well met by the health services, their emotional needs are not. And the impact spreads far beyond the individual diagnosed to their partners, carers, children and other loved ones.

**3 BENEFICIARIES**

Families in Bradford on Avon affected by cancer or other life-threatening illnesses

Specific purpose of grant

WHY offers weekly counselling sessions on Monday mornings in Bradford on Avon. These provide ongoing support: for people diagnosed with cancer or other life threatening illness; and for their family members. A life-threatening diagnosis affects relationships, financial stability and emotional health. Our aim is to relieve the mental and emotional suffering and to improve mental health and wellbeing. The sessions have been funded to date by the Friends of Bradford on Avon Community Healthcare. Since they are going to wind up operation, we are seeking funding to continue in future. This request is for one of the weekly sessions.

How many Bradford on  
Avon residents would you  
expect this grant to help?

19

What is the age range of  
these people?

18 upwards (no upper age limit)

If you have applied for a  
grant last year, please  
explain how it was spent.

n/a

Please explain how this  
fulfils the criteria set for  
approval.

Any funding granted would be earmarked to be spent on the sessions delivered by our counsellor in Bradford on Avon (at present in the Friends Meeting House), hence accessible to any local residents affected by cancer or other life threatening illness (family members as well as patients).

**4 FINANCIAL**

Amount of grant requested	1,102
What is the annual expenditure of your organisation?	245,872
What is your current (at year end) financial balance including reserves?	106,246
Have you applied elsewhere for a grant?	yes
If so i) which organisation have you applied to ?	Friends of Bradford on Avon Community Healthcare granted £5,000 in June as part of their distribution of assets
ii) How much have you applied for?	£
iii) How much have you been granted (if known)	5000

**PLEASE INCLUDE A COPY OF YOUR LAST STATEMENT OF ACCOUNTS AND IF YOU WISH TO GIVE FURTHER DETAILS PLEASE DO SO ON A SEPARATE SHEET**

Signed:	
Name:	Ruth Knagg
Position:	Bid Writer
Dated	11/09/2017

# why...

we hear you

## Annual Review

2016/2017

Providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening conditions



When you ask **why...** we hear you.

we hear you

01373 455 255 [wehearyou.org.uk](http://wehearyou.org.uk)



# About

# why...

At **We Hear you** we understand that cancer and life threatening conditions can be overwhelming. It can leave you feeling numb, isolated and terrified and can seem too big to cope with. We provide a safe space where people can say the unsayable and ask the unanswerable.

## When you ask **why...** we hear you.

### Founder

**Jill Miller**

### Staff

**Melissa Hillier**  
Director

**Heather Mora**  
Clinical Manager  
(until June 2016)

**Michael Tichelar**  
Clinical Manager  
(June – Dec 2016)

**Cath Wilkins**  
Clinical Manager  
(from Feb 2017)

**Gwen Rogerson**  
Senior Counsellor  
(from Oct 2016)

**Karen Duffton**  
Office Manager

**Gemma Wilkes**  
Fundraiser

**Ruth Knagg**  
Bid Writer

**Helen Sprawson-White**  
Fundraising Assistant



Photo L-R:

Cath Wilkins, Lucy McMahon,  
Ruth Knagg, Melissa Hillier,  
Helen White, Gemma Wilkes  
and Karen Duffton

### Trustees

**Anne Montague**  
Chair

**Rachael Hulbert**  
Treasurer (from  
November 2016)

**Martin Walsh**  
Treasurer (resigned  
October 2016)

**Julia di Castiglione**  
(resigned September  
2016)

**Emily Denham**

**Jon McFarlane**  
(resigned September  
2016)

**Eleanor Tucker**

**Jamie Gallagher**  
(joined June 2016)

**Peter Lennard**  
(October 2016)

### Counselling team

**Kate Bartlett**  
**Rhonda Brandwick**  
**Lisa Drake**  
**Carol Ellis**  
**Ruth Gait**  
**Penny Old**  
**Gwen Rogerson**  
**Ros de Silva**  
**Caroline Waite**

# Highlights of the year

- Two new counselling venues were added to the range of places we offer face to face counselling. Friends of Bradford on Avon community healthcare granted the funding to offer weekly sessions in their town starting in November 2016. The five year grant funding from Big Lottery enabled weekly sessions in Midsomer Norton to start up from March 2017.
- Online counselling is now offered to anyone who could benefit from that as an alternative option.
- The Frome office hosted its first university placement student. Shannon Cuthbertson spent the summer of 2016 on detailed research amongst adults who had used our service and published the results as part of her Masters qualification. Read some of the key findings on page 9.
- Our social enterprise, **The WHY Gallery**, re-opened in new premises in August 2016. See page 14.
- **WHY** was shortlisted as a finalist in two awards: The Somerset Business Awards and the Bath Life Awards.
- **WHY** secured multi-year grants from St John's Foundation and Macmillan; a new corporate partnership with Redrow Homes; continuing partnership with Marston Foods; a glamorous ball with an Oscars theme; and a full Mad March schedule of events from tiny to huge.
- All set at year end to move into Frome Town Hall, meaning that all our counselling venues are fully accessible to all.
- Total referrals rose 5% on last year to 373 this year and we offered a record number of counselling sessions: over 3,600.



# Message from our Chair and our Director

2016/17 has been a year of consolidating our refreshed brand at **We Hear You** whilst continuing to expand the range of ways in which we offer our valuable service.

There is no sign of the increase in referrals to our service abating, so we were pleased to be able to add Bradford on Avon and Midsomer Norton this year to the list of venues at which we offer one to one counselling.

A three year grant funding contract with St Johns Foundation has enabled us to add two extra sessions per week in Bath and the great success of the online counselling pilot test last year led us to make the decision to offer online counselling as a regular ongoing part of our service to those who would benefit. It can be particularly helpful when a client is in a rural area with poor public transport connections, or when not feeling well enough to travel to counselling sessions in person.

Macmillan generously granted three years of funding to establish group counselling with three particular groups of people: carers; those living with and beyond cancer; and men affected by cancer. During this financial year, we undertook the groundwork to set up this new area of work and the first group began



Anne Montague  
Chair



Melissa Hillier  
Director

to meet in April 2017 so look out for more news on this in next year's review.

However, we know we are still only seeing a fraction of the people who need our help across Bath, Somerset and Wiltshire. Therefore our fundraising drive continues.

A huge thank you to our supporters who have enabled us to increase the counselling we provide this year. A further huge thanks to all those who have been willing to share their true stories and help other people to find and make use of our support.

As ever, we want to thank all our dedicated staff, counsellors and volunteers for helping to reach more people than ever this year.

**Anne Montague, Chair  
and Melissa Hillier, Director**

# Treasurer's Report



Our income increased to £263,711 (2016/17) from £245,872 (2015/16); this includes gross income from the newly launched shop (WHY Gallery) of £9,106. Our expenditure of £280,132 resulted in a deficit of -£16,421 for 2016/17. This included a deficit of £13,700 from the retail activity.

The smaller deficit on the charitable activities was due to pressures on community fundraising due to one-off crowd funding activities locally, coupled with planned costs associated with moving premises in March 2017 and rebranding materials.

In June 2016, WHY became an accredited Living Wage employer ensuring that employees as well as any contractors are paid above the Living Wage rather than the Government minimum (set by the Living Wage Commission at £8.45 per hour in this financial year).

Fundraising from the local community as well as corporate support delivered £97,388 (£116,558 2015/16) whilst income from trusts and foundations rose by over 53% compared to 2015/16 financial year at £126,466 (£82,851 2015/16). A significant increase in the funders agreeing to multi-year grant funding helps to put WHY on a more secure footing going into 2017/18. As the

new financial year began, we knew that £134,347 had already been secured towards the total needed for 2017/18 operational work.

There was a rise in our expenditure from £232,225 to £280,132.

We have carried forward a reserves fund of £90,005 to 2017/18, of which £66,255 has been ring-fenced.

We are aware that funding opportunities in the current environment are more difficult to obtain and as a charity made the decision this financial year to continue providing an increased level of support to patients and families as demand for our service continued to rise. We were also aware of confirmed income due in the forthcoming financial year (2017/18) and have been successful in securing further multi-year grants to help with the future sustainability of the service. In addition, we are continuing to invest in our retail activity in order to raise the profile of the Charity further and generate surpluses in the medium term.

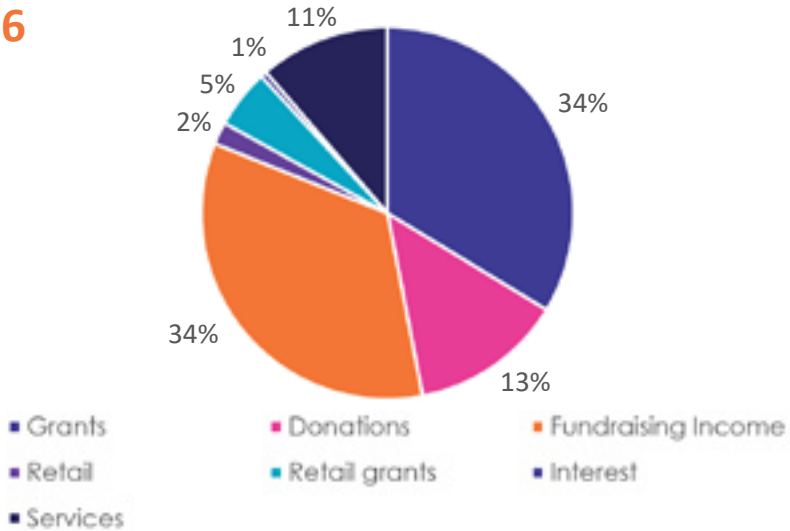
**Peter Lennard, Treasurer**

# Statement of Financial Activities

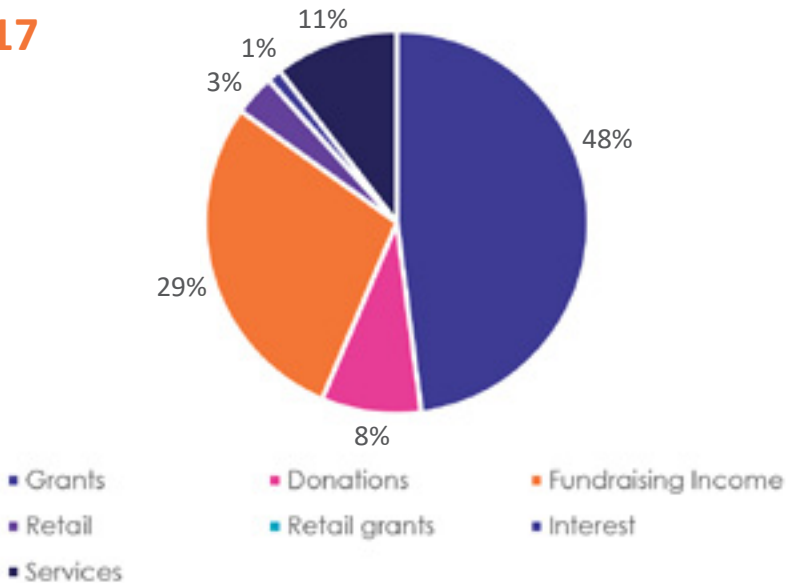
Activity Classification	2017 £	2016 £
<b>Incoming Resources</b>		
Grants	126,466	82,851
Donations	22,195	32,654
Fundraising Income	75,193	83,904
Retail	9,106	4,777
Retail grants	-	12,560
Interest	3,163	1,304
Services	27,588	27,822
<b>Total incoming resources</b>	<b>263,711</b>	<b>245,872</b>
<b>Less cost of generating funds</b>		
Fundraising	72,925	55,738
Retail	22,806	16,114
<b>Total cost of generating funds</b>	<b>95,731</b>	<b>71,852</b>
<b>Net resources available for charitable expenditure</b>	<b>167,980</b>	<b>174,020</b>
<b>Charitable Expenditure</b>		
Counselling service	180,992	156,686
Governance costs	3,409	3,687
<b>Net (outgoing)/incoming resources</b>	<b>(16,421)</b>	<b>13,647</b>
<b>Reserves</b>		
Fund designated for contingencies	46,691	37,284
Other restricted funds	19,564	-
General fund	23,750	69,142
	<b>£90,005</b>	<b>£106,246</b>

# For the year ended 31 March 2017

## 2016



## 2017



# The impact of our service

Around 10,000 people are diagnosed with cancer every year in the area where we work, and one in four die from the disease.

Once a patient hears the word “cancer” from a doctor treating them, they stop hearing the rest of the explanation. The same is true for many other life-threatening conditions. The uncertainty of the future can then be excruciating to live with. For the patient and also for the loved ones around them.

Whilst medical needs are dealt with extremely well by the NHS, emotional support is scarce. As one of our clients last year told us “under the NHS I was rather treated as a specimen rather than as a sensitive, thinking member of the same species as the medical practitioners.”

**WHY** is here to fill that gap, to offer the emotional support for everyone affected to find a way to face the uncertainties whatever may be coming next.

We measure the impact of our work using a clinically validated evaluation tool - the Clinical Outcomes in Routine Evaluation (CORE) - and our own evaluation measures. The forms that are completed by clients give measurable scores and also personal quotes like this one:

*“It was great to be totally honest and have someone to listen. Cancer happened to someone else, but of course it does NOT! Even with the most loving family and friends, one can feel so alone and scared.”*

The scores for 2016-2017 record very high percentage improvements for our clients with an average 45% improvement.

2016 also saw our first in depth adult evaluation. This evaluation was undertaken by a Bath University Health Psychology student who spent her placement with **WHY**...





# Delivering an adult cancer counselling service – an evaluation report.

**WHY's** first evaluation report gathered information from a range of clients who accessed our service over the summer of 2016.



Three key themes were identified with further actions and recommendations for the charity to consider. We were delighted to work with Bath University on this piece of work and support our first MSC student placement at **WHY**.

## Working with children and young adults

BBC Children in Need are currently funding all our counselling sessions with children and young people that we deliver in local schools and at our office in Frome.

Frome College Head Boy, Ben Manning, was brave enough to share his story on the latest appeal night explaining how he “felt like the world had been taken away from under his feet” when his father died of a rare form of cancer when Ben was just about to tackle his GCSE year at school. Only six months previously, they had a good outlook after a successful operation but the cancer returned and, tragically, Ben's dad passed away very quickly,

- 1. The impact of Cancer** - this theme identified the “ripple effect” of cancer and how it affects both patients and their supporters.
- 2. Impact of counselling** – this theme outlines how **WHY's** counselling has impacted those that took part in our study.
- 3. Best practice and learning** – this theme considers the beneficial features of the **WHY** counselling service and how this has enabled clients to get the most out of their sessions as well as identifying areas of development and learning for the charity.

leaving the family devastated. Ben was able to meet our counsellor outside lessons in the College and he says:



*“without that support, I wouldn't have been sat here today”.*

Happily, Ben went on to do outstandingly well in both GCSEs and A Levels, and has proved to be an inspirational mentor to other students at the College facing tough times.



## Supporting people living with and beyond cancer

All **We Hear You's** counsellors are experienced in supporting people affected by cancer and life threatening conditions. Sally Sandisford thinks that makes all the difference.



*“About a year after the initial diagnosis ...I was really struggling. So I went to the doctor and was prescribed tablets but they're not great. There was a lot of emotion I needed to deal with and just having tablets that suppressed those emotions wasn't really the idea.*

*“My [WHY] counsellor didn't just sit there and say you've done amazing (as other counsellors had done) she asked about the relationships I had with people around me and my feelings about the cancer. It was much more understanding of how you have no control with cancer, there's nothing you can do.*

*It was just someone to talk things through with and to acknowledge how I was feeling, not giving me any solutions or telling me how I can make it better but just listening and acknowledging how I was feeling and delving into why I was feeling like that.*

*“It helped so much that the counsellors specialise in people who have cancer. My confidence has come back which is really good – that was after the counselling.”*

## New additions to the service

### New venues

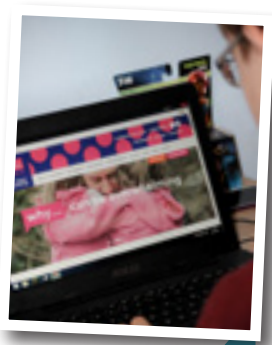
New locations for counselling in Bradford on Avon and Midsomer Norton started this year thanks to Bradford on Avon Community Healthcare and the Big Lottery respectively. Sessions at both filled up quickly.



## Online Support

After a successful pilot of online counselling last year, **We Hear You** took the decision to offer an online option as part of the standard service. It continues to be very effective for people choosing it, especially for those people in a position of poor public transport options or who don't feel up to travelling to one of our venues. Online CORE results show a 49% improvement and the feedback we have had from clients has really shown the benefit of using this technology.

*"I felt the need for counselling & living in a remote location, on-line was perfect"*



*"I had a small baby at the time of my diagnosis, so trying to get an appointment would have been very difficult"*

## Group Therapy

The newest service to be added is group counselling. This is an extended three year trial funded by Macmillan. The idea of groups is to bring together people facing similar circumstances and the first groups are supporting carers.

Next year groups supporting people living with and beyond cancer will be added. And in the third year, we aim to bring together men affected by cancer.

*"This group has been my lifeline. I don't know what I would have done without it."*

*"It enabled me to talk / say things that I didn't feel able to say to my family / friends. This really helped with the healing process and allowed me to voice my deepest fears".*

*"By being in a group, I can now see my experiences in a new light. It has also made me face my problems and emotions when I was ignoring them."*

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# Fundraising and volunteering

The community have once again made an outstanding contribution, helping us to raise vital funds to support our services. This year an amazing £97,388 was raised through community fundraising and we are so grateful to have such dedicated supporters within the local community.

## Challenge Events – far and wide

Our challenge events have proven to be popular once again. Along with our skydivers and runners this year we had our first overseas challengers. We had a team take on the iconic London to Paris cycle ride, ending the challenge with the opportunity to watch the final of the Tour De France.



In October two of our supporters undertook a trek across the Great Wall of China.

Taking in the breath-taking scenery, whilst conquering over 1,000 steps up to the wall as part of the trek.

These incredible challenges emphasise the importance of community involvement and it is so inspiring to see the lengths people will go to, to pledge their support to **We Hear You**.





We have had great support from a variety of local businesses who have supported us in a number of ways. They have hosted dress down or up days, taken on skydives and other incredible challenges or worked in partnership with us by donating services or commission. These have included Redrow Homes South West, Marston Foods and Goodwills Local to name just a few. This support raised over £15,000 and we are so grateful to each and every one of them for the time and effort they have put into supporting us.



Our annual Mad March campaign was a huge success, raising more the £26,000. This extraordinary fundraising month saw local communities take part in coffee mornings, skydiving, raffles, boot camps, acoustic café, afternoon teas, half marathons and even a local nightclub revival night.



As always, we couldn't do what we do without our hardworking team of supporters and volunteers. Their commitment and motivation are fundamental to all our fundraising activities. Whether it's staffing cake bakes, selling raffle tickets, taking part in a bucket collection or talking to groups about our services, their support makes a huge difference and we couldn't reach as many people as we do without them.



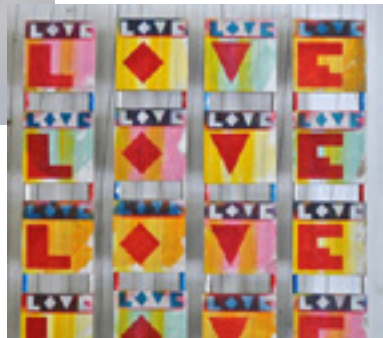
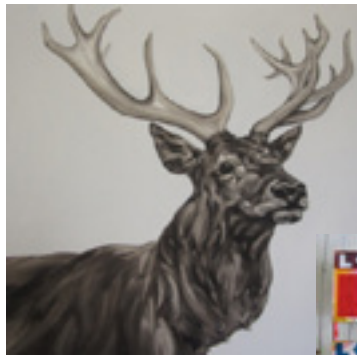
# THE **why...** GALLERY

After a successful pilot test last year of a charity shop with a difference, we re-opened our social enterprise in Stony Street, Frome.

The shop is a showcase for local artists, providing them with an outlet for their creative work, and with all profits to be channelled to the counselling service that we provide.

Next time you need to buy a gift for a loved-one and you are in Frome or nearby, drop into **The WHY Gallery** first and you may find the perfect item. With prices from £2.50 to £1,000 there is something for all budgets!

[gallery@wehearyou.org.uk](mailto:gallery@wehearyou.org.uk)  
[www.whygallery.org.uk](http://www.whygallery.org.uk)



We would like to say a heartfelt thank you to all those who have helped us over the last year to deliver our services and support. To all those families who have generously donated to **We Hear You** to remember a loved one, to individuals and companies who donated items for auction throughout the year and to all our volunteers for their support, dedication and hard work which is so vital to the charity's success.

The following funders have given grants, donations and sponsorship to support our work this year:



Asda  
Barclays  
Bath Mums  
BBC Children in Need  
Big Lottery  
Brock Charitable Trust  
The D'Oyly Carte Charitable Trust  
February Foundation  
Friends of Bradford on Avon  
Community Healthcare  
Frome College  
Frome Community Lottery  
Frome Town Council  
Gracewell Homes  
Goodwills Local

Macmillan Cancer Support  
Marston foods  
Mulberry  
Pencil Studios  
Pink Ribbon Foundation  
Redrow Homes  
Selwood Academy  
St James Place Foundation  
St James Trust  
St Johns Foundation  
Somerset Community Foundation  
Souter  
The Archangel  
The Artisan  
The Mason's Arms

### Pro bono support

Several companies have provided us with services or resources for free this year, we thank the following for their support:

Alison Ramsay Bookkeeping  
Bulk Solutions  
Compugraphic  
Hello Communications  
Malcolm Gordon FCA

Netitude  
Orchardleigh  
Lancaster Parr  
Mitchel Law Limited  
Bianca Goss Photography

## Who we support

- Patients
- Relatives
- Carers
- Friends and loved ones
- Young people
- Children
- Anyone bereaved by cancer or other life-threatening condition



## Where we offer sessions

- Frome
- Bath (RUH and Southside)
- Bradford on Avon
- Midsomer Norton
- Trowbridge
- Warminster
- Street
- Yeovil
- Weston super Mare
- In various schools
- Online
- Group therapy

We rely entirely on voluntary donations from our clients, local businesses, individuals, community groups and grant making trusts.

If you would like to support our work or find out more about the emotional support we provide please do get in touch.

# why...

we hear you

## Cancer Counselling

## We Hear You

First Floor  
Frome Town Hall  
Frome, BA11 1EB



**t** 01373 455255

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**w** [www.wehearyou.org.uk](http://www.wehearyou.org.uk)

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