



Impact Report 2022

“I want to thank you for caring, because a lot of the time given the situations I have been in, I feel like no one cares about me. But I feel like you were always there to listen”.

Amy, 16 years old

“I play and talk to someone and that makes me feel better. I don’t know how it works, it’s like magic”

Mohammed, 6 years old

“Place2Be is a place you can come when you have feelings in your heart like anger. If you want to be sad, you can explain it in your art.”

Zahra, 8 years old



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Who we are

Place2Be believes that no child should have to face mental health problems alone.

Our mission is to improve children and young people's mental health. We do this through schools.

Since 1994, our expert teams have worked within school communities across England, Scotland and Wales, supporting children with their mental health and emotional wellbeing.

Place2Be's vision is for all children and young people to have the support they need to build lifelong coping skills and to thrive.



Welcome

"2022 has been a challenging year. The cost of living crisis, a war in Europe, and the aftermath of the Covid pandemic have left many children, young people and families feeling the pressure.

"This year has seen us expand our reach in schools through our in-school services, support for parents and carers, and training for school staff. In the coming year we will focus on maintaining and building on this momentum, with specific focus on attracting more professionals to train and join the mental health workforce and to increase knowledge and understanding of children's wellbeing.

"We are so grateful for the energy and commitment of everyone who works with us and for all who continue to support our valuable work, which is needed now more than ever."

A handwritten signature in black ink, appearing to read 'C Roche'.

Catherine Roche, Chief Executive

Our work focuses on four areas:



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



Learning for school staff
Building confidence and knowledge in schools and with families, to promote a better understanding of mental health



Training and professional qualifications
Building a diverse and inclusive mental health workforce that can support children and young people



Building understanding of children and young people's mental health
From government to the general public, Place2Be is the organisation behind Children's Mental Health Week, launched in 2015



Why quality mental health support in schools matters

Children and young people

One in six children and young people have a diagnosable mental health issue, and 50% of those with lifetime mental health problems first experience symptoms by the age of 14. Place2Be's support has never been more needed.

Place2Be creates safe spaces in schools to allow children and young people to open up about what's worrying them. Evidence shows that by intervening earlier, our life-changing support not only helps children to cope with whatever challenges life throws at them, but can also prevent

problems from becoming more serious in adolescence and adulthood.

We currently provide an embedded mental health service in over 500 primary, secondary and high schools, supporting a school community of around 243,000 children and young people. We support hundreds of thousands more through our universally available services and resources, including Children's Mental Health Week materials, available through our website [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk).



"I find it hard to imagine my school without Place2Be being right at the heart of what we do."

Headteacher

Families

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

Place2Be's Parenting Smart website (parentingsmart.org.uk) provides free, practical advice for parents and carers of 4-11 year olds on how to support their child's wellbeing and behaviour. The content has been created by Place2Be's parenting experts. It's based on evidence and their experiences working with children, young people and their families.

Our team of Family Practitioners provide a range of face to face and digital interventions in our schools, designed to improve parents' confidence and strengthen family relationships.

Our Family Practitioners also deliver Personalised Individual Parenting Training (PIPT), a face-to-face training programme to support parents and carers.

In 2022 we also launched our Parenting Smart online course, developed in partnership with South London and Maudsley NHS Foundation Trust, offered exclusively to parents and carers of children in Place2Be partner schools. The course is designed to support the parenting journey of parents and carers of primary-age children.

"It was enlightening and fantastic, and really made me think and change some of my parenting ways which I didn't expect."

Parent who took part in the Parenting Smart – Online Course



40,000
visitors to the
Parenting Smart site



900
parents and carers
registered for our
Parenting Smart –
Online Course*



258
parents have
taken part in our
Personalised
Individual Parenting
Training (PIPT)

*only available to families in schools with an embedded Place2Be service.

Our reach and impact



36,565
children and young people
accessed a support
service from Place2Be.

After children have Place2Be counselling:



76%
of those with severe difficulties
show an improvement in
mental health



74%
had fewer reported
exclusions



75%
find it easier to have and
keep friends



64%
of children's difficulties had
less impact on their learning

Of the children benefiting from Place2Be's one-to-one weekly support:



43%
received free school
meals



6%
were the subject of a child
protection plan



8%
were reported to be on a
CAMHS* waiting list



43%
of pupils are eligible for
Pupil premium

*Children and Adolescent Mental Health Services



George's story

10-year-old George was referred to a Place2Be counsellor to regain his confidence. He often experienced negative self-esteem, and he said that he didn't 'feel alive.'

His parents were separated, and his father was absent from George's life because he was serving a prison sentence. The separation saw George move to a new house with his mother and siblings. The house was small, and George felt restricted in his surroundings, so he began to run away from home. He was also showing disruptive behaviour at school and found it difficult to make friends.

Before George started counselling, his Place2Be counsellor spoke with his mother. She explained that George had witnessed his father's threatening behaviour and told the counsellor that she wanted George to stop running away from home.

During his first sessions, George expressed himself through his love of art. He would draw objects that were constricted in small square boxes, and his

counsellor noticed that everything George would draw was separated from each other, such as a football next to a goal.

This was his way of showing how he felt about the cramped conditions he was living in, and that he was struggling with his family's separation.

As his sessions progressed, George built confidence and spoke about how he wanted to be seen as an individual. Together, George and his Place2Be counsellor worked on his self-awareness and growth. George gradually became more confident and was able to acknowledge how proud he was of himself.

After receiving Place2Be's support, George described his counselling as 'really releasing' and his teachers were delighted with his progression at school. He became more comfortable in class and made friends with his classmates. George performed well in his SATs, and as he transitions into secondary school, his mother told his Place2Be counsellor that she had no concerns about him settling in.

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

Building confidence and knowledge in schools

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

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

Our online Mental Health Champions - Foundation programme has reached 48.9% of schools in the UK across every county in England, Wales, Scotland and Northern Ireland. This award-winning* free programme, initially offered to UK teachers, is now available to all UK school staff, trainee teachers and youth workers.

Our CPD-certified Senior Mental Health Leads training programme is Department for Education quality-assured and launched in autumn 2021. The programme helps senior leaders identify their school's priorities and develop strategic approaches to address those

needs. It increases confidence in creating a culture within their school community where positive mental health and wellbeing is strongly linked to learning. It's an integral part of the whole school approach to mental health.

At the end of our programmes, alumni are invited to join our virtual Staffroom – a supportive community of almost 10,000 school staff, which offers ongoing access to Place2Be's resources and expertise.

“We have utilised this (programme) to create a mental health and wellbeing action plan for our school. It was great to meet with and learn from colleagues, discussing and sharing the practice taking place in our schools.”

Head Teacher on Senior Mental Health Leads programme

*Learning Technologies Awards 2022, 'Best Learning technologies project – public & non-profit'+



511

school leaders took part in our Senior Mental Health Leads programme



96%

of surveyed participants told us that after completing our programme they have a better understanding of their role as a Senior Mental Health Lead



17,022

teachers and school staff took part in our Mental Health Champions - Foundation programme



93%

feel that the course has increased their capacity to lead a positive approach to mental health and wellbeing



9,200

teachers and school staff joined our online community, the Place2Be Staffroom



12,748

downloads of our Art Room activities



Safeguarding

As we work with vulnerable children and families, safeguarding is of the greatest importance to Place2Be.

Last year, **6677 safeguarding concerns** were raised with our Safeguarding Team. The most common concerns raised were self harm, suicide ideation, general mental health / emotional difficulties, physical and emotional abuse.

Our Safeguarding Team support Place2Be staff, and schools, to ensure appropriate actions are taken in order to safeguard any of our service users.

All of our safeguarding policies and procedures can be read at place2be.org.uk/safeguarding.

Della's story

Della first attended Place2Be's group sessions, called Place2Talk, in her final year of school. Despite having a diagnosis of a serious mental health condition, Della had been managing well, until COVID. Then the prospect of upcoming exams, during a time of such uncertainty, set her back.

Della came to several Place2Talk sessions run by Place2Be's School Project Manager (SPM). Each time she disclosed increasing concerning issues, including self-harm, suicidal thoughts and a suicide attempt. Place2Be completed a risk assessment which was shared promptly with the school and her parents, in line with our strict safeguarding procedures. This led to Della being assessed by and supported by an NHS Community Mental Health Team. It was agreed across these agencies

that the SPM would continue to provide check-in Place2Talks in the lead up to Della's exams, as Della had identified this as very helpful. During these sessions, they completed a safety plan identifying strategies which Della could use to keep herself safe. This was shared with school staff so they were able to support her with this. This helped Della, who said she felt that there were times she could regulate her emotions and bring her destructive thoughts back under control. Della also spoke of her clear plans for the future and about her supportive network of friends and family. Giving space to celebrate this was key to her beginning to see some light at the end of the tunnel.

Della's mental health journey had lots of ups and downs. As she said in one drop-in session, "it is so dark inside my head". Keeping her safe from this darkness was a joint effort between home, school, the Community Mental Health Team and Place2Be. For the SPM, having

faith that Della could survive this darkness relied on seeing the light within her. This involved her career ambitions, her passionate political beliefs but also her love of Harry Potter. The conversation in drop-in sessions often meandered towards these things. The SPM used these details to gently reflect back to Della what helped her cope might also be the things which made life worth sticking around for. Della has now left school and is still receiving external support.

By the time their work ended, the SPM was saying goodbye to someone who was slowly starting to embrace life again – going out with friends and planning her future. She has just aced her exams, and as her teacher said to Place2Be – Della was absolutely beaming when she opened that envelope. Perhaps Dumbledore was right: 'happiness can be found in the darkest of times, if one only remembers to turn on the light'.



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Building the children's mental health workforce

Our work can only happen thanks to the mental health professionals dedicated to supporting children and families.

Place2Be's training centre of excellence offers a range of quality programmes and professional development courses. Through our clinical placements and professional qualifications, we create a skilled workforce of professionals with expertise in children and young people's mental health. These are informed by over 27 years' experience in delivering mental health services.

This year, we conducted a strategic review of our professional qualifications and developed new training programmes to enable more people to access counselling careers.

- Our **Level 5 Certificate in Working Therapeutically with Children and Young People in Schools** is designed for those who are already qualified to work therapeutically with adults,

but want to upskill to be able to also work with children and young people in schools.

- Designed for experienced counsellors, our **Level 6 Certificate in Therapeutic Counselling Supervision** enables clinicians to practice as clinical supervisors in line with ethical standards.

In spring 2023, we are launching a new qualification route for prospective counsellors, which we hope will help to remove some of the socioeconomic barriers to careers in counselling and increase diversity in the workforce.

Place2Be is also chair of the mental health sector-wide Diversity and Inclusion Coalition for counselling training providers. The group's current focus is promoting inclusive and anti-oppressive professional training, particularly in relation to supporting racially and ethnically minoritised communities. Our toolkit 'Understanding Race and Diversity in Counselling and Psychotherapy' will be published in early 2023.



233
people took up one of our counselling qualification courses



546
people attended a Place2Be 'Taster Day'



765
Counsellors on Placement trained with Place2Be



60%
of Place2Be's school based staff are former Counsellors on Placement

"My journey with Place2Be has been remarkable. Since joining as a counsellor on placement, I knew I was in the right place. I am now a clinical supervisor and continue to live and breathe Place2Be's ethos and values." -

Emma, Clinical Supervisor, Yorkshire

Building understanding of children & young people's mental health

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

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

In the past 12 months, we published four peer-reviewed papers, sharing best practice and disseminating our learnings:

- Lancet Child and Adolescent Health; Journal of Child Psychiatry and Psychology; European Child and Adolescent Psychiatry.
- Greek Journal of Hellenic Society of Children and Adolescent Psychiatry. July 2021.

- Child and Adolescent Mental Health: November 2021.
- Child and Adolescent Mental Health: attending school counselling. May 2022.

Our study with the University of Cambridge, published in May 2022, found that in-school mental health support can reduce school exclusions; suggesting that Place2Be's support may positively influence educational engagement as well as mental health.

This year, independent body Pro Bono Economics updated its cost-benefit analysis of our one-to-one counselling service in primary school. This research found that every £1 spent on Place2Be support for primary schoolchildren generates £8 in benefits to society.



Policy and Public Affairs

Over the past year, Place2Be has continued to use our evidence and insight to inform policy on children's mental health and wellbeing.

We have been involved in discussions at the highest levels, including a roundtable with the Prime Minister and other organisations, at No10 Downing Street. Place2Be has submitted evidence to many consultations and committees, including:

- the cross-government mental health plan for the next 10 years of mental health services
- the Education Committee, during Children's Mental Health Week 2022
- the Times Education Commission and the Commission on Young Lives.

Our expert teams have also fed into key policy documents and guidance, such as the new NICE guideline on mental health and wellbeing in schools.

To support the launch of the new Pro Bono Economics report, we hosted a virtual discussion with contributions from eminent speakers and over 100 professionals attending.

Children's Mental Health Week

Now in its ninth year, our flagship annual campaign shines a spotlight on the importance of children and young people's mental health and provides a focal point in the school calendar to promote and discuss mental wellbeing.



225,000

downloads of our schools and families resources



£207,000

raised as a result of activity during the week



14,000

people posted about the week on social media, with potential impressions of over 199 million



200

parliamentarians supported the week on social media, and over 90 attended events in Westminster and Holyrood

In autumn 2022, we launched our new Children's Mental Health Week website which aims to make our free resources as accessible as possible for school staff, parents, carers and individuals.

Our commitments

Equality, diversity and inclusion

Equality, diversity and inclusion remains an ongoing focus for Place2Be. We seek to make Place2Be more representative of the communities we support, championing the voices of colleagues and peers across diverse communities.

Our Equality, Diversity and Inclusion (EDI) Steering Group, is comprised of employees from across the charity. It meets every six weeks to discuss and champion our EDI action plan.

In 2021, we committed to ensuring that at least 20% of our workforce were from diverse backgrounds. By October 2022, the figure had increased to 24%.

We have reviewed and refreshed the resources and equipment used by Place2Be in schools, to ensure materials are culturally appropriate. As part of this, we have sourced funding for new equipment, and have created more inclusive posters and materials to promote our services to children and young people. Beyond our own organisation, Place2Be also

continues to lead the therapy sector's Diversity and Inclusion Coalition (see page 14).

Environment, Sustainability and Governance

In line with Place2Be's values, we are committed to our wider responsibilities as an organisation and employer and to operating sustainably and ethically across all aspects of our work.

Our Environmental, Social and Governance (ESG) Charter outlines our commitments to each area of ESG. We are committed to reducing our carbon footprint wherever possible, through minimising travel and waste reduction. Place2Be's ESG Group meet each quarter to keep this work on track. The policy includes fundraising due diligence, which ensures we work with like-minded partners who share our principles and deliver them in practice.

An independent Board of Trustees governs Place2Be. We have five committees to advise on all aspects of our work in line with the Charity Commission regulations and Code of Conduct.

Looking ahead

We will continue to focus on the priority areas set out in our business plan. This includes:



Developing and expanding partnerships with Multi Academy Trusts and the new Integrated Care Boards, to become better connected with the wider health and education systems, enabling us to reach and support more school communities.



The continued delivery of our Senior Mental Health leads programme. The extension of the DfE grant into 2023, will enable more schools to take advantage of this offer. We will also pilot and roll out an equivalent course tailored for school leaders in Scotland.



Launching our redeveloped professional qualifications programme, to build the child mental health workforce of the future. Our Level 6 Supervision Qualification programme, which opened in September 2022; is to be followed by a conversion programme for people already qualified as adult counsellors to build their skills in working with children and young people.



Expanding the reach of our Mental Health Champions – Foundation programme, particularly for newly qualified teachers as part of the National Institute of Teaching consortium, of which Place2Be is a specialist partner.



Continuing to advocate for the provision of children and young people's mental health support, the role of the school community in this; and the importance of early intervention.



Delivering two major research programmes. The first, to assess the longer-term impact of receiving one-to-one counselling, through Place2Be's in school service, on young people's mental health. This is funded by a generous research grant from the City Bridge Trust, over a two-year period in our London partner schools. The second is a three year programme in Salford, to assess the impact of the whole-school approach to mental health, generously funded by the Law Family Charitable Foundation.

Our fundraising

As we moved away from the pandemic, we were delighted to see the return of in-person events.

From marathons and challenge events to another great Dress to Express campaign in schools and our annual Carol Concert, it's been wonderful to meet face to face with our supporters. Thanks to your support, we raised £8.3 million in voluntary income during 21/22.

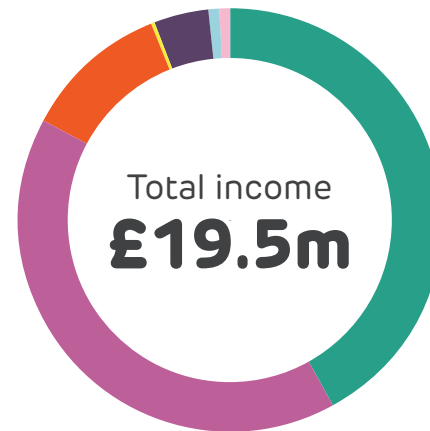
Our diverse fundraising portfolio encompasses philanthropy, corporate and trust donors, events, individual supporters and grants.

Donations from charitable trusts and our corporate partners played a huge part in our fundraising success and we are hugely grateful to the

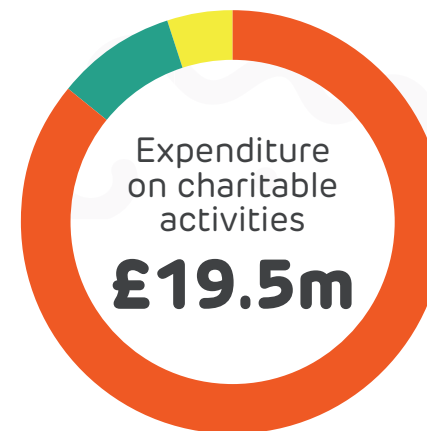
extraordinary contribution from each and every organisation.

We are also grateful to all those in the community who took part in their own challenges and activities to raise funds on our behalf. From Andrew and his 1000-mile handcycling challenge in Scotland, to 6 year old Jasmine who climbed Mount Snowdon in the rain, we're so grateful for each and every one of our supporters.

The fundraising outlook continues to be challenging, but thanks to the commitment, passion and generosity of all our funders, we can reach more children and young people and ensure that the challenges they face in their childhood, don't need to define who they are when they grow up.



- Voluntary £8.3m
- School £7.9m
- Local Government £2.0m
- Central Government £0.05m
- Training £0.7m
- Gifts in Kind £0.3m
- Other £0.1m



- Mental health services & support £16.8m
- Learning & development £1.8m
- Raising awareness & promoting understanding £0.9m

A huge thank you

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

11 Foundation
The Adrian Swire Charitable Trust
Allan & Gill Gray Philanthropies
Aspect Capital Limited
Baillie Gifford
Barclays
Battery Ventures
The Beaverbrook Foundation
BlackRock
Nigel Bliss
Jo Bradshaw
The Brook Trust
The Bryan Adams Foundation
Lola Bute, founder of Eternity
Richard and Sarah Buxton
Cadogan
The Captain Tom Foundation

The Childhood Trust
Citi e for education
The City of Edinburgh Council
Clarion Futures
Clyde & Co
James Cochrane
The David Cock Foundation
The estate of Mina Dell
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Garden House School
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The Jagclif Charitable Trust
The John Horseman Trust
The John Armitage Charitable Trust
John Laing Charitable Trust
The Jongen Charitable Trust
Knightsbridge School and Knightsbridge School Parents Association
The Law Family Charitable Foundation
The Liberum Foundation
The Liz and Terry Bramall Foundation
The Lord Mayor's Appeal
Fundación MAPFRE

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Masonic Charitable Foundation and the Freemasons of London and Essex
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The Mohn Westlake Foundation
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Claire Musgrave
Nominet - #RESET digital mental health programme
North Carrick Community Benefit Company
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People's Postcode Lottery
The Peter Cundill Foundation
Pizza Express
Porsche Cars Great Britain
Porticus UK
Henkel Ltd via the brand Pritt
The Prudence Trust
PwC
Radovan and Yvonne Radman
The Rare Impact Fund
River Island
Victoria and Tim Robinson CBE
Helena Russell
The Sam West Foundation
Scottish Government - Children, Young People and Families Early Intervention Fund
The Shears Foundation

sketch
Sir James Knott Trust
Sopher & Co
Mark Sorrell for Goldman Sachs Gives
St James's Place Charitable Foundation
The Steel Charitable Trust
Stone Family Foundation
STV Children's Appeal
Swiss Re UK&I
The Syncona Foundation
Talis Capital
Nick Thomas
Three Oaks Trust
The Tomoro Foundation
TUUT Charitable Trust
UBS
Wales Council for Voluntary Action
Robert and Felicity Waley-Cohen
Walter Scott & Partners Ltd
White & Case LLP
William Grant Foundation
Wimbledon Foundation
Rowena Winkler
Jan and Peter Winslow CBE
XTX Markets
Thomas Yaxley
Young Voices
The Zochonis Charitable Trust
Zurich Community Trust (UK) Ltd

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

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

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

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

Development Board

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Olivia Griffin
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Penny Sainsbury

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

Grace, 6 years old

Contact us

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