



REQUEST FOR FUNDING FOR SPECIFIC PROJECT

FINANCIAL YEAR 2024 -2025

DATE:15th September 2024

TO: KENILWORTH TOWN COUNCIL / FINANCE & GENERAL SERVICES COMMITTEE.

Please read the Project Support Grant Criteria before completing this form

NAME / GROUP & MAIN CONTACT	New Hope Counselling
PROJECT TITLE	Mental health support through counselling for CV8 residents
TOTAL SUM REQUESTED	£5,000
COSTING OF PROJECT WITH FULL DETAILED BREAKDOWN	Attachment 1 - Please find budget with full detailed breakdown of costings.
DETAILS OF OTHER SOURCES OF FUNDING APPLIED FOR AND NAMES OF PARTNER ORGANISATIONS IF PROJECT IS JOINT/ MULTI GROUPS AND DETAILS OF FUNDING SUPPORT REQUESTS MADE BY THEM	Throughout the year New Hope Counselling receives donations from supporters of the charity, although this has reduced as a result of impact of cost-of-living. We also regularly apply for grants and other sources of funding which assist with the overall running of New Hope Counselling, including delivering a service in Kenilworth. However, we see such funding becoming increasingly competitive, for example the Severn Trent funding listed below has £400k to distribute and has received 243 applications totalling over £3.6m. Funding applied for: • Severn Trent Community Fund – Core Funding: to cover costs of running whole organisation; applied for £20k and expect to hear in October. • Fundraising event: October 2024 Quiz evening sponsored by Radford Semele Baptist Church
PLEASE CONFIRM THAT YOU HAVE ENCLOSED YOUR MOST RECENT AUDITED BALANCE SHEET OR EQUIVALENT.	Attachment 2 - Annual Accounts 2023-24
TIMESCALE / DATE OF EVENT	1 st October 2024 – 30 th September 2025 (12 months)
NUMBER OF KENILWORTH RESIDENTS TO BENEFIT	We estimate that 40 residents will benefit from counselling from New Hope Counselling but the impact reaches beyond the actual client to their families, colleagues and wider community.

OTHER INFORMATION IN SUPPORT OF THE APPLICATION

In 2023 New Hope Counselling was awarded a generous grant of £3500 from Kenilworth Town Council which enabled us to support 40 residents in CV8 by providing 478 hours of counselling which was an increase of 22% on the previous year.

New Hope's service is unique in that we offer low-cost, community-based counselling to anyone aged 16+ no matter what issues they present with, as we do not focus on one specialist area such as abuse or addiction. We offer up to 16 sessions – more than many counselling services – although on average clients attend around 10/12.

Year on year we see the need for mental health support and demand for our service increase and this continues to be the case in Kenilworth. We have therefore taken on an additional trainee counsellor in our Kenilworth team. Our Kenilworth Counselling Coordinator now line manages 5 counsellors (4 of whom are qualified), undertakes client assessments, provides counselling and ensures safe practice for both clients and counsellors. We continue to work from Kenilworth Methodist Church (KMC) and online for clients who are either time poor due to work or caring responsibilities or have difficulty leaving their home. We have a positive working partnership with KMC and find that both clients and counsellors feel comfortable and safe in the building which is easily accessible, has good parking facilities and is close to bus routes. Since 2022 the cost of room hire at KMC has increased by 18.6% due to their own increased overheads but we still feel this is an ideal venue for delivering our counselling service in Kenilworth.

We have increased our client caseload in Kenilworth for a number of years and are now at the optimum number for a service which is delivered for just one day per week. We therefore estimate that we will provide counselling to 40 Kenilworth clients in 2024/25.

A recent development within New Hope's team is that a trainee Art Psychotherapist from Sheffield Hallam University has joined us on placement. Please see flyer (**Attachment 3**) which gives an explanation of this therapy. Art Therapy is a very gentle form of counselling, is very client led and we are pleased to now be able to offer this additional form of therapy to Kenilworth residents.

All clients self-refer with many signposted by other agencies. Last year 74% were signposted by NHS services eg GPs, social prescribers, community mental health teams. Others are recommended by ex-clients, adult social care, charities and faith groups. Our team of volunteer counsellors in Kenilworth support a wide range of clients; working with anxiety, depression, trauma, loss/grief, relationship problems, self-esteem among others. We have also seen an increase in more complex presenting issues such as complex trauma and addiction – clients turn to New Hope when they are unable to access support elsewhere whether through statutory or voluntary services.

At assessment, we ask clients whether they have attempted suicide or seriously considered it - last year 43% of clients answered yes to one or both of these questions indicating the importance of our service in keeping people safe from self-harming. We also undertake a clinical outcomes measure at assessment and end of therapy which provides a measure as to positive change in mental wellbeing. In 2023/24, 95% clients indicated an overall improvement in their mental wellbeing after therapy.

In June 2024 we moved to a low-cost charging system from our previous donation-based system as a result of a reduction in client donations alongside an increase in operational costs. We decided to price our sessions at £20, believing this is affordable for many in the local area and remains a very low-cost way to access counselling. However, we recognise the financial hardship some clients within CV8 experience and understand not all will be able to afford £20 per session and are seeking additional funding/donations to subsidise their sessions. We estimate that in 2024/25 that 24 clients will pay the £20 charge per session and 16 clients will require subsidised counselling. We are passionate about remaining true to our ethos and will continue to remain available to anyone who seeks our services.

This year New Hope Counselling is applying for £5,000 from Kenilworth Town Council's Community Grant which is more than previously. The charity has been impacted financially by rising costs, reduction in client and other donations, plus the extremely competitive nature of funding which makes it increasingly challenging to secure. In recent years we have subsidised the Kenilworth service through use of reserves but our reserves have reduced considerably and we therefore ask Kenilworth Town Council to consider our Community Grant application for £5,000 to ensure that we can continue to deliver counselling in Kenilworth. This will enable more residents to address mental health issues that impact their lives which will bring them, their families, colleagues and neighbours, positive outcomes such as people returning to paid employment and engaging more positively in their local community.

Client Feedback & Case Study:

'I've been able to strengthen relationships and find ways to look for support from others. My counsellor made me feel valued and a deep caring person.'

'I could not have asked for better support throughout. I never thought I would be in the position of the healthy mental well-being that I am. Others have noticed the difference too.'

In **Attachment 4**, please find a client case study written by one of the volunteer counsellors in Kenilworth which provides an insight into the issues that clients bring to counselling.

Data Protection Statement

The information which you give when completing your application form will be used in accordance with the Data Protection Act 1998 and for the following purposes: to enable the organisation to create an electronic and paper record of your application; to enable the application to be processed; to enable the organisation to compile statistics, or to assist other organisations to do so, provided that no statistical information that would identify you as an individual will be published. The information will be kept securely, and will be kept no longer than necessary.

PLEASE RETURN THE COMPLETED FORM AND ENCLOSURES TO

**THE TOWN CLERK
KENILWORTH TOWN COUNCIL**

VIA EMAIL TO kentc@kenilworth.org

On your covering email – please confirm the following

Name and contact email and daytime telephone number.

Bank details – name and address of payee, bank sort code and account number