

Annual Review

2010



WPF Therapy provides affordable psychological therapy to the adults who seek our help



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“We see more than 500 clients each week and over 1000 people a year join our courses”

What we do

WPF Therapy is a charity and one of the largest organisations in the country offering counselling, psychotherapy and training in psychodynamic and psychoanalytic counselling and psychotherapy, supervision, group analytic therapy, short-term therapy and CBT as well as introductory courses and other short courses. We provide training for 1,000 people each year.

At WPF Therapy more than 400 men and women receive training in counselling skills and psychotherapy and more than 500 attend workshops and professional development programmes, with more than 500 clients seen each week. Associated with WPF Therapy is a network of 28 Network centres situated throughout the country, and an increasing number of individual counsellors and psychotherapists, who are primarily Members of the Foundation for Psychotherapy and Counselling (FPC), the graduate body of WPF Therapy.

WPF Therapy is an organisational member of BACP, UKCP and BPC and its courses are accredited and validated by BACP, UKCP, BPC and Roehampton University.

Message from the Chair and CEO

One of WPF Therapy's maxims is 'Make a change'. Through this simple phrase, we urge people who are unhappy with their situation to do something about it, to allow themselves to believe that change is possible and to trust in their ability to grow and develop. We all have a capacity for change; the pursuit of positive change is healthy and life enhancing.

In the external world, change is unstoppable, providing hope, anticipation, new experience. Change may also be unwelcome. It contributes to a sense of uncertainty and loss as things that may have been taken for granted are no more. Understanding that being alive and being human means accepting and owning all of these disparate feelings about our experience is fundamentally what therapy is about. It isn't all about being happy. It's about valuing life, enjoying its ups and managing its downs, making creative use of its opportunities.

Coping with change affects more than individuals. It impacts on couples, families and organisations, on neighbourhoods, regions and on nations. 2010 saw some major changes which affect us all, not least a change of government, with resulting policy shifts at both national and local level.

Closer to home, during 2010 WPF Therapy managed a change of leadership, a very significant event for any organisation.

Lesley Murdin had herself successfully led the charity through a very significant change when, in 2008, WPF Therapy left its Kensington home of 30 years and moved to our new, purpose designed premises at London Bridge. From trainee qualifying in 1988 to CEO in 2006, Lesley had grown and developed with the organisation.

She served in a number of important roles until her retirement on 16th July 2010. We thank her for her outstanding contribution to WPF Therapy's success.

Any organisation that hopes to be successful needs to be authentic. This means applying what we espouse to ourselves. It means taking stock of the way we go about our business, reviewing where we are and where we want to be and seeing how we can improve. As Freud said:

'Being entirely honest with oneself is a good exercise'

We continue to place high value on our core functions, remaining close to our charitable objectives and benefiting from our experience and what we have learnt. But we shall be open to positive change too.

During 2010, WPF Therapy's Council of Management reviewed the charity's strategic direction – the way in which we will focus our mission over the next three years. Our main objectives are to:

- 1.** Provide a range of effective psychotherapy for people at risk of developing psychological problems or who have mild to moderate mental health needs
- 2.** Improve access to services for those most in need by tackling barriers such as cost, inequality and stigma and by targeting vulnerable groups
- 3.** Increase access to WPF Therapy services and training in England by developing the national network of centres
- 4.** Involve clients in decisions about their individual treatment, in feedback about their experience and in shaping services so that we meet needs effectively

“We all have a capacity for change; the pursuit of positive change is healthy and life enhancing”

5. Provide robust evidence of the effectiveness, quality and value for money of WPF services
6. Offer a range of accredited training in psychotherapy and select a diverse range of trainees who are representative of local communities
7. Provide information, training and support for psychological well-being to the wider population

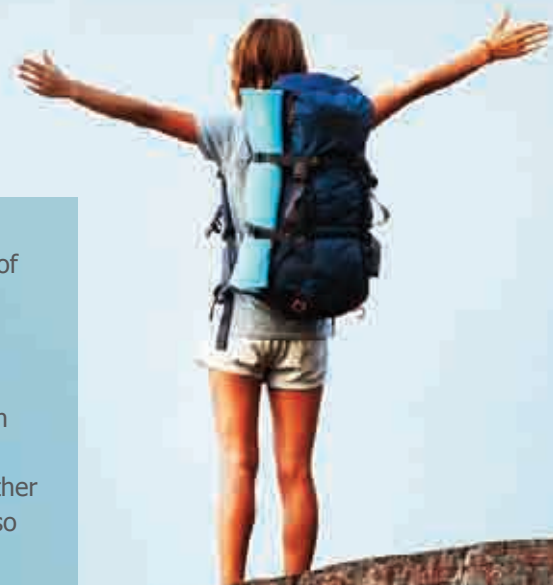
Over a three year period, WPF Therapy will implement its new business plan, designed to achieve or progress these objectives. If you have ideas about how we can best develop or if, drawing from your experience, you are able to hold up a mirror in which we can better see ourselves – please get in touch.

We welcome your views.

Communications should be emailed to Joan Baxter, CEO on joan.baxter@wpf.org.uk

Lesley Murdin's successor, Joan Baxter brings a new background of experience. A chartered psychologist, Joan has focused on the needs of children and young people for the majority of her career, both in the public and voluntary sectors.

If you are working to improve the situation of children, this means spending much of your time working with the adults on whom children depend. Children have little influence over their lives; the unresolved difficulties of parents become those of future generations. This is another reason why adult mental health is so important and why Joan values so much the work of WPF Therapy.



Our mission

At WPF Therapy, our work is guided by three charitable objectives.

WPF Therapy provides affordable psychological therapy to the adults who seek our help.

In 2010, WPF Therapy provided around 20,000 hours of talking therapy to more than a thousand clients from across London and beyond. Everyone faces difficulties in their lives at some time. These may involve recent life events such as bereavement or job loss. Often they arise from difficulties that have occurred at an earlier stage in life and that may be experienced as anxiety, depression, lack of self esteem or problems with work and relationships. People don't need to wait until they are very depressed or anxious to consult with us. Many people realise that therapy can help them gain greater self-awareness and more confidence. In turn, these developments can lead to a richer experience of life, to more choices as well as an improved ability to choose well.

WPF Therapy trains people

With over 40 years experience of training counsellors and psychotherapists, WPF Therapy is a special place to learn. Becoming a psychotherapist involves more than academic study. We support our trainees through what is a challenging and demanding personal experience. All of our courses are staffed by experienced practitioners who have significant expertise in clinical work, supervision and teaching.

Counselling skills are useful whatever one's professional role. Our introductory courses have proved useful to many people in the helping professions – teachers, social workers, nurses. Other professionals, including lawyers and HR specialists, have also found the skills and insights made available through our training to be invaluable in the workplace.

Through our range of continuing professional development, WPF Therapy makes effective and stimulating provision for qualified psychotherapists and allied professionals. And through our Healthy Organisations workshops we are offering HR professionals, managers and team leaders the opportunity to develop their people skills and knowledge.

WPF Therapy supports research

Therapists are interested and curious – they have undertaken extensive trainings to help them understand people's thinking, feelings and motivation and to help their clients gain personal insight. It is essential that therapists carry on learning, through their own clinical experience and through the experience of others. Research offers, through a range of methodologies, the opportunity to learn more about 'what works' as well as what doesn't work so well. At WPF Therapy, we are committed to improving the services we offer, learning through the research of others as well as through our own in-house research and evaluation.



“WPF Therapy provides affordable psychological therapy to the adults who seek our help”

Who we are

Who We Are

WPF Therapy is governed by a council of management formed of between 8 and 12 trustees, to whom the Chief Executive of the charity reports. The Trustees meet regularly to monitor the progress of the organisation and to support strategic development. We are sad to say goodbye to David Black, whose involvement with WPF Therapy reaches back to 1972. We are very grateful indeed for all his support over the years. We also say goodbye with sadness to Sherna Ghyara Chatterjee and Bardy Griffiths and thank them for their support and commitment. The trustees have recruited one new member, Garry Mansfield.

During 2009/10 The Trustee Board was made up as follows:

Liz Marin-Curtoud (Chair)

Chez Abraham

Stuart Holland

Garry Mansfield

Tony Oliva (Treasurer)

Adrian Scott

Simone Warner

Bardy Griffiths (retired 2010),

David Black (Vice Chair - retired 2010)

Sherna Ghyara Chatterjee (retired 2010)

The Chief Executive leads a senior management team of three:

Chief Executive: Joan Baxter

C.Psychol., AFBPsS

Senior Management Team:

Dr Christine Driver, D.An.Psych.,

(Director of Training and Clinical Services)

Lykke Leszczynski, FCIPD,

(Director of Business and Corporate Services)

Justyna Sugalska, ACCA,

(Director of Finance and Company Secretary)

WPF Therapy includes paid staff and volunteers, the majority of whom work part-time. Staff with qualifications as psychotherapists work in a number of roles, including consultation, supervision, teaching and providing therapy to clients. Qualified and experienced administrative staff provide essential support for finance, HR, quality assurance, communication and other functions.

The majority of the therapy we offer is provided by advanced trainees, working under the supervision of qualified psychotherapists, and by honoraries, qualified therapists who volunteer their time. This enables us to provide therapy at relatively low cost.

Why we are needed

'Psychological therapies such as counselling and psychotherapy can be very effective for treating mental health conditions. However, they are not always easily available through the NHS and some people can wait years for treatment'.....

so says Mind in its **'We need to talk'** campaign

- **1 in 4** people will visit their GP each year because of a mental health issue
- The most common form of mental distress is mixed anxiety and depression – in 2000, about **1 in 10** adults were known to have this problem
- Sleep problems and fatigue are the most commonly reported symptoms of mental distress. In 2000, **29%** of all adults reported some sleep problems
- At any one time, one in three of our working-age population may be experiencing some kind of distress or mental health condition such as depression – according to HM Government in 2009
- The annual cost of mental health problems to the UK economy is **£105.2** billion
- Over two thirds of people have no choice in the therapy they receive from the NHS
- The World Health Organisation (WHO) predicts that in the next **20** years, depression will become the most common cause of ill health world-wide.

Government has recognised that there's more to life than economic security. A **'happiness index'** is being developed, a measure that will be used to find out the state of the nation's 'general well-being'.

At WPF Therapy, we know that what makes people unhappy has less to do with what governments can control, and everything to do with people's sense of themselves, the relationships they have with others,

the feelings they have about their own worth and development. For some, only therapy can provide the insights and emotional growth that are needed to achieve real peace of mind.

'Back in the 1980s I managed a small psychotherapy unit in the large voluntary organisation for which I worked at the time. It taught me the importance of "talking therapy" and how much better placed that often is as part of the voluntary sector. Thirty years later, the importance of mental health and well being is still under recognised. I was delighted therefore to visit the WPF premises in the ward I represent on Sutton London Borough Council and to have the opportunity to meet and talk with the staff and volunteers doing such a splendid job there.'

Lord Tope

“We are always pleased to work with people who ‘just’ want to understand themselves better”

Who did we see in 2010?

During 2009/10, more than seventy people a month approached us seeking help and we worked with over a thousand clients across the year. Our clients come to us from all of the boroughs in London and beyond and bring a wide range of issues. Some problems are long-standing and linked to early experiences. These can include difficult, unsatisfactory or abusive relationships with parents, loss and separation which may continue to affect people’s current life and relationships.

Other clients are coming to terms with more recent experiences such as bereavement, stress or redundancy.

We are always pleased to work with people who ‘just’ want to understand themselves better or who are navigating key stages in their life such as starting a family, adjusting to life on their own or who are approaching the end of their lives. As human beings, understanding ourselves and coming to terms with change is often a struggle. This is why we believe that therapy really could be helpful to most of us at some time in our lives.

The people who come to us for therapy all self-refer. This means that they come here out of choice. We know that the exercise of choice is important in the process of change. People who can choose where to go for help, and the kind of help they receive, are more likely to benefit significantly from therapy.

When people attend their first consultation with us, we ask them about the concerns that have brought them to us. During 2010, the most common concerns described to us were:

- Relationship problems **(52%)**
- Problems of self esteem and confidence **(45%)**
- Depression **(41%)**
- Anxiety **(28%)**
- Serious physical illness **(16%)**
- Bereavement **(14%)**
- Situational stress **(13%)**

(NB many people describe more than one concern, so the sum total is more than 100%)

Most clients hear about us from friends and family, their GP or from counsellors, psychotherapists and psychologists they have seen elsewhere. An increasing proportion find out about us from our website.

Through our sliding scale of fees based on income, we aim to ensure that cost does not present a barrier to access. Our average fee income is less than our unit cost of providing therapy. The low cost clinic we piloted for the unwaged, including students, will continue. We have contracts with universities who provide financial support to ensure the sustainability of this service to their students.

The majority of the people we see are in the **25 – 45** age group and, in common with other providers of therapy services, women outnumber men by **2 to 1**. We would like to encourage more men to benefit from therapy, and to make sure that other under-represented groups, such as older people, are able to access our services. The outreach projects we have been running and have planned are designed to address this.

‘WPF simply is psychoanalytic practice in the modern world. You’ve been out there for years, engaging with real people, reconnecting individuals from all walks of life with a sense of value and worth again as part of their Big Societies, long before we knew it was a Big Society. So you know what’s needed.’

Jeremy Clarke, Chair, New Savoy Partnership and member Ministerial Advisory Group for No health without mental health

The therapies we provide

At WPF Therapy we provide a single gateway to a range of different talking therapies, the majority based on the psychodynamic* model.

Some clients have a clear idea at the outset about the kind of therapy they would like to receive. The initial consultation session provides all clients with the opportunity to consider this with a trained therapist.

During 2010, the majority of clients decided to attend for weekly, long-term, individual psychodynamic psychotherapy. These regular sessions provide in particular an opportunity to explore recurring patterns of behaviour, especially in relationships, in some depth.

For some people, especially those who are more focused on resolving specific problems, short term individual therapy is preferred. During 2010 we were able to provide a choice of short-term therapy - psychodynamic therapy or CBT (Cognitive Behaviour Therapy). The latter focuses on the links between beliefs, thoughts, feelings and behaviour and can be particularly effective for people who are keen to find better ways of managing anxiety. Between 10 and 15% of the people who came to us in 2010 chose to receive CBT.

For some of our clients, group therapy is the therapy of choice. Some people find support and encouragement in talking with others who are tackling, and making progress with, similar concerns. However, it isn't necessary to join a group with a specific clientele in

order to benefit. Sessions have no fixed agenda and members are encouraged to raise any issues that come to mind. We ran a number of long term, non specific groups during 2010, as well as a group specifically for gay men. We also ran short term groups for carers as part of our project with the London borough of Kensington and Chelsea.

*This term refers to a model of therapy based on the principle that problems and distress in the present may be related to early experiences of which we are no longer aware. These experiences can result in repeating patterns of thinking, feeling and behaving which can have a damaging effect on experience in the present. Understanding these patterns helps to develop awareness and enables the individual to make choices so that they can move forward



“Measuring the impact of our work is a vital part of what we do”

How we made a difference

Measuring the impact of our work is a vital part of what we do, contributing to our understanding of our effectiveness, how this compares with the published results of psychotherapy provided elsewhere and in turn supporting service development.

Pre and post-evaluation of our developing CBT service during 2010 demonstrated that among clients with clinically significant psychological difficulties, more than **75%** improved significantly and reliably (43 out of 56 clients). This result compares very favourably with the results obtained by other providers.

Results of our client feedback questionnaire survey demonstrated an 80% satisfaction rating with regard to the psychotherapy received.

We are improving our service evaluation and outcome reporting, designing an annual clinical audit to capture and report a more complete picture of the work we do, including in-depth statistical analysis of measured outcomes. To help us develop this work, we consulted with a number of notable academics and clinicians, and we are grateful to them for their helpful advice.

WPF Therapy has helped many people as the real life case studies below show. Names have been changed to protect privacy.

Hannah is a student in her early twenties. Separation from her family has not been easy. She is worried about her parents' volatile relationship and concerned for her younger sister who will now have to witness her father's violent outbursts and abuse of her mother without her older sister's support. Hannah tends to find those in authority, particularly men, difficult to relate to. She understands how this links to her problematic relationship with her father. Hannah's boyfriend, who still resides in her home town, is reluctant to continue

the relationship. This is unsettling her and making it hard for her to focus on her studies. Hannah has come for therapy to help her through this time of transition and to support her in her new environment.

Jean is 70 and had come to WPF feeling exhausted by disturbed sleep and early waking for the past six months. She thought she might eventually have to start taking sleeping tablets. She admitted to feeling rather depressed "But what can you expect when you get old?". Coming for therapy has given her a chance to talk about her life in a way she hadn't expected. "We're not supposed to talk about dying these days. We're supposed to look on the bright side. That gets very lonely". Yet being able to think and talk about her deeper anxieties, particularly about ageing and dying, has helped her find a new energy for living and recognise more of the meaning of her life as lived. She has avoided medication, is sleeping better and has felt confident enough to join a local reading group. **"I knew there had to be more to life than sitting in front of the telly!"**

Anna started therapy because of depression which involved a conflictual relationship with her dying father. She has also suffered from OCD after a divorce and loss of employment. Therapy has helped her to be more assertive with her father. The depression lifted as a new resolution was found. Anna has also started to tackle her long-standing OCD habits.

Dave started therapy following treatment for addiction to painkillers. He'd stopped taking the tablets, but carried on lying to people as he'd done previously to hide his habit. He feared that he would lose his partner and his family. When we analysed the lies, we were able to see that these were Dave's way of avoiding criticism. Dave found that there were other, better ways he could choose to manage his feelings.

Josie came for therapy to help her with anxiety and depression. She was a high achiever, but had begun to find it impossible to reach her potential. Josie was helped to discover how she was using controlling mechanisms to manage her anxiety. She realised how these had contributed towards her previous anorexia. A shift occurred when we considered this repeating pattern of thinking and behaviour and its causes. As a result, Josie was freed to think and behave differently.

John is someone whose qualities of discipline, diligence and orderliness, qualities often admired in older people, had served him and others very well in his working life. Yet his retirement at 65 had shaken his world. His duties, which had once seemed so onerous, had also provided a structure and a routine, and a means by which to feel in control and appreciated. Without it he realised how insubstantial his life felt to him, with little hinterland of interests or friendships. John was encouraged to refer himself for therapy by his GP, concerned by John's poor appetite and weight loss. He is being helped by a therapy that respects his qualities, yet is prepared to take seriously his regrets, and to address issues previously buried by work.

'Increasingly the evaluation of treatment effectiveness from the perspective of the client (so called PROMS or Patient reported Outcome Measures) are seen as essential criteria for commissioning of services.

This is partly the influence of IAPT but for a larger part it is the consequence of the increased emphasis commissioners place on collaborative clinical decision making and the collaborative provision of care. This change of culture puts the client in the driving seat of service provision.

Of course, those of us from a non-traditional medical background find it easy to accommodate to this shift in emphasis because we have always oriented our approach to collaboration in the interest of client benefit. Giving the client the power to give direct feedback on how much they feel they have gained through their experience with us as therapist is an obvious step. Our challenge will be to listen carefully to their feedback and modify our clinical approach to help us achieve better results not just with the individual client from who we receive the feedback but to be able to aggregate such feedback across clients and modify our methods to better serve all our clients. I hope that the WPF, along with all other serious and respected psychotherapeutic organizations will be able to rise to this challenge and will be able not only to demonstrate impressive recovery rates, but more impressive than that, demonstrate an ability to improve on these outcomes in the light of clients' experience and suggestions.'

Peter Fonagy, PhD FBA Freud Memorial Professor of Psychoanalysis and Head of the Research Department of Clinical, Educational and Health Psychology at University College London. He is Chief Executive at the Anna Freud Centre, London.



“WPF Therapy remains one of the foremost providers of an extensive ladder of training in psychodynamic psychotherapy”

Training at ‘the WPF’

2010 was another successful year for the WPF Therapy Training Department. Our graduates have been successful in finding work and, in spite of the recession, numbers on our courses have remained high.

We have a dedicated and experienced staff team all of whom work hard to support trainees in their journey and they maintain a high standard and quality of work. WPF Therapy remains one of the foremost providers of an extensive ladder of training in psychodynamic psychotherapy. The provision of a placement within WPF Therapy’s Clinical Services provides a unique opportunity for our trainees, one in which they are able to develop a significant range and depth of experience.

The following chart provides the numbers of students registered on each of our courses during the Academic Year 2009/2010:

Course	Trainee Numbers
Introductory Courses	144
Psychodynamic Psychotherapy (L1)	
PGDip Psychodynamic Theory and Practice	140
Psychodynamic Psychotherapy (L2)	25
Psychoanalytic Psychotherapy	17
Group-Analytic Psychotherapy	12
Diploma / PGDip Supervision	8
MA Programme	26
Weekend Programme	651
CBT Skills	43
Professional Development Courses	24
Total on all courses	1090

‘For me, training with WPF Therapy was a time when life experience, personal therapy, academic study, and clinical work all came together in a unique life changing experience.

The part-time approach offered by the four-year diploma enabled me to continue working while I studied. I’d researched dozens of courses, spoke to experienced therapists, and the message I heard again and again was that WPF Therapy, the staff they attract, and the counsellors they train, are respected in the field. Yes, it was a challenge but one which made sense for me, helping me develop my career in ways I would never have expected.

Previously I’d worked as a senior manager in substance misuse treatment, via criminal justice and healthcare. I now work in private practice as a psychotherapist, but also as Director for a community counselling service, and as a trauma consultant in occupational health - both are roles enhanced by my training and by WPF Therapy. No two work days are the same, I never quite know what is going to present itself – that’s the best part of this work for me.’

Andrew Jenkins
four year PGDip 2006-2010



Working in partnership

Working in partnership is fundamental to the aims of WPF Therapy. It involves a wide range of activity, from being neighbourly, joint campaigning about shared concerns, raising awareness and combining resources to enable services to be delivered to those most in need.

During 2010, WPF Therapy joined forces nationally with other like-minded organisations to promote talking therapies through the New Savoy Partnership and joined with Mind to tackle the stigma of mental illness through the Time to Change campaign.

At a local level, we contribute actively to improving life for the residents of Southwark and to the vibrancy of the London Bridge area where we are based.

Across London, we work with and through others to ensure that people who need our help are able to find us. This includes informing GPs about our work so that they can signpost patients to us, working with Primary Care Trusts and Councils to deliver projects in local areas, and partnering universities so that students can receive high quality therapy in a timely way.

'I work alongside Joan Baxter in her role as Chair of Southwark's Adult Independence and Wellbeing Subgroup that Community Action Southwark facilitates. By drawing on the expertise and knowledge of WPF Therapy, the subgroup has come on in leaps and bounds over the past year. Joan has always shared best practice with the group to encourage other organisations to find innovative ways to continue delivering services during these challenging times'

Chris Sanford
CEO CAS

'WPF Therapy has played a valuable role in representing the Southwark VCS at the Southwark Health and Wellbeing Partnership, bringing to the table the voice of the local community and voluntary

organisations with an interest in promoting physical and mental health and wellbeing'

Rosie Dalton- Lucas
Health and Wellbeing Manager
NHS South East London

'Working in Partnership is at the heart of therapy. In all our work, in our organisations, in our profession, it is the strength of our relationships that gives us the courage to face difficulties and challenges and to learn from our differences.

WPF is built on a foundation of partnership and co-operation. Growing from the vision of our founder to make quality therapeutic services and training available to all, into today's flourishing group of organisations making these services available to thousands of people across the country, at the heart of all our work is the strength to be found in working together.'

Val Potter
Chair, BACP Third Sector Forum
Previous CEO WPF Therapy

'WPF Therapy is a member of Team London Bridge, the Business Improvement District for the area, and takes a very active role locally from attending networking events to maintaining good communications with the Team London Bridge staff. TLB is proud to have Joan Baxter, CEO of WPF Therapy sitting on its Building Bridges Taskgroup, which aims to bring businesses and the local community together. WPF Therapy has also carried out some very successful workshops for London Bridge employees which we aim to repeat over the coming year.'

Georgina Dawkins
Business Manager
Team London Bridge

“Working in partnership is fundamental to the aims of WPF Therapy”

WPF national network

With a new National Director and a new Network Chair – Laura Barker - in post, 2010 seemed a good time to take stock and look ahead. New guidelines on training were issued, which brought existing guidance up to date in the light of new developments.

As part of its legacy programme, the Audit Commission accepted a commission from WPF Therapy to undertake a review of the National Network’s governance arrangements on a pro bono basis. This has provided an opportunity for centres to have their say about the costs and benefits of membership and will provide a platform for future development plans. We are grateful to the Audit Commission and the staff involved for providing their consultancy free of charge.

The Audit Commission has national expertise in governance and in reviewing and inspecting governance arrangements.

Sadly, the National Network lost a member centre at the end of 2010, with the closure of Morden Pastoral Counselling Centre. More positively, The Counselling Centre at Tunbridge Wells organised a very successful conference on behalf of the Network in September, which included Susie Orbach, Michael Jacobs and Lesley Murdin as the main speakers.



Getting involved

The benefits of giving are well known. Individuals get a psychological boost through altruism. Groups get a stronger sense of connection through making a difference together. And companies know that corporate giving is good for reputation.

Governments encourage charitable activity too. We now have the Big Society to help organise our ideas about working together in support of society, communities, people who are vulnerable and ultimately each of us.

Gift Aid is being simplified and a change to the rules on inheritance tax now makes legacies a more attractive financial option.

These are some of the ways in which people can and do Get Involved to support WPF Therapy's important work:

- Giving - individual donations or payroll giving through your organisation
- Fundraising - holding or sponsoring events to promote WPF Therapy and raise funds
- The London Marathon - each year we are indebted to our runners and their sponsors
- Volunteering - giving up time to help us fulfil our daily tasks and move forward
- Pro Bono consultancy - sharing expertise and ideas so we can develop and improve
- Spreading the word - telling friends and others about the services we provide and how to support us
- Sponsorship - bike rides, treks and other challenges

If you have a good fundraising idea, we would love to hear from you. Please get in touch!

45 clinically qualified therapists volunteered their time, providing an estimated 4,500 client hours over the year (FTE to 5 full time staff) and a cost saving equivalent to more than £140,000. Their work enabled WPF Therapy to offer therapy at below cost fees to more than 110 clients.

"Giving my services to WPF as a volunteer qualified therapist was such a rewarding experience. The range of client presenting problems, the quality of the supervision and above all to work alongside supportive and stimulating colleagues was not to be missed. WPF's professionalism and challenge offered me a unique opportunity to broaden and deepen my skills in a way that private practice alone could not have done."

Richard Hillsdon – Honorary Psychotherapist

1 intern under-graduate provided an estimated 144 hours project work in the Human Resources Team at a cost saving equivalent of £1,600.

"Work experience is vital to secure a permanent position after graduating. I was given the opportunity to gain hands-on work experience whilst doing my degree and I was able to put the theory I had learnt so far into practice. Working within the Corporate Services department at WPF Therapy, I was able to learn about the different aspects that the team had to deal with on a day to day basis and understand the way an organisation runs."

Dimple Shah - Summer Intern 2010, studying for a BA (Hons) in HR Management and Psychology

“We are hugely grateful to everyone who donated their time and money to us during the year”

15 long-term unemployed people were given opportunities to regain skills and confidence during work placements through CDG (the Career Development Group) a contractor on one of the government work programmes. 85% of those looking for paid employment found positions within 3 months of completing their WPF Therapy work placement.

Two of the 15 were offered paid employment at WPF Therapy (one on a 1-year apprenticeship) and a further one person is still volunteering regularly at WPF Therapy.

“I started a 3-week work placement with WPF Therapy which continued for a further 2 months on a voluntary basis. During this time I had the opportunity to enhance my customer service and administrative skills while gaining new ones, which ultimately led to an offer of paid employment as a member of the Reception Administration Team where I continue to learn and grow as it is a varied and diverse role.”

Sheron Beaumont – Reception Administrator

10 trustees gave their time and expertise to the governance of the charity. One of the trustees who retired during the year had supported WPF Therapy in various roles for 27 years, since 1972.



A great place to work

People enjoy working for WPF Therapy. They find the work interesting and they gain satisfaction from knowing that the work is worthwhile. Turnover is relatively low and the opportunities for flexible working mean that many staff have found it easy to fit their role with other commitments.

' As a staff therapist, I work weekly with clients listening carefully and seeking to understand what they bring. This isn't ordinary listening but focused, attentive listening which endeavours to set aside self interest and prejudice in order to attend to what the other person is really communicating.

It's quite something to be part of a process where someone thinks aloud with you, perhaps for the first time; where half thoughts and half realised feelings can be turned over in the mind without snap judgements; where there is space and time to analyse what may be going on beneath the surface of a situation or dynamic.

We are in it together, trying to make meaning from our human experience, trying to live life more fully. It's an on-going process, requiring time, sensitivity and thoughtfulness.

Our clients often speak of the relief of being 'heard'. Even from the first session, many speak of how the process frees them up to think and feel differently. It can open a window of hope. It is rewarding to be part of this process. The consistency and regularity of weekly sessions, the trust in the other to be there, offers a unique experience and it is immensely therapeutic.'

WPF Staff Therapist

After a long and distinguished career, Lesley Murdin retired as CEO of WPF Therapy on 16th July. This was marked by a great celebration at WPF Therapy's offices, attended by many current and previous staff, trainees and trustees. There were speeches and reminiscences of Lesley's 21 years with the charity. Best wishes for her retirement were received from, among others, two previous CEOs and the widow of the founder of the charity (the "grandmother" of WPF Therapy) Benita Kyle. Lesley continues to play an active professional role at FPC and through her private practice.



“Our focus on efficiency and value for money continues”

Financial summary

During the financial year ending 30 September 2010, WPF Therapy achieved a surplus of £91k which included a gain on investments of £19k.

Training accounted for 54% of total income, with 38% generated by Clinical Services, 4% from other sources, such as room lettings, and 2% from donations. Almost £16,000 was raised through the sponsorship of Marathon runners.

Total expenditure during the year was £1,630,438, this amount being £71,661 less than the total income received. 49% of expenditure was spent on training services, 44% was spent on clinical services, 3% on fundraising, 3% on the Network and 1% on governance.

We shall maintain our focus on efficiency and achieving value for money going forward.

Trustees' Statement

The summarised financial statistics has been prepared by extracting key financial information from the full annual Financial Statements and Trustees' Report. The full annual Financial Statements and Trustees' Report were approved on 7th February 2011.

The full annual Financial Statements, from which the summary financial statement has been prepared, were audited and given an unqualified audit report. The full annual Financial Statements and Trustees' report are filed with both the Charities Commission and the Registrar of Companies. The summarised financial statistics may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information the full annual Financial Statements, the Auditors' Report on those financial statements and the Trustees' Annual Report should be consulted; copies of these can be obtained from the WPF Therapy at 23 Magdalen Street, London, SE1 2EN.

Auditors

Goldwins Limited, Chartered Accountants and Statutory Auditor, 75 Maygrove Road, West Hampstead, London, NW6 2EG

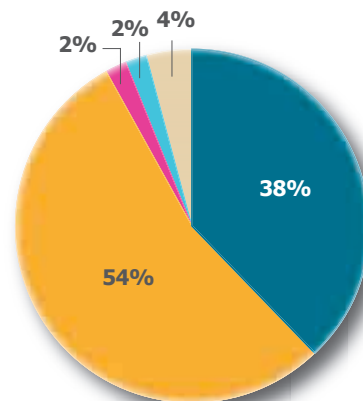
Banking

HSBC Bank Plc

Company Secretary

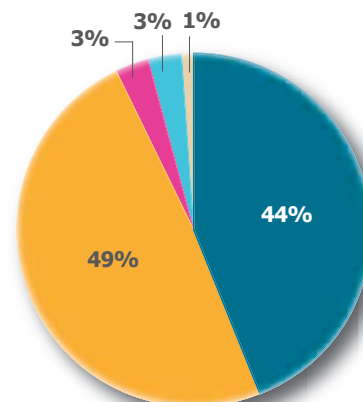
J Sugalska

Incoming Resources 2010



● Client contributions	645209
● Training fees	924593
● Network subscriptions	35548
● Donations	24278
● Interest/other	72471
Total	1,702,099

Resources Expended 2010



● Counselling services	710671
● Training costs	801395
● Network office expenses	53529
● Fundraising expenses	43019
● Governance	21824
Total	1,630,438



**WPF Therapy,
23 Magdalen Street,
London SE1 2EN
020 7378 2000
www.wpf.org.uk**

Charity No. 273434
Reg Company No. 1214251

