

case study

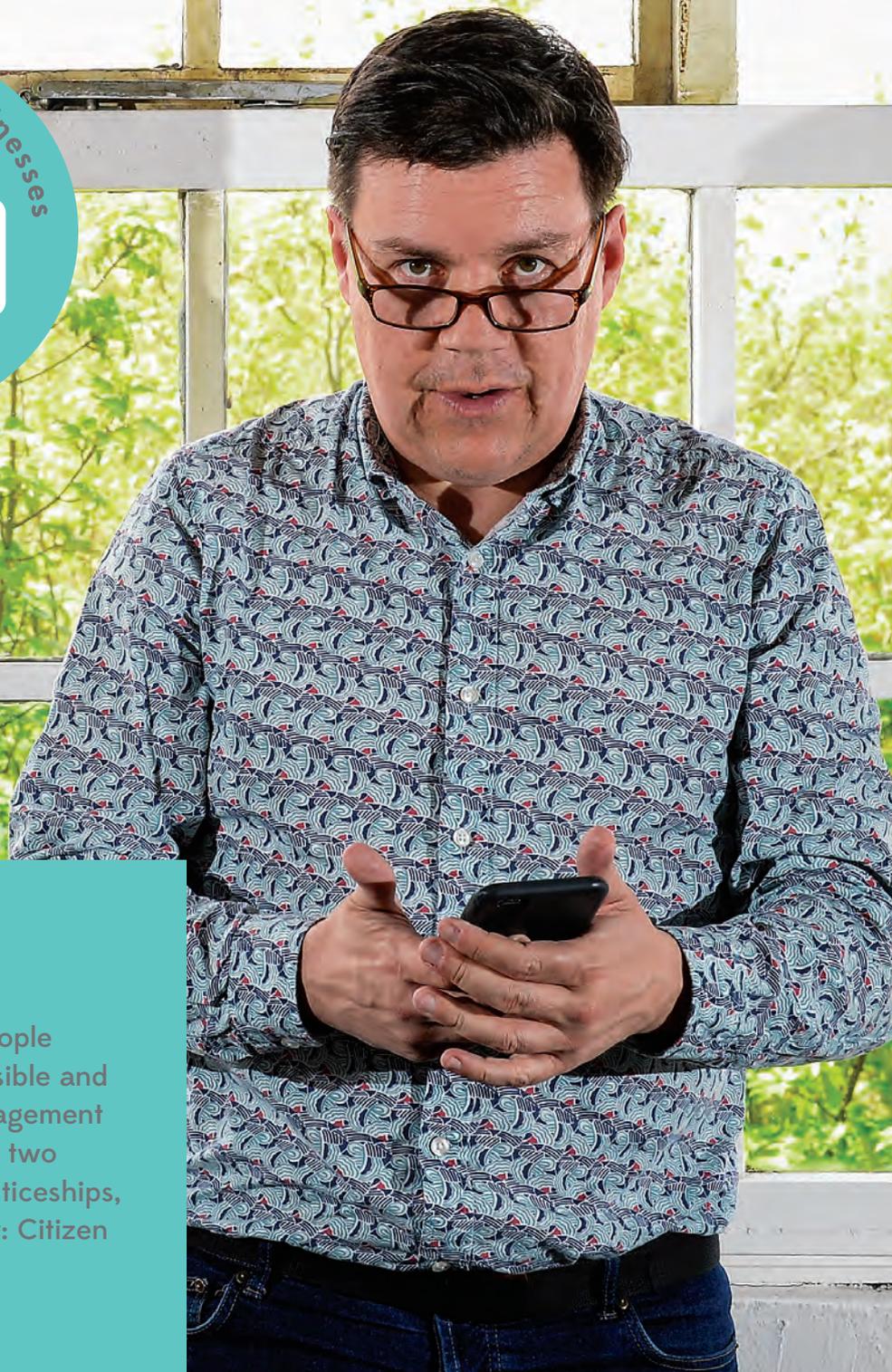
# citizen coaching

Key Fund delivered a £60k loan to Birmingham based Citizen Coaching to expand its services and reach.



## who

Citizen Coaching works to help people achieve better lives through accessible and affordable counselling, anger management and skills development. It operates two social enterprises that offer apprenticeships, work experience and employability: Citizen Click and Citizen Home.



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## their story

Martin Hogg held a senior position running pubs, restaurants, clubs and hotels. As a trained counsellor, he began to see the impact of alcohol and violence on the lives of his customers and employees. He set up Citizen Coaching in 2005 to enable better relationships at home and work through coaching and counselling.

Citizen Coaching became a CIC in 2010. Unlike the NHS, which in some locations offers limited Cognitive Behavioural Therapy, often with a waiting list, Citizen Coaching offered flexibility around sessions, location, timings, methods of counselling, and choice of counsellor.

In 2015, a Key Fund loan of £60k allowed Martin to replicate this model at a second location, recruiting more counsellors, freeing his time to secure new contracts, including counselling for victims of crime supported by West Midlands Police and Crime Commissioner. Support from Big Lottery Fund enabled an additional 500 people to receive anger management. The investment saw an increase in counselling sessions to 7,500 per year.

Expanding to offer employability and training services to people, Martin launched Citizen Home - an online and retail shop in Birmingham- featuring locally-made crafts. He also developed Citizen Click - a digital and design service - which gives young people volunteering opportunities and internships.

**Turnover is now at £250k per year.**

## impact

For every £1 invested in Citizen Coaching's mental health services there is a return of £7 (reduction in hospital visits, less anti-social behaviour, reduction in homelessness and crisis intervention, better relationships, access to employment and training). The service offers free sessions to those unable to pay; with over 90% of clients reporting a significant increase in their well-being.

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## testimonial

“Key Fund stood out from all the social finance suppliers we went to because they took time to listen to our business and understand our business model. Key Fund took the time to listen and offer the right amount of finance needed that was affordable. I also wanted our business to go to the Key Fund as it's a social enterprise itself, and would re-invest profits to help others.”

**Martin Hogg, CEO, Citizen Coaching**



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