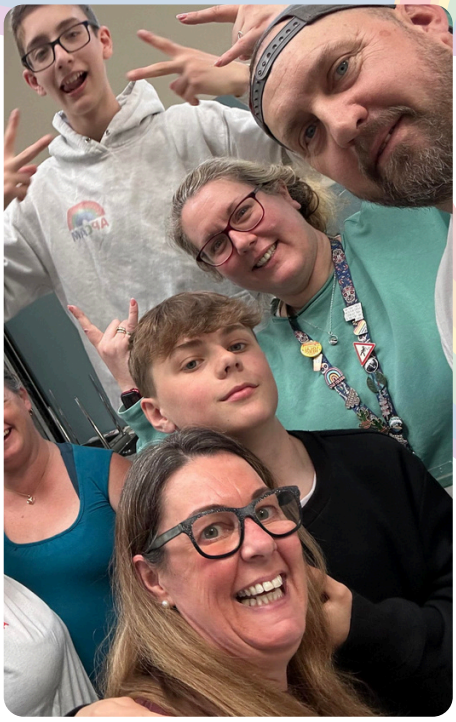


APCAM

Impact Report 2025/6







CARTERTON · WITNEY · WEST OXFORDSHIRE · APCAMGROUP.ORG.UK

WELCOME

A year of showing up for local families

APCAM started with a simple idea, connection for parents who were struggling through their young persons mental health and SEND journey, initally in Carterton Town Hall. Parents came because they were worried about their children and did not know where to turn.

Nine years on, that is still why families find us.

This year we have reached more than 500 families. We have grown our therapy capacity by a third, taken WeGame into the summer holidays, and created a new Parent Support Advocate role to help families get the right education for their children.

Everything we do is free. That is only possible because of our funders, our volunteers and a small team who go far beyond their hours. Thank you to every one of you. This report shares what we have achieved, the stories behind the numbers, and where we want to go next.



The APCAM team meeting representatives of the local council in 2017

Who we are

APCAM supports children and young people with mental health difficulties, SEND, or who are disengaged from education, and the parents and carers around them.

We work from Carterton Family Centre and Witney Corn Exchange.

Registered charity 1186256

Lauren Ridley

CEO and Parent Support Service Manager

OUR YEAR IN NUMBERS

The difference you helped us make

500+

families reached in our last financial year

150+

young people and families supported with indepth interventions every year

200+

young people supported by WeGame

+33%

therapy capacity in 2026, thanks to the Better Mental Health Fund

100% of our services are free at the point of need. No family is turned away because they cannot pay.





WHAT WE DO

Mental health and practical help, side by side

Therapy for young people

- Weekly andfortnightly 1:1 integrated therapy, including CBT and talking
- therapy No fixed number of sessions: support lasts as long as it is needed
- Group sessions to build coping skills and confidence

Parent support and advocacy

- Help withEHCPs, needsassessments and SEND support in school
- Advice on benefits and housing
- Our Parent Support Advocate works with schools and the local authority to find the right education for each child

Drop-ins

- Thursdayyoung people's mental health drop-in, 4pm to 6pm, Carterton Family Centre
- Parent drop-ins in Carterton and Witney
- Young people who have finished therapy can always come back

WeGame and safe spaces

- Gamingsessionsthat buildfriendships, confidence and social skills
- Safe, inclusive spaces for LGBTQ+ young people
- Workshops and peer support for families



OUT REACH - ACTION IN THE COMMUNITY

Sofa in the street

We do not wait for families to find us. We put a sofa outside Witney Corn Exchange: no referral, no forms, just a conversation.

We also take our support to family events in the commnity, pride, RAF families day and more

WE GAME

Gaming is the way in. Connection, confidence and belonging are what young people take away.

WeGame launched in February 2025 for young people who are isolated, anxious or finding it hard to connect. It is now commissioned by West Oxfordshire District Council, Witney Town Council and Yellow Submarine charity. Any surplus WeGame makes goes back into funding therapy hours at APCAM.





Summer 2026 at Carterton Family Centre - Pilot summer project funded by West Oxfordshire District Councils Youth Partnership Fund

3
Free to access drop in summer activities

37
Young people accessing the sessions

5hrs
per bi-weekly session providing flexibility for atendees

2
families now in our wider support

> **"A asks every morning if today is WeGame day, and is really disappointed when it isn't. This is the first activity that he has really engaged with."**
>
> S, parent

STORIES

Behind every number, a family



YOUNG PERSON

J: from school refusal to college

J had severe anxiety, OCD and school-based trauma, and had stopped going to school. He saw our therapist every week for five months. We then worked with his school on a careful, gradual return.

J now attends every day and comes to our young people's sessions. He is predicted grades 6 to 8 in his GCSEs and has applied to college to study Computer Science.

FAMILY

K: one family, held through crisis

K has three daughters, each with mental health or educational needs.

We supported her middle daughter in therapy and helped her move into an alternative provision she now attends regularly. When K's mother died, we supported the whole family through their grief.

Today we help with benefits, SEN support and schooling for her youngest. Sally says the mix of mental health and practical help has been invaluable.

Mental health support and practical help, together, from people who understand.

Names have been changed. Stories shared with permission.

WHY WE ARE NEEDED

West Oxfordshire's hidden need

West Oxfordshire looks prosperous, but Carterton carries some of the highest family need in the county. West Oxfordshire has 83% rural population, 60% higher than county average Troubled Families and more than 2000 MOD and veteran families.

More than 60% higher than the district and county rates

27 in 1,000

Carterton families identified through the Troubled Families programme



Families per 1,000, 2019

£582

Spend per child referred to CAMHS, 2024/25. Amongst the lowest spend in England

9,584

10 to 19 year olds in Oxfordshire were referred to mental health services in a year

24%

Referrals to CHAMS closed before treatment, 2024/25

The cost of acting too late

NOT IN EDUCATION, EMPLOYMENT OR TRAINING

£244,000

lifetime public cost of one young person becoming NEET

CAMHS INPATIENT CARE

£61,000

average cost of one young person's mental health admission

EXCLUSION AND LOST SCHOOL PLACES

£61,500

a year for an independent special school place, against £23,900 for a state special school

CRISIS CARE

£318,400

a year for one children's home place

APCAM's whole clinical project costs less than one CAMHS admission. Helping one young person avoid becoming NEET covers it for nearly five years.

£49,920pa

Sources: Troubled Families rate, 2019 (via APCAM evidence base); Children's Commissioner, 2026; Oxfordshire HOSC, Nov 2025; DfE exclusion statistics via Centre for Social Justice, 2025; Impetus, July 2026; EPI, 2017 (2016 prices); NAO, Oct 2024 and Sept 2025. Costs avoided are estimates, not guaranteed cash savings.

From a drop-in to a lifeline

June 2017
Parent support drop-in begins at Carterton Town Hall.

November 2019
APCAM registers with the Charity Commission.

2021
A £20,000 grant from West Oxfordshire District Council sets up our community support service at Carterton Family Centre.

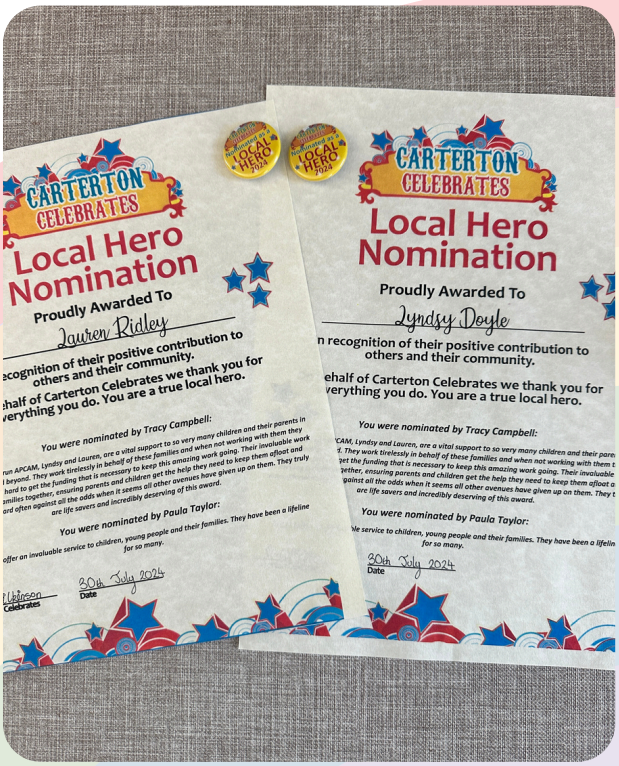
2023
Witney Town Council supports the launch of our Witney support service.

February 2025
WeGame launches.It is now commissioned by WODC, Witney Town Council and Yellow Submarine Charity.

2026
Therapy capacity grows by a third, Youth Worker team expands and we create a Parent Support Advocate role



Supporting the launch with local councillors



Carterton Celebrates Local Hero nominations for members of our team.

FUNDING AND THANKS

Thank you to our funders & fundraisers

Ourservicesarefreebecauseoftheorganisationswhofundthem.Theirsupport keeps our doors open for local families.

£9,428.57

Oxfordshire Community Foundation

Better Mental Health Fund, 2026 extension - 3 year funding. **Funding the expansion of our 1:1 clinic.**

£2,000

GreenSquareAccord

Community Impact Fund, towards our new Parent Support Advocate role.

West Oxfordshire District Council

Through the West Oxfordshire Youth Partnership, funding our free WeGame summer sessions and staff training

Witney Town Council

Funding our Witney support service, giving families in the town direct access to help.

£1,000

TheNational Lottery Community Fund

National Lottery Awards for All, forWeGame equipment, thanks to National Lottery players.

£10,500+

Cottsway Housing

Over £8,000 raised by Cottsway staff, plus £2,500 from the Cottsway Community Fund.

Witney Town Mayor's Charity 2025/26

Thank you for choosing APCAM as a supported charity.

WODC Leader's Charity 2026/27

Thank you for choosing APCAM as a supported charity.



Our chair Yasmin and a parent running a 12k in aid of APCAM



Two of our young people having completed a 5k their way

LOOKING AHEAD

Our plans for 2027 & 2028

Youth work in the community

More outreach programmes,so more young people have somewhere to go and someone to talk to.

More WeGame

Holiday and after school sessions.
BoardGame Buddies: life skills, turn taking, social connection and interpersonal skills.

A space of our own

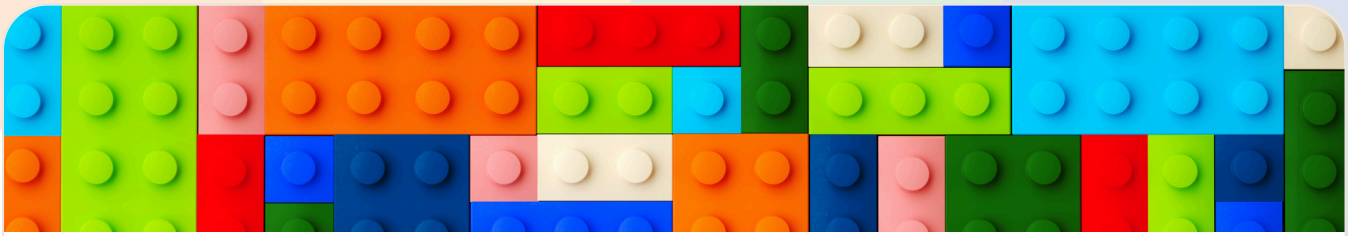
Our own building, open for morehours, so young people and families can get therapeutic support when they need it.

How we measure our impact and followups

We track attendance and re-engagement with education, gather feedback from young people and parents, and review progress in therapy. We check in with families 6 and 12 months after our work ends, and ensure that those who have accessed our services are able to attend any drop in at any time.
We are introducing the Warwick- Edinburgh Mental Wellbeing Scale to measure change over time.







APCAM

Help us reach more families

Whether you are a trust, a business, a community group or an individual, we would love to talk about how your support could help.

info@apcamgroup.org.uk
apcamgroup.org.uk

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Registered charity 1186256