



 mind in Croydon

Our Impact 2020/21

Objectives and Activities

Mind in Croydon's objectives are to promote the preservation of mental health and to assist in relieving and rehabilitating persons suffering from mental disorder or conditions of emotional or mental distress requiring advice or treatment in the London Borough of Croydon and the surrounding areas. To achieve these objects, the charity undertakes a number of activities, including the provision of services.

Mission Statement

Mind in Croydon is working to promote good mental health. It seeks to empower people to lead a full life as part of their local community. We work with and support people with mental health problems and their relatives and carers, living in the London Borough of Croydon and surrounding areas.

To achieve our aims, Mind in Croydon:

- * educates
- * provides services
- * campaigns
- * raises funds
- * works in partnership with other relevant organisations
- * values diversity
- * focuses on quality
- * involves service users and other volunteers in its work

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

In this report we look back at the key activities of each of our services and the benefits that they have brought to those groups of people we were set up to support.

Contents

4	Welcome and Chair's Summary	16	Employment Support
5	Chief Executive's Introduction	18	Information Service
6	2019-2020: A Year in Numbers	19	Mind in Croydon - supporting Local People and the Local Economy
7	Strategy and Future Plans	20	Recovery Space
9	Active Minds	22	Social Networking at the Hub
10	Advocacy Service	24	Service User Statistics
11	Carers' Support	26	Governance
12	Counselling Services	27	Thanks
14	Focus on...Welfare Benefits		

Design
Cat Ayres

Printing
Jupiter Associates Ltd

Photos:
Various contributors

Mind in Croydon
26 Pampisford Road
Purley
Surrey
CR8 2NE

Charity No: 1073880

T: 020 8668 2210
F: 020 8763 2084
E: admin@mindincroydon.org.uk
W: www.mindincroydon.org.uk

Company No: 3697578

Welcome and Chair's Summary

The financial year 2020/21 was a landmark year of change and development for Mind in Croydon, with the retirement of our longstanding CEO, Richard Pacitti, at the end of March 2020; the appointment of our new CEO, Philippa Thompson, with effect from 1st April 2020; and the retirement from the Board of our previous Chair, John Pestell.

I was proud to be elected by the Board of Trustees as Chair and I took up this new role in September 2020. The new leadership in the organisation has been active in redefining Mind in Croydon's role in the delivery of Mental Health services in the borough of Croydon and beyond, against a backdrop of adjustments to ways of working to meet our client, staff and stakeholder needs during a year deeply impacted by Covid-19 lockdowns and restrictions.

Within this context, the Trustees reviewed progress of our Strategy 2019-2022 in September 2020, and agreed an ongoing focus on providing more Mental Health support for more people, as the challenges of lockdown hit hard; and also to refresh and update our governance practice and procedures. As a result, the Board moved responsibility for oversight of strategic and operational risk management to the renamed Finance, Risk and General Purposes Committee, which continued to meet remotely bi-monthly during lockdown. We also strengthened our Senior Management Team with the appointment of a Head of Finance and Resources and an increased focus at senior level on Income Generation and Fundraising. This enabled us to bring additional central and local government grant funding into the organisation to support us with the extra costs of redesigning services for remote delivery, including the costs of additional IT hardware and software, and to access furlough payments and other funding to offset the reduction in income from retail activities in our shop.



Brett Garcia
Chair

We also appointed Emma Turner, who had previously been our Head of Services, to a new senior leadership role as Director of Services and Deputy CEO in January 2021. This enabled us to continue to grow, to bring in additional core funding and to develop and deliver new services during the course of the year, including the new out of hours crisis support service, Recovery Space, which was launched in October 2020 and is open 6pm to 10pm, 7 days a week, 365 days of the year.

During the course of the year, we were delighted to win a Mind Excellence Award from national Mind for good governance, exemplified in our innovative and inclusive Link Trustees scheme, where individual trustees build supportive relationships with staff and clients in named services, enabling them to understand and engage with key issues and challenges in the services and to inform practice-based insights and decision-making at Board level.

I'm pleased and proud to be able to present to you this Impact Report, highlighting our excellent work and the exemplary contributions of all our whole team and wonderful volunteers at Mind in Croydon. My thanks to each and every one of them, for the incredible work that they do at the front line of Mental Health in Croydon. Philippa and her team continue to bring essential support and services to local people, as the need for mental health support has never been higher. And I look forward to a future in which Mind in Croydon continues to achieve and exceed its aim to make Croydon a mentally healthy place to live and work.

Brett Garcia
Chair

Chief Executive's Introduction

It's been a challenging and demanding year for us all here at Mind in Croydon. Everything about the way that we live and work changed in late March 2020, as we went into national lockdown – and our challenge and priority at Mind in Croydon was to learn as much as we could, as fast as we could, about how to respond, how to re-evaluate our services and how to adjust to providing as much support as we possibly could for our clients and service users.

We moved groups, activities, counselling, support and therapy sessions online; kept in touch with hundreds of service users every week; put together food parcels and pamper packages for clients and carers, to help reduce their social isolation; and through thousands of contacts and conversations we helped people to come to terms with the impact of the pandemic on their lives, their relationships, their jobs and their mental health.

This report focuses on the impact that each of services has made this year.

In September 2020, we reviewed our strategy to ensure that it guided us effectively through a new “normal” in designing, developing and delivering our services.

In times of increasing need and demand for Mental Health support, and the financial constraints affecting funding for health and social care services in Croydon, we focussed on:

- * **People** – getting our support out there for as many people as we could reach
- * **Partnerships** – working with other local voluntary sector organisations and our statutory partners at the Clinical Commissioning Group, South London and Maudsley NHS Trust and Croydon Council through the One Croydon Alliance, to enable positive impact and change with the limited resources that we have
- * **Presence** – being visible and active in our local community to promote mental health awareness and enable accessibility of services in local spaces and places.

It's been a challenging year, financially. Despite the pandemic, we managed to grow our income by just under 1% to £1.66m but lockdown meant that fundraising and our charity shop income were

down, by 30% and 77% respectively.

We were deeply shaken and motivated by events surrounding the death of George Floyd and the impact of the Black Lives Matter movement in 2020, and identified an imbalance of Black and other Minority Ethnic voices in our own organisation. In our staff groups, 25% of employees are of Black or other Minority Ethnic heritage, whilst the communities that we serve in Croydon are close to 50% BME; and only 13% of our management and senior management groups are from BME backgrounds. Following communication and consultation with our staff, we set up an Employee Network for Equality and Diversity to ensure that the voices and views of Black employees and people of other ethnicities are fully recognised, valued and heard, and that we properly reflect and actively encourage equality and diversity through our working policies, practices and procedures.

We're proud of our work in partnership with Croydon BME Forum to develop new services to meet the Mental Health needs of everyone – including our new Mental Health Personal Independence Co-ordinators, and the new Croydon Health and Wellbeing Space, which we will co-launch in late 2021.

As we gradually re-open all our services to face to face contacts, it has been a privilege for me to take up a leadership role at Mind in Croydon. I want to thank colleagues and partners right across the sector in Croydon as well as our incredible, resilient and dedicated team and volunteers. Together, we're strong.

Philippa Thompson
Chief Executive



Philippa Thompson
Chief Executive Officer

2020-2021: A Year in Numbers

We provided support with
their mental health to

5,250
people



We raised

£38,295
in individual giving
and legacies!

87 new
referrals to the
Carers Service



We raised

£1.67 million



in previously unclaimed benefits for Croydon Residents

(45% increase on 2019/20)

1,141 people
had contact with
a professional
independent
advocate



447
clients
were
assessed
for
counselling

Our income grew
by 1% to

£1,660,343



52 people volunteered for us
and provided



of their time

valued at
over

£65,000

1,685

calls to
the Infoline



Strategy and Future Plans

In 2020, we reviewed our strategy to meet the needs of our service users for the period 2019-2022.

Strategic Aim 1

To take the necessary steps to ensure that Mind in Croydon's services are of a high quality, safe and sustainable and meet peoples' needs

Strategic Aim 5

To develop our community involvement through the increased use of volunteers, peer support, the corporate social responsibility function of local businesses, events, social media and partnerships with local groups and agencies



Strategic Aim 2

To be an effective voice for people with mental health problems and their families and carers and to lobby and campaign on behalf of people

Strategic Aim 4

To develop relationships with key agencies and individuals in order to influence their work and promote the work of Mind in Croydon and the needs of people with mental health problems and their carers and families

Strategic Aim 3

To ensure our long-term financial strength and viability. Particularly, to ensure funding for those activities not currently fully funded

In the coming year we will:

- * Extend our partnerships with the wider voluntary sector and local Mind organisations to bring more support to more people
- * Build our reach and capacity through integrated service delivery, including introducing Mental Health Personal Independence Co-ordinators, the new Croydon Health and Wellbeing Centre at the Whitgift Centre (Mental Health hub) and the Recovery Space, Croydon's out of hours crisis support service
- * Launch the new Employability and Welfare Rights service at Orchard House in South Croydon
- * Deliver Mental Health First Aid training for Croydon businesses and employers



Active Minds

Active Minds supports people to be healthy and active through a range of sports and healthy lifestyle activities and opportunities. Active Minds worked directly with 174 people in 2020/21.

As life changed overnight with lockdown, we re-designed our services to enable people to engage in physical activities and to continue with their mental health recovery journeys. Zoom based activities included Yoga, Relaxation, Mindfulness, and general and low impact fitness sessions. In June 2020 we introduced a new low impact fitness session for people over 55 or who were new to exercise. And recognising that many people at risk of social isolation were not used to using digital platforms, we developed a Zoom session focused on building social contact and confidence, and using remote technology to keep in touch.

Our Buddy Volunteers provided weekly wellbeing phone calls to all our service users and, with some additional funding, we doubled the number of our active volunteers to 10 people by October - directly supporting 31 people with their physical health and wellbeing. A huge vote of thanks goes out to all our wonderful volunteers – people who wanted to do something active to support local people with their mental health during lockdown and who were friendly, flexible and adaptable in doing so. They are our heroes!

As restrictions start to ease, we will continue our Zoom groups to help provide consistency, continuity and build confidence in people's lives – alongside some face-to-face activities and support. Working with our local partners at South Croydon Allotments, South Croydon Sports Club and MDL Coaching to safely restart gardening, tennis and badminton sessions in person is a joy!

'Thank you for your supportiveness especially throughout lockdown. Just talking to you, ... about smoking, lockdown, mental health and everything, really helped me to smoke less.'



At the Allotment

Some facts and figures for 2020/21:

- * 124 new referrals to Active Minds
- * 72% were from Croydon Community Mental Health Teams; 13% from local GPs/primary care services; 15% from other sources
- * 50% of people who used our Zoom sessions said they have always found taking up face to face support a challenge, and welcomed new opportunities to take part in an activity from home.

Kay's* journey:

Kay joined the Active Minds Zoom fitness session in lockdown, and found that her confidence to join in with other online activities improved as a result.

'When the Active Minds stuff came along it encouraged me to do the things I am now. I do webinar courses, coping with depression and how to make a change and cope with lockdown'.

*not her real name

'The social side is very, very important.... Before this, I would do counselling once a week and that was it. Now I am doing things most days of the week. Before, I was not much of a socialiser and now I am in my own home but still connecting with other peoplePractically every day was a bad day now I don't have so many.'

Active Minds Service User

As a result of cutbacks at Croydon Council, our Just Be service ended on 31st March this year.

In 2020/21, the team supported 72 people remotely to help them make healthy lifestyle changes: losing weight, increasing activity, smoking cessation and harm reduction.

Just Be delivered 535 one to one support sessions. 15 people quit smoking and 23 were able to cut down.

Dora Crook,
Active Minds Service Manager

Advocacy Service

Our qualified advocates provide the Independent Mental Health Advocacy (IMHA) service - a free, independent, confidential service for people in hospital and in the community to help them understand their rights under the Mental Health Act and to be fully part of the decision-making process about their mental health, care and treatment.

In 2020/21, Mind in Croydon continued to deliver high quality, issue based independent mental health advocacy to Croydon residents under the umbrella 'Advocacy for Croydon' with our partners Advocacy for All. 2020/21 is the 3rd year in which Mind in Croydon has successfully delivered mental health advocacy within this partnership and the partnership continues going into 2021/22.

This year, like all services, Mind in Croydon's Advocacy Service had to deal with the impact of Covid 19. Given that this is a service primarily based in inpatient settings, the team had to navigate very difficult waters in maintaining a statutory service whilst balancing the public health risk. The Advocacy Service Manager worked closely with colleagues within South London and Maudsley (SLaM) NHS Trust to set up an effective service offering a blend of remote options as well as face-to-face service delivery in specific circumstances.

Out of these discussions and meetings within SLaM all the IMHA providers across the Trust joined

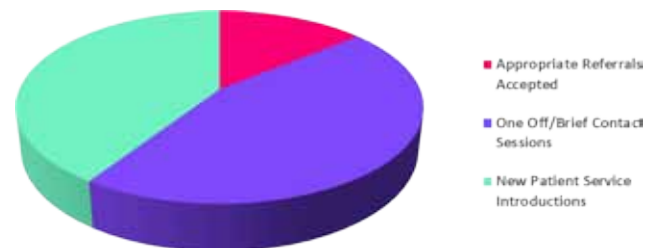


together in an 'IMHA Leaders working group' to jointly represent collective issues and enable uniformity

in practice – these forums were essential in sharing best practice, addressing areas of concern and above all effectively answering the question of how do we ensure detained patients' rights are upheld throughout the pandemic?

- ✓ Free
- ✓ Independent
- ✓ Confidential

In 2020/21 the Advocacy Service advocated for 202 individuals, an 18.5% fall from the previous year which can directly be attributed to the effects of the pandemic. However, our brief contact sessions with people contacting the service for initial help and support (which do not go on to become full, formal referrals) increased dramatically. In 2019/20 the service recorded 248 'one off' contacts. For 2020/21 we saw this figure increase 163% to 652 'one off' sessions for this year. This is evidence that throughout the pandemic Croydon residents wishing to access independent advocacy opted for more immediate action to address their advocacy issues.



We successfully renewed our Quality Performance Mark (QPM) awarded by the National Development Team for Inclusion (NDTi). The QPM is the UK's only independent quality performance mark for organisations delivering independent advocacy and offers reassurance to our advocacy clients that Mind in Croydon is committed to delivering the highest standards in independent advocacy for Croydon residents.

The 'Advocacy Service Steering Group' has continued to be an active forum throughout 2020/21 holding the service to account from the perspective of lived experience. We are thankful for the input of our 2 participants, who are both Croydon residents who have used mental health services in Croydon, for continuing to contribute positively to the service. Their insight was essential to our QPM renewal, reviewing policies and protocols and providing valuable insights to support team members to improve and develop our advocacy practice. We look forward to continuing this vital component of the service in 2021/22.

Michael Edwards
Advocacy Service Manager



Carers' Support

The Carers' Support Service provides support for people aged 16 years and over who care for someone, whether a relative or friend, with a mental health problem. The aim of the service is to provide carers with the support they need to manage and maintain their caring role, while maintaining their own health and wellbeing.

The service includes:

- * Information on services available to both the carer and their cared for person
- * Support to access the help
- * Advocacy
- * Emotional support
- * Opportunities to take part in research and service planning.

As well as one to one support and advice, we run a Carers' Support Group giving carers the opportunity to meet with others in similar circumstances.

This year we received 87 new referrals. Referrals can be made directly to the service by phone or email, by the carers themselves, or by a support service, GP or other health care service. As part of the Carers' Partnership Group in Croydon we usually hold advice and information sessions twice a month at the Carers' Centre in George Street. Although unable to run these face-to-face this year we were able to provide advice and support by phone.

We made regular weekly phone calls as well as holding a weekly Carers Group via Zoom to ensure carers felt supported. Carers were also able to join in with our many fun and supportive Zoom activities run by our Social Networking Service.

Carers Concerns

Carers can feel tired, anxious and overwhelmed and unsure of the services available for their cared for person as well as for themselves. We support carers at meetings and in liaising with Mental Health and clinical services. Their key concerns this year were:

- * Housing
- * Hospital admissions and hospital discharges for their family member
- * Crisis Care
- * Isolation

Carers often find themselves alone trying to manage very distressing, difficult and potentially harmful situations. At the Carers' Support Service, we help people to raise issues and concerns at service reviews and we encourage carers to feedback their experiences whenever there is the opportunity.

Carers Week

This year in June, we put together gift bags and Pamper Packages which we delivered along with flowers to our carers. Thank you to our local Waitrose for the kind donations which ensured that carers felt recognised in Carers Week.

“I thank you so much, for remembering me I really appreciate it, the gift was so nice.”

“Thank you very much, what a lovely thought and it was so needed today. “

***“It was a double treat to receive a lovely gift ...
and to have a chat.”***



Carers Week Pamper Hamper

Angela Christinis
Carers Support Service Manager

Counselling Service

Mind in Croydon's Counselling Service provides support to adults over 18 who are struggling with their mental health. The service is accredited by the British Association for Counselling and Psychotherapy (BACP) ensuring a regulated standard of service is provided to clients. We achieved renewal of the five year accreditation in spring 2021, providing an essential benchmark of quality in practice for clinicians and professionals referring people into our service.

The pandemic of 2020 completely changed the way counselling is offered at Mind in Croydon. At the start of the lockdown in March 2020, we responded rapidly to our clients and commissioners' needs, moving from face-to-face to remote support with the majority of counselling services provided online or over the telephone.

Our service in numbers

Throughout the year, there was an increasing demand for counselling support and services. We took over 500 calls from people wanting to talk to someone, and assessed 447 people for counselling in 2020/21. We provided 12 weekly counselling sessions for 397 new and existing clients. There was a rise in clients looking for help with Generalised Anxiety, some of whom directly linked issues with their mental health to the impact of the pandemic and ongoing lockdowns. Most of our clients were signposted to us by Talking Therapies Croydon (IAPT) or by their GPs.

Remote support was not an option that everyone wanted to take, however. Whilst we provided training to our 32 volunteer counsellors to enable telephone/Zoom counselling sessions remotely, and were able to support hundreds of clients this way, many people told us that they would prefer to wait for a return to face-to-face counselling, which we were able to deliver in our carefully managed building from July 2020 onwards, with detailed and effective social distancing and other health and safety requirements in place.



Working through together

Our trained counsellors facilitated two closed, in person Anger Management Groups during the year, supporting 16 participants in total. Feedback from the participants showed a very positive impact in group work and many people reported positive change:



"It has been a good programme and I realise that I am not alone in my struggles".

An Anxiety Group has been set up online with 11 participants enrolled. This group has been over-subscribed and will be repeated throughout the coming year in response to growing demand.

Our very successful and innovative in-person Hoarding programme was cancelled in 2020, sadly, but we have plans to restart the programme face-to-face in the autumn of 2021. This programme is already fully subscribed with 10 participants taking part.

Supporting the people who provide the support

We designed and delivered online training and support to volunteer counsellors and Mind in Croydon staff on self-care and looking after yourself in lockdown, to enable them to keep emotionally well themselves during the pandemic and to cope with change and isolation. We delivered similar online training workshops to other organisations, too, including the Home Office and the Garwood Foundation, on topics such as Depression, Anxiety and Mental Health Issues in the Workplace.

Counselling Service (*continued*)

CARERS' COUNSELLING SERVICE

Mind in Croydon Carers' Counselling Service has continued to operate throughout the pandemic. The Carers' Counselling team received regular calls from people who care for family members and friends who have complex, enduring mental health issues, and who wanted to talk to someone about their concerns. In most cases we were able to offer them one to one counselling either by telephone or Zoom.

To provide more people with a much-needed space to talk, we launched a new Drop-In Group that meets fortnightly on a Tuesday evening, in addition to the monthly Carers psycho-educational workshops that take place once a month on a Monday morning.

The Carers' Counselling Service has supported 148 clients throughout the year with the groups facilitating 113 attendees; and we supported 99 carers with one to one counselling in 2020/21.

“[I can] relate to the group and found the discussion on grief very useful”.

The Counselling team would like to thank all our colleagues at Mind in Croydon, including our dedicated volunteer counsellors, for their support during the difficult times of the pandemic, as well as other professional service provider and agencies who have all stood together to provide ongoing and essential services throughout these unprecedented times.

Louise Kyffin
Counselling Service Manager



Focus on...

This Year

This year has been one like none other for the Welfare Benefits Advice service. The pandemic has brought wider attention to the importance of a social security system that works for everyone, and change to the benefits system at an unprecedented rate. We have been there the whole way to navigate these changes and work with people to maximise their income and secure their benefit entitlements.

This year has taught us we can do more remote work than we ever thought we could. Flexible online appointments, reduced travel time and less stress in attending tribunal hearings have reduced barriers to accessing our service for many. We've built a "hybrid" model of advice, combining face-to-face meetings where possible, with telephone support and electronic messaging, providing more choice for our clients.

Our Work – the numbers

We helped 636 people this year, supporting them to obtain in excess of £1.6 million in welfare benefit take up – an increase of 45% in value compared to last year. We took on 109 appeal cases at the first tier and upper tribunal, preparing paperwork and evidence, and providing direct representation and support for our clients in online appeal hearings. We delivered 5241 advice session/contacts with our clients.

Campaigning

We know that when people are supported by people who understand their mental health they can achieve more. We want to see a simpler, quicker, safer system for people, which enables them to manage the impact of their mental health whilst supported by the safety net of an effective, responsive and personalised social security system.

ALL PARTY PARLIAMENTARY GROUP ON UNIVERSAL CREDIT – in June we gave evidence on Universal Credit and Mental Health focussing on the impact of the pandemic on our clients. This was a fantastic opportunity to raise our clients' concerns in Parliament.



Green Paper – in October we met Justin Tomlinson, the Minister for Disabled People, to discuss the challenges that people experiencing mental health issues have when trying to navigate the complex benefits system. We outlined how Covid-19 has made it even harder for many people with mental health issues. People who use Mind in Croydon's services also took part and gave real life examples of how the benefits system creates sometimes insurmountable barriers for them.

Mind Network Leaders Conference – in November we took part in a national expert panel discussing Mind's campaign for a fairer benefits system. We highlighted some of the challenges Croydon residents have faced and the positive impact of our advice work upon people's lives. What our clients said:

"Adrian ... has helped us in both our cases, I find him superman. I will never forget the help and support he has shown to us"

"You have been outstanding, professional and diligent in the way you have handled case from start to finish. [We] cannot thank you enough for all your support and guidance ..."

"The advisor that dealt with me was great; he helped me so much After he helped me, I got back a lot of my self-respect"

"A Very Big Thank You for doing what you do with compassion, sensitivity, understanding and ... making a huge difference throughout"

Welfare Benefits Advice

Making a difference

Miss L lives in 2 bedroom council flat with her daughter. She has health difficulties and has not been able to work during Covid-19. She came to Mind in Croydon's Welfare Benefits Advice service for help when deductions were being made from her Universal Credit for rent arrears and court fines.

She'd been referred to Mind in Croydon by the Reablement Service at SLAM, after discharge from hospital, as she was struggling to live on a basic level Universal Credit income. Her mental health was getting worse as a result. She was behind in her Council Tax payments and had no way of meeting her liability.



Our Adviser explored her concerns and problems with her, listening to her carefully and explaining how she could untangle the mess she felt she was in. We helped her to make a claim for Council Tax Support and getting the claim backdated on the grounds that Miss L's mental health in the previous months had prevented her from claiming sooner. This was awarded.

We also noticed that Miss L was receiving significantly less Universal Credit than someone with her health difficulties may normally expect, and was having pressure put on her by the Job Centre to look for work and fulfil conditionality requirements. We suggested that her award should be looked at again to establish her fitness for work status. With her permission, we talked with and gathered evidence from her mental health specialists and practitioners at the hospital.

Her Mind in Croydon adviser went with her to her medical assessment, supporting her with her complex needs all the way.

When the assessment was carried out, it was decided that she was not fit for work and should not be subject to full requirements to look for work.

As a result of our support Miss L now receives an additional Universal Credit payment of £328 a month, and a Personal Independence Payment, which is making all the difference to paying her rent and bills on time and not being constantly anxious about debt.

The future of work and welfare benefits has never been more challenging, as we recover from the impact of the pandemic on jobs, mental health, and social isolation.

From October 2021, we will be providing a new integrated Employability and Welfare Rights support service, which will bring together all our skills and experience in supporting people with mental health challenges to get the best support they can from the social security system, maximising their welfare benefits entitlements whilst they get back on their feet and supporting them, wherever possible, into work, education, training or volunteering. We will be working in partnership with Croydon Mencap to extend our support for people with learning disabilities and/or autism.

Tom Goddard
Welfare Benefits Advice Manager



Employment Support

Our role is to help people who are or have experienced barriers to the world of work because of their mental health issues to regain their confidence, their belief in themselves and their ability to get and hold down a job. We provide personalised, one to one support, to help people identify, understand and realise their career and workplace ambitions, and learn how to manage their mental health so it does not get in the way of fulfilling their dreams and aspirations. Each person who is referred to the service is supported to develop their own personal independence plan and to work through the issues and challenges in achieving it.

“Watching someone take those first tentative steps towards getting a job, sometimes for the first time, or returning to work after a period when their illness has meant they are not able to work, is magic. Sometimes, it’s the little steps that count the most – getting through an interview and coming out smiling at the other end; starting on a training course which will help you get to where you want to be; or volunteering time and effort to help someone else and learning new skills along the way ... through it all an Employment Support Worker can be on hand to talk, listen, care and support. Watching people move on from our service is such a reward. It’s brilliant!”

Mind in Croydon Employment Support Worker

We use the Work Star to help people measure their development and progress towards their work goals. The Work Star is a vocational mental health recovery tool which encourages a holistic approach, with the emphasis on mental health and wellbeing whilst preparing for work.

Some facts and figures:

- * 28 people were accessing the service at the beginning of the year
- * 18 people were referred during the year
- * 21 people left the service during the year and 1 exited without receiving a service
- * 40 people were supported by the service during the year



Service provision and support throughout the pandemic:

As lockdown hit this year, offices and workplaces were closed and many people were furloughed - job opportunities and options dried up. We received 18 new referrals this year, all of whom we were able to work with and

support towards their employment goals – but this was a decrease of 44% compared to the previous year (2019/20). With Covid-19 restrictions in place, we had to adapt our support in order to continue to support our service users - this included providing remote one-to-one support via telephone and virtual meetings over Zoom and other video platforms. We also adapted our vocational workshops for online and set up remote access to our vocational hub, facilitated by our Digital Champion and member of our Board, Jonathan Fraser.

When we could, we set up face-to-face appointments in a meeting room that had been specifically set aside for this purpose, and made Covid-19 safe and accessible in line with Government and public health guidelines. But we were not able to see as many people as needed our support in person as we would have liked.

Whilst some of our clients were furloughed, lost employment or had to stop their training or volunteering activity, our Employment Support team were on hand to keep in touch, to motivate, to reassure and to help people to take care of their mental health and wellbeing.

Service outcomes

Despite a reduction in direct opportunities, 3 clients started in full-time employment during the course of the year and 2 secured part-time employment; 3 clients start volunteering and 4 entered further education or training. We are so pleased and proud of them all – as many people have found, it’s not easy to manage anxiety and depression and other aspects of your mental health, cope with lockdown and working from home, and make the move into a new job at the same time!

Employment Support (continued)

J's story:

'Having just left the Employment Support Service, I feel I have renewed confidence, enhanced employment skills, a job-ready attitude and I am in a far stronger position to enter the job market than I was two years ago when I was referred [to Mind in Croydon]. A combination of the workshops, the one-to-one support, and the friendliness of the staff has been fantastic. I shall spread the word far and wide. Thank you.'

Z's words:

"I would like to thank you and all the staff at Mind for [your] support and help in 2020. Thank you so much and all the best for the future"

Digital Inclusion

We set up a digital device loan service so that people could fully access all the opportunities offered to them online. We repurposed devices including smartphones, tablets and laptops with upgrades, new hard drives and relevant software installed, including Microsoft Office and commonly used video platforms.

"Having the laptop means I have the freedom to use it as and when I want to. It was great to learn that Zoom and Microsoft Teams apps were already installed and ready to use. As a direct result of this, I recently booked myself on some online workshops with SLAM which I wouldn't have done had I been relying on my mobile phone"

"I have been using it to do job searches and Zoom calls. I now have the opportunity to attend online courses and workshops which would have been difficult for me to do on my mobile phone. When I was using my mobile phone, I would develop eye strain and headaches because of the size of the screen"



Vocational Workshops

We delivered 12 virtual workshops during the year, covering:

- * CV Writing & Linked-in
- * Mental Health Disclosure
- * First Impressions
- * Balance Ball (Wellbeing Workshop) Introduction to Digital Skills*
- * Preparing for a virtual interview/meeting
- * Further Education and Training

Job Search - What our service users said:

"It was helpful to go through the preparation and process of an interview, both before and after, and how many things can make an impact. [I learned] how to prepare to achieve the best outcome in an interview"

".. the whole session was inspiring and engaging. I got a lot out of it and I am very glad I attended."

"There was much more useful information than I expected. I've never thought about apprenticeship before but it sounds interesting to me"

Introduction to Digital Skills – what's involved?

We've been working in partnership with Croydon Adult Learning & Training (CALAT) to design bespoke courses to meet the needs of our clients. Where restrictions have allowed, these courses have been delivered in-house and have covered "how to get online"; "confidence building"; and "employability". Other new workshops introduced to our portfolio include: Preparing for a Virtual Interview and Job Search.

Disability Confident Action Group

We chair the Croydon Disability Confident Action Group (DCAG) bringing together partners from the private, statutory and voluntary sectors. DCAG ensures there are equal opportunities for disabled people in employment, training and volunteering, and supports the Disability Confident scheme.

Peter Phillips
Employment Support Service Manager

Information Service

The Mind in Croydon Infoline is a highly valued source of support and information for callers and queries that come via email, Monday to Friday every week.



The Infoline remained busy during the pandemic. There has been a huge increase in calls and emails from people looking for support with things that they may usually take for granted - including how they would cope with food shopping and collecting medication when they were shielding or not confident about going out. We were able to help the majority of callers with referrals to the Social Networking Service at Fairfield House, where teams of staff and volunteers supported clients with urgent deliveries and medication collections/drop-offs throughout lockdown. We also received a lot of calls from people who were simply struggling with the situation and their consequent deteriorating mental health. Many needed a chat with someone due to loneliness and were missing the face-to-face contact they had before lockdown. For others, there was a lot of anxiety about going out, their jobs, missing family and friends and about the rapidly changing Covid-19 rules and restrictions. Throughout, we offered a friendly voice at the end of the phone, someone to listen and someone to talk to.

Total of 997 calls



525

Service Users



299

Professionals



173

Carers, Family
etc

Our online Mental Health Directory is an essential community resource. This year there were 450,140 page hits and 152,976 separate user sessions. The Mental Health Directory signposts to organisations providing support on a wide range of key issues including Housing, Education and Training, and Volunteer Opportunities. We have a dedicated staff member who updates the information in-house, so the Directory is always current and up-to-date.

As we haven't been able to keep in touch with people face-to-face as much as we usually would, we strengthened our presence on all our social media channels to help reassure people and to keep them up to date with Mind in Croydon services.

Some facts and figures:

- * 65 posts on Facebook
- * 898 Facebook followers
- * 60 blog posts
- * 3,071 followers on Twitter
- * 8 eNewsletters reached 398 people, sharing the good work all our services have been doing to help people through this unprecedented time.

Cat Ayres
Information Officer



Like us on Facebook
'Mind in Croydon'



Like us on Instagram
@mindincroydon



Follow us on Twitter
@mindincroydon



Follow us on Wordpress
Mind in Croydon

Mind in Croydon – Supporting Local People and the Local Economy



Our charity shop in Addiscombe is an important part of what we do in our local community and helps to raise funds so that we can support more people in more ways with their mental health and wellbeing.

Our small team of paid staff run the shop with invaluable support from a dedicated team of 12 volunteers. This year has been a difficult one with the shop having to close several times for long periods in line with the Government Covid-19 restrictions. During the periods when lockdown was eased and the shop could re-open, we implemented a Covid-19 safe regime to ensure that customers, volunteers and staff were protected as much as possible. We are extremely grateful for the commitment and leadership shown by our shop manager, Anne Parrish, and the amazing loyalty of our volunteers who have enabled us to open the shop at short notice each time Government rules were lifted.

We are always grateful for the many good quality donations that are received and our stock room volunteers ensure that the donations are separated out by type (books, clothes, toys and more), stored safely and presented in good condition to the shop floor – this has been especially challenging and

time consuming during Covid-19.

Like many charities which rely on donations and footfall from the public, we have found that our retail income dropped during the course of the year. We raised £15,656 in 2020/21, compared to £68,889 in the year before – a downturn of 77%. Despite all the challenges of a very difficult year, however, the shop traded well during the periods it was allowed to open.

A huge thank you to our staff, volunteers and customers who have supported the shop and we look forward to a more consistent and better year ahead.



Salwa Bowyer
Head of Income Generation & Fundraising

Recovery Space

The Recovery Space is Mind in Croydon's new out of hours crisis support service for adults aged 18 and over who are experiencing a crisis in their mental health. Our aim is to promote good mental wellbeing and to empower people to access psychological support within the community as an alternative to calling on emergency services or their GP. We promote wellbeing, social inclusion and recovery.

The Recovery Space is a warm and friendly place, offering a person-centred approach to assessing people referred to the service, and walking alongside them through their emotional or social crisis. The safe, non-clinical setting provides space, time and a place for clients to explore what's happening, whilst receiving non-judgemental, empathic and collaborative support to help them identify crisis triggers, build on their strengths, and develop new and healthy coping strategies in crisis de-escalation.

Launched in October 2020, as part of South West London Clinical Commissioning Group's Mental Health Transformation Programme, our psycho-educational approach means that trained Crisis Support Workers and our empathic and dedicated volunteers support and strengthen a person's ability to understand and manage their crisis, and to become their own best advocate for their own personal development.



The Recovery Space is a referral only service, collaborating with SLaM and the emergency services to provide additional support for people who may require primary or secondary care intervention in order to manage or reduce current crisis situations.

In our first six months, we worked with 164 people who were referred to us by Trusted Primary and Secondary Care Assessors, including Croydon University Hospital Emergency Department, the Home Treatment Teams, the CAT Car and Croydon

GP networks. Nearly 90% of our referrals so far have been from the hospital's Emergency Department or from GPs. 50% of people referred are white and 50% are from Black and other ethnic backgrounds; young (31% aged 18-24, with 60% under 35) and living in the central Croydon area (47% with CRO postcode).

Key issues:

Anxiety and depression - 34%
Suicidal ideation/attempts - 27%
Isolation - 3%
Psychosis and PTSD - 3%

Other Issues:

Abuse, Addiction, Bereavement, Isolation, Relationships, Self-harm.

We are looking into this demographic data to work out how we can make the Recovery Space more open and accessible to more people, from a wider range of communities and backgrounds, and to focus service design around the needs of younger people.

We offer:

- * 6 Week Recovery Pathway for Mental Health Crisis management
- * One to one emotional support and group sessions
- * A safe space to explore what triggers crisis
- * Psychological and therapeutic interventions with trained Support Workers, such as mindfulness and art therapy, or free flowing activities to encourage social interaction
- * Drop in facilities and additional support between booked appointments
- * Self-Help Hub to encourage clients to explore online resources, keep safe, and develop self-advocacy skills

Amanda Brown-Bennett
Recovery Space Service Manager

Liane's* voice:

“I recently spoke with my GP about how visiting the Recovery Space over the past couple weeks has stopped me from visiting them, or the Emergency Department, and from calling Crisis Lines for my mental health. The Recovery Space has really helped me”

“[The Recovery Space] has been ... a gesture of kindness and an eye opener into mental health and awareness. I am very happy with [the] service and would recommend [it]”

Chris's* words:

“I found The Recovery Space to be very effective... it helped me on discharge from hospital to know that I'm not alone and that there are people I could talk to about my overall wellbeing. I found Chloe who worked with me on a 1:1 basis to be polite, respectful, understanding, empathetic, supportive and professional. She helped me at the very beginning of my journey til the very end to identify my strengths and weaknesses and the triggers in my mental health - something that I have never done before ...”

*** Not their real names**

Social Networking & The Hub



The Hub at Fairfield House in Central Croydon is a co-produced space for people with mental health issues. It provides a safe, friendly place for members, reduces loneliness and isolation and gives people help and support with a range of practical issues from form-filling and advice on benefits issues to dealing with housing issues.

The service is open 6 days a week including a Wednesday and Saturday social drop in.

Social Network members are encouraged and supported to take part in groups, social activities and a range of other learning opportunities to enable them to manage their physical and mental health and wellbeing on a day-to-day basis. Our skilled and experienced Social Networking Support Workers support people one to one to access mainstream services such as leisure centres, churches, colleges and to find volunteer roles, as well as enjoy a cooked hot meal in the company of other people. We are grateful for the support of our local Waitrose and Tesco stores for their weekly food donations which helps to keep the meals to a minimum cost.

Referrals to the service are accepted from a range of social care and health professionals including GPs, Social Workers, Care Co-ordinators and other Social Care providers.

In 2020/2021 there were 533 people registered with the Social Network Service which includes 159 new referrals to the service.

Support during the pandemic

From the commencement of the first lockdown in March 2020, Mind in Croydon's Social Networking Service team immediately made the transition from face to face contacts to all activities taking place on Zoom and through daily telephone calls to members. Although most members wanted to participate, a lack of IT knowledge and equipment was a barrier for many of them. Mind in Croydon applied for grants and funding to purchase laptops, tablets

and phones for the members to hire in order for the majority to have access to the team and reduce their isolation. The service now has a library of equipment that members can hire for up to 6 weeks. Members can also attend technology sessions at Fairfield House where they receive one to one and group support to learn how to use the equipment, learn about online security and how to send and receive emails.

The Service worked in collaboration with Waitrose and Tesco who are a part of the FareShare initiative. They provided us with essential items such as bread, milk, fruits and vegetables, which we used to help make up food parcels and send to our service users and carers most in need and those who were self-isolating.

Waitrose generously donated chocolates during Carers Week 2020 which were delivered to carers connected to our services.

During the lockdown our hot meals and food parcels were delivered to service users and carers by members of the Croydon Fire Service & staff throughout Mind in Croydon. They were a massive help to us. We cannot thank them enough.

The lockdowns have had a very disruptive impact on our service users and carers, exacerbating their anxiety. This is why all support offered to our service users in order to make their lives a little more comfortable has been greatly appreciated and will never be forgotten.

Social Networking & The Hub

(continued)



From the end of March 2021, we restarted face-to-face groups, including arts and crafts, walking in the local parks and IT sessions. We have also re-opened our Social Hub days on a Wednesday and Saturday with both a morning and afternoon session taking place. All groups are pre-booked by members with limited spaces available. All our activities have been very popular and members have helped by sticking to social distancing, mask wearing and hand sanitizing requirements.

Zoom groups are offered to members who are feeling less confident to venture outdoors.

Jacqui Dyce
Social Networking Service Manager, The Hub

Returning to Face-to-Face Support

We began our first phased return to face-to-face services in August 2020. Although a few of our members felt anxious at first, this settled as they visited the building and became aware of our adherence to hygiene, temperature checks and social distancing procedures.

We started with six face-to-face groups in our training room. Each group had a maximum of 5 – 10 attendees and ran for an hour in duration. Groups included over-55 group, Carers' Group, Health and Wellbeing group as well as Computer and Information sessions.

In December we provided Christmas Dinner for over 90 members across most of one week, with two dinners taking place each day for up to 20 attendees at a time. Clients were extremely thankful and appreciative of this, and some of our members shared that this was the only Christmas dinner they would have due to social isolation.

As we went back into further lockdown restrictions in early 2021, we paused face-to-face contact. But we continued to engage our service users with daily group sessions on Zoom, including Quizzes, Bingo, Singing and Fitness groups.



Service User Statistics

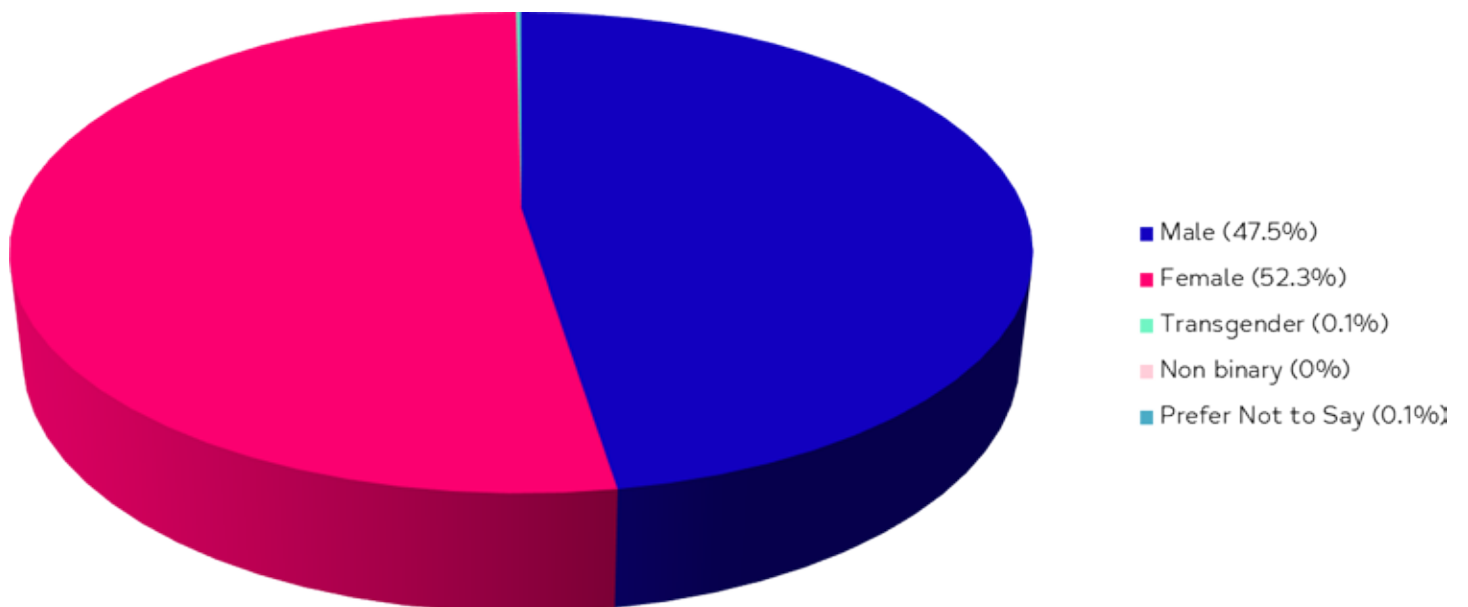
This table shows the ethnicity of people referred to Mind in Croydon this year, both in number and percentage of total referrals. This figure is compared with the ethnicity of the general population of Croydon as given in Census data.

Ethnicity	Mind in Croydon %	London Borough of Croydon %
White British	37.3	47.3
White Irish	1.1	1.5
White Gypsy or Irish Traveller	0	0.1
White Other	4.8	6.3
Mixed White & Black Caribbean	2.5	2.7
Mixed White & Black African	1.0	0.9
Mixed White & Asian	0.6	1.4
Mixed Other	2.3	1.6
Indian	3.1	6.8
Pakistani	1.9	3
Bangladeshi	0.1	0.7
Chinese	0.3	1.1
Sri Lankan	0.3	not given
Asian Other	3.7	4.8
Black African	3.1	8
Black Caribbean	6.8	8.6
Black British	7.0	not given
Black Other	3.3	3.6
Other Group Arab	0	0.5
Any Other Group	2.5	1.3
Not Stated/Prefer Not to Say	18.3	not given

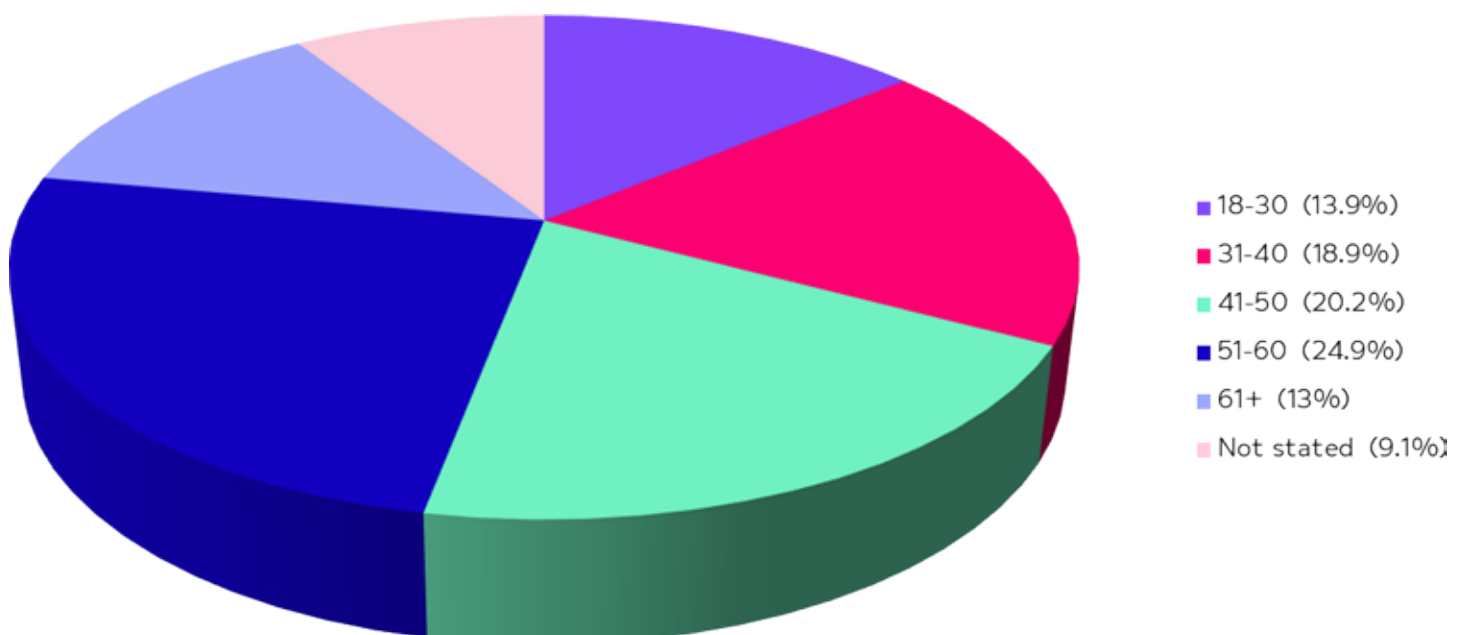
<https://www.croydonobservatory.org/population/> - source: ONS Census 2011

Service User Statistics (*continued*)

Gender



Age



Governance

Mind in Croydon is a charitable company limited by guarantee (company number 3697578). Mind in Croydon Limited wholly owns Mind in Croydon (Trading) Limited (company number 3026503) and is affiliated as Local Mind Association to National Mind. This relationship is governed by a membership agreement (the Community Partnership Agreement) which sets out the operation of the trademark licence, and which was updated in 2021 as the new Mind Federation Agreement.

The Board of Trustees

Mind in Croydon is governed by a Board of Trustees who are also directors of Mind in Croydon Limited.

The Board sets the strategic direction of Mind in Croydon and appoints a Chief Executive to manage the day-to-day operations of the charity, whilst overseeing the review and management of risks, controls and procedures to ensure that the strategic plan is successfully implemented. The Board has continued to meet six times a year during the pandemic, moving meetings online to ensure that good governance underpinned the challenging decisions that we had to make during the course of the year. The Finance, Risk and General Purposes Committee also met 6 times during the course of the year.

The Board ensures that appropriate procedures are in place to recruit and appointment new trustees as necessary to reflect the skills and capabilities required and the diversity of our service users and the local community.

In 2020-21, the Trustees of Mind in Croydon were:

John Pestell - Chair (resigned June 2020)

David Martin-Clark - Vice Chair

Tony Horton - Treasurer

Niamh Doyle

Jon Fraser

Brett Garcia (appointed Chair September 2020)

Luigi Minchella

Shukri Mohamed

Tariq Salim (resigned August 2020)

Service User Trustees

Our affiliation to National Mind requires that there is active service user involvement in the governance, management and operations of Mind in Croydon.

Our User Involvement Policy states that a minimum of one quarter of the Trustees of Mind in Croydon should be people who are or who have been users of mental health services and we are guided by the Charity Commission guidance "Users on Board: Beneficiaries who become Trustees" (CC24 March 2012).

Our full statutory accounts for 2020/2021 are available online from Companies House and the Charity Commission.



Just a few of our dedicated and hardworking Board Trustees

Thank You

Volunteers

Volunteers give their time to Mind in Croydon as Trustees, Counsellors and within all our projects. We would like to express our appreciation to them all for their dedication and for the time they give so willingly.

We would also like to thank the voluntary helpers at the Selsdon Mind shop. This shop is run by National Mind's trading company but makes a valuable contribution to Mind in Croydon's funds.

Fundraisers

Thank you to the following people for fundraising or making a donation to Mind in Croydon this year:

Adrian Marshall

Andrew Wakeling

Bansaree Milward

Bryden Johnson

Croydon Postal Angling Club

David Vincent

Day Lewis Pharmacy

D C Thomson & Co Ltd

East Croydon Tree of Hope (Southern Rail)

Ellis Jurado

Holly Hang

In Memory of Jean Emery

In Memory of Pam Johnson

Interchange Croydon

John Lewis & Partners (Croydon)

Michael Alvarado-Rivero

Niall Van-Santen

Out for Good

Paul and Sue McDonald

Purley Bid

Riddlesdown Collegiate

Rosemary Philpott

Rotary Club of Coulsdon Manor

Shirley Golf Club

Siri Kellman

St Swithuns Church

Terence Roberts

Tesco (Croydon)

Victoria Dorman

Waitrose

Westfield Avenue Living Advent Calendar

Woldingham Golf Club

Key Funding Sources

During the year our principal funding sources were:

South West London Clinical Commissioning Group
£575,608

London Borough of Croydon
£452,356

We also received funding from:

- * Croydon Relief in Need Charity
- * National Mind
- * One Croydon Alliance/Local Voluntary Partnership (LVP)
- * South London and Maudsley NHS Foundation Trust "Make Me Smile" Charity
- * Whiftgift Foundation

Mind in Croydon
Head Office
26 Pampisford Road
Purley
CR8 2NE

Tel: 020 8668 2210

www.mindincroydon.org.uk

