



Annual Report 2018-2019

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Chief Executive's Introduction

Welcome to the annual report of Mind in Croydon. This document serves two related purposes. The first is to provide an overview of our year's work to as broad an audience as possible. The second is to provide certain technical information required by the Statement of Recommended Practice (SORP) for charities. We hope you find the report useful and interesting.



Talking about mental health and asking for help has been in the headlines this year. This is very good news. People are able to support one another and this has a positive effect in reducing stigma. However, we hear more and more that when people seek professional help, it isn't always there. There is a suggestion that only one in four people get the help they need. This has an impact on local charities like Mind in Croydon. When people do present at their G.P. or the Emergency Department or at the Council, they are being referred or signposted in greater numbers to us for the support that they require. Our resources have remained constant over the past few years, but demand has increased markedly. This year we saw record numbers of people in most of our projects and we provided support to all of these people. We worry, however, that there will come a time when we can no longer stretch our resources to meet these needs.

Highlights and achievements this year include:

- * A partnership with the Pension Protection Fund (PPF) which raised funds and facilitated hands on support for the people with whom we work
- * A hugely successful World Mental Health Day event in Boxpark Croydon, supported by PPF, which brought our message to a wide audience
- * The Welfare Benefits Advice Service raising more than £1.5 million
- * The Counselling Service delivering a "Blue Light" Project to support staff in the emergency services
- * Refurbishment and re-opening of the Mind shop in Selsdon in partnership with Mind Retail
- * Launching a new advocacy service in Croydon in partnership with Advocacy for All
- * The Counselling Service delivering a "whole school approach" mental well-being project with the BRIT School
- * Being chosen as one of the Mayor of Croydon's charities
- * Securing a grant from the Croydon Relief in Need charity to support the work of Active Minds
- * The Employment Support Service getting a record number of people back to work

Next year we will:

- * Re-open our premises in Crystal Palace in order to increase funding for the charity
- * Launch a project to support people with claiming and managing Universal Credit
- * Pilot an over 55s Drop In service at the Hub

Richard Pacitti
Chief Executive

During the year...

We provided help and support to

6,008
people



Of people attending our Smoking Cessation Project quit or reduced their smoking



4,107

new people contacted Mind in Croydon for help



We raised in excess of
£454,000
through fundraising



269 carers
were supported

There were 28,841
one-to-one
client contacts



104 people volunteered for us

and
provided



of their
time

1,059 people
had contact with a
professional advocate



We raised
£1.6 million
in previously unclaimed
benefits



received **3,428**
counselling sessions

Chair's Summary



It is with great pleasure and pride that I set out my second Chair's summary. It has been another successful year, with many great things achieved, while there have been struggles to meet ever increasing demand on our services with the same or less resources. Active Minds carried on its sterling work supporting physical activity to aid mental health. In January over forty participants joined in RED January to help themselves by doing something active every day of the month and at the same time raising funds for us. Advocacy carried on its much valued supporting role, meeting over one thousand people in the year of which over twenty percent were accepted for formal issue based advocacy. People needing this service often have nowhere else to go to seek assistance. Many thanks to Michael Edwards, our new Manager for taking this service forward. The Carers Counselling Service is, I think, best summed up by the quote in their section. One of the highlights of the Counselling Service was their Blue Light Project. Again read the quotes about how beneficial this service was to people who do so much to make our society safe and secure. I am delighted that the counselling service has also worked with The Brit School. As you will see in the report eight people returned to employment and eleven became volunteers as a result of the Employment Support Project. This is great news for all those concerned, and a credit to those employers that made this step possible. Friends in Need continue to assist and I think the quote "It has changed me for the better" sums up the project well. The Information Service continues to make enormous amounts of information available to everyone and this is crucial to helping make more people aware of the help that is available. We would love to have more resources to expand this work. I will leave my review of MindMatch to the quote in their section "MindMatch is a life saver". Need I say more?

The shop has carried on generating much needed funds with in total over £20,000 being donated to the charity from this source. I will pass over all the delays to the refurbishment of our Westow Street shop, but we hope it will be back on stream for the 2020 year-end.

Our most popular service the Social Networking

Service, funded for 210 people, currently supports more than 700 people. We hope that those who fund this service, who are aware of this, will be able to increase the funding as the service is proven to reduce hospital admissions and keep people well. Our Welfare Benefits Advice Service continues to make sure people get the money to which they are entitled, thereby reducing anxiety and enabling people to stay well. The system becomes ever more complicated but our team still managed to raise nearly £1.6M. I can only imagine the relief this must bring for the people assisted. Once again I must say thank you to all the staff who do so much wonderful work. I also need to say thank you to our many volunteers who contribute so much to the organisation. It was a pleasure to meet some of you at the 2018 summer BBQ and I hope to do the same again this year. I must also say thank you to all our funders (page 26). Lastly I would like to say a special thank you to the volunteer Board members and I am pleased to welcome Niamh Doyle and Brett Garcia who joined the Board since my last report. We also lost Aleck Thomson who passed away. We offer our sincere condolences to his family and friends and thank him for all his work over the years. It was also sad that we lost a member of staff to cancer this year. Nichola Harris was a very popular member of staff. Again, our condolences go to her family and friends. We have had a great bonus this year in the support of the Pension Protection Fund and we thank them for all of their help and assistance over the year and trust that we can continue this into the future. As we look to the future there is much to take pleasure in. Mental health problems are ceasing to be so hidden, and even some communities that have not acknowledged these in the past are beginning to seek help. I was told when I first became a Trustee that one in four people would have a mental health problem and acknowledge it and one in four would have one, but not recognise it. I feel that, slowly but surely, that later statistic is reducing but the problem remains that the resources made available both nationally and locally fail to meet those needs. Perhaps we can all try and do our bit to make more resources available to deal with mental health issues.

John Pestell
Chair

Active Minds

Active Minds provides a range of sport and lifestyle activities for our service users.

In the 10th year of Active Minds we received a total of 418 referrals for Active Minds and JustBE, the new one-to-one service to support healthy lifestyle behaviour change.

250 people were referred to access Active Minds groups. Our programme of activities carries on growing. We have continued with popular long standing groups including Football, Yoga, the Allotment and Cycling delivered by cyclinstructor.com throughout the summer for the 6th year running. Cook and taste and boxercise have taken a break from the programme to make way for new activities in response to service users' requests. These include Women's Football and Badminton Coaching sessions kindly provided by South Croydon Sports Club. Croydon Eagles football team took part in the South London Grass Roots league for the 7th year. By the end of the year 48 people had tried a new activity. The two staff provided 1920 hours of direct service user contact support.

Volunteers are instrumental in delivering the groups and one to one support providing 1371 hours of support over the year, the majority of which was peer led support, provided by people with mental health problems to support others. Not to mention the additional volunteer support provided by our administration volunteer and Orchard House reception volunteers. In January Relief in Need awarded Active Minds funding to build on the volunteer buddy support we provide.

We have delivered over one year of the JustBE service. Working with 30 people to provide specialist behaviour change advice tailored for people with experience of mental health problems. This support ranges from making healthy eating choices and weight management to smoking cessation support. We are pleased to say every person engaging in the stop smoking support made measurable improvements in their smoking habits, either by quitting or cutting down. The opportunity for us to deliver this specialist service has been extended for another year. To start the New Year, Active Minds delivered 2 Mental Health Awareness for Sport and Physical Activity courses, attended by 24 people from

6 organisations across London. The workshop gives coaches, volunteers, sport administrators and front-of-house staff the confidence to support people with experience of mental health problems to be more active. Active Minds took part in a pilot Promoting RED January to raise funds for local and National Mind. RED January encourages people to beat the January blues by doing something active every day during January. Many participants raised funds for Mind in Croydon through sponsorship. This was a huge success, over 40 participants including staff from Mind in Croydon, service users and the general public kept active in a variety of ways including running, swimming, cycling and doing yoga, raising over £1,300 for Mind in Croydon.

"I wanted a fitness challenge to kick start the year, so I looked online for something I could fundraise for. I was really pleased to find that I could fundraise for a local charity and therefore know that my money would be helping local people."

RED'er Jo



Advocacy Service



We provide an Independent Mental Health Advocacy service to help people to express their views to mental health (and other) professionals, be included in the decision-making process and understand their rights under the Mental Health Act. This a free, independent and confidential service offered to people in hospital and in the community.

Since 1st May 2018, Mind in Croydon and Advocacy for All have delivered all advocacy services across Croydon after being successfully awarded the contract under the umbrella of Advocacy for Croydon. Originally this was commissioned with a single point of access but within the first four months of the contract it became clear that this caused confusion and a barrier to access for our clients and so, in agreement with our partners and commissioners, we reverted to the historical telephone number and email address that are well known to our service users.

IMHA – The IMHA project (Independent Mental Health Advocacy), has been a statutory service since the Mental Health Act (1983) amendment in 2007. This gives patients detained under the Act the right to meet with an independent advocate and access the service free of charge. The service aims to ensure patients' voices are included in decisions about them, their voices are heard in meetings where their care and treatment are being discussed and patients have greater understanding of their rights and choices under the Mental Health Act. We operate this service to all detained patients within the borough of Croydon and any patients on restriction orders in the community.

Community Mental Health Project – The community mental health project offers the same service to Croydon residents who may be in hospital or living in the community who are not detained under the Mental Health Act, but find themselves dealing with the same issues as those who are detained. In many cases patients who have been detained under the Mental Health Act then go on to become voluntary patients. This project covers those individuals as well as residents in the community who may have never been admitted to hospital for their mental health needs.

In June 2018 a new manager, Michael Edwards was recruited to the post of Advocacy Service Manager

in a full time role. Michael has 12 years' experience of working in mental health advocacy across south London.

The project continues to hold the Advocacy Quality Performance Mark (QPM) awarded by the National Development Team for Inclusion (NDTi) in March 2018 for 3 years. The QPM is the UK's only independent quality performance mark for organisations offering independent advocacy.

The advocacy service has had contact with 1059 individuals in the course of the year, 224 of those were referrals accepted to the service for formal issue based advocacy. 251 of the 1059 were 'brief contact' sessions with service users. Our advocates conduct drop in sessions to the seven wards we cover at the Bethlem Royal Hospital and also at community mental health teams. Advocates are available to service users during these sessions and give information and options to individuals requesting support in that specific moment – but do not go on to become accepted referrals to the service as the issue is resolved within this one interaction. 584 of these 1059 individuals were seen as part of our new inpatient introductions. Anyone detained under the Mental Health Act within Croydon has a legal right to know who their local advocacy provider is, what they can expect from the service and how they can access this service. We aim to meet every individual detained within Croydon to introduce ourselves and the service to them.

As in previous years the majority of our work is concentrated on IMHA qualifying patients and care and treatment issues. IMHA casework throughout the year has consistently shown that detained patients request and benefit from having an independent advocate, who can;

- * Attend the weekly clinical meetings as a physical support that provides confidence and a feeling of being taken seriously

- * Meet with the patient before the meeting to help draw up an agenda of items the patient would like to discuss at the meeting, and ensuring those points are raised and responded to
- * Encourage the patient to self-advocate where possible, otherwise the advocate can speak on behalf of the patient
- * De-brief after the meeting to review how the meeting went, how the patient came across and what information was learned from the process.

Future Plans

The service has recruited a trainee advocate internally to join the team full-time. We look forward to welcoming our new team member into the Advocacy Service who will be trained and supported by two experienced advocates.

Croydon services are currently looking at bringing together Perinatal services and mental health services across the borough. The new manager has done some advocacy awareness raising in these forums and will continue to do so. The team are also looking to do awareness raising sessions to inpatient staff teams and community mental health staff teams in the year ahead.

The new manager now fully settled in, will be looking at ways to maintain the high quality advocacy service that Mind in Croydon has become known for, developing systems of continuous improvement and looking at specialist training to refresh knowledge of working safely and maintaining healthy working practices.



Michael presenting the Advocacy Service to Hestia in Croydon

“Your dedication, commitment and time should not go unrecognised. I have met different advocates in my time but you successfully deliver and represent for your client and you agency.”

“Many thanks for all the help and support you have provided to me. Especially for providing me with helpful links to help me understand the circumstances that I am in.”

- ✓ **Free**
- ✓ **Independent**
- ✓ **Confidential**

Carers' Support

The Carers Support Service provides support for those 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 about services available to both the carer and their cared for person,
- * Support to access the help
- * Advocacy to help people when dealing with statutory agencies
- * 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 which gives carers the opportunity to meet with others in similar circumstances.

This year we received 117 new referrals. Referrals can be made directly to the service by phone or email, by the carers themselves. As part of the Carers Partnership Group in Croydon we hold advice and information sessions twice a month at the Carers Centre in George Street. Also, in order to reach as many carers as possible, we regularly attend community events and information days.

Many people living with someone with a mental health problem do not always see themselves as "Carers". People will say, "Well, I don't actually do anything for them". However, when they then describe the emotional and practical support they provide they then recognise just how much they do. We think it is important to remind people that being a carer is not just about what you do but the fact that there is someone you are close to that you CARE ABOUT.

We are fortunate to be able to direct carers to the many areas of support that Mind in Croydon can provide for the person they care for. Many carers also make use of these as they can often be experiencing anxiety and stress due to their caring role.

Carers' Concerns

Carers can be overwhelmed and unsure of the

services available for their cared for person and we aim to provide the support carers need to make this as stress free and clear as possible. One of our main services is supporting carers at meetings and in liaising with mental health services, particularly, medical services. There are general areas of concern for carers, these include:

- * Housing
- * Hospital admissions and hospital discharges
- * Crisis Care

Carers often find themselves alone trying to manage very distressing, difficult and potentially harmful situations. This is an area that we at the Carers Service continually raise at service reviews and we encourage carers to feedback their experiences whenever there is the opportunity. With the introduction of the new Care Act and as services for carers develop we can work towards not only improving services for carers of people with mental health problems, but, in particular, services for those with mental health problems, as this is essentially what carers strive for.

"It was so useful to meet up with you last week at the Carers' Centre I found the session reassuring and it gave me a few more ideas to manage my current situation for my own wellbeing and my son's."

"Very helpful, during the last few months I've been feeling so low due to my son's illness. Today has given me hope, I feel calmer and more able to tackle things."

"I feel better being able to talk to someone who understands."

"First time I have had any support in 23 years."

Counselling Service

The counselling service continues to offer a safe and confidential space for people to talk through their difficulties. We are a British Association for Counselling and Psychotherapy (BACP) accredited service. This continued accreditation by an independent body demonstrates that the service has robust policies and procedures and continues to be run in a professional and accountable way.

The counselling service continues to be incredibly busy with many referrals over the past twelve months from GP's and statutory agencies such as Croydon Talking Therapies (IAPT).

This year we had 1,024 initial enquiries. There were 331 new clients and we worked with 466 people providing 3,428 counselling sessions.

We completed another Anger Control Training Group in Autumn 2018, with successful outcomes for the participants who attended. Updates from clients suggest they regularly use the strategies they picked up from the training, with one client saying that, "I felt very supported and safe in the group and it has helped me manage my anger".

Another successful Hoarding project was run during the Summer of 2018 with another scheduled for June 2019. This project generated a lot of media interest as well as questions from other Local Mind Associations who were intending to run a similar project. Input from the 'Buddies' was paramount to the project and client's progress. One Buddy spoke about their experience;

"I found helping and supporting Hoarders very rewarding because I learnt a lot about working with clients in a different way; for example, working in the client's place of residence as opposed to an agency".

We have been involved in delivering many external projects such as the Blue Light project aimed at assisting emergency service personnel in training their Blue Light Champions as well as offering them one to one counselling for those wishing to access the service. Uptake to the counselling service has been great with over 177 counselling hours completed.



"Since signing the Blue Light Time to Change programme pledge back in 2016, Surrey Fire and Rescue have continued to work towards tackling mental health stigma and raising awareness across all sectors of the service. An integral part of this has been achieved through working with our local Mind Blue Light Team (Mind in Croydon) and having the provision of engaging and informative face to face training. This has included peer support, to help us launch our newly formed network of Wellbeing Champions, Mental Health Awareness for our managers to further enhance their understanding and ability to support their staff, as well as input for our new recruits and drop-in sessions with the team of professional counsellors. Everyone who has received input from the Mind Team have

benefited enormously in their learning, empowering them to have confidence in their skills and expertise to support not only themselves but their peers and colleagues, friends and family too. Thank you to all the team at Mind in Croydon – your support has been so gratefully received by our Service.”

At the beginning of 2019 we commenced a new project to offer interventions to The Brit School as part of the Whole School Approach. A particular aspect of this has been the successful implementation of a clinical supervision service to The Brit School staff.

The counselling team has been able to successfully undertake these challenging tasks because of the support of the administrative staff and every member of the team at Mind in Croydon. We would like to thank everyone who has been a part of the Mind in Croydon counselling service as well as those referrers for their continued support.

Carers' Counselling Service

The Carers' Counselling Service is extremely busy with many more requests for counselling. The Carers' monthly workshop programme has become a staple part of the carers counselling with many clients attending on a regular basis.

One client's comment post counselling was:

“I feel more at peace with myself than when I first started. It's been an interesting journey”.

We assessed 100 carers for our counselling service with some clients being offered one to one counselling after their carers' counselling sessions ended. During the year 137 carers received one-to-one counselling.

bacp | **Accredited
Service**

Employment Support

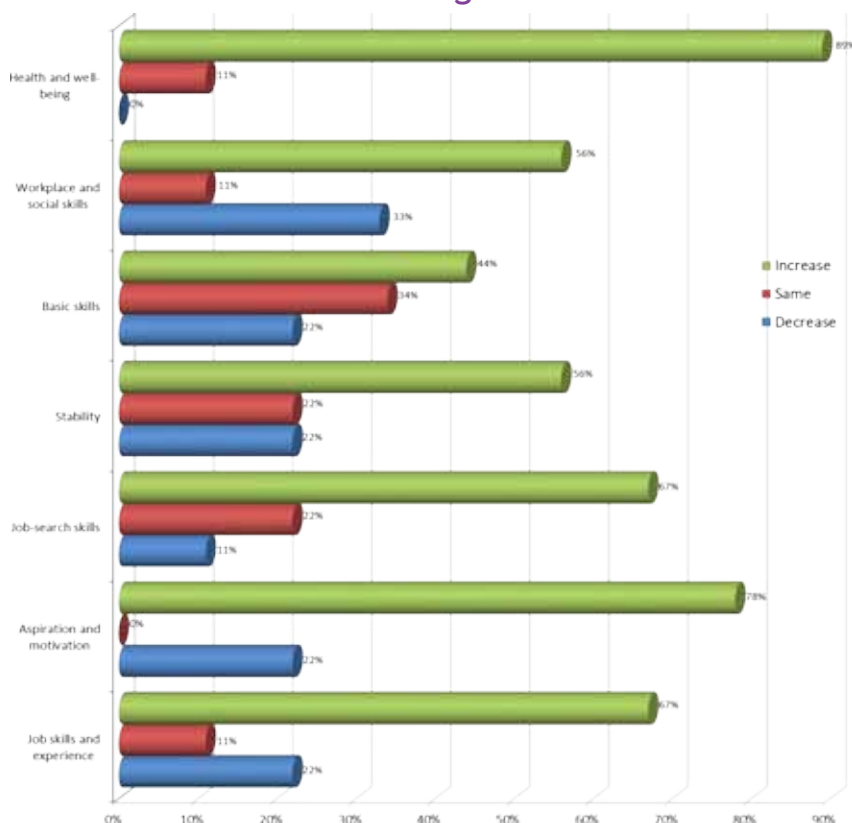
The service aims to get people into paid employment. We provide a bespoke service to meet the individual needs of clients who are interested in work, but not necessarily work ready, in order that they develop their own pathways to employment over time. This includes one-to-one support, identifying barriers to employment, creating a strong CV and helping people to perform well at interviews.

This year we have seen 8 service users enter employment; 11 start voluntary work and 11 accessed further education and training.

As you will see from the data and graph below, the

areas where we have found there to be a significant improvement were: Health & Well-being which had increased by 89% followed by Aspiration & Motivation which had increased by 78%.

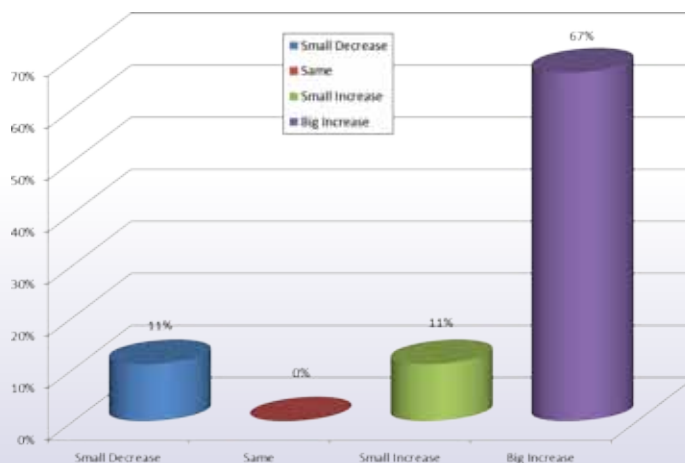
Percentage increase and decrease for each scale



| Scale | Decrease | Same | Increase |
|-----------------------------|----------|------|----------|
| Job skills and experience | 22% | 11% | 67% |
| Aspiration and motivation | 22% | 0% | 78% |
| Job-search skills | 11% | 22% | 67% |
| Stability | 22% | 22% | 56% |
| Basic skills | 22% | 34% | 44% |
| Workplace and social skills | 33% | 11% | 56% |
| Health and well-being | 0% | 11% | 89% |

Percentage change across all scales

| Small decrease | Same | Small increase | Big increase |
|----------------|------|----------------|--------------|
| 11% | 0% | 11% | 67% |



Vocational hub and Workshops

We received a grant from Maudsley 'Smile Together' to fund our interactive and social media workshops. The first was on Tuesday 26th February and covered CV writing and the second workshop was delivered on Tuesday 12th March which was about using LinkedIn as a means to accessing employment. Each service user who attended was provided with a laptop and was able to follow the step-by-step information provided by the facilitator and slides to start creating a CV and a personal profile on Linked-in. These workshops will continue until September 2019.

“Excellent Workshop and would love to attend again for refresher”

“Easy to follow presentation and delivered with humour”

“From my initial assessment with you back in 2016 to being discharged this month the support I received was just brilliant. You are very down to earth and approachable and I was quickly put at ease”

“In 2016 at the beginning of my support with ESS I was just about able to leave the house but not much more than that.

I wasn't really sure if I'd ever be able to work or volunteer again. I have re-discovered old skills and developed new ones, growing in confidence and now feel that I am making a positive contribution to society once again”

“Croydon ESS is a brilliant service and I would recommend to anyone. My life has improved about a million times since that initial assessment in 2016. Keep up the good work!”

“THANK YOU for all the opportunities and brilliant support!!!”



Tori Robinson delivering a LinkedIn workshop

Social Networking Service

The Social Networking Service, which incorporates the Hub, is a day service for people with mental health problems designed largely by the people that use it. The service provides a safe place for people to attend to reduce loneliness and isolation and gives people help and support with a range of practical issues such as form-filling, benefits issues, managing physical and mental health and dealing with housing issues, as well as enjoying a meal in the company of other people.

People are also supported by their key worker to access a range of educational, leisure, well-being, volunteering and other activities in the community. Referrals are accepted from a range of Social Care and Medical professionals including GP's, Social Workers, Care Co-ordinators etc. The service uses the Warwick Edinburgh Mental Well-being Scale and Mental Health Recovery Star to assess new members, all members then receive 6 monthly assessments. This year the service supported more than 700 people.

The service invites Community Organisations, professionals, Politicians, Doctors, Nurses and so on to visit and speak about their work and facilitate workshops. This year we welcomed representatives from:

SLAM, Croydon Police, Soul Symphony Choir, Welfare Benefits Advice, Croydon Talking Therapy, CO-OP Funeral Service, Family Justice Centre, London Fire Service, Sarah Jones – MP, Pension Protection Fund, Streeter Marshall Solicitors, Dementia Friends, Age UK

Members are encouraged to give their opinions and give feedback about the service. Nearly two hundred feedback questionnaires were completed this year. The questionnaires showed that what the service offers, somewhere to go, something to do, alongside support from staff and other members is extremely valuable to members. The questionnaires also showed that many service users valued the opportunity to engage in mainstream activities but lack the confidence to do so by themselves. Having groups such as computers, arts and craft, photography, mindfulness, walking, english and maths helps to boost peoples' confidence and the feeling of being supported before taking a leap into the mainstream.

“Really enjoying the Hub and groups. I like meeting people and making friends, having a laugh and having fun. Spending most of my time here engaging in groups, playing games. It really helps my mood and wellbeing to be a part of Mind in Croydon. Wonderful staff and people. I look forward to doing so much more than I ever thought I was capable of. Thank you so very much for all you do for us.”

“I feel comfortable and I don't feel judged. I feel I can relax and just be myself. I feel I can seek help in official matters such as form filling and benefit issues.

“The Hub/ Fairfield Club have helped my mental health. I was always anxious around people before I came here. The staff are lovely and easy to talk to. They are always ready to help. When I had my surgery and I was admitted to hospital for two months, I had constant visits from the Hub which means a lot to me. They are all family to me.”

MindMatch

This is a personalised service that supports individual to live a more fulfilling and independent life.

Referrals are accepted from Social Care providers such as Community Mental Health teams and Learning Disability teams. During the year we supported 20 people.

“MindMatch is a life saver; the support I get from the staff is second to none. Before I had MindMatch, I had agency staff and they were very unreliable. MindMatch staff will give you a day and time when they will be coming and you can bet anything that they will be here and I don’t have to worry. They support me with both my physical and mental health care and nothing is ever too much for them. Thanks to MindMatch, I can see a light at the end of what was a very dark tunnel.”



Hub Day

Friends in Need

Friends in Need is a social/peer support group which centres around a monthly schedule of activities where members can meet others with lived experience of anxiety, depression, and low mood and develop friendships.

Taking these beyond the immediate group to develop a peer support network to sustain wellbeing into the future is very much encouraged.

The schedule currently goes out to 115 people with 28 hard-copy versions being posted to those who do not access the internet.

Volunteers have contributed around 200 hours to Friends in Need over the last year. Some members met up outside the FIN activities and further develop the supportive interactions that the project fosters.

Clients come from Croydon Talking Therapies (SLaM). In the last year there were 118 referrals, all from the therapists at Croydon Talking Therapies aside from 6 which were from other mental health services or self-referrals. FIN provided a total of 273 events, including Welcome Meetings, at which a total of 1356 people attended. There are currently 70 active members of the project. Activity ranges from regular attendance to occasional contact with the Coordinator – and anything in between.

Money raised through selling craft items created by the group helped to subsidise a trip to Hastings during the summer attended by 18 people. Donations to the group also sustain activities held at St Mildred’s Centre in Addiscombe. The Coordinator was able to add £1150 to these funds through sponsorship of the RideLondon100 in July.

“It has changed me for the better”

“I must say many FIN activities have been tremendous help to people like me who has been suffering from social isolation and anxiety. It’s certainly encouraged me to get out of house most of the time, to feel normal, valued and connected with society.”

Welfare Benefits Advice

The aim of the service is to provide advice and assistance to those who have mental health problems with securing their correct benefit entitlement. This includes representing people at appeals and dealing with complex benefit issues. We believe that this in turn enables them to participate fully in the life of the community and helps to relieve the anxiety created by the complexity of the benefits system. Since the service began in 1995 it has raised more than 75 million pounds for people.

In July 2018 we said goodbye to Mary Gaskin after 20 years of service at Mind in Croydon. Her contribution will be missed by the staff here and the thousands of people whose lives she has helped improve over the years. Tom Goddard took up the role of Manager of the service having previously worked as a caseworker and coordinator of the form filling project.

The advisers assisted 206 individuals with casework this year. This involved a staggering 1044 casework contacts. We represented at 113 appeals this year, reflecting a 15% increase on last year. This year we raised nearly £1.6 million in annualised equivalent benefit uptake as a result of casework undertaken.

The waiting list at the end of the year stood at 116 and all staff are at caseload capacity. We continue to review the management of the waiting list and aim to ensure that we are able to provide representation at appeal to everyone that requires it.

We continue to hold the Advice Quality Standard Mark. This attests to the high professionalism of the service and its excellence in the delivery of both face to face and telephone advice.

We continue to work in partnership with the Reablement teams within the South London and Maudsley NHS Trust (SLAM) to provide benefits checks, advice and assistance, at a primary level. This year we have seen 63 new referrals via this team and we have had 193 contact sessions. A number of these cases have resulted in more complex work and appeals; these are then ultimately referred to our casework service. Of those seen via the Reablement service, 80% have been found to have potential additional entitlements and have been assisted to make these additional claims.

Advice for non-casework clients

The service delivered 1479 advice sessions to non-casework clients this year. Due to the complexity of issues, 383 of these sessions were delivered face to face. After receiving an advice contact, 72% of clients were able to take the next step independently.

Form filling service

We have assisted, with the help of volunteers, in the completion of 225 forms this year. The number of requests, this year averages at 25 per month. The demand continues to increase. We were unable to assist with 64 requests due to insufficient resources or client DNA's, there is always a waiting list!

We are very grateful for the very able assistance of the volunteers in the team, without whose input, particularly in assisting with the completion of claim forms, would place an even greater demand on the staff.

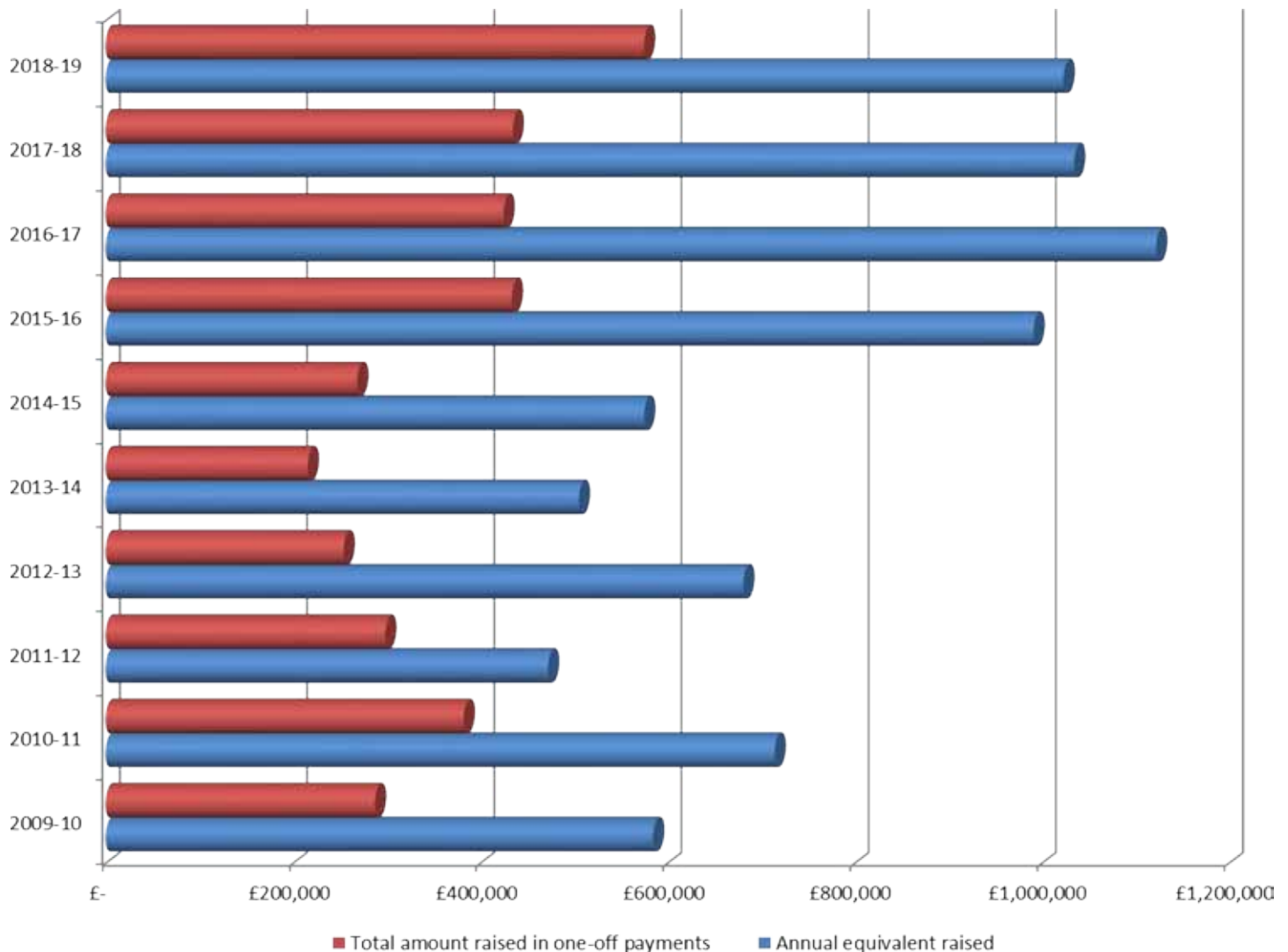
We are very grateful to Relief in Need who are funding the team to provide this much needed form filling service.

Training

This year the team had the opportunity to work in partnership delivering benefits training for SLAM Recovery College alongside their own peer trainers. The course delivery has been in the areas of Universal Credit, Employment and Support Allowance and Personal Independence Payment.



Benefits Raised in last 10 years



“I don’t know what I would have done without Mind in my Hour of need, what a wonderful team”

“Thank you for the support that you gave me throughout the tribunal hearing”

“Without your help, experience and understanding of my situation, I don’t think I would’ve got through it”

“My mental health has been very up and down and without the help of Mind I feel that my vulnerability to suicide would have been a distinct possibility I cannot thank you and your team enough”

Information Service

The Infoline continues to be a source of support and information to callers (and queries that come via e-mail) Monday to Friday 9-5 every weekday, except Christmas and Public Holidays.

One of the things the Information Service tries to do as much as possible is to get out and meet people at events face to face. We have been lucky enough to have given talks to a variety of organisations this year and undertaken some really interesting visits.

These have included:

- * Croydon's Ahmadiyya Association
- * John Ruskin College, Health and Social Care Department
- * Croydon College Social Action Project
- * Kenley Flyers Women's Institute
- * Reigate Grammar School
- * Harris Academy Enrichment Day
- * Croydon Mental health social care forum
- * Oasis Ashburton Park Community Hub, Community Youth Fest Programme
- * DWP, Purley Jobcentre plus
- * Pension Protection Fund

We would like to extend thanks to all of those who have invited us, some of whom have also donated generously. It's always interesting to meet people and exchange views but such events are very resource intensive in terms of taking time out of the office, and beforehand in preparing slides, handouts etc. As well as these we take with us the 'Understanding' booklets produced by National Mind which are valuable resources giving information on how to help people with specific diagnoses and in particular circumstances such as how to support someone coming out of hospital or while undertaking exams.

We are flooded with requests around Mental Health Awareness week, many of which come in close to the event which means we have to turn a proportion down as there are only two members of staff in the Information Service. We do endeavour to get out to as many as possible, and will provide bespoke talks where people specify particular issues. Next year we plan to have a better balance between voluntary,

public sector and private sector organisations as this year has been weighted away from the private sector.

The information line has had a busy year.

Total of 1,681 calls



The service benefitted from 135 volunteer hours. We are very thankful to Cheryl who helps out with the information line.

We are planning a major revamp of our website for 2019 to bring it up to date and make it more user friendly. The Guide to Mental Health Services continues to be a very popular resource having 490,191 page hits during the year following 140,286 separate user sessions. We update the Directory continually to make sure the information is as up to date as possible. The task of giving people news and ensuring as many people as possible understand our work is achieved in various ways, not least through social media. To that end, we published the following during the period of this annual report:



We continue to produce and distribute printed newsletters each season and electronic newsletters as and when we have news. All the above contribute to our aim to educate, campaign, raise funds and work in partnership with other relevant organisations.

Mind in Croydon Retail

As well as our usual window displays reflecting seasonal events, we have had some other interesting displays this year, including a model car collection, donated by one of our volunteers and a book window which was very impressive; a customer actually commented that on seeing the window they thought we were a book shop! We believe that the attractive window displays encourage new customers into the shop, which, in turn, increases our sales.

Although we have been short on volunteers we would like to thank all our dedicated team for their commitment and support, as everyone has done extra shifts to help keep the shop operating and provide a seamless service to our customers. Despite all the challenges we have had, we have managed to increase our sales from £73,526 last year to £75,004 this year.

We would also like to thank Freddie from Kandy Toys Limited who very kindly donated a pallet load of toys to the shop. This is the second year in a row that we have received goods from the company and it has significantly helped to increase revenue for the shop.

Sadly one of our volunteer puzzle testers, Betty Vincent had passed away and we would like to take this opportunity to thank her for her support and we would also like give our condolences to the family. We would also like to thank the Croydon Spiritualist Church where Betty attended, who have very kindly nominated Mind in Croydon and donated £200 in her memory. We have also been informed by Betty's son that his fishing club (Croydon Postal Angling Club) has nominated Mind in Croydon as their chosen charity for the year 2019/20.

“Working at the Mind Charity Shop on Addiscombe Road, gave me a sense of purpose daily and a reason to wake up for each day. There, I met real people with vision and commitment to their various tasks, without any form of compromises. I also made some very warm friendships with realistic goals. This I must say, encouraged me to continue going to the shop and after

being made responsible for the media department, my moral and confidence was boosted even more and my life has never being the same since. In a nut shell, I can confidently say that working at the shop, saved my life and I am forever indebted to the organization.”



Fashion Show

This year has been an exciting one for the shop as we were very pleased to be involved in a Fashion show that took place at Boxpark on World Mental Health Day (10/10/18). The event was delivered in partnership with the Pension Protection Fund (PPF) who had been supporting Mind in Croydon for the financial year. The staff and volunteers of Mind in Croydon, and a team of volunteers from the Home Office assisted on the pop-up shop and the PPF took care of the marketing, logistics and booked in the artists for the event, and Mind in Croydon arranged the models, the clothing to be worn by the models and the pop-up shop. Although putting on such an event was a huge and daunting effort for all involved, it was a great success and the pop-up shop managed to raise an impressive £783.70. This has been our biggest event yet!

Education & Training

Throughout the year we have continued to provide speakers to a wide range of agencies who are interested in finding out more about mental health issues. This can range from a half-hour talk about our work through to a day's training on specific mental health issues. We can also offer a central location to host training courses.

This year we were pleased to be asked to speak at the dotdigital Summit at Tobacco Dock, London in March. Over 1,500 people were in attendance and we were asked to do a presentation about Mental Health, Technology and the Workplace as part of



Richard Pacitti presenting at the dotdigital Summit

the personal development element of the event. We spoke about how technology is having an impact on our lives and our work and our mental health. Our presentation was very well received and since then we have been asked to repeat the presentation to other audiences.

I just wanted to say a massive thank you for being involved with our dotdigital Summit this year. The feedback has been overwhelming positive, everyone seemed to have a brilliant time and took away some excellent learning.

Amie Lane,
Head of Events

Raising Funds

We are extremely fortunate to have developed excellent working relationships with our local statutory funders and, without the income provided via agreements with the London Borough of Croydon and Croydon Clinical Commissioning Group (CCG), the services we provide would be drastically reduced.

However, the trustees have decided that it is prudent for us to not be wholly reliant on the London Borough of Croydon and the CCG for our funding. This year we were able to undertake a whole range of work as a result of successful fundraising elsewhere. A three year grant from The Croydon Relief in Need Charity enabled us to develop a welfare benefits form filling service. A Flexible Support Grant from the Department of Work & Pensions enabled us to support people with mental health problems back to work. Grants from National Mind enabled us to

run our Blue Light Project and the Whole School Approach with the Brit School. Funding from SLAM (South London & Maudslay Trust) enabled us to run our Friends in Need Service and funds from Comic Relief supported the Minding Money Project.

Other fundraising and donations including from the shops, raised in excess of £454,000.

Campaigns and Lobbying

World Mental Health Day Event - Never Mind the Catwalk

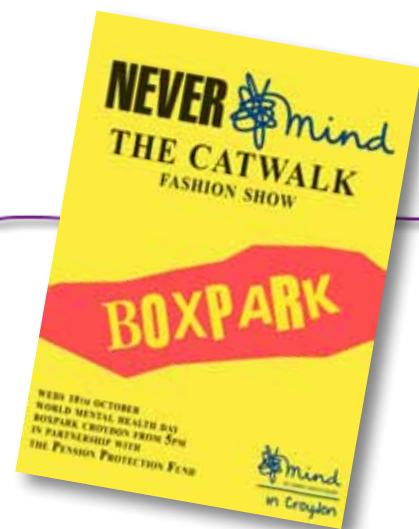
On Wednesday 10th October 2018, Mind in Croydon in Partnership with The Pension Protection Fund held our largest ever World Mental Health Day event at Boxpark Croydon.

The free to attend community event attracted hundreds of people from many walks of life.

As well as providing a great range of free entertainment and creating a great community atmosphere, we were able to provide information about local services and make contact with people who, perhaps, wouldn't usually seek help.

We were also able to promote positive mental health for all, using the five ways to wellbeing.

Councillor Janet Campbell also came along to show her support for the event and meet with the visitors.



“As Croydon’s Mental Health champion I was really pleased to attend the Boxpark event on World Mental Health Day. It was a great community event, presenting mental health in a positive way that engaged hundreds of people from the local community. I am aware that some people used this as an opportunity to seek advice and support for the first time.”

Cllr. Janet Campbell

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.

A list of all of our volunteers is given on pages 34-35.

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 for Mind in Croydon this year:

- * Abdi Mohamed Ali
- * Anne Parish
- * Brandon Hill Primary School
- * Croydon National Spiritualist Church
- * D J Vincent
- * Donations in memory of Alex Greenslade
- * Donations in Memory of Ann Hughes
- * Donations in memory of Elizabeth Turner
- * Donations in memory of Ema Cristina Cuevas
- * Donations in memory of Emma Harrow
- * Donations in memory of James Fay
- * Donations in memory of Michael Considine
- * Donations in memory of Rahim
- * GymBusy
- * HM Land Registry
- * I B Branton
- * IPSOS MORI
- * John McNiff
- * Juliet Broom
- * Karen Coughlan
- * Karen Hudson
- * Kenley Flyers Women's Institute
- * Kenley Valley Women's Institute
- * Leila Benabon
- * LV
- * Never Mind the Catwalk
- * Nicola Ockwell
- * Nicola Webb
- * Paul and Sue McDonald
- * Pension Protection Fund
- * Purley Rotary Club
- * Rance Millward
- * Reigate Grammar School
- * Richard Grant
- * Riddlesdown Collegiate First Give Grant
- * S J Moreton
- * Sing Purley Choir
- * St Swithun's Church Purley
- * T D & J A Coales
- * The Catenian Association Sutton Circle

Partnership Working

Many of the project reports highlight “frontline” partnership working between our staff and the staff of other voluntary and statutory agencies.

For example, this is now the sixth year that our Social Networking Service has worked in partnership with the BRIT School on drama and music projects. On a more strategic level, the Chief Executive and other Mind staff sit on a number of local groups. These include the local Mental Health Partnership Group, the group responsible for developing all local mental health services. We also sit on local groups concerning social inclusion. As well as mental health specific partnership working, we work with other voluntary sector organisations on matters of concern to charities, particularly those working in health and social care. We also sit on the local Safeguarding Adults Board. Outside of Croydon, the Chief Executive is now deputy chair of the accreditation committee of the Psychiatric Liaison Accreditation Network (PLAN) based at the Royal College of Psychiatrists' Centre for Quality Improvement.

Partnership with Pension Protection Fund (PPF)

This year Pension Protection Fund (PPF) chose us as the charity they wished to support.

Throughout the year their staff provided “hands on” volunteering in a number of our projects and raising £10,000 through dedicated fundraising.

Oliver Morley, Chief Executive Officer at the PPF said:

“We’re very proud to have achieved so much for Mind in Croydon. Our people have thrown themselves into the challenge and have developed so much passion for the charity that they’ve voted to partner with Mind in Croydon for a second year. Money was raised through a variety of fundraising events over the year.”



PPF with the Christmas Hampers for our Hub Members

PPF volunteers also gave their time at the Mind in Croydon Hub, a drop-in centre where service users are able to take part in groups and activities to help boost their confidence, discuss their mental health needs, and meet with other people.”



Diversity

The Borough of Croydon is an area of great diversity. We try to reflect this diversity in the way we work and provide services, and respond effectively to the needs of a diverse population.

Our Equality & Diversity Policy sets out in writing, not only our values, but the practical steps that we take in attempting to provide suitable services to the broadest possible range of people. Currently, one of our Trustees, Tony Horton, acts as our Equal Opportunities Officer, his role being to advise, inform and consult with management, staff and service users in order to progress and improve equal opportunities within Mind in Croydon.

For several years we have monitored certain information about people accessing our services. We have a good picture of the ethnicity, age, gender and level of disability of the people to whom we offer help and support. Analysis of this data has shown that take up of our services by different groups of people is very good. Monitoring data of those using our services appears on page 30 of this report. We are pleased to report that initiatives to attract younger people to our services continue to be very successful. 262 people aged 18-30 were referred to our services this year and of the 1,400 new referrals 41% were under the age of 40. This is largely explained by an increase in younger people accessing Active Minds,

Counselling, Advocacy and Social Networking. We still see people over the age of 61 (14% of new referrals) and these people are predominantly supported by our Social Networking and Counselling Services. This is a very positive sign, as we know that many counselling services are not successful in attracting older people. Another area where we are attracting older people is in our carers' support and counselling services. In terms of gender, 44% referred were men and 56% were women, 2 people identified as Transgender.

We continue to see high numbers of people from Black, Asian and Minority Ethnic (BAME) groups referred to our services. This year 40% of people referred were White British compared with the Croydon population of 47%. The rest were from a range of BAME groups. We are pleased to see that our services do seem to be reaching the range of communities in Croydon. Something we are noticing, however, is that more people are not revealing their ethnicity when asked. This year, this amounted to 8% of people.

This year we looked at rates of pay of male and female staff and found no circumstances where a man was paid more than a woman for doing the same job.

Quality

Mind in Croydon is committed to delivering high quality, innovative services.

We hold the Quality Performance Mark (QPM) for our advocacy service and the British Association of Counselling and Psychotherapy (BACP) accreditation for our Counselling Service.

We also hold the Mind Quality Mark at its highest level. The Mind Quality Mark is endorsed by the Charity Commission.

Our Welfare Benefits Advice service holds the Advice Quality Standard (AQS).



Accredited Service



Croydon Good Employer

We are very pleased to be accredited as a Croydon Good Employer. Accreditation means that we have agreed to pay the London Living Wage, register with Croydon Works, buy local and have a commitment to promote equality and inclusion. We were one of the first ten employers in Croydon to meet these standards, and the first voluntary sector agency.

Involving Service Users & Volunteers

We believe that effective and genuine service user involvement is key to our organisation. Our user involvement policy describes our commitments in this area and details the practical way that service users are involved.

We have a number of Board members who have experience as service users, and these people are also members of all the sub-committees that govern the charity and set its policy and practice. Service users are involved in the recruitment of all new staff and are encouraged and supported to have an active role in the day-to-day running and decision making of projects. One in four of our paid staff is a person who has experience of mental health problems.

We try to make communication between service users, staff and trustees as easy and open as possible. The Chief Executive and other staff attend members meetings at the Fairfield Club to listen to service users' views, give information and answer questions. We have provided a free Internet Café at the Club so that members can e-mail senior staff and trustees if they would prefer that method of communication. Via our link trustee system, trustees visit projects to hear directly from service users their views on matters and any concerns they may have.

We endeavour to enable people to move from being recipients of our services to being involved as volunteers and, if appropriate, paid staff.

Volunteers

Much of our work depends on the contribution of volunteers. The descriptions of our services throughout this report highlight the very valuable input from volunteers in our Counselling Service, Active Minds, Orchard House, Welfare Benefits Advice, Employment Support, at the Fairfield Club, Friends in Need, our Allotment and Horticulture Project as well as contributing to the helpline and general administration of the charity. We also benefit from the volunteers who help in our shops and others who help with fundraising events.

Thanking Volunteers

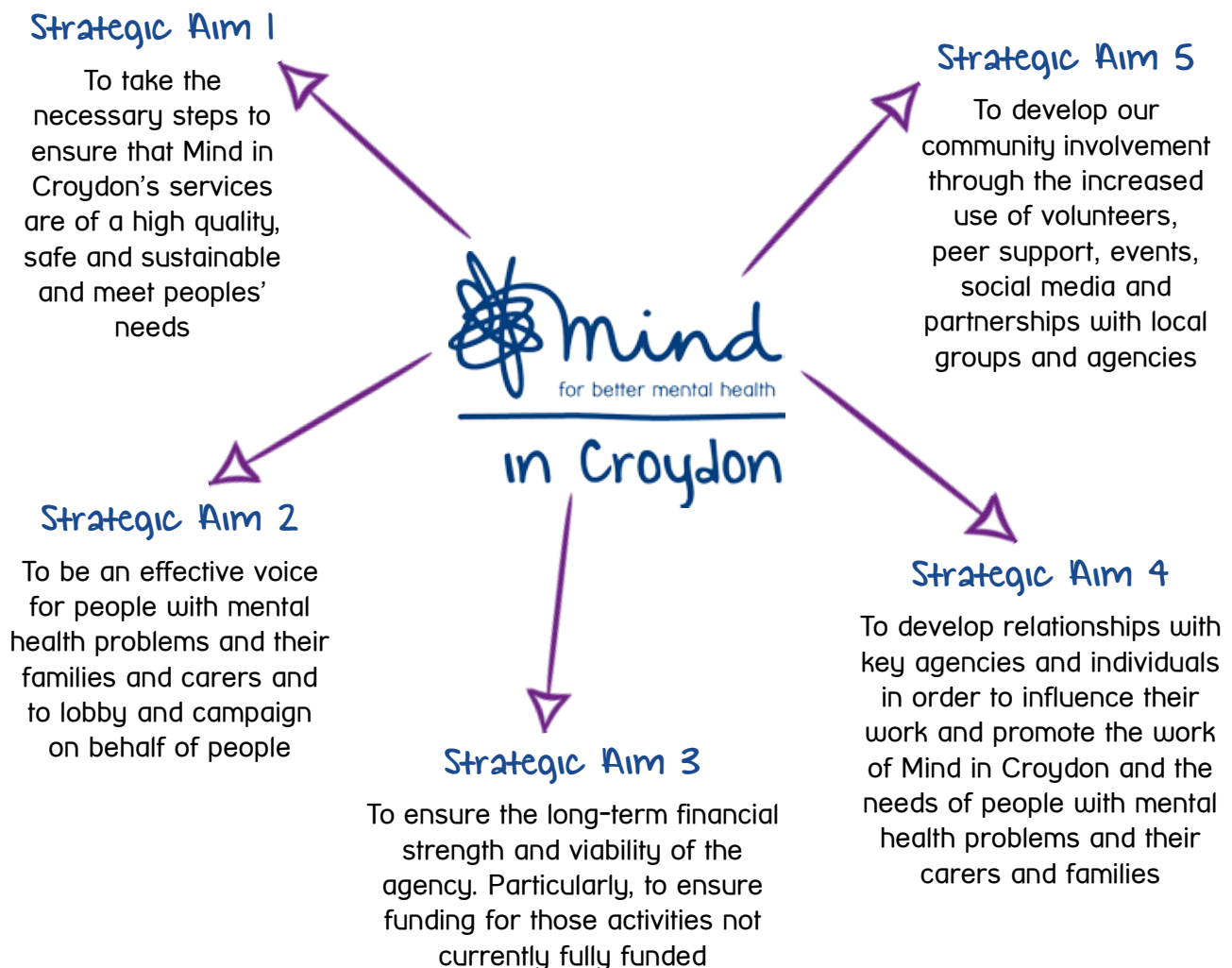
At our yearly barbecue we like to present the volunteers with a certificate to thank them for their support. This year the Deputy Mayor, Cllr. Humayun Kabir attended the barbecue and presented the volunteers with their certificates.



The Deputy Mayor presenting Merle McNair with her certificate to thank her for supporting Mind in Croydon

Plans for Future Periods

During this year we continued to implement our Strategic Plan for the period 2015-2019: Key elements of our medium to long-term strategy are:



During the coming year we will:

- * Re-open our premises in Crystal Palace in order to increase funding for the charity
- * Launch a project to support people with claiming and managing Universal Credit
- * Pilot an over 55s Drop In service at the Hub

Treasurer's Report

This year we have suffered a 5% drop in our income from £1,522,129 to £1,451,014. This decrease has come from a variety of sources with some funding ending and no fresh funds being available. Also, one of our shops has been closed for refurbishment this year.

We are lucky that Mind has built up a reasonable level of resources that enable us to weather these storms. The Trustees have supported Welfare Benefits to allow it to continue its very vital work. We cannot support it indefinitely, but we are hopeful that funding can be obtained as the authorities are accepting of the need for the service. Our income from statutory authorities has remained constant for a number of years, showing how much they value the work we do. We are very grateful for their contributions but we need to be aware that we cannot always rely on these sources. We continue to try and ensure that funds raised from other sources increase. To this end we have employed a new staff member as Head of Business Development to try and generate more funds. Initial indications are encouraging. Our hope that the renovation of Westow Street would have started to produce results has been thwarted by continuing problems with obtaining permission to run a gas pipe to the premises but, after a further year of delays, we hope that this block will soon be removed. We are then hopeful that the renovated shop and the new flat will generate a good return for the charity. The Trustees thank all our funders as listed below.

Our expenditure has also decreased from £1,521,648 to £1,443,036 or 5% but this is mainly due to the fact that this year once again we have not spent as much

on repairs. Our salaries have decreased which is due to some one-off issues. The Trustees want to ensure that our superb staff continue to be as well rewarded as we can manage for all the excellent work they do. We must not also forget the efforts of our volunteers without whom we could not survive. Our net income is thus a small surplus of £7,978 compared to last year's surplus of £481. Thus, while we had envisaged another small deficit for the year we have come out just positive and the Trustees hope that trend will continue into the future. This will allow us in years to come to try and strengthen the charity further so it has more self-generated income.

So, while the Trustees have a firm idea of how we can generate more income in the future, outside factors can cause us major delays in achieving those aims. We still believe that we will have the resources in place to allow us to continue to deliver our excellent services to an ever increasing number of people who need our help. As always we would be keen to receive further funds from any source, so please remember us in any fundraising you are undertaking, or consider a legacy to Mind in Croydon.

Tony Horton
Hon. Treasurer

Key Funding Sources

During the year our principal funding sources were:

Croydon Clinical Commissioning Group
£562,458

London Borough of Croydon
£434,516

We also received funding from:

- * The Big Lottery
- * Sport England

- * Flexible Support Grant from the Department of Work & Pensions
- * Greater London Authority
- * Trust for London
- * City Bridge Trust
- * Croydon Relief in Need Charity
- * Comic Relief
- * Make me Smile (South London & Maudsley NHS Foundation Trust)

Extracts from the Annual Accounts

Consolidated Statement of Financial Activities

| | Unrestricted Funds 2019 £ | Restricted Funds 2019 £ | Total Funds 2019 £ | Total Funds 2018 £ |
|---------------------------------------|---------------------------|-------------------------|--------------------|--------------------|
| INCOMING AND ENDOWMENTS FROM: | | | | |
| Donations and Legacies | 42,464 | 10 | 42,474 | 62,156 |
| Charitable Activities | 1,165,319 | 85,446 | 1,250,765 | 1,296,278 |
| Other Trading Activities | 116,541 | 333 | 116,874 | 128,249 |
| Investment Income | 40,901 | - | 40,901 | 35,446 |
| TOTAL INCOME | 1,365,225 | 85,789 | 1,451,014 | 1,522,129 |
| EXPENDITURE ON | | | | |
| Raising Funds | 62,863 | 3 | 62,866 | 68,443 |
| Charitable Activities | 1,283,874 | 96,296 | 1,380,170 | 1,453,205 |
| TOTAL EXPENDITURE | 1,346,737 | 96,299 | 1,443,036 | 1,521,648 |
| NET INCOME | 18,488 | (10,510) | 7,978 | 481 |
| Transfer between funds | (198) | 198 | - | - |
| GAINS/(LOSSES) on investments: | | | | |
| Realised | - | - | - | - |
| Unrealised | (7,390) | - | (7,390) | 6,822 |
| Net movement in funds | 10,900 | (10,312) | 588 | 7,303 |
| TOTAL FUNDS BROUGHT FORWARD | 2,290,199 | 250,480 | 2,540,679 | 2,533,376 |
| TOTAL FUNDS CARRIED FORWARD | 2,301,099 | 240,168 | 2,541,267 | 2,540,679 |

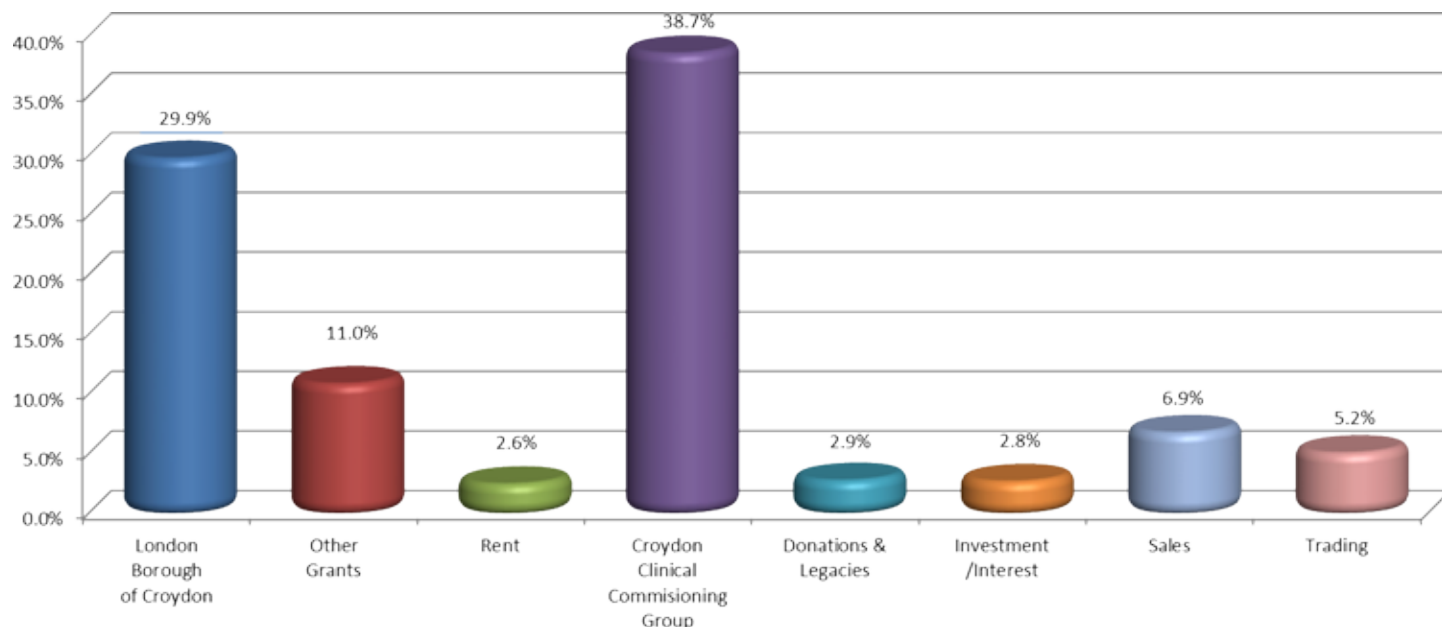
Balance Sheet as at 31 March 2019

| | Group | | Charity | |
|--|------------------|------------------|------------------|------------------|
| | 2019 | 2018 | 2019 | 2018 |
| FIXED ASSETS | | | | |
| Tangible assets | 750,784 | 771,508 | 750,784 | 770,774 |
| Investments | 418,227 | 425,617 | 418,327 | 425,717 |
| Investments Property | 515,000 | 515,000 | 515,000 | 515,000 |
| Property Refurbishment costs | 345,871 | 302,709 | 345,871 | 302,709 |
| Total Fixed Assets | 2,029,882 | 2,014,834 | 2,029,982 | 2,014,200 |
| CURRENT ASSETS | | | | |
| Stock | 2,980 | 2,983 | 2,980 | 2,983 |
| Debtors | 149,749 | 146,102 | 224,817 | 178,560 |
| Cash at bank and in hand | 494,397 | 474,713 | 416,396 | 437,178 |
| Total: | 647,126 | 623,798 | 644,193 | 618,721 |
| CREDITORS - amounts falling due within one year | (135,741) | (97,953) | (132,740) | (96,155) |
| Net current assets | 511,385 | 525,845 | 511,453 | 522,566 |
| Total net assets | 2,541,267 | 2,540,679 | 2,541,435 | 2,536,766 |
| Funds | | | | |
| Unrestricted funds: | | | | |
| General fund | 1,932,832 | 1,871,380 | 1,933,000 | 1,867,467 |
| Property refurbishment fund | 54,129 | 97,291 | 54,129 | 97,291 |
| Fair value reserve | 314,138 | 321,528 | 314,138 | 321,528 |
| Restricted funds | 240,168 | 250,480 | 240,168 | 250,480 |
| Total: | 2,541,267 | 2,540,679 | 2,541,435 | 2,536,766 |

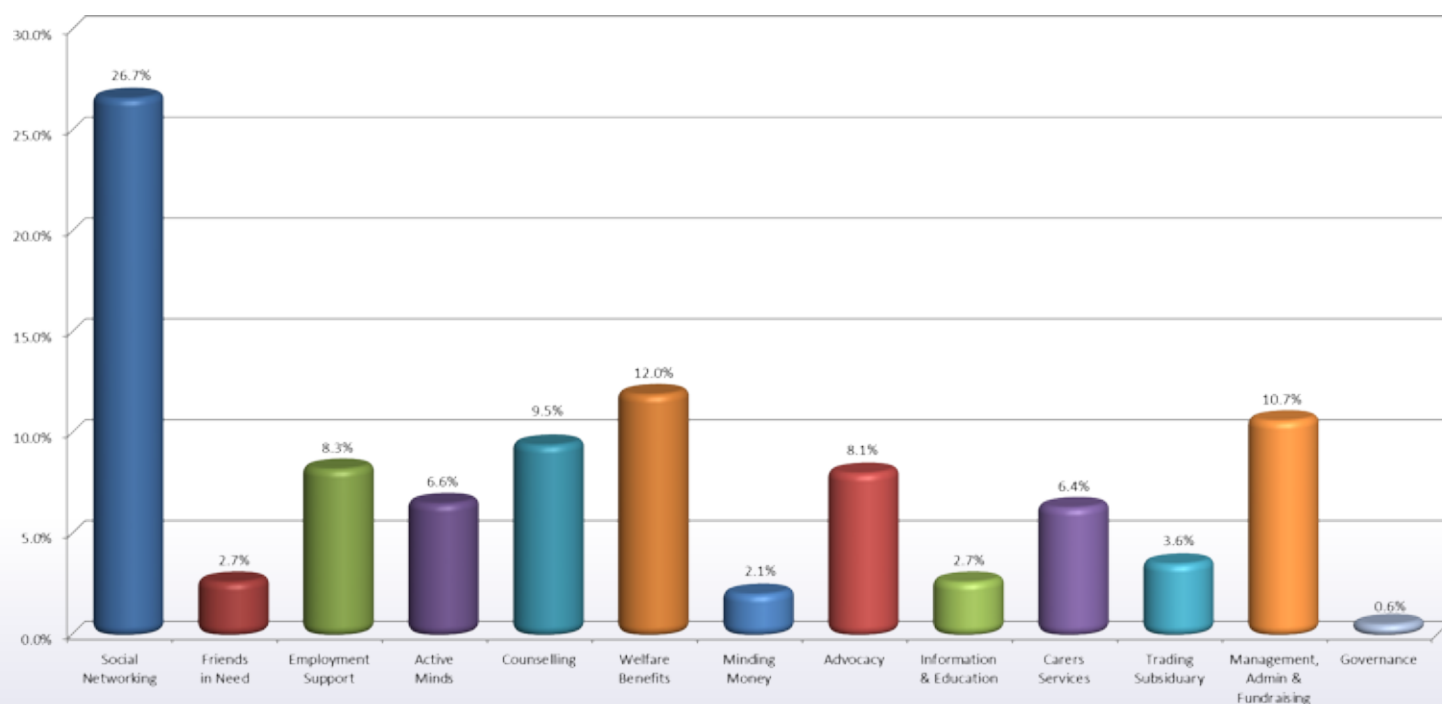
Full copies of the audited accounts are available from Mind in Croydon.
All statutory accounts have been lodged with Companies House and the Charities Commission

Income and Expenditure

Sources of Income



Expenditure by Activity



Reserves, Risks and Investments

Reserves

Mind in Croydon's Reserves Policy is written in the light of the Charity Commissioners' guidance "Charity Reserves: Building Resilience" (CC19, January 2016). Following this Mind in Croydon has decided to aim to keep reserves equivalent to six months expenditure (a sum of £721,518).

As at 31st March 2019 Mind in Croydon's fixed assets funds were:

| | |
|--|----------|
| Fixed assets held for charity use | £750,784 |
| Investment fixed assets held for income to support charitable activities | £515,000 |

Currently, (as at 31st March 2019) it has reserves of £667,048 (unrestricted funds £1,932,832 minus tangible assets £750,784 minus investment property £515,000).

The level of reserves, therefore, is equivalent to less than six month's expenditure. Mind in Croydon has decided that when the opportunity arises it will add to its reserves until such time as the target figure is achieved.

Risk

Mind in Croydon's Risk Management Policy is written in the light of the Charity Commissioners' guidance "Charities and Risk Management" (CC26 June 2010). Following this Mind in Croydon has formed a Risk Management and Safety Sub-Committee which is accountable to the main Board of Directors. This sub-Committee met 4 times this year. Mind in Croydon's Strategic Plan contains a detailed examination of potential weaknesses and threats to the organisation and sets out a plan for addressing these. Mind in Croydon has conducted a thorough review of the major risks to which the charity is exposed and systems have been established to mitigate these risks. These procedures are reviewed periodically to ensure that they still meet the needs of the charity.

Full copies of all these policies are available from Mind in Croydon, 26 Pampisford Road, Purley, Surrey CR8 2NE or can be downloaded from www.mindincroydon.org.uk.

Investments

Mind in Croydon's Investment Policy is written in the light of the Charity Commissioners' guidance "Charities and Investment Matters: A Guide for Trustees" (CC14, August 2016).

Social, environmental and ethical concerns taken account of in investment policy

It is a condition of our affiliation to National Mind that Mind in Croydon cannot accept money from or hold shares in companies manufacturing pharmaceuticals, lest this should compromise our position on the uses of medication.

Following this Mind in Croydon has decided they will consider only low risk investments in accordance with Mind in Croydon's objectives. Such investments would include Government gilts and other low risk investments that would achieve a reasonable return.

As at 31st March 2019, Mind in Croydon's investments consisted of £418,227 CAF Retail Charity Bonds at 5% maturing 2026.

The income from investments together with income from bank deposits for the year ending 31st March 2019 was:

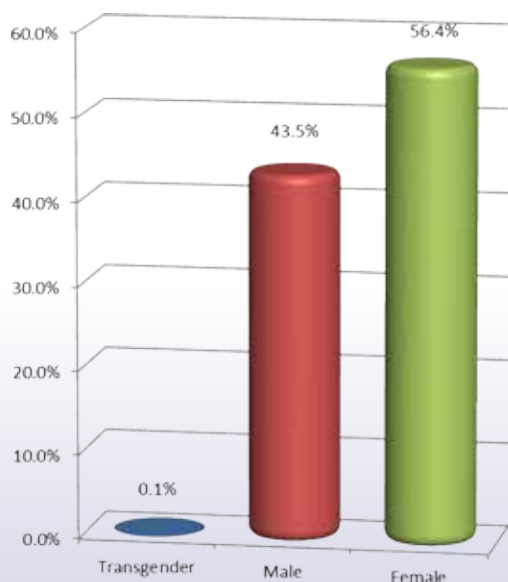
| | |
|--|---------|
| Investment Income | £18,950 |
| Rental Income from Investment Properties | £21,450 |
| Bank Interest | £501 |
| <hr/> | |
| TOTAL | £40,901 |

Service User Statistics

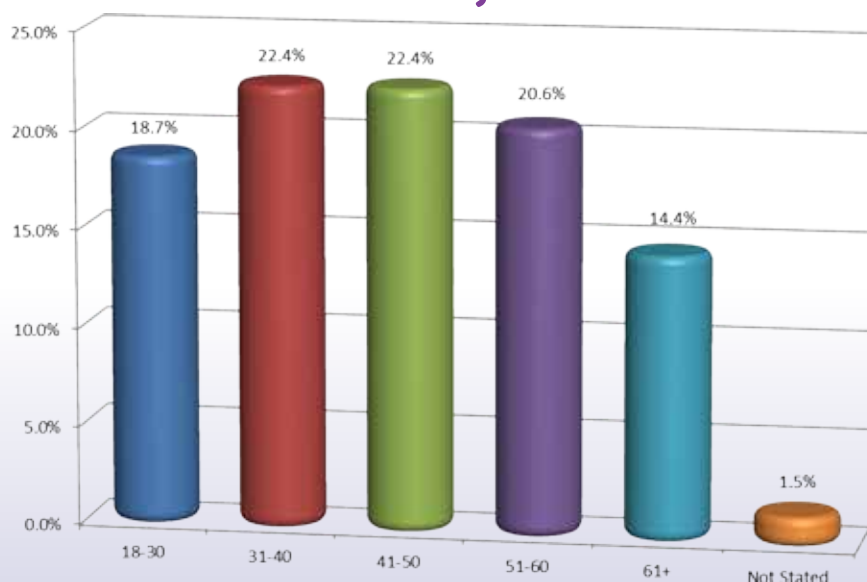
This table shows the ethnicity of people referred to Mind in Croydon this year, both in number and percentage of total referrals. This figure is compared with the ethnicity of the general population of Croydon as given in Census data.

| Ethnicity | Mind | Mind % | Croydon | Croydon % |
|--------------------------------|------|--------|---------|-----------|
| White British | 550 | 40.01 | 171740 | 47.86 |
| White Irish | 13 | 0.93 | 5369 | 1.48 |
| White Gypsy or Irish Traveller | 0 | 0.00 | 234 | 0.06 |
| White Other | 61 | 4.36 | 22852 | 6.68 |
| Mixed White & Black Caribbean | 49 | 3.50 | 9650 | 2.66 |
| Mixed White & Black African | 23 | 1.64 | 3279 | 0.90 |
| Mixed White & Asian | 22 | 1.57 | 5140 | 1.41 |
| Mixed Other | 24 | 1.71 | 5826 | 1.60 |
| Indian | 42 | 3.00 | 24660 | 6.79 |
| Pakistani | 33 | 2.36 | 10865 | 2.99 |
| Bangladeshi | 14 | 1.00 | 2570 | 0.71 |
| Chinese | 7 | 0.50 | 3925 | 1.08 |
| Sri Lankan | 2 | 0.14 | | not given |
| Asian Other | 55 | 3.93 | 17607 | 4.85 |
| Black African | 71 | 5.07 | 28981 | 7.98 |
| Black Caribbean | 99 | 7.07 | 31320 | 8.62 |
| Black British | 143 | 10.21 | | not given |
| Black Other | 25 | 1.79 | 12955 | 3.57 |
| Other Group Arab | 0 | 0.00 | 1701 | 0.47 |
| Any Other Group | 38 | 2.71 | 4704 | 1.29 |
| Not Stated | 119 | 8.50 | | not given |

Gender



Age



Reference and Administration Details

The name of the charity is Mind in Croydon Limited. It is more commonly known as Mind in Croydon. It is affiliated to National Mind.

Registered Charity

Registered charity number 1073880

Company Limited by Guarantee

Company number 3697578. Incorporated in England and Wales 19th January 1999.

Registered Office

26 Pampisford Road, Purley, Surrey CR8 2NE

Management Committee

Trustees (Directors) are elected annually at the company's Annual General Meeting.

| | |
|---------------------------------|-----------|
| John Pestell (Chair) | FGP, G, S |
| David Martin-Clark (Vice Chair) | FGP, G, S |
| Tony Horton (Treasurer) | FGP, R, S |
| Jo Leck | G, S |
| Luege Minchella | |
| Tariq Salim | FGP, S |
| Ben Ellis | |
| Susie Pinchin | |
| Shukri Mohamed | |
| Niamh Doyle | |
| Brett Garcia | |
| A G Thomson (resigned 17/7/18) | |

Key

FGP = Finance and General Purposes Committee

G = Governance sub-committee

R = Risk Management sub-committee

S = Salary sub-committee

Honorary Professional Adviser

Dr Deji Ayonrinde Medical Adviser

Chief Executive & Company Secretary

Richard Pacitti

Auditors

Hartley Fowler LLP, Chartered Accountants, 4th Floor Tuition House, 27-37 St George's Road, Wimbledon SW19 4EU

Bankers

National Westminster Bank

Solicitors

Streeter Marshall, 12 Purley Parade, High Street, Purley, Surrey CR8 2AB

Structure, Governance & Management

Mind in Croydon was originally registered as a charity on 9th August 1968. On 19th January 1999 it was incorporated as a company limited by guarantee (company number 3697578). On 3rd August 1999 the funds and assets of the original charity were transferred to the new charitable company.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed

under its Articles of Association. These were amended by a special resolution on 9th October 2001.

Recruitment and Appointment of New Trustees

New Trustees are recruited to Mind in Croydon via a variety of routes.

These include:

- * Through volunteering in Mind projects
- * As service user Trustees chosen by members
- * Through getting to know Mind as a working colleague with other voluntary or statutory organisations
- * As carers of people who have used Mind in Croydon services
- * Recommendations by other Trustees via agencies such as Reach

Efforts are made to ensure that the Board reflects the diversity of the local community, subject to the requirement that each post should be filled by the person best qualified to fulfil that role.

People who show an interest in becoming Trustees go through the following appointment process:

- * Trustee application pack supplied to interested people
- * Meeting with Chair, Vice-Chair and Chief Executive
- * Attendance to observe a Board Meeting and meet with other Trustees
- * References and DBS check taken up on recommended candidates
- * Recommended Trustees presented to the Board/AGM for approval

(if there are more suitable candidates than places, an election is held at the AGM)

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses claimed are set out in note 25 to the audited accounts.

Induction and Training of New Trustees

This is carried out as soon as possible after the new Trustee has been appointed. It includes:

1. An induction pack. This includes:
 - * Mind in Croydon Memorandum, Articles and Rules
 - * Set of major policies
 - * Charity Commission leaflet on Responsibilities

of Charity Trustees

- * Latest Annual Report and Accounts
- * Minutes of the most recent Board meeting
- * 50 Years History of Mind in Croydon
- * Leaflets on Mind projects
- * Strategic Review and Business Plan
- * Staff and committee structure tables

2. Visits to projects

3. A question and answer session with the Chief Executive

4. Short training courses as necessary, for example on Legal Responsibilities of Trustees or Mental Health Awareness

The Chairman, established Trustees, Chief Executive and senior managers all co-operate in the induction and make themselves available, but the new Trustee also has a responsibility to be proactive in arranging visits and reading the contents of the induction pack. Each new Trustee is assigned an established Trustee as a mentor. The mentor plays a major part in the induction process and is available for briefing and questions before Board meetings and other events.

Service User Trustees

Our affiliation to Mind requires us to ensure that there is active user involvement in the governance, management and daily operations of Mind in Croydon. Our own User Involvement Policy states that it is our intention 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. In promoting service users as Trustees we are guided by Charity Commission guidance "Users on Board: Beneficiaries who become Trustees" (CC24 March 2012). This highlights the importance of ensuring that user Trustees balance properly their role as Trustees against any possible conflict of interests as beneficiaries.

Organisational Structure

Mind in Croydon is governed by a Board of Trustees who are also the Directors of Mind in Croydon Limited. The Board sets the strategic direction of Mind in Croydon and also appoints a Chief Executive (who is also the Company Secretary) to manage the day-to-day operations of the charity.

The Board works through the Chief Executive and the Chief Executive's management team to see that all the necessary rules, control procedures and personnel are in place to ensure they can successfully implement the strategic plan agreed each year.

The Board operates through a number of committees and ensures that policies are in place to cover all statutory, commercial and management needs of Mind in Croydon. The Board meets six times a year (every other month). The Finance and General Purposes Committee meets six times a year (in the month between each Board meeting), which means that the management of the charity is reported monthly to those responsible for its governance. A "link trustee" system operates whereby trustees "buddy" a particular project or aspect of the charity's work in order to maintain a grass roots understanding of the organisation. All policies are fully reviewed by the Board at regular intervals as defined when the policy is introduced.

Currently there are approximately 30 such policies in place, examples are our:

- * Complaints Procedure
- * Equality & Diversity Policy
- * Risk Management Policy
- * Grievance Procedure for Employees
- * Policy on the Training and Development of Staff

Up to date copies of these policies are available on the Mind in Croydon website. A Governance Manual exists to cover the workings of the Board. This incorporates:

- * Responsibilities of the Board
- * Job Description of a Trustee
- * Self Appraisal for Trustees
- * Recruitment, Selection and Support of new Trustees

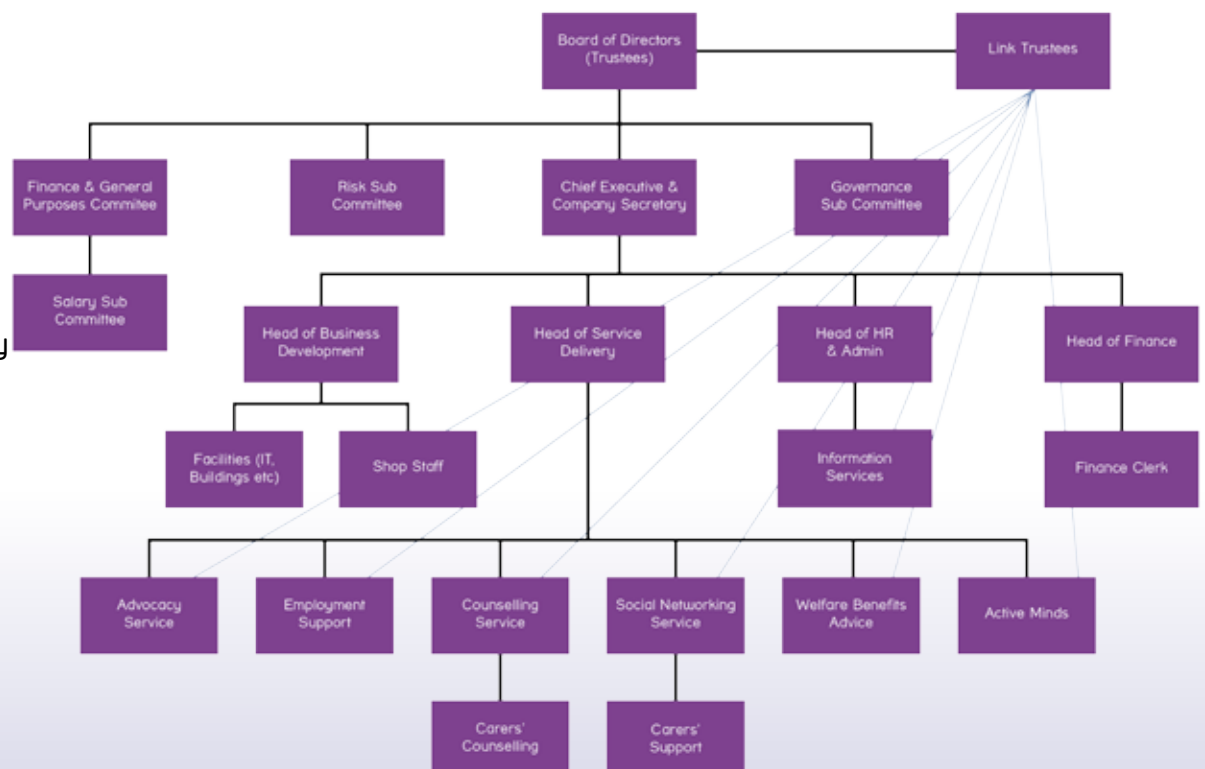
This is also available on the website.

Wider Network

Mind in Croydon is affiliated to National Mind. This relationship is governed by a membership agreement which sets out the conditions for granting and extending affiliations to local Mind Associations and a Trademark Licence which governs the use of the Present Marks and Trademarks.

Related Parties

Mind in Croydon Limited wholly owns Mind in Croydon (Trading) Limited (Company number 3026503).



Staff and Volunteer Directory

Head Office (Pampisford Road)

Tel: 020 8668 2210

Email: admin@mindincroydon.org.uk

| | |
|-----------------|------------------------------|
| Richard Pacitti | Chief Executive |
| Emma Turner | Head of Service Delivery |
| Salwa Bowyer | Head of Business Development |
| Cara Scott | Head of Human Resources |
| Mike Owen | Head of Finance |

Reception / Admin

| | |
|--------------------|-----------------------------------|
| Jenny Athanasiadis | Counselling Administrator |
| Cat Ayres | Information Officer/Administrator |

Volunteers

Cheryl Dipper

Advocacy

Tel: 020 8763 6730

Email: advocacy@mindincroydon.org.uk

| | |
|------------------|--------------------------|
| Michael Edwards | Advocacy Service Manager |
| * Nichola Harris | Advocate |
| Angie Phillips | Advocate |

Counselling Service

Tel: 020 8763 2064

Email: counselling@mindincroydon.org.uk

| | |
|--------------------|-----------------------------|
| Louise Kyffin | Counselling Service Manager |
| Jenny Athanasiadis | Service Administrator |
| Keeley Alvarado | Service Administrator |
| Ritu Awal | Counsellor |
| Zubaida Lohiya | Counsellor |
| Nicola Ockwell | Carers Counsellor |

Volunteer Counsellors

| | |
|---------------------|-------------------|
| Hilary Alford | Brian Hyland |
| Shirley Anthony | Natasha Hyland |
| Katie Aylard | Parnush Jannatti |
| Paulette Barker | Caroline Lee |
| Emma Baxter | Yasmin Miller |
| Lizzie Beacon | * Nicola Ockwell |
| Laurence Capon | Chandrika Patel |
| Paul Carter | * Sangita Rajput |
| Ann Coe | * Marijke Roberts |
| * Shelley Cottrell | Ewa Romanowska |
| Cedric Coudert | * Jade Rose |
| * Carole Davidson | Christopher Rose |
| Ebi Eldridge | Wendy Sefton |
| Sarah Halley-Murray | Natalie Sendorek |
| Emma Heyworth-Dunn | * Laura Sutton |
| Brendan Hodgman | Peter Thomas |

Welfare Benefits (Orchard House)

Tel: 020 8763 2037

Email: wba@mindincroydon.org.uk

| | |
|---------------|--------------------------|
| Tom Goddard | Welfare Benefits Manager |
| * Mary Gaskin | Welfare Benefits Manager |
| Adrian Clark | Welfare Benefits Advisor |
| Michel Thizy | Welfare Benefits Advisor |

Volunteers

| | |
|---------------------|--------------------------------|
| * Aya Burke | Volunteer Admin |
| David Martin-Clarke | Volunteer Form Filling Project |
| Desmond McKnight | Volunteer Form Filling Project |
| Amanda Saunders | Volunteer Form Filling Project |
| Chris Stansell | Volunteer Form Filling Project |
| Katie Weller | Volunteer Form Filling Project |
| * Peter Beckett | Volunteer Form Filling Project |

Employment Support Service

Tel: 020 8253 8203

Email: ess@mindincroydon.org.uk

| | |
|-------------------|---|
| Peter Phillips | Employment and Social Inclusion Manager |
| Susan Coleman | Employment Support Worker |
| Caprisha Hansford | Employment Support Worker |

Volunteers

| | |
|----------------|----------------------------|
| * Janet Wright | Social Inclusion Volunteer |
| * Aya Burke | Social Inclusion Volunteer |
| * Ina Servais | Social Inclusion Volunteer |

Digital Champions

| |
|----------------|
| * Ian Chandler |
| * Thomas Rowe |

Active Minds

Tel: 020 8253 8205

Email: activeminds@mindincroydon.org.uk

| | |
|------------------|--------------------------|
| Dora Crook | Active Minds Manager |
| Matthew O'Gorman | Active Minds Coordinator |

Volunteers

| | |
|---------------------|------------------------------|
| Christopher Gray | Allotment Co-ordinator |
| James Cregan | Football Volunteer |
| Tim Matthias | Football Volunteer |
| Brett Kitchener | Golf Volunteer |
| Jenny Armstrong | Relaxation Volunteer |
| Gweneth Evans-Patel | Relaxation/Walking Volunteer |
| Eleanor Karlslake | Women's Swimming Volunteer |
| Su Kamat | Yoga Teacher Volunteer |
| * Josh Raymond | |
| * Maia Okoloba | One-to-One Buddy |
| Ashley Thompson | Admin/One-to-One Buddy |

Orchard House Reception Volunteers

Pearline Benjamin
Emma Driscoll
Evelyn Fisher
Merle McNair
Tahmina Nabi
Jimmy O’Gorman
* Ina Servais
* Melije Ugochukwu
Katie Weller

Social Networking Service (Fairfield House)

Tel: 020 8688 1210

Email: fairfield@mindincroydon.org.uk

| | |
|-------------------|-----------------------------|
| Jacqui Dyce | Project Manager |
| Arlene Foster | Deputy Manager |
| David Beall | Social Inclusion Caseworker |
| Lucy Garrod | Social Inclusion Caseworker |
| James Mann | Social Inclusion Caseworker |
| Ollie Murray | Social Inclusion Caseworker |
| Veniece Sardison | Social Inclusion Caseworker |
| Valerie Williams | Social Inclusion Caseworker |
| Angela Christinis | Carer Support Worker |
| Sarah Strong | Friends in Need |

Volunteers

Elvette Bryan
Nilakshee Hazarika
Elizabeth Jones
Peter Lawrence
Debra Luffman
Luege Minchella
David McCullen
Barry Thorne
* Ollie

MindMatch

Ellen Younge
Joan Satchell

MindMatch
Self Employed Individual

Addiscombe Shop

Tel: 020 8662 9383

| | |
|-------------|-------------------|
| Anne Parish | Shop Manager |
| Arturs Lusi | Assistant Manager |

Shop Floor Volunteers

Banke Adeyani
Ann Bancroft
Joanna Bentley
David Bristow
Donald Bryce
Adrian Butcher
Pam Cumming
Lorraine Dalton
James Drew
Kevin Ecott
* Dominic Evans
Jeff Fleischer
Christopher Glen
Percy Hammond
Karen Johnson
* Kat Johnson
* Nicky Lloyd
Christophe Luri
Arthur Mboowa
Lucinda Offer
* Ria Patel
Geoff Pettitt
Patrick Price
Marie Purcell
Jo Reeder
* Audrey Reekie
Trish Reid
* David Sachikunda
* Vicky Silk
Lilian Thomas
* Brenda Timbo
Katherine Vincent
Christopher Wood
Philip Wood

* Left during the year

Objectives and Activities

The objects of the charitable company 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:

- * 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.

We review our aims, objectives and activities each year. This report looks at what we have achieved and the outcomes of our work over the past 12 months. The report looks at the achievements of each key activity of the charity and the benefits they have brought to those groups of people we were set up to help.

