



Annual Report 2019-2020

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.

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Welcome and Chair's Summary

This has been a landmark year of change and development for Mind in Croydon, and I am pleased to present to you the achievements of our service users and our staff in this report.

Richard Pacitti, our long standing, very well known and respected Chief Executive Officer, retired at the end of March 2020 after 20 years in senior leadership, taking Mind in Croydon from a small, unincorporated charity to the £1.5m turnover charitable company limited by guarantee that it is today – never taking his eye off our deeply embedded local focus and our ability to develop and deliver essential and transformational support and services for people facing mental health and wellbeing challenges in Croydon.

The Board of Trustees wishes to thank Richard for his commitment, clear sense of purpose and capacity to inspire us all throughout the whole of his 30 year career with Mind in Croydon, and for the strong legacy that he has built for us – this is evident in our strong financial performance, the quality of our staff and the real and lasting difference that we are able to make in people's lives.

Our thanks are extended, too, to John Pestell and Tariq Salim, two of our trustees who have stepped down from the Board, for their long and valued service – particularly John, who had served as trustee, Treasurer and Chair over a 20 year association with Mind in Croydon.

The Board was delighted to appoint Philippa Thompson as our new CEO, with effect from 1st April 2020. Philippa is an experienced voluntary sector leader who has worked in national, regional and local advocacy and disabled peoples' charities, mental health, homelessness and the supported housing sector for the last 16 years, with 10 years as an effective and inspirational CEO. She will bring fresh perspectives to build on our strengths, refresh our strategy and ensure that we keep on delivering our vital work in Croydon and the surrounding areas in the years to come.

Covid-19

Towards the end of the financial year, Covid-19 changed everything for charities working with vulnerable people and people at risk, like us.

Support for people to manage their mental health and wellbeing has never been more important.

Putting the safety of our service users and staff first, Mind in Croydon closed face to face services and our retail outlet to clients and customers in March, in line with Government advice and information to help to prevent the spread of the coronavirus. We communicated closures and adjusted ways of working through team meetings, all staff emails and a new staff newsletter; and to clients and the public through personal contact via telephone, on our website and through our social media accounts, including Facebook, Twitter and Instagram.

We also took steps to assess and review our financial position in relation to the coronavirus lockdown and acted swiftly to minimise and mitigate potential financial loss to the organisation, including furloughing staff and applying for a range of grant funding to reduce the impact of lost revenue streams and to help to manage increased costs associated with providing some services remotely.

The future financial and operational impacts of Covid-19 remain to be seen but I am grateful for the dedication and fortitude of the whole team and our many volunteers at Mind in Croydon for the wonderful job that they are doing and will continue to do as we look ahead towards an unexpected and uncertain future.

David Martin-Clark
Acting Chair



Chief Executive's Introduction

I am excited and delighted to have joined Mind in Croydon at a crucial time. In my first few months, the enormous levels of respect and esteem for our work in Croydon and beyond from service users, staff, partners, funders and friends has been clear. Mind in Croydon is a local leader at the forefront of developing and delivering excellent, responsive and person-centred mental health support in the London Borough of Croydon.

This report is a tribute to Richard Pacitti's exceptional leadership over many years coupled with the hard work and commitment of our excellent staff and volunteers - together they have created a strong and effective organisation at a time of unprecedented change and challenges for us all.

I intend to make it my mission to ensure that Mind in Croydon goes from strength to strength and can provide more support with their mental health to more people, even as the impact of Covid-19 becomes ever more apparent.

Key achievements in 2019-20 have included:

- Launching a project to support people with mental health issues to claim and manage Universal Credit, in partnership with National Mind, to which we are affiliated
- Working in partnership with other Local Mind organisations and South West London Clinical Commissioning Group to design and deliver a Suicide Prevention project supporting men over 40
- Testing out a drop-in service for people over 55 at The Hub.

In lockdown, we have been resilient and dedicated to the needs and aspirations of well over 5000 clients and service users. We continue to provide as many services as possible, using telephone and video platforms to deliver counselling, advocacy, welfare benefits, information and advice, activities such as yoga and mindfulness, and online social groups to as many people as request and require

ongoing support.

We have repurposed some resources to support clients who are not able to access services remotely.

We have worked with partners, including local foodbanks, to provide weekly food parcels to people who are not able to leave their homes. Thanks to the dedicated support of London Fire Service firefighters from the New Addington fire station, we provided hot food deliveries to the door every week for 8 weeks for around 30 people who were identified as most at risk of isolation as a result of coronavirus.

Thank you too to the wonderful people of Croydon and the local businesses and organisations which have helped to raise over £55,000 in charitable funding for us this year. We were delighted and honoured to be selected as one of Mayor of Croydon's charities for a second year running.

As this report is published, and social distancing restrictions gradually ease, we are working hard to safely and carefully return to providing face to face services and to ensure that people are supported as effectively as possible.

I hope that you enjoy reading this report and I will look forward to meeting you and hearing your views and ideas about Mind in Croydon as the year progresses.

Philippa Thompson
Chief Executive



2019-2020: A Year in Numbers

We provided support with
their mental health to

5,563
people



We raised over

£55,000

through individual giving -
thank you to everyone who
supported us through the year!

110 carers
were supported



We raised

**£1.1
million**



in previously unclaimed benefits for
Croydon Residents

1,089 people
had contact with
a professional
independent
advocate



received
counselling
sessions

Our income grew
by 13.5% to

£1,647,585



103 people volunteered for us

and
provided



of their
time

1,685

calls to
the Infoline



Active Minds

Active Minds is our health and wellbeing service, supporting people to be healthy and active through a range of sports and healthy lifestyle activities and opportunities.

JustBE provides specialist behavioural change advice and support for people who struggle with their mental health; and our Live Well project, funded by the London Borough of Croydon Community Fund, supports people with weight management and to stop or cut down on smoking.

In 2019-2020, Active Minds worked with 364 people referred by their GPs, secondary health services and other voluntary organisations, up nearly 10% on last year. 88 people were signposted to our smoking cessation and reduction classes.

Eight different activities were run throughout the year delivering group support to hundreds of local people, who enjoyed lots of healthy indoor and outdoor exercise, making new friends and accessing peer support to motivate and encourage them.

- * Cycling in partnership with CycleInstructor.com returned for its eighth year as part of our Active Minds offer.
- * Relaxation, Yoga and Table Tennis held at our centre at Orchard House were more popular than ever, as were the Badminton coaching sessions run by South Croydon Sports Club.
- * A new Tennis coaching group started in October set up by South Croydon Sports Club.
- * There were opportunities to be green and grow nutritious fruit and veg with our Allotment group.
- * Walking Groups and men's swimming groups were well attended too.

"I was totally struck at how awesome the sessions were and became completely converted to the enormous impact that (they) can have for the clients we care for. The group had the perfect balance of discipline with care and compassion, was 'mainstream' and non-stigmatising and the gents I supported there loved it - some of whom engage in little else and certainly not for as long." SLaM
Occupational therapist

Our Buddy Service helped people to learn more about our activities, connecting with people,

supporting them to start taking part, and helping to maintain their motivation to continue - often the most difficult first step to getting well and staying healthy.

We recruited 8 new Buddy Volunteers this year, making a total of 16 volunteers who made it possible for us to support six people one to one, as well as in groups.

One to one support ranged from one off meetings with Buddies to access the local swimming pool, and navigate signing up to the concession scheme there, to completing the Couch to 5 km running programme.

"As a valued member of the Active Minds team I feel that I have grown in confidence, acquired and re-activated skills and more importantly felt a sense of purpose in helping the organisation support people with mental health problems. My own experience as a service user made me want to contribute to the cause and I have nothing but praise for the work that is being done." Buddy Volunteer

After 8 years, our football group came to an end this year. The group started with just a few people meeting in the local park for a kickabout – and progressed to playing in Mental Health tournaments, bringing home many trophies along the way! Thank you to all the group members and to the Crystal Palace FC Palace for Life coaches and volunteers who made the sessions a safe and supportive place for group members to take the next steps on their recovery journey.

On average 61% of service users felt their mental health had improved as a result of accessing the service and 65.1% felt their levels of physical activity had improved as a result of being part of Active Minds.

Next year we plan to start a new over 55 fitness group and a general fitness cardio session for all to take part in – we hope you can make it!

Dora Crook,
Active Minds Service Manager

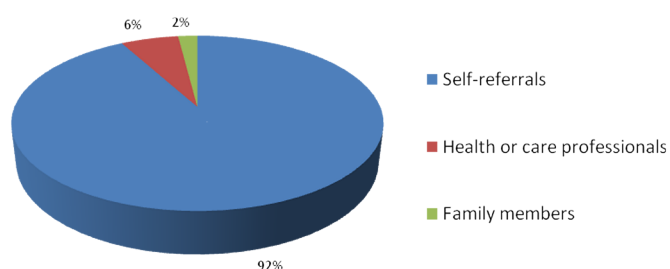
Advocacy Service



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.

Mind in Croydon is part of the 'Advocacy for All' local partnership in the London Borough of Croydon and in 2019-20 has continued to deliver high quality, issues-based independent mental health advocacy to Croydon residents.

This year we provided advocacy support for 249 people who have a statutory right to an advocate, 24.5% over our delivery target and up 11% on last year.



In line with the Advocacy Charter and the principles of empowerment and accessibility, we aim to encourage self-referrals wherever possible so we know we are speaking directly to the person involved. They can best describe their issues in their own words and tell us how they wish us to proceed.

In addition, we provided brief contact sessions to a further 248 people on the wards or through our community drop-in sessions to explore their options and understand ways to address specific concerns with their care.

We handled 555 telephone enquiries about our services this year and every conversation was an opportunity to explore the caller's mental health issues and needs and to refer or signpost them to the right kind of support for them at that time.

"Many thanks to the advocacy service @Mind in Croydon for helping me overcome fears in intimidating ward round. Your help was systematic, pragmatic & calmed me down."
IMHA service user

"It is an excellent service. It should be expanded to ensure that it is accessible to more people." Community Mental Health Advocacy service user

As the need for the Advocacy Service continues to grow, we appointed a trainee Independent Mental Health Advocate to join the team. We are thankful, also, for the input of 2 service user volunteers who sit on our steering group, a forum where people can review service delivery from the perspective of their lived experience and hold the team to account on our policies and procedures as part of service performance monitoring. Volunteers need to be Croydon residents and have previous experience of using Mind in Croydon's advocacy service.

We are very proud to hold the Advocacy 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 offering independent advocacy.

The next financial year will see our existing Quality Performance Mark (QPM) accreditation expire and we will start the process of renewing it in the summer of 2020, so Croydon residents can be assured of the highest quality of independent mental health advocacy.

We will continue to work with the South London and Maudsley NHS Foundation Trust and in partnership with other advocacy organisations across our locality, and to promote our community drop in sessions through social media, posters and leaflets.

Michael Edwards
Advocacy Service Manager

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

Carers' Support

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

Carers can be overwhelmed and unsure of the services available for their cared for person and for themselves. They often find themselves alone trying to manage distressing, difficult and potentially harmful situations.

We can help people to understand their rights under the Care Act, help them to find time for themselves, and to manage the anxiety and stress they often experience as a result of their caring role.

Our service offers:

- * Information about services available to both the Carer and their cared for person across the Borough
- * Support to enable people to access services
- * A Carers' Advocacy service – supporting them at meetings with mental health and medical services, through hospital admissions and discharges, crisis care, and with housing issues
- * One to one emotional support
- * A Carers' support group which gives carers the opportunity to meet with others in similar circumstances
- * Opportunities to take part in research and service planning.

In 2019-20, we received 110 new referrals. Given the nature of mental health and illness, many Carers find that issues come and go and often dip in and out of the service as and when they need support; we have many more Carers in regular contact with the service at any one time.

We regularly attend community events and information days, and we are also a member of the South London and Maudsley NHS Foundation Trust Family and Carers group, which meets quarterly to share best practice in supporting Carers of people with mental health issues.

As a part of Mind in Croydon's range of services, we are also able to signpost Carers to the many opportunities that Mind offers for the person they care for.

On Carers Rights Day in 2019, we organised an information day with the theme of "Helping You Find Your Way" with speakers from St Christopher's Hospice, Alzheimer's Society and our own Mind in Croydon Advocacy and Counselling services.

Our service is based at Fairfield House in central Croydon, alongside our Social Network Service, which means we can actively encourage Carers to join in with or benefit from our winter and summer programmes of activities and outings, bringing friendship, peer support, relaxation and respite.

This year we invited 10 Carers to an afternoon tea river trip in Windsor. It was a wonderful day and the Carers really enjoyed it.



Windsor boat trip for Carers Week 2019

"I felt thoroughly spoilt, beautiful afternoon tea and wonderful scenery. I felt a million

miles away from my every day worries and concerns." Carer

Team members have also undertaken training in becoming Dementia Friends, which means we can now offer specialist information and better support in group sessions, centred on the experiences of people caring for someone with Dementia.

"Meeting with the Carers support service was extremely useful. I was able to talk comfortably and was listened to, I was also given information on other services that could help." Carer

Angela Christinis
Carers' Support Service Manager

Counselling Service

We provide one to one counselling for people struggling with their mental health with qualified counsellors available during the day and some evenings. The counselling service at Mind in Croydon is accredited by the British Association for Counselling and Psychotherapy (BACP). This ensures that our counselling service abides by stringent ethical and procedural boundaries as set out by its governing body.

The counselling team has been extremely busy throughout 2019. With 36 counsellors delivering over 3450 hours of counselling during the course of the year, we are one of the largest services in the South London area.

Our general counselling service, which is a self-referral service for adults over 18 years of age, supported 492 clients during the year, most of whom were referred or signposted from their GPs or from Talking Therapies (IAPT) Croydon. The kinds of issues that people seek counselling and support with have included depression, anxiety, bereavement and loss. Over 50% of our clients felt their mental health had improved since completing counselling with Mind in Croydon.

We are trailblazers in our field and work effectively in partnership with a range of voluntary and statutory sector partners and commissioners to focus resources and expertise in counselling support where it is most needed.

In 2019, we worked with other local Mind partners to design and test specialist suicide prevention and intervention methods with men over 40 across six London Boroughs, with Mind in Croydon leading on the research and development of protocols, partnerships, and training of Suicide Prevention Champions with organisations like National Car Parking (NCP) and Network Rail in Sutton and Merton as well as Croydon.

Building on the successful launch of our innovative



Hoarding Project in 2018, we ran two successful Hoarding programmes this year, with the first programme having 12 participants and the second 9. A follow up group was held in November 2019 to review and evaluate people's journeys towards change. Attendees reported continued progress with their de-cluttering plans and actions, and were able to access other Mind in Croydon services, such

as the Hub Social Networking Service, for further social and psychological support.

People on both programmes told us about some of the significant quality of life changes they had made with the support of our volunteer De-Cluttering Buddies and which had helped them to live better, safer lives:

“Being able to see the carpet for the first time”

“Sitting at a table for the first time to have a family meal at Christmas”

“Inviting friends over for coffee”

“Opening of curtains on a regular basis”

We were delighted when the Hoarding programme was featured in an article in the BACP Therapy Today magazine in January 2020.

During 2019 the counselling team also delivered two Anger Groups, supporting 14 people. Everyone who attended was appreciative of the training content and reported positive behavioural change and outcomes.

One attendee told us “I now know what it’s all about; it’s taken me 40 odd years to get it but now I do”.

Following on from the Whole School Approach project in 2019, we enabled and supported the Brit School staff team to deliver clinical supervision for early intervention counselling for young people at school. We were pleased to fulfill the project’s objectives by identifying the need for training in schools and making support sustainable.

Mind in Croydon also delivered three Blue Light training sessions to Sussex Police, upskilling emergency services Blue Light Champions to support the mental health needs of First Responders and other colleagues.

We’ll be delivering more of these specialist training sessions in 2020 and will be adapting and developing our training materials to meet the requirements of Covid-19 restrictions.

Carers’ Counselling Service

The Carers’ Counselling Service is firmly embedded as an essential part of the support offer to Carers in Croydon, with many Carers signposted directly from The Carers Centre or through their GPs. The service offers Carers a free, safe, confidential space to talk about issues and emotional challenges in their caring roles, ultimately giving them some respite from the stresses of being a Carer. Monthly psycho-educational groups are well received by Carers with peer support offered by people attending the groups a key feature and a valued strength.

We would like to thank all our colleagues at Mind in Croydon and other agencies for their continued assistance, appreciation and support for the services we deliver - without them we would not be able to operate so successfully and to make such a positive difference to people’s lives.

Louise Kyffin
Counselling Services Manager



bacp | Accredited
Service

Focus On ...

Our Employment Support Service is unique and dedicated to supporting people with mental health issues which have prevented them from sustaining employment in the past. It is a person-centred service which empowers and enables people along their mental health recovery journey.

Meaningful work is an important part of mental and emotional health and wellbeing; but there can be barriers to employment facing people who are struggling with their mental health. Our service is designed to support people with their individual needs and circumstances and to develop their CV writing and interview skills. It's motivational, aspirational and fun – and focused on recovery, providing people with access to expert 1-1 support, trainers, speakers and a peer group support that is unique in Croydon.

In 2019/20 the service received 32 new referrals, an increase of 10% from the previous year, with a total of 58 people supported during the year.

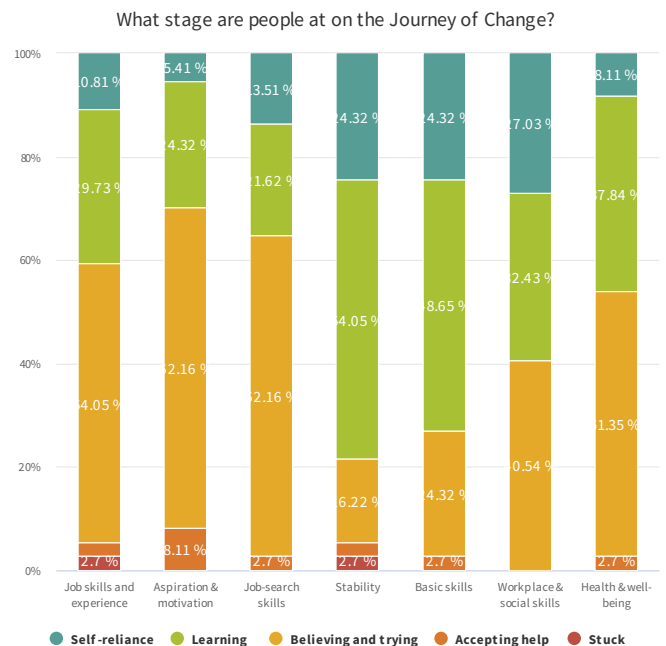
We supported 6 clients to enter full-time employment and 4 to find part-time employment. Types of employment include: administration, technical, catering, education and driving. 12 clients started volunteering, 2 completed a work experience placement, and 11 entered further education and training.

Vocational Hub

In addition to our excellent vocational workshops, clients have exclusive access to our Vocational Hub (IT suite) where they can achieve their objectives, such as updating their CV, job search, and accessing further education and training online. Our Vocational Hub provided nearly 400 hours/utilisation this year - this would not have been possible without the dedication and invaluable support of our Volunteer Digital Champion and Board member, Jonathan Fraser.

Work Star Snapshot report

This chart shows the difference that the service makes, with service users indicating where they are on their Journey of Change and reporting increases in confidence, motivation, aspiration, stability and work-based skills.



Vocational Workshops

CV writing & Linked-in

We delivered 10 workshops this year. In July and September 2019, Tori Robinson, Trainer, CEO of Epilepsy Sparks and keynote speaker, joined us for our very supportive and successful Social Media (Linked-in) and CV Writing workshops.

“It covered all relevant information about using Linked-in and how to apply it to job searching”

“It was relaxed yet professional”

“One to one help, clear instruction”

“Helped me with CV structure and content”

Basic Skills & Vocational Training

In October 2019 we held a Basic Skills & Vocational Training Workshop with expert trainers from Strive Training, CALAT and the London Learning Consortium (LLC), widening horizons and supporting aspirations through access to learning, training and development.

“It was a very helpful experience ... I have a lot more options for courses than I thought!”

Employment Support

Disclosure Workshop

In October we delivered a Disclosure workshop with guest speaker Claire Henderson, Clinical Senior Lecturer in Psychiatry at Kings College London, supporting people to understand their rights at work and to grow in confidence in disclosing information about their mental health to employers.

“Useful to know [about] the Equality Act 2010”

“Reading the booklets and the real life personal experience was very helpful”

Volunteering Workshop

In July 2019 and January 2020 we held two Volunteering Workshops with guest speakers Isobel Mdudu, Volunteer Coordinator, and Ubong Akpan, Health Champion Coordinator at the South London & Maudsley NHS Foundation Trust.

“This gave me a great insight to volunteering and how easy it is to apply”

Balance Ball Workshop

Our Balance Ball (Wellbeing) workshops facilitated by Ruth Moragas, Co-Director of Happy Heads, in August 2019 and March 2020 were fun and creative with participants encouraged to experiment with paints and other craft materials.

“Very interactive, the vision board was very enjoyable and something I can expand on at home”

“Happy that I can make time and check that I have good balance of mind and body”

“The language was very authentic to my personal experiences”

Confidence Building & Speaking Workshop

This year we introduced a new workshop, designed to assist people with their confidence around speaking in front of others. It also covered techniques for managing anxiety and body language (eye contact). Each workshop was made up of 4 sessions that were facilitated by Caprisha Hansford, Employment Support

Worker, in August and October 2019.

“It was useful to get practice at presenting and get feedback and tips on how to improve”

“Techniques to overcome nerves, breathing exercises, body language ...”

The Employment Support Service is part of the Croydon Disability Confident Action Groups initiative to encourage employers to recruit disabled people as part of their workforce. We are an active member of the London Croydon Chamber of Commerce and Industry to maintain and extend our existing relationships with local employers and generate new ones.

Peter Phillips

Employment Support Service Manager

Case study

Work experience is a stepping stone to success

Bethany (not her real name) loves animals and wants to develop a career and work-life balance for herself which is rooted in happiness and self-esteem. She had been unable to work for several years owing to her anxiety and is working with her Employment Support adviser on her skills, experience and confidence.

We had developed a great relationship with a local dog groomer through a previous placement and knew that this would be a great place for Bethany.

Bethany said “Dawn and her staff were very friendly and welcoming. They made sure I got lots of useful experience with the dogs, washing them, drying them and trimming their nails and paw pad fur. I got hands-on experience with lots of different breeds, and [learnt] how to calm dogs who were stressed by the experience. I feel more confident taking care of dogs, which is helpful as I am trying to build up a business as a self-employed pet-sitter”.

Bethany’s manager at the work placement was so delighted with her contribution and progress that she sent her a personal thank you card at the end of the placement!

Information Service

The Mind in Croydon Infoline is a much valued source of support and information for callers (and queries that come via email) Monday to Friday every week, except Christmas and public holidays.

A huge achievement this year was the major redesign of our website. The new layout gives large amounts of information in a very user friendly way with easy-access drop down menus. Information which may need to be found quickly, such as crisis support, can be located instantly with the use of high-impact coloured buttons on the home page.

We've improved the site with the inclusion of a wealth of information about wellbeing and links to other apps, helping people to stay present and positive throughout the day with practical support - for example, keeping a mood diary, sharing connections, meditation tools, and finding online activities to help people to feel less isolated.

Our website investment means we now have a regular flow of relevant news items about our services and how they are responding to peoples' needs especially in the challenging times of Covid-19.

Our online Mental Health Directory is an essential community resource, with over half a million (518,206) page hits this year and 188,640 separate user sessions. The Mental Health Directory signposts to support for a huge range of issues including Housing, Education and Training, and Volunteer Opportunities. We have a dedicated Information Officer who updates the information in-house, so the Directory is always current and up-to-date.

Keeping in touch: We have been able to connect



40 posts



53 posts to
770 followers

&



now have
2,949 followers

with people throughout the year through 40 interesting and diverse blog posts (up 35% on last year), covering a whole range of topics such as 'Spar with a Star', our active fundraising event as one of the Mayor's chosen charities for 2019/20; our self care videos, now available free of charge on

YouTube; and our Christmas celebrations including the superb decorations at our shop and gift parcels funded by the Pension Protection Fund.

Total of 1,685 calls



871
Service Users



497
Professionals



317
Carers, Family
etc

53 Facebook posts throughout the year helped us to promote our Carers' Rights Day in November and Red January, encouraging people to get active in the New Year and raise funds for Mind in Croydon. We now have 770 Facebook followers (up nearly 10%) and 2,949 followers on Twitter (up nearly 5%).

All of this does not detract from the need for people to be able to interact with a human being. Our telephone information line has had another busy year with a total of 1,685 calls of which 871 were service users and 497 professionals. Other calls were from a variety of sources including carers, family, students, and people calling from out of borough. We are, as always, extremely grateful to our wonderful volunteer in the office, Cheryl, who helps out with the calls one morning a week.

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

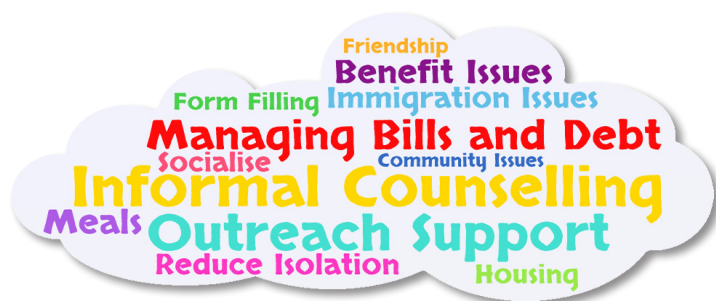
Social Networking at The Hub

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.

Social Network members are encouraged and supported to take part in groups and social activities, and a range of opportunities, to enable them to manage their physical and mental health and wellbeing.

Our skilled and experienced Social Network 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 our daily hot, nutritious meals in the company of other people. We are so grateful for the support of our local Waitrose and Tesco stores for their weekly food donations.

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 2019/2020 there were 827 people registered with the Social Network Service.

"I very much enjoyed attending The Hub, it is a place to make friends and is a really good service"

"The Hub is the only contact with people I have outside the house, I find it really helpful"

"The Walking Group is great as I can bring my dog along"

"I have a good time at the Hub, it is a good place to make friends and I enjoy talking to the staff"

Some of the people and organisations who spent time with us at The Hub this year:

South London and Maudsley NHS Trust	Sarah Jones, MP for Croydon Central
Croydon Police	Pension Protection Fund
Soul Symphony Choir	Streeter and Marshall Solicitors
Welfare Benefits Advice	Safer Croydon
Age UK Croydon	Neighbourhood
London Fire Service	Croydon CCG

MindMatch

Our personalised service supports people in their own homes to live fulfilling and independent lives. Referrals are accepted from health and social care providers such as the NHS Community Mental Health teams and Learning Disability teams. In 2019/2020 we directly supported 23 people.

"I have nothing but 100% positive comments about the Mindmatch service. They are contactable on the phone which is really reassuring, regardless of whether I see them face to face. I know that whatever life throws at me, I have someone at Mind that I can contact for advice."

"I am very lucky as there are a lot of people out there who are alone and isolated ... Your service is a Godsend to me and if I could play a trumpet fanfare to Mind from the rooftop of my flat, I would do so!"

In the coming year, we plan to develop the Social Networking Service to provide a new out of hours Recovery Space for people in crisis. We are replacing our kitchen with a new top quality catering space so that we can engage more people in cooking and eating together.

Jacqui Dyce
Social Networking Service Manager, The Hub

Welfare Benefits Advice

We provide advice and assistance to people with mental health issues who need help with securing their correct benefits entitlements, so that they can engage fully in the life of their community and manage the anxieties that can be created by the complexities and challenges of the benefits system. Our expert team of advisers deal with complex benefits issues and can represent people at tribunals.

It has been a busy year in the Welfare Benefits Advice service, with an ever increasing caseload of single issues and complex problems that require more specialist support and representation at the Upper Tribunal. This year we provided advice to hundreds of Croydon residents directly by phone, by email, and face to face. In total we recorded more than 3500 contacts to the service.

In autumn 2019, the team welcomed new advisers, Etta and Geraldine, who brought their wealth of experience and knowledge to support the caseload.

Casework

Our advisers assisted 231 people with complex casework this year, up 12% on last year; and we represented claimants at 115 First Tier and Upper Tribunal appeals, a figure which is rising steadily year on year (113 in 2018/19; and just under 100 in 2017/18).

Our work raised £1.1 million in annualised equivalent benefit uptake for Croydon residents in 2019-20. This is a positive impact against a backdrop of cuts to Employment Support Allowance and Universal Credit levels for disabled people.

The demand for our expert casework is high but the team has worked tremendously hard to cut the waiting list for support by almost 50% in the year, with 56 people waiting for their appeal case to be allocated to a caseworker at the end of the financial year, down from 116 in 2018/19.

Advice

Our advisers have also been available to assist with more short term or one off benefit enquiries. This year we conducted 510 face to face advice sessions for non casework clients. Our telephone Advice Line dealt with more than 1000 enquiries this year, resulting in the quick resolution of many issues and reducing the risk of problems escalating and mental health issues worsening or increasing.

Universal Credit (UC) Service

This is a new project funded by National Mind in 2019 which has enabled growth and development. We are now able to assist with all aspects of a Universal Credit claim, including completing forms, attending medical assessments, accessing online claims and supporting job centre appointments. Our UC support is in-depth, personalised and holistic – it wraps around the person to support them to make their UC claims effective and successful first time round, reducing anxiety, supporting people to remain connected and engaged in their local communities and diverting demand away from primary healthcare providers, like GPs, care co-ordinators and support workers. In the six months from launch in Autumn 2019, we have supported 110 people. As a result, we have provided valuable insights and intelligence about the experience and impact of claiming welfare benefits on people's mental health and wellbeing, supporting Mind's policy and campaigns work to seek a fairer benefits system that better understands and supports people experiencing mental ill health.

Reablement

We continue to work in partnership with the Reablement team within the South London and Maudsley NHS Trust (SLaM) to provide benefits audits, advice and assistance to maximise a person's income at a time when they might be particularly financially vulnerable or at risk – for example, after a stay in hospital. This year we assisted 60 new referrals via this pathway.

Volunteers

We are always inspired by the dedication of our volunteers, who give their time, skills and experience to enable us to reach as many people as we do. There are benefits for them too, such as learning new skills, and improving

health and wellbeing, while strengthening community engagement.

This year our volunteers donated more than 800 hours of their time to provide support to local people.



AQS

This year we had a site visit from a Quality Manager at the Advice Quality Standard Mark (AQS), who reviewed and re-awarded the standard, evidencing the level of professionalism and quality methods used by the service even when under pressure.

Campaigns

We continue to play an active role in National Mind's campaign work, highlighting evidence of unfair or detrimental systems or processes for people experiencing mental health within the benefits system. In particular this year, we provided a witness statement in the Supreme Court case Secretary of State for Work and Pensions v MM. This landmark case has paved the way for potentially increased income for thousands of people experiencing mental health problems in England and Wales.

Tom Goddard
Welfare Benefits Advice Service Manager

Mind in Croydon - in Action with Local People

Our 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 team of paid staff and volunteers ensures an attractive and welcoming environment for all our customers, as well as actively promoting equality and diversity in our window displays, reflecting ethnic cultures, festivals and events. In June our display celebrated Eid al-Fitr, the Festival of Breaking the Fast, marking the end of Ramadan; and in March our Holi window display celebrated the ancient Hindu festival of colours.



Wedding Window in June

Each year, during December, one of our very creative volunteers decorates our entire shop, and this year Adrian created new decorations

for the shop from scratch - he managed to get through 30 sheets of card, 30 containers of glitter and 6 litres of glue!! The idea was to create something that would appeal to all customers and transform it into a Winter Wonderland. We always receive and welcome such positive comments from our customers about our shop displays and we are really proud that it makes us stand out in Addiscombe High Street.



Our volunteer numbers have increased over the year. Our volunteer team leaders do wonderful

work overseeing the different “departments” on the shop floor and supporting the shop manager. We have a great stock room team, too, and their role is to ensure all donations received are of good quality and are being stored safely and appropriately in designated areas.

Health and safety is hugely important to us in-store. Thanks to the generosity of Garry King, who is a local electrician and partner of one of our volunteers, we were able to continue selling electrical appliances in the shop. We are delighted that we now have a trained volunteer to PAT test electrical appliances before they are sold in the shop; Percy attended training and received his qualification in February 2020.

Mind in Croydon in the Community

This year we were very fortunate to have the support of the Croydon Postal Angling Club who very kindly organised a fishing event on the 26th August and raised over £1500 for Mind in Croydon. In recognition of the support of the Croydon Postal Angling Club the volunteers and staff created a window display of the event.



On World Mental Health Day on 10th October, Mind in Croydon partnered with the Pension Protection Fund and Croydon Council to put on activities and events at the newly opened Fairfield Halls including a ‘Pop-Up-Shop’ run by the staff and volunteers of the Mind in Croydon shop. We also had support from the Croydon-based team at the Home Office again this year to help clear and re-organise the storage space at Orchard House - they sorted through donations (and there were plenty of them!), selected suitable merchandise for the event and returned on 10th October to assist with the set up of the ‘Pop-Up-Shop’.



Mind in Croydon in Partnership

Many of the project reports highlight our commitment to working in partnership with a wide range of other voluntary, business and statutory organisations. We are pleased to be working more closely than ever with National Mind and collaborating with other Local Mind Associations through Mind in London to share learning, development, knowledge and resources, so that we can focus more funds on meeting the growing demand for mental health support in Croydon.

Mind in Croydon is a member of Croydon Voluntary Action and works closely with the One Croydon Alliance for health and social care. We were pleased to receive funding from a Local Voluntary Partnership grant this year to pilot our new over 55s drop-in service at the Hub.

We are especially grateful for the ongoing support of the Pension Protection Fund which partnered with us to provide an up-to-date IT suite at Orchard House to enable people using our Employment Support Service to brush up on skills and to apply for jobs and training.

Our thanks and appreciation also go to the Mayor of Croydon, Cllr. Humayun Kabir, who selected us as one of his charities this year. His efforts on our behalf were slowed down by Covid-19 but they didn't stop – and included an innovative, socially distanced “Take-Away” dinner instead of the planned Mayor's Charity Gala event.

Strategy and Future Plans

In 2019, we refreshed 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



in Croydon

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:

- * Plan for the recruitment and appointment of our new CEO with effect from 1st April 2020
- * Re-open our Crystal Palace shop under an new partnership arrangement with National Mind
- * Build on successful pilot projects and funding bids to extend our services to Suicide Prevention for men over 40; a Universal Credit support service; and an over 55s drop-in service at the Hub
- * Develop business plans to respond to the re-tendering of our Employment Support and Advocacy Services.

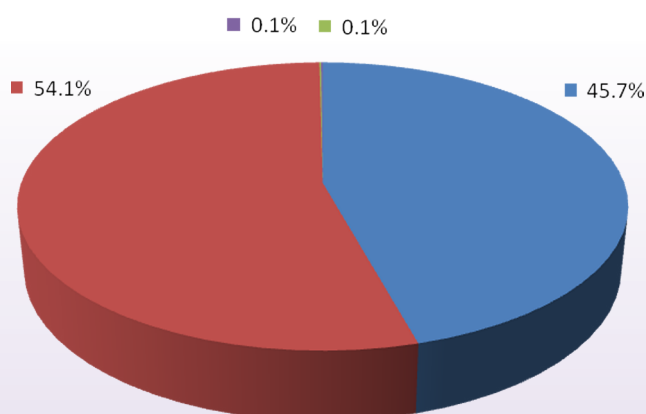
Service User Statistics

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	45.2	47.3
White Irish	1.7	1.5
White Gypsy or Irish Traveller	0	0.1
White Other	4.4	6.3
Mixed White & Black Caribbean	3.6	2.7
Mixed White & Black African	1.8	0.9
Mixed White & Asian	1.8	1.4
Mixed Other	2	1.6
Indian	3.4	6.8
Pakistani	2	3
Bangladeshi	0.4	0.7
Chinese	0.3	1.1
Sri Lankan	0.6	not given
Asian Other	4	4.8
Black African	7.2	8
Black Caribbean	7.6	8.6
Black British	6.6	not given
Black Other	1	3.6
Other Group Arab	0	0.5
Any Other Group	1.5	1.3
Not Stated/Prefer Not to Say	6	not given

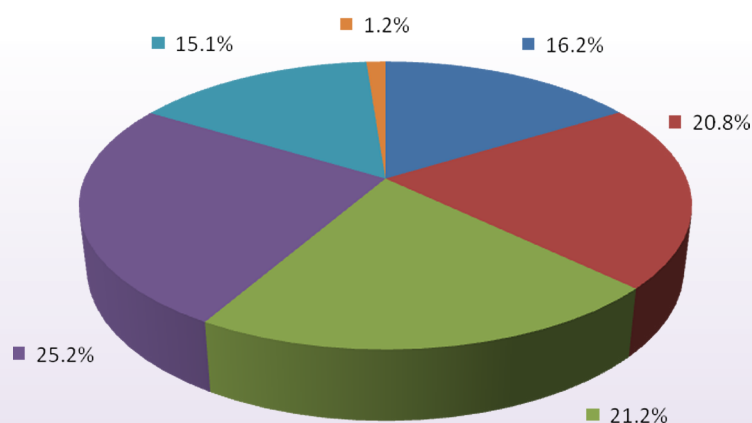
<https://www.croydonobservatory.org/population/> - source: ONS Census 2011

Gender



Male Female Transgender Prefer not to say

Age



18-30 31-40 41-50 51-60 61+ Not stated

Financial Report

This year we have increased our income to £1,647,585 from £1,451,014 in the previous year, up by 13.55%. This increase has come from a variety of sources but is boosted by a large legacy for which we are very grateful.

While funding for some projects has ended we have been able to secure new sources of income to support our development and delivery and I thank all the staff involved in this. Funding from statutory sources remains our largest income stream at £1,048,940 and this has increased by 5% in the year, to reflect additional opening hours at The Hub.

I also thank all those who have raised funds or made donations for the charity - which at £55,265 is a superb sum - and our volunteers without whom we could not survive.

Despite one of our shops being closed for refurbishment, income from our trading activities has only dropped by £6,116 so we are very pleased with that. Our hope that the renovation of our Westow Street premises would have produced a positive financial impact in 2019/20 has been thwarted by problems with the change of use and obtaining permission to run a gas pipe to the premises, and handover to a tenant was delayed by COVID-19. However, these issues have now been overcome and we are hopeful that the renovated shop and the new flat will generate a good return for the charity in future.

Expenditure has also increased to £1,508,640 from £1,443,036 in the previous year (4.5%) owing in the main to a salary award reflecting the importance of

our staff to the charity. We also filled vacancies during the year.

Net income for the year is £138,945 compared to last year's surplus of £7,978. This is a very positive result and the trustees hope the trend will continue into the future.

Our strategy continues to focus on increasing funds raised from sources other than statutory bodies. Our investment in a new Head of Business Development role has proved very beneficial and has enabled us to apply for a range of grants and will generate more income in the future.

The Trustees are mindful of the impact of COVID-19, which is likely to make fundraising more difficult and to increase our communication costs as staff work from home. Along with other mental health charities, we expect a massive spike in demand for our services when lockdown ceases or a second wave emerges. We are pleased to report a strong balance sheet and reserves for the year. Mind in Croydon has decided to take a prudent view and to hold excess reserves as a precaution against the adverse impact of COVID-19 on the charity.

Tony Horton
Hon. Treasurer

Key Funding Sources

During the year our principal funding sources were:

Croydon Clinical Commissioning Group
£386,017

London Borough of Croydon
£662,923

We also received funding from:

- * Big Lottery
- * Comic Relief

- * 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
- * South West London Clinical Commissioning Group
- * Surrey County Football Association women's football team

Extracts from the Annual Accounts

Consolidated Statement of Financial Activities

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Total Funds 2019 £
INCOMING AND ENDOWMENTS FROM:				
Donations and Legacies	137,756	20	137,776	42,474
Charitable Activities	1,191,056	103,526	1,294,582	1,250,765
Other Trading Activities	160,510	9,091	169,601	116,874
Investment Income	45,626	-	45,626	40,901
TOTAL INCOME	1,534,948	112,637	1,647,585	1,451,014
EXPENDITURE ON				
Raising Funds	57,464	-	57,464	62,866
Charitable Activities	1,338,871	112,305	1,451,176	1,380,170
TOTAL EXPENDITURE	1,396,335	112,305	1,508,640	1,443,036
NET INCOME	138,613	332	138,945	7,978
Transfer between funds	(8,660)	8,660		
GAINS/(LOSSES) on investments:				
Realised	-	-	-	-
Unrealised	(44,912)	-	(44,912)	(7,390)
Net movement in funds	85,041	8,992	94,033	588
TOTAL FUNDS BROUGHT FORWARD	2,301,099	240,168	2,541,267	2,540,679
TOTAL FUNDS CARRIED FORWARD	2,386,140	249,160	2,635,300	2,541,267

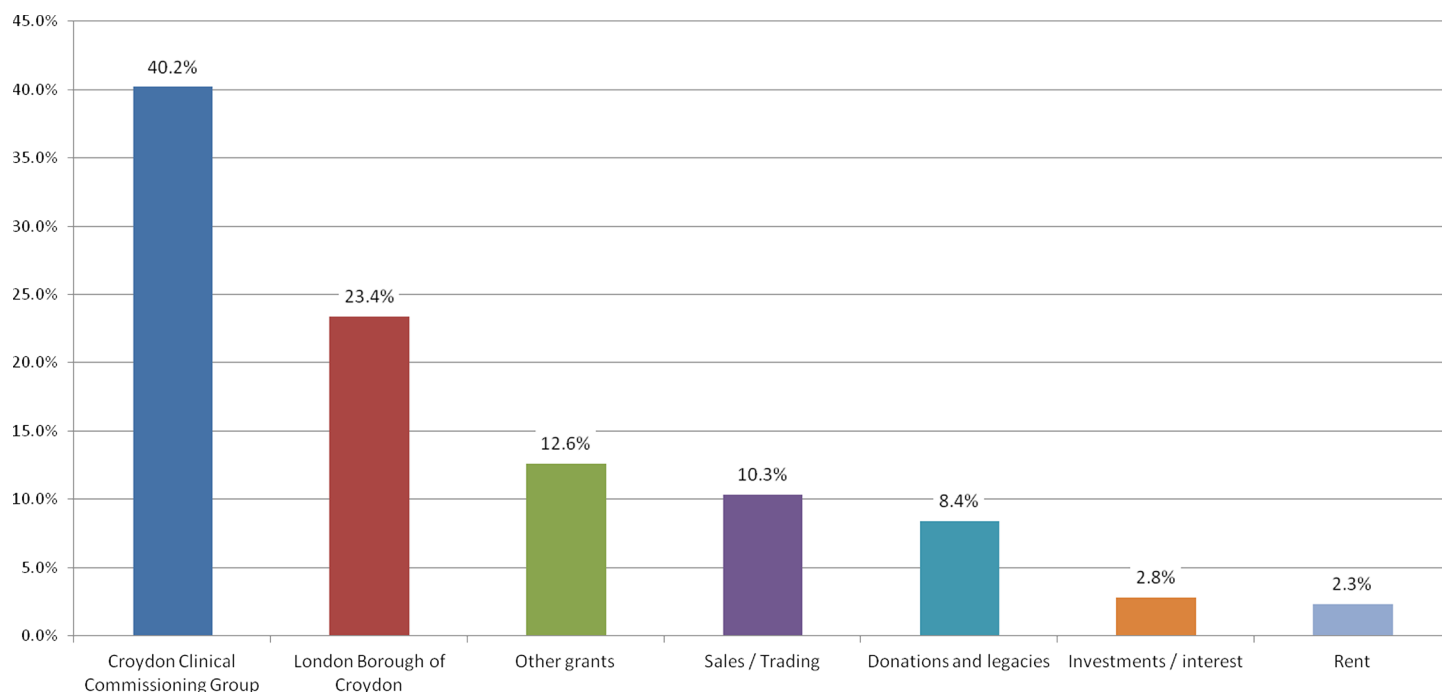
Balance Sheet as at 31 March 2020

	Group		Charity	
	2020	2019	2020	2019
FIXED ASSETS				
Tangible assets	730,795	750,784	730,795	750,784
Investments	373,315	418,227	373,415	418,327
Investments Property	515,000	515,000	515,000	515,000
Property Refurbishment costs	381,379	345,871	381,379	345,871
Total Fixed Assets	2,000,489	2,029,882	2,000,589	2,029,982
CURRENT ASSETS				
Stock	2,965	2,890	2,965	2,980
Debtors	326,157	149,749	357,643	222,400
Cash at bank and in hand	596,247	494,397	560,532	416,396
Total:	925,369	647,126	921,140	641,776
CREDITORS - amounts falling due within one year	(290,558)	(135,741)	(288,678)	(132,740)
Net current assets	634,811	511,385	632,462	509,036
Total net assets	2,635,300	2,541,267	2,633,051	2,539,018
FUNDS				
Unrestricted funds:				
General fund	2,098,293	1,932,832	2,096,044	1,930,583
Property refurbishment fund	18,621	54,129	18,621	54,129
Fair value reserve	269,226	314,138	269,226	314,138
Restricted funds	249,160	240,168	249,160	240,168
Total:	2,635,300	2,541,267	2,633,051	2,539,018

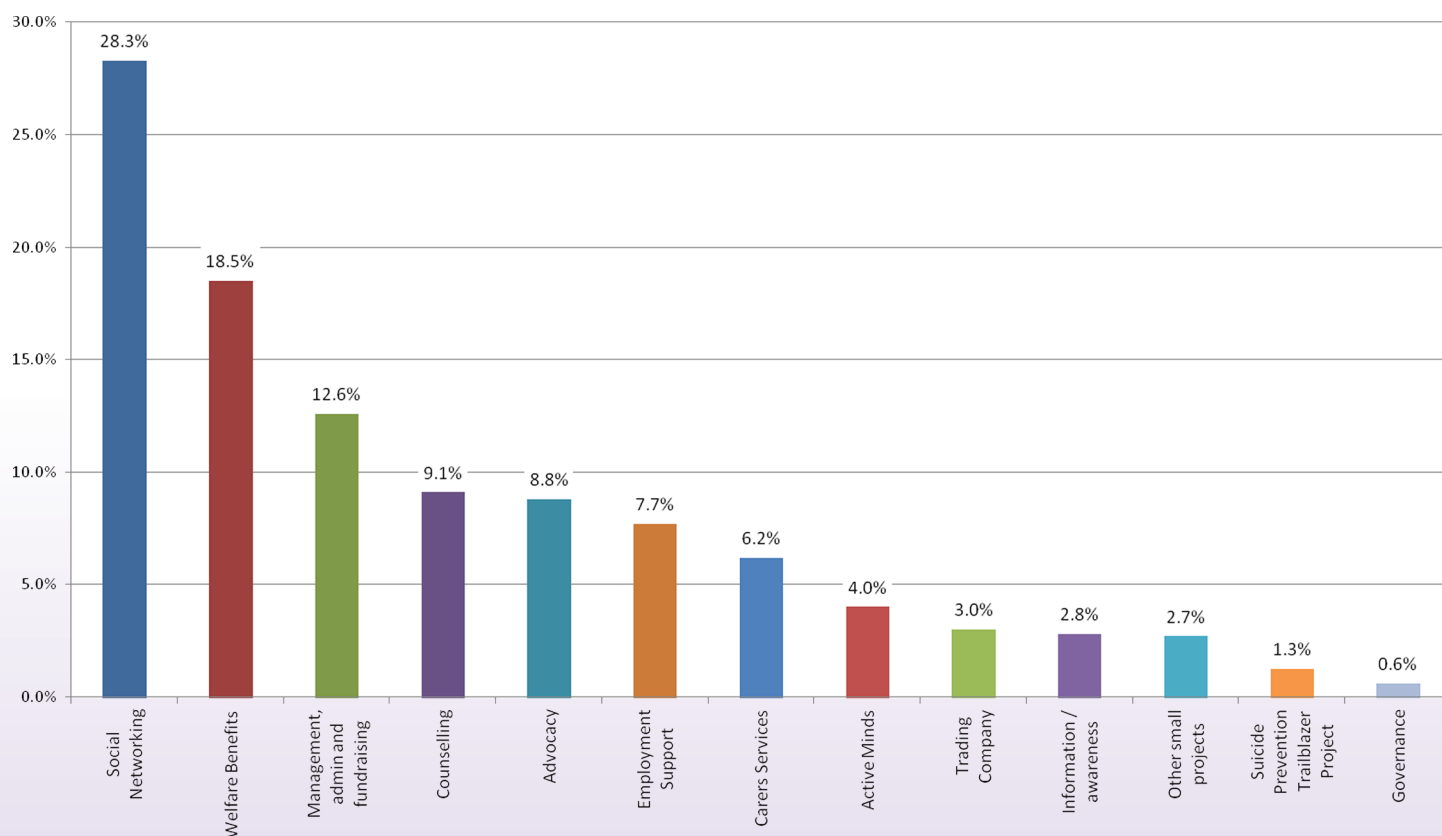
Full statutory accounts are available on online from Companies House and the Charity Commission.

Income and Expenditure

Sources of Income



Expenditure by Activity



Reserves, Risks and Investments

Reserves

Mind in Croydon's Reserves Policy is in line with the Charity Commissioners' Guidance, "Charity Reserves: Building Resilience" (CC19, January 2016), and the Board of Trustees aims to maintain reserves equivalent to six months' expenditure (£754,320).

As at 31st March 2020 Mind in Croydon's fixed assets funds were:

Fixed assets held for charity use	£730,795
Investment fixed assets held for income to support charitable activities	£515,000

Currently, (as at 31st March 2020) it has free reserves of £852,498 (unrestricted funds £2,098,293 minus tangible assets £730,795 minus investment property £515,000).

The current level of reserves, therefore, is equivalent to more than six months' expenditure. Mind in Croydon has decided to take a prudent view and to hold excess reserves as a precaution against the adverse impact of COVID-19 on the charity.

Risk

Mind in Croydon's Risk Management Policy is written in line with the Charity Commissioners' guidance, "Charities and Risk Management" (CC26 June 2010). Mind in Croydon has formed a Risk Management and Safety sub-committee which is accountable to the main Board of Directors. The sub-committee met four times in 2019-20.

In addition, Mind in Croydon conducted a thorough review of the major risks to which the charity is exposed as part of the development of its Strategic Plan 2019-2022. Systems and processes have been established to manage and mitigate these risks and these are reviewed regularly by the Risk and Safety sub-committee.

Investments

Mind in Croydon's Investment policy is in line with the Charity Commissioners' guidance "Charities and Investment Matters: A Guide for Trustees" (CC14, August 2016) and the Board regularly reviews the resources needed for the charity to carry out its present and future activities effectively; the level of acceptable risk for investments and how to manage it; and the charity's stance on ethical investment.

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 as this may compromise our ethical position on the uses of medication.

The Trustees of Mind in Croydon have agreed 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 2020, Mind in Croydon's investments consisted £373,315 of CAF Retail Charity Bonds at 5% maturing 2026.

The income from investments together with income from bank deposits and investment properties for the year ending 31st March 2020 was:

Investment Income	£18,950
Rental Income from Investment Properties	£876
Bank Interest	£25,800
<hr/>	
TOTAL	£45,626

This policy is reviewed annually by the Board of Mind in Croydon.

Policies can be downloaded at:
www.mindincroydon.org.uk/reports-and-policies/

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.

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 meets six times a year and also appoints members to sub-committees, currently the Finance and General Purposes Committee which meets six times a year and the Risk and Safety Committee, which meets quarterly.

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.

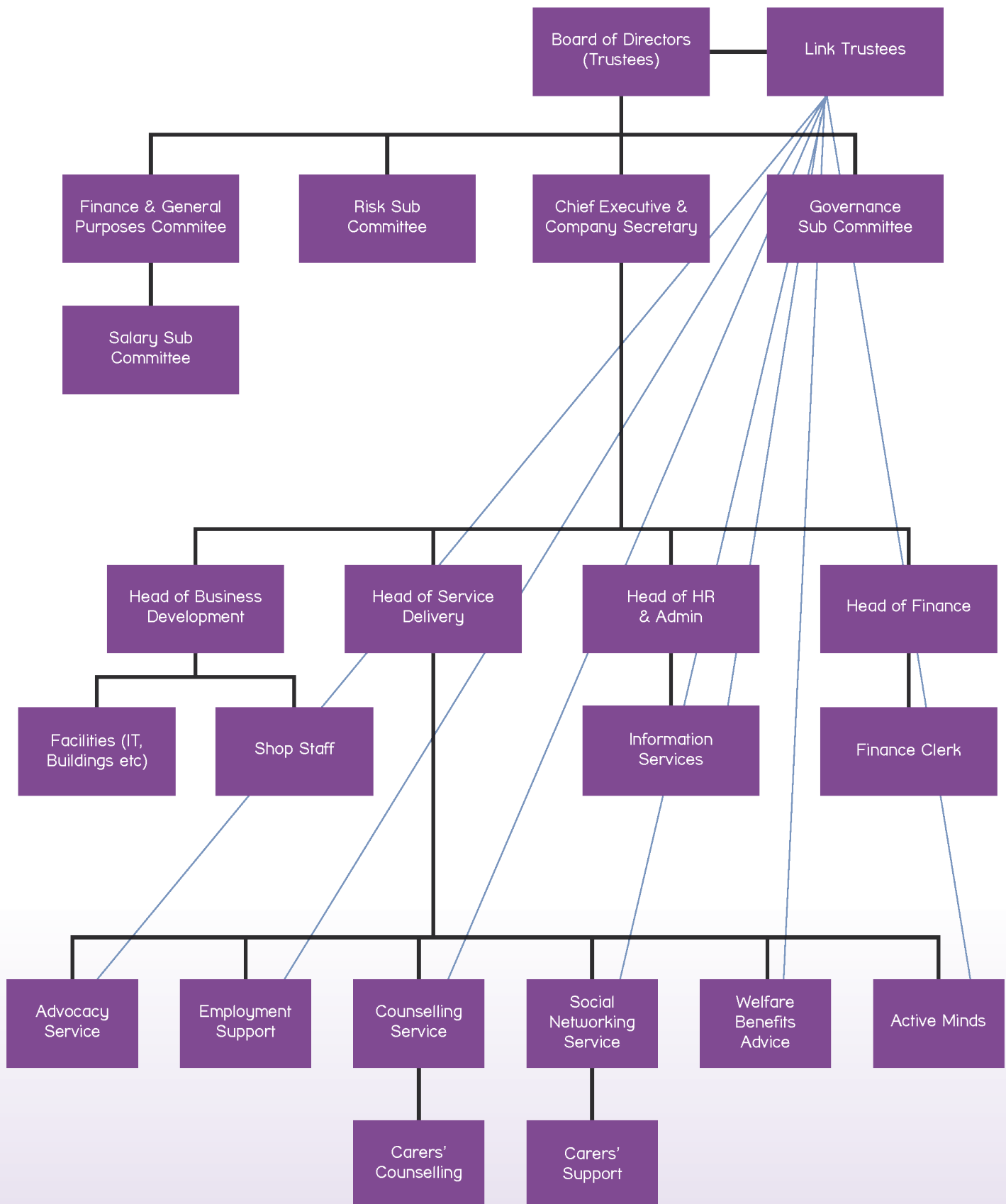
Service User Trustees

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).

In 2019-20, the Trustees of Mind in Croydon were:

J Pestell	Chair
D Martin-Clark	Vice Chair
A J Horton	Treasurer
N Doyle	
B Ellis	(resigned 27 Jun 2019)
J Fraser	(appointed 11 Dec 2019)
B M Garcia	
J H Leck	(resigned 27 Feb 2020)
L Minchella	
S Mohamed	
S Pinchin	(resigned 27 Jun 2019)
T Salim	

Organisational Structure



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 for Mind in Croydon this year:

- * Admiral Printers
- * Aneela Sultan
- * Arthur J Gallagher Charity Fund
- * Coulsdonbury
- * Crawley FC
- * Croydon Postal Angling Club
- * Day Lewis Pharmacy
- * Donations in Memory of Ann Hughes
- * Donations in Memory of Constance Emily Meeks
- * Donations in memory of Margaret Ollington
- * Donations in Memory of Sheila Ann Letts
- * Donations in Memory of Steven Barnes
- * Fauziyah Dorr
- * HM Land Registry
- * Home Office
- * Janice Janal
- * Kim & John McGuinness
- * Kim Tanner
- * Luke Doddimeade and Matthew Conmee (Harry Yardley Cup)
- * Miss A Campbell
- * Miss Claire Platt
- * Mr A McKinnon
- * Mr P Urquhart
- * Mr T J Flood & Mrs A Flood
- * Munira Ladha
- * Novo Nordisk
- * Paola Jozwiak
- * Paul and Sue McDonald
- * Pension Protection Fund
- * Peter Lawrence
- * PSS International Removals
- * Purley Rotary Club
- * Reigate Grammar School
- * Riddlesdown Collegiate
- * Santander Consumer Finance
- * St Chads Social Club
- * St Swithuns Church
- * The Khayami Foundation
- * Transform2Fit
- * Zuleyha Gukkan

Croydon Clinical Commissioning Group



Maudsley Charity
Health in Mind

bacp | Accredited Service

FR Registered with
**FUNDRAISING
REGULATOR**



Trust for London
Tackling poverty and inequality

CROYDON
www.croydon.gov.uk



time to change
let's end mental health discrimination



**Friends
in need**

