



 **Mind** in Croydon

# **Our Impact 2022-23**

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.

To achieve these aims Mind in Croydon:

- Educates and provides services
- Campaigns and raises funds
- Works in partnership with other relevant organisations
- Values diversity and focuses on quality
- Involves service users and other volunteers in its work

Mind in Croydon is a mental health charity founded in 1967 and since then has developed into a significant provider of mental health services in Croydon.

## Objectives

Mind in Croydon is a voluntary sector organisation, a company limited by guarantee and a registered charity, concerned with the welfare of people with mental health issues living in the London Borough of Croydon and its surrounding areas.

- We work to promote and enable good mental health, empowering 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, putting people at the heart of everything that we do.
- We provide a wide range of services and work with partners and stakeholders in Croydon to support our vision, mission and objectives.
- Mind in Croydon was founded 56 years ago and currently turns over approximately £2m per annum. We have over 50 staff and over 50 volunteers working with us.

## Our Vision

A world where there is support and respect for everyone with mental health issues, and an end to inequality and stigma.

## Our Mission

We provide support, information and advice to empower anyone experiencing a mental health problem and promote understanding of, and positive attitudes to, mental health in the London Borough of Croydon and beyond.

## Our Values

To achieve this Mind in Croydon lives its values through its people and policies:

- \* **Person-Led:** We always strive to deliver authentic, person-led services
- \* **Collaborative:** We work collaboratively with partners, clients, their families and with each other to provide the best support through effective, accessible pathways
- \* **Equality:** We embrace diversity, we are open, welcoming and encourage inclusion in order to reduce inequalities
- \* **Integrity:** We champion the voices of People with Lived Experience with empathy, compassion, respect and without judgement
- \* **Trust:** We are trusted by the people we work with and for, and our clients understand that we put them first

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# Welcome and Chair's Summary



Brett Garcia  
Chair

Welcome to our 2022-23 Impact Report. This is my last report as Chair of Mind in Croydon. I joined the charity in 2018 as a Trustee and was elected Chair in August 2020. I have thoroughly enjoyed my time with the charity, witnessing its growth and resilience through the challenges of the Covid pandemic. I have had the privilege of working

alongside amazing staff who are highly specialised experts in the field of mental health, consistently demonstrating outstanding performance and service delivery. A special thank you goes out to Emma, our CEO, the dedicated team, and to Saba (Vice Chair) and the rest of the board, without whom I would not have been able to fulfil my role.

The financial year 2022-23 was yet another challenging year as we continued our mission to provide essential mental health support to more people in Croydon and beyond. We faced increasing demand for our services amidst significant funding cuts, primarily from Croydon Council. These cuts resulted in the decommissioning of our Employability and Welfare Benefits pathway service, as well as substantial reductions in our Social Networking and Information Advice services. In total, our funding from Croydon Council was reduced by a staggering £548,000.

These cuts unfortunately led to the loss of three dedicated staff members, each with valuable years of experience in their respective fields. On behalf of the trustees, I extend our heartfelt thanks to all of them for their unwavering commitment to our work, and we wish them every success in their future endeavours.

Our dedicated team rose to the challenge, demonstrating resilience and creativity. They have not only sustained our existing services but have also innovated new ones. They successfully secured additional funding streams and played a critical role in the delivery of Croydon's Mental Health Transformation Programme.

Innovative services were introduced, such as the Peer Support In-Reach services, led by people with Lived Experience, which now spans six wards and three different Mental Health Trusts in collaboration with four local Mind associations. We also initiated service delivery focusing on individuals with Serious Mental Illness to address health inequalities by providing physical health checks in local GP surgeries.

Our face-to-face services, whether delivered in our facilities, at home, or in the community, remain the essence of Mind in Croydon – providing support where it is needed and ensuring accessibility for all.

I am incredibly proud of our dedicated support staff and volunteers who work tirelessly on the frontline to provide essential support and services. In 2022-23, 51 volunteers assumed various roles, including counsellors, supporting our retail shop, managing online sales operations, and facilitating sports, creative arts, and singing sessions in our Social Networking hub in central Croydon.

We remain steadfast in our commitment to delivering the best possible support to as many people as we can. Our goal is to make Croydon a mentally healthy place to live and work. We extend our heartfelt thanks to everyone who contributes to the realisation of our mission.

Finally, I would like to express my gratitude to Phillipa Mariani. Phillipa joined us in 2020 as Chief Executive and guided our organisation through the challenges of the pandemic and the financial crisis in Croydon. She stepped down in November 2022, and on behalf of the trustees, I would like to thank her for her dedicated service and wish her the best in her new role. We were fortunate to have an exceptional Deputy CEO, Emma Turner, who has expertly taken the reins and was formally appointed as our new Chief Executive in November 2022.

As I step down as Chair and pass the torch to our new Chair, Jill Kyne, I want to wish Jill every success in her new role.

I hope you enjoy reading our 2022-23 Impact Report.

Brett Garcia  
Chair of Mind in Croydon

# Chief Executive's Introduction

“Life changing” are words often used to describe the impact of Mind in Croydon’s work and 2022-23 was no exception to this.

In the most challenging of years, we have excelled in showing our resilience as an organisation. The number of people who have received support from us has grown by 9% on the previous year. The demand for our services increases as we have faced a reduction in funding from Croydon Council.

As the new CEO of Mind in Croydon I have the privilege to report on our impact. The following pages exemplify the range of services provided to those living within the community and hospital inpatients – from immediate support, guidance and advice to longer term pieces of person-centred casework; enabling people to access services to which they are entitled and being informed of their rights.

This year our work extended to greater partnerships enabling impact more widely throughout south London with our Peer Support In-Reach work as well

as developing a new approach to ensuring people who live with serious mental illness are able to access routine health checks supported by us.

Our work within the Mental Health Transformation Programme goes from strength to strength and was featured in an NHS England Winter Engagement Campaign.

This work delivered in partnership with Croydon BME Forum and statutory colleagues from South London and Maudsley NHS Foundation Trust is rooted in the community, based out of the Whitgift shopping centre and enables direct access for anyone seeking support for themselves and or for someone they care for.

Emma Turner  
Chief Executive Officer



Emma Turner  
Chief Executive Officer

## Strategy

In 2022, we reviewed our strategy to meet the needs of our service users for the period 2022-2025

### Strategic Aim 1

To find ways to provide more support for more people, at a time when demand is growing and resources are shrinking in real terms.

### Strategic Aim 2

To build on our skills, knowledge and experience as a provider to develop new ways of working, partnerships, support, new services and to ensure that we can continue to provide what people tell us they need and want.

### Strategic Aim 4

to be financially strong and resilient – so that we can keep going through the rough and the smooth.

### Strategic Aim 3

To be clear about our quality – systems, processes, learning, organisational capability and capacity.



# 2022-2023: A Year in Numbers

We provided support with  
their mental health to

**8,644**

people - up by 9%



We raised

**£63,147** in

individual giving  
and legacies - up by 2%

**133** new

referrals to the  
Carers Service -  
up by 9%



We raised

**£1.5 million**



in previously unclaimed benefits for Croydon  
residents - up by 7%

**1,510** people were  
supported by an  
independent  
advocate  
on hospital wards  
or in the community  
- up by 12%



**704**  
clients  
requested  
counselling

Our income grew  
by 8% to

**£2,186,313**



**51** people volunteered for us

and  
provided  
6,900 hours  
of their time

valued at  
over  
**£82,400**  
up by 26.7%

**2,441**

calls and  
emails to  
the Infoline



# Active Minds

This year we supported a total of **384** people, receiving **412** new referrals. We delivered **3,537** hours of support, including **216** welcome meetings, a 60% increase on the previous year. We provided a total of **13** different in-person activities over the year, including cycling, martial arts, tai chi, tennis and Zumba. We surveyed our members and they were keen for us to keep our online activities even once all restrictions had been lifted. This enabled those unable to attend in-person to maintain vital support. We provided **5** different online groups including yoga, mindfulness and fitness sessions.

Thanks go out to all our coaches from Richard from Wild Oak Tai Chi, our Zumba instructor Ady, Andy and the team at South Croydon Sports Club, Mark Love at MDL coaching, Emma from Cycle instructor.com, Su and Pauline our yoga instructors, Gwyneth our relaxation coach, Peter our mindfulness coach, Nathan and the team at VM Academy and Matt at Atlas Health Performance.

We introduced a self-referral option via our website and this has been a massive success in reducing the barriers to attending our activities. This has opened our service up to people who have previously never accessed any mental health support and has meant more preventative action is offered to all in the borough. Over **50%** of our new members come from self-referrals and this has saved time for professionals and clients who would otherwise have to wait for GP and other referrals.

We introduced a weekly online client forum to gather feedback and allow time for our members to connect with one another. We also introduced in-person forums to help us co-design the service with our clients. Following feedback from these, we had a successful Christmas party, allowing all our members an opportunity to get together and celebrate.

**8** volunteer buddies provided in-person or telephone support over the year.

**61%** of our members report that their level of activity has increased since accessing Active Minds  
**56%** feel their mental health has improved.

**39%** feel their social networks have improved.

**64%** attended the activities more than five times



Active Minds was chosen to feature in the national campaign by our funders Co-op for World Mental Health Day, with our coaches promoting the importance of physical activity to improve mental well-being. We also received a visit on the day by the Shadow mental health minister, Dr Rosena Allin-Khan, MP.

Throughout February we celebrated LGBTQ+ History month with our members, coaches and community contacts, with online forums each week this helped open discussion about how we can break down barriers for this community accessing sport, activity and mental health support.

We received funding from City Bridge Trust to develop a new service in partnership with Croydon Talking Therapies. We will be starting up activity groups within the grounds of the Bethlem Royal hospital, including another allotment group within the walled garden. This service will focus on the provision of peer support groups.

Our allotment in South Croydon has been overhauled with a new shed, raised troughs and 10 new benches to help make gardening more accessible. This outside space enables people to connect with nature around a lovely, solar-powered water feature! The garden has been designed and built by the members of our allotment group who came in rain or shine. We aim to make this a space for all to enjoy, whether green-fingered or not.

Our in-person relaxation group will run from the Croydon Health and Well-being Space and be streamed live for those who would still like to access it online.

Joanne Darville  
Deputy Manager of Active Minds



# Advocacy Service

The Advocacy Service provides :

- \* Independent Mental Health Advocacy (IMHA). This is a statutory service under the Mental Health Act 1983 supporting people who are detained or treated within the framework of the Act.
- \* Community Mental Health Advocacy - Supporting Croydon residents with independent mental health advocacy as informal patients in psychiatric hospitals or in the community. Our independent advocates attend inpatient units weekly to support people who need help to communicate effectively with clinicians and ward staff relating to their mental health care and treatment, in line with their rights under the Mental Health Act.

We work within the Advocacy Charter to provide an issue-based service, working directly with people to help them develop a plan of action to address their issue.

In 2022-23 we had:

- \* **281** Appropriate referrals – Where advocacy clients' consent to give their personal information and mutually agree an action plan on a single issue over one or more meetings until that issue is resolved. 213 of these were IMHA qualifying and 68 fell under our non-statutory community mental health advocacy project.
- \* **470** Brief contact sessions – A brief contact session encompasses anyone who wishes to contact with the service and speak directly with an advocate regarding their issue which could be resolved within that 'one-off' contact.
- \* **759** Service introductions – Newly admitted patients, both voluntary and detained under the Mental Health Act, are introduced to the Advocacy Service within their first week in hospital.
- \* We responded to **473** telephone enquiries. This amounts to 105.2 hours of an advocate's time.

***"You were super receptive, super kind, super professional. The advocates were exemplary in their approach, behaviour, attitude, and outlook."***

## The Advocacy Charter

**CLARITY OF PURPOSE** Advocacy Providers ensure that the individuals they advocate for, referrers, health and social care services and funding agencies all receive information that helps them understand the advocacy service and the role of the advocate, including its benefits and boundaries. The Advocacy Providers objectives and activities must align with the principles set out in this Charter:

**INDEPENDENCE** The Advocacy Provider is independent from statutory organisations and all other service delivery and is free from conflict of interest, both in design and operation of advocacy services. The Advocacy Provider's culture supports Advocates to promote their independence with individuals, professionals and other stakeholders; Advocates will be free from influence and conflict of interest so that they can represent the person for whom they advocate.

**CONFIDENTIALITY** Information held by the advocacy service about individuals will be kept confidential to the advocacy service. The Advocacy Provider will have a Confidentiality Policy that reflects current legislation. It will be clear about how personal information held by the Advocacy Provider will be kept confidential, under what circumstances it may be shared, the organisation's approach to confidentiality in the delivery of Non-Instructed Advocacy and how the organisation responds if confidentiality is breached. Advocates will ensure that information concerning the people they advocate for is shared with these individuals unless there are exceptional circumstances, when a clear explanation will be recorded. Advocates must also be aware of situations that require making a child or adult safeguarding alert.

**PERSON LED** The Advocacy Provider and Advocates will put the people they advocate for first, ensuring that they are directed by their wishes and interests. Advocates will be non-judgmental and respectful of people's needs, views, culture and experiences.

**EMPOWERMENT** The Advocacy Provider will support people to self-advocate as far as possible, creating and supporting opportunities for self-advocacy, empowerment and enablement. Advocates support people to access information to exercise choice and control in their lives and the decisions affecting them. People will choose their own level of involvement and the style of advocacy support they want. Where people lack capacity to influence the service, the Advocacy Provider will ensure the advocacy remains person led and enable those with an interest in the welfare of the person to be involved. People receiving advocacy will be involved in the wider activities of the organisation up to and including the Board.

**EQUALITY AND DIVERSITY** The Advocacy Provider will have an up to date Equality and Diversity Policy that recognises the need to be pro-active in tackling all forms of inequality, discrimination and social exclusion so that all people are treated fairly. Advocates time will be allocated equitably. Advocates make reasonable adjustments to ensure people have appropriate opportunity to engage, direct and benefit from the advocacy activity.

**ACCESSIBILITY** Advocacy will be provided free of charge to eligible people. The Advocacy Provider will ensure that its premises (where appropriate), policies, procedures and publicity materials promote full access for the population that it serves. Advocates will provide information and use language that is easy to understand and accessible to the person.

**ACCOUNTABILITY** The Advocacy Provider is well managed, with appropriate governance arrangements in place, meeting its obligations as a legally constituted organisation. People accessing the service will have a named Advocate and a means of contacting them. The Advocacy Provider will have systems in place for effective recording, monitoring and evaluation of its work, including identification of the impact of the advocacy service and outcomes for people supported. In addition, it will be accountable to people who use its services by obtaining and responding to feedback and complaints. The Advocacy Provider will address systemic issues in health and social care provision or other services.

**SAFEGUARDING** As part of supporting people to realise their Human Rights, the Advocacy Provider will have a thorough understanding of safeguarding responsibilities and processes as set out in law and best practice guidance. The Advocacy Provider will have clear, up to date policies and procedures in place to ensure safeguarding issues are identified and acted upon. Advocates support people to have their rights upheld and will be supported to understand and recognise different forms of abuse and neglect, issues relating to confidentiality and what to do if they suspect an individual is at risk.

**SUPPORTING ADVOCATES** The Advocacy Provider will ensure that Advocates are suitably trained, supported and supervised in their role and provided with opportunities to develop their knowledge, skills and experience, including access to legal advice where necessary. It will create a supportive culture that enables Advocates to undertake their role in line with this Charter.

**Advocacy is taking action to support people to say what they want, secure their rights, pursue their interests and obtain services they need.**

**Advocacy providers and Advocates work in partnership with the people they support and take their side, promoting social inclusion, equality and social justice.**

**NDTi**  
National Development Team for Inclusion

The Advocacy Charter v4.1 May 2018 is updated and published by NDTi in partnership with Advocacy Providers.

***Sophie and Moksud, you are absolutely brilliant-second to none. Thank you so much."***

- \* **93%** of all appropriate referrals received were self-referrals.
- \* **83%** of appropriate referrals requested an advocate to support them in meetings where aspects of their care and treatment were being discussed, or decisions were being made regarding admission, transfer, or discharge to/from an inpatient unit.
- \* Of the advocacy clients who opted to disclose their ethnic origin to the service, **49%** were from marginalised communities.

James Mann  
Advocacy Service Manager





# Carers Support Service

The Carers Support Service provides support for those age 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 provides:

- \* Information and support to access appropriate services for the carer and their cared for person.
- \* Emotional support, one to one advice and guidance.
- \* Peer support groups.

In 2022-23 we:

- \* provided support to **133** people
- \* facilitated **44** groups

*“I had a particularly bad day and just wanted to end it all, but I heard my support worker in my head and remembered the coping strategies we had planned and was able to contact her and get some help.”*

As part of the Carers Partnership, we hold advice and information sessions twice a month at the Carers Centre in central Croydon. Although unable to run this face to face we were able to provide advice and support by phone. **60%** of referrals are made by the Carers Centre which was down **30%** on the previous year. Possible reasons for this are that people were not out in public and physically walking past the centre.

The service is able to direct carers to the many areas of support that we can provide for the cared for person. Many carers access these services themselves as they too can often be experiencing anxiety and stress due to their caring role. The Hub service activities are particularly popular with carers during festive periods and summer as they provide an opportunity for some respite and relaxation for carers.

*“Very friendly and helpful advice”*

Carers can often be overwhelmed and unsure of the services available for their cared for person. We aim to provide the support carers need to make this as

stress free and clear as possible. We support carers at meetings to liaise with statutory services. Areas of concern for carers include:

- \* Cost of Living
- \* Housing
- \* Hospital admissions and hospital discharges
- \* Crisis Care

*“I am so grateful for the time and support; I feel much calmer and I have some clear ideas on how to better communicate with my father”*

Carers can often find themselves alone trying to manage distressing, difficult and potentially harmful situations. This is an area that the service continually raises at appropriate forums. We encourage carers to feedback their experiences whenever there is the opportunity. As services for carers develop, we work towards improving services for carers of people with mental health problems.

*“Great support”*

To mark Carers Week we held a drop-in information session at the health and Wellbeing space. **35** people attended.

This event helped to:

- \* Ensure carers are aware of their rights.
- \* Let carers know where to get help and support.
- \* Raise awareness of the needs of carers.

Angela Christinis  
Carers Support Worker



# Croydon Health & Wellbeing Space

The Croydon Health and Wellbeing Space provides information, advice and guidance on issues affecting mental health. Our preventative approach facilitates the reduction of the number of people needing secondary mental health services and provides support for people stepping down from secondary care. The Space is delivered in partnership with Croydon BME Forum and South London and Maudsley NHS Foundation Trust. The Space reaches people and communities who could otherwise fall through the gaps of mental health support.

In 2022-23 we:

- \* Delivered **2,343** support sessions.
- \* **1,460** of these were accessed through drop-in's to the space either in person, by phone, or email. The remaining 883 were through booked appointments.
- \* Of these sessions we have provided multiple support sessions to **588** clients.

The Space has experienced a vast growth in the number of people accessing the service. We delivered over six times the instances of support in a month; from **58** in April 2022 to **352** in March 2023. A staggering testimony to the impact of this work.

- \* **79%** of these were people utilising our open hours to drop in to seek support for themselves.
- \* **21%** of clients were referred by professionals such as GP services, Croydon Talking Therapies and Community Mental Health Teams.
- \* **872**, almost **60%** of these were one off sessions in which information giving and supportive signposting to suitable services in Croydon take place, empowering and enabling clients to take control of their situation and wellbeing.

A programme of workshops and expertise drop-in support was developed in partnership



with our voluntary and statutory colleagues to meet the main areas of support being presented at The Space. Expertise from the Department of Work and Pensions, and our in-house Welfare Benefits Advice team are available weekly. Vocational support from

Healthy Homes and Domestic Abuse advice and guidance are available on set days from the Family Justice Centre in partnership with the CHWS Domestic Abuse Support Worker. Carers accessing the space can directly access the Carers support sessions being provided by our colleagues from the Therapeutic Services team and Social Networking Service.

***"I liked the calming reassuring atmosphere. Instruction was given at a slow guided pace that allowed for better absorption of information. Very relevant content to my current life situation."***

Outreach work includes attending MP surgeries and community events. CHWS marked World Mental Health Day by hosting the Vaccine Easy Art exhibition and holding a stall on Croydon High Street featuring Yoga and Tai Chi from Active Minds.

In partnership with the Psychology Team at CHWS, we delivered the following psychoeducational workshops; Acceptance and Commitment Therapy and Coping Skills, which included techniques on managing stress, anxiety, sleep and worry.

Following on from an evaluation of the service we look forward to developing the range of groups offered to people over the next 12 months. These

will include a focus on energy costs as well as plans to deliver Relaxation and Mindfulness Groups with Active Minds and Self Compassion workshops with the Recovery Space team.

Dora Crook  
Croydon Health & Wellbeing  
Space Service Manager



# Employment Support

A challenging period, we started the year with a record numbers of clients receiving employability focussed support and reached our goal of embedding exciting new models of working in the service.

We learnt in the summer that Croydon Council intended to decommission the service with a background of their own financial difficulties. This meant that during the year our long-standing Employment Support Service offer that supported individuals to move towards, find or maintain employment, closed after 18 years of operating having opened in 2004.

This year the service took a fresh approach and remodelled to provide a deep focus on employability skills as well as having an employment focus. This remodelling allowed us to introduce 3 clear strands to our work.

- 1. One off Support** - specific employment-based task such as CV writing, Job Search support, completing job applications, interview preparation, enrolling on a course or finding voluntary work.
- 2. Case Work** - This is longer-term support for up to a year whereby the client will receive support to develop and work towards specific employment-related goals as part of their Action Plan.
- 3. Workshops** - The third route is through booking onto any of our Employability Workshops. The workshops are open to all clients including those who are on casework or receiving a one-off appointment and are advertised on our website.

This revamped service also allowed us to collaborate with Croydon Mencap, providing dedicated expert support for individuals with learning disabilities and autism as part of a Welfare and Employability Pathways approach.

Referrals to our service primarily came from the Mental Health Transformation Services, including Mental Health PICs, Croydon Health and Wellbeing Space, and Recovery Space, accounting for **42%** of all referrals.

In the quarter prior to decommissioning, the service was already supporting the wider MH Transformation Programme by fulfilling an integral spoke to the

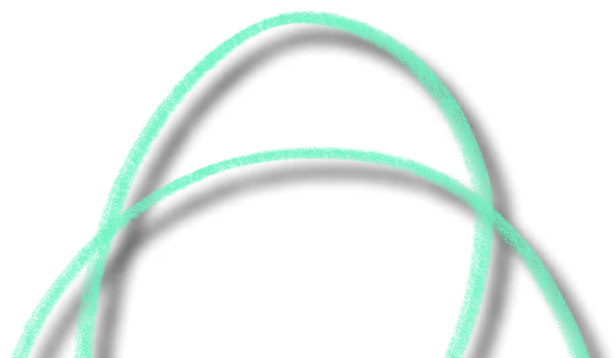


CHWS Hub in that Recovery Space, CHWS and MH PICS referred a total of **26** people in one quarter ensuring that all residents had opportunities of employment and training offered to them as part of a wider wellbeing package of support.

Despite our organisation's determined efforts to save the service, we were unable to prevent its decommissioning, and in September 2022, we had to close our doors. We bid farewell to dedicated individuals who contributed significantly to the Employment Support Service, including Sue Coleman, Geraldine McGuire, Caprisha Hansford, and Poppy Ramsay, expressing our gratitude for their unwavering dedication and commitment.

Moving forward, we currently do not have a specialised employment support service. Individuals seeking support to progress towards employment can obtain information from the Croydon Health and Wellbeing Space.

Tom Goddard  
Director of Services





# Fundraising and Income Generation

In this challenging year we are pleased to report that sales at our shop in Addiscombe were up **31%** on the previous year. The shop had a refit incorporating the new brand colour scheme and a new sign to improve kerb appeal.



We are extremely grateful to our staff, Peter, Anne, Philip, and Amy and to the twenty-five plus volunteers who work to keep stock moving and sales buzzing.

E-commerce is an expanding activity, and our total buyers were up **13.5%**. Room hire has been another much-needed generator of funds, with a total income of **£6,090** from private bookings over the year.

Our Business Operations Manager (Training & Retail) & Mental Health First Aid England Instructor Member, Peter Phillips has delivered MHFA courses online and face-to-face. Feedback has been excellent.

*“Very helpful course and really well facilitated by Peter and Amanda. They communicated well and I felt they really looked after the participants ”*



Though MHFA training remains a popular choice for those seeking mental health awareness training, we have found that more and more organisations are asking for bespoke courses where we are more than

happy to work to the customer's requirements.

We have continued our excellent relations with outside organisations who have been kind enough to raise funds for us. These include Govia Thameslink Railway (GTR). A particular highlight was the farewell tour of the 40-year-old Class 455 train fleet run by Southern which raised £26,000 for us.



We continue to receive ongoing support from Leonardo Hotel in Croydon with a variety of donated goods including refreshments to help us run events in a low-cost manner. Another success for us has been five runners who not only completed the London Landmarks Half Marathon on a chill but bright April day on our behalf but also raised an impressive amount of unrestricted funds. This event was so successful that we immediately signed up for ten places for the 2023 LLHM.

Other welcomed donations came from a variety of people including Shirley Park Golf Club, Ladies' Captain's Charity, Waitrose, Adam Hughes and Land Registry, Croydon. All these demonstrated the variety of ways people raise funds for us, from sporting events, general donations from the public, putting on concerts and making and selling cakes. There are so many ways in which people can donate and we are always so grateful for the ingenuity, the hard work and the commitment that goes into the efforts made by our supporters.

Cara Scott  
Head of Fundraising and Income Generation

# Information Service

The Mind in Croydon Information Service consists of an Infoline, email support and online directory.

The service provides a dedicated space where individuals can call to seek information, guidance, and support related to mental health. The service is delivered by trained professionals who are ready to listen, provide information on various mental health topics, and direct callers to appropriate resources. Whether someone is seeking information about mental health, practical assistance, local support services, or self-help strategies, the service aims to offer accurate and up-to-date information.

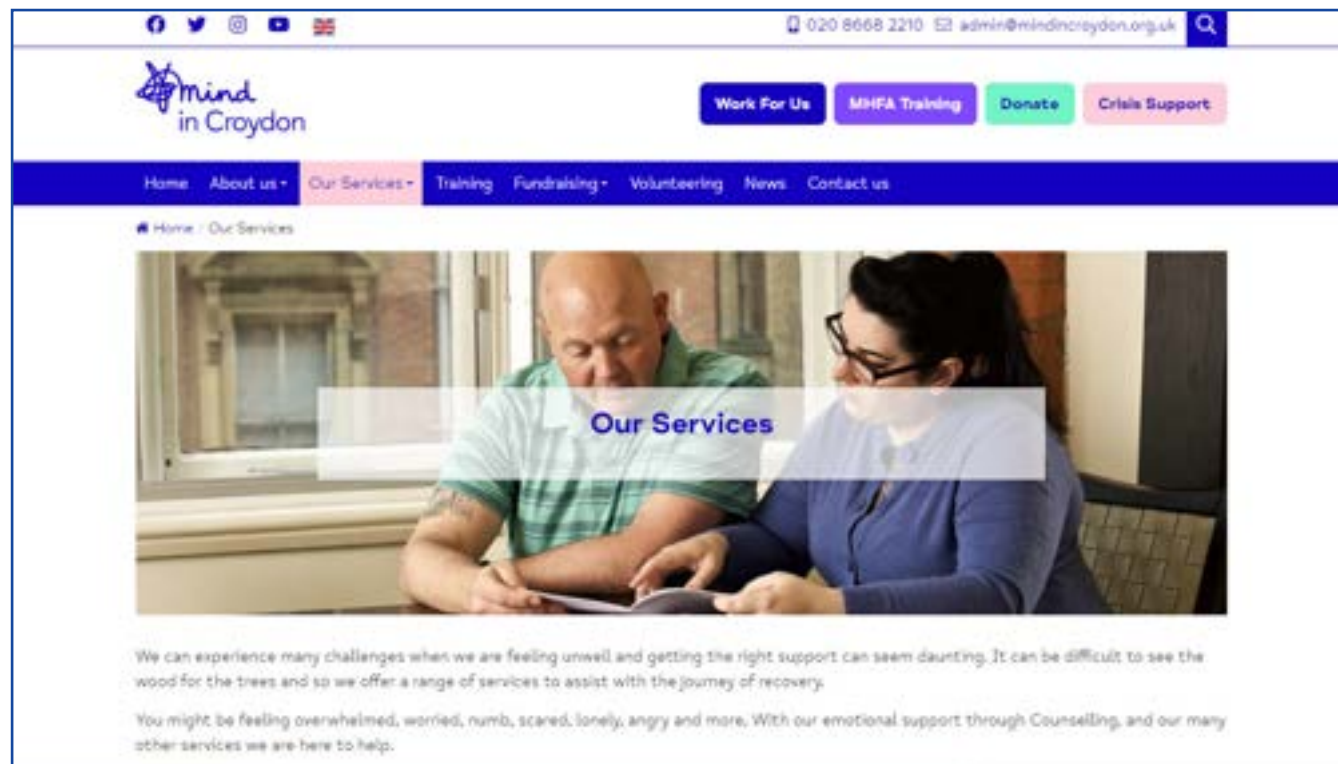
The service is confidential, meaning that callers can freely discuss their concerns and ask questions without fear of judgment or disclosure. The team offer a compassionate and non-judgmental ear, providing support and guidance to individuals who may be experiencing mental health challenges or seeking information for others.

During the year our staff answered the phone **1,459** times; replied to **989** enquires digitally (email and enquires via website). They generated an additional **781** referrals to our other services.

The service faced a significant reduction in funding, which was withdrawn at the end of December 2022.

The significance of this service within the mental health support network in Croydon cannot be overstated. The removal of this service would have profoundly impacted the lives of numerous vulnerable individuals within the borough. Additionally, it would have disrupted the core operations of our charity. To mitigate this far-reaching impact, we took proactive measures.

Through a blend of fundraising endeavours and the creation of unrestricted income streams, we successfully ensured the continuous operation of the Information Service.



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Mind in Croydon

# Lived Experience Advisory Panel (LEAP)

We believe that being informed by lived experience is critical to the development and delivery of meaningful services. As our work expands, we are committed to hearing new voices of lived experience. In February 2022 we adopted an ambitious 'Lived Experience Engagement, Influence and Participation Policy'. Our aim is to ensure our work reaches as many of the 67,000 people a year in Croydon who experience mental health in a year as possible. To help us with this aim we sought funding to form LEAP.

## What is the Purpose of the LEAP?

It contributes to the work of the organisation by:

- \* Engaging in ideas identified where the views, perspectives and insights of lived experience are vital.
- \* Taking part in external meetings where the voice of lived experience is valuable.
- \* Acting as a critical friend with regards to our current strategies and approach.
- \* Being a bridge between underserved communities in Croydon and us to ensure information and results are actioned.
- \* Leaving a legacy of relationship building and strong lived experience influence.

When recruiting to LEAP we asked for the people with the following expertise and experience to come forward:

- \* Lived experience of mental health problems
- \* Experience or desire/ability to influence policy and practice across Mind in Croydon.
- \* The ability to attend online meetings / in person discussion groups and to speak and share ideas in a group.

To ensure that our LEAP had a range of experience and diversity we welcomed applications from all groups but were particularly interested in representation from:

- \* Young people (18-25).
- \* People from marginalised communities.
- \* People from LGBTQIA+ community.
- \* People with long-term health conditions/or physically disabled.

- \* People with experience of caring for someone with a mental health problem.

## Main insights from the group so far:

- \* All had used more than one service at Mind in Croydon, with many working with several services at a time.
- \* People felt a great fondness for the organisation.
- \* LEAP members felt a protectiveness for the service they have worked with.
- \* Concerns that increased promotion of services could lead to squeeze on provision and increased waiting times.
- \* Feedback was sought on Croydon Health and Wellbeing Space as a relatively new initiative and many liked the location and accessibility.
- \* The panel had questions round funding and the uncertainty this brings. Many reported that this uncertainty was detrimental to their health and wellbeing.
- \* Panel expressed wish for the panel to make a 'genuine' attempt of having voice of lived experience heard.

Tom Goddard  
Director of Services





# The Mental Health Personal Independence Coordinator Service (MHPIC)

The service is a part of the Mental Health Transformation Programme and is a partnership between Mind in Croydon and Croydon BME Forum.

The service offers one-to-one support to people experiencing poor mental health.

The service is open to residents of Croydon who are 18 years and over and are registered with a Croydon GP. The service is currently designed whereby referrals can only be accepted from a GP, or another health professional at a GP surgery. People can be referred via the Recovery Space or the Croydon Health and Wellbeing Space. We are unable to accept self-referrals.

The service delivers person centred support to manage daily tasks and devise a personal recovery plan. An MHPIC provides

- \* Support to access and use community support services as well as
- \* Support to manage and maintain physical, mental health and wellbeing.

They do this through:

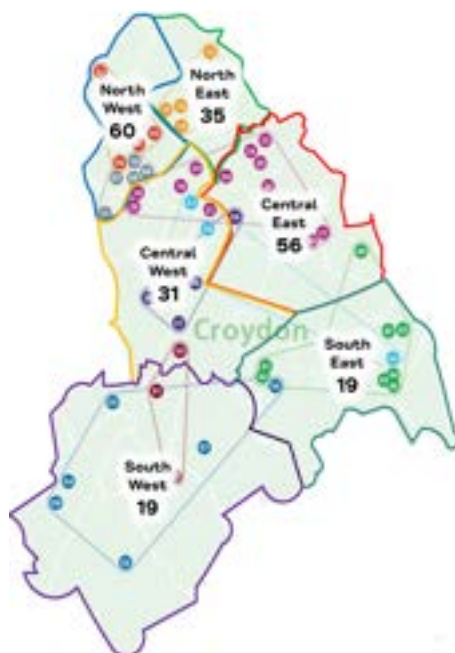
- \* Home visits and meeting in the community.

They are able to provide a client with:

- \* Access to self-help tools and resources and can
- \* Communicate with health and social care professionals on their behalf.

Throughout the year, the service has signposted and made referrals to **105** different services ranging from Careline, to Family Justice Centre and Croydon Talking Therapies

A total of **15** clients were referred to the clinical psychologist at Croydon Health & Wellbeing Space for therapy.



Ms A was unable to leave their home. They experienced panic attacks. Ms A was a carer. Their brother was disabled.

They shared with the MH PIC that they experienced a violent assault when at school. They thought that this trauma was linked to their fear of leaving the house.

The service supported Ms A to register for housing with the Council. They supported them to gain confidence to leave their house. This resulted in less panic attacks.

At first it was hard for Ms A to leave their house. Many services do not carry out home visits so it was vital for Ms A to work with the MH PIC to get to other places of support in the community.

The service was able to build an effective working relationship and assisted Ms A to achieve their goals.

Ms A was accompanied by the MH PIC from their home to the Croydon Health & Wellbeing Space to attend appointments with the clinical psychologist. After some time, Ms A was able to make the journey on their own having travelled on public transport unaccompanied for the first time in 2 years.

We started the year with **144** clients. Throughout the year we received a total of **220** referrals the majority of which were referred by our colleagues within Primary Care including GPs.

At the end of the year we had successfully worked with **218** clients who were then discharged from the service. The option to be re-referred is available.

Over the course of next year, we will be developing our referral pathways to widen access. This will greatly support people wanting to access the service

Valerie Williams  
MHPIC Service Manager

# In-Reach Peer Support

The aim of the In-Reach Peer Support Service is to provide a personalised and flexible support, which inspires hope, promotes recovery and supports people's successful transition back into the community. The service works with people on rehabilitation wards.

The service is commissioned by the NHS, South London Partnership

Peer support is when people use their own experiences to help each other. There are different types of peer support, but they all aim to:

- \* Bring together people with shared experiences to support each other.
- \* Provide a space where people feel accepted and understood.
- \* Treat everyone's experiences as being equally important.
- \* Involve both giving and receiving support.

Our Peer Support workers provide:

- \* Individual or group support on the wards, working with other professionals to help people, and the people close to them to talk about what they are feeling and experiencing.
- \* Practical experience, working alongside ward staff to support a person's confidence, this might be in using public transport for example. This unique practical approach may also involve supporting people to visit their homes.
- \* Support people to develop coping techniques and support ideas and approaches that have been helpful to others.
- \* Provide a coaching and mentoring role which supports people to identify and set their own goals.
- \* Support individuals to adopt a healthy lifestyle.
- \* Support people to express their views.
- \* Help people feel more empowered about their own wellbeing.
- \* Support people to become peers themselves via various opportunities if desired.

The service went *live* in January 2023 and it is an ambitious collaboration between 4 Mental Health Foundation NHS Trusts; South London and Maudsley, South West London and St George's and Oxleas.

Mind in Croydon partnered with 3 other local Mind associations: Lambeth & Southwark, Bromley, Lewisham and Greenwich and Brent, Westminster and Wandsworth, enabling the reach of the work across 6 different rehabilitation wards based at Bethlem Royal Hospital, Lambeth Hospital and Springfield Hospital.



Anyone admitted to any of the rehab wards will be offered the service and provided with an opportunity to access a Peer Support worker. This unique approach not only provides support on the wards but is able to work with a client for up to 6 weeks upon discharge. This is invaluable support creating a familiar and consistent presence and is proven to reduce isolation.

Our Peer Support workers come with a vast amount of personal lived experience and some have been an inpatient themselves, so they understand the difficulties that present themselves when having to go back into the community after leaving such a stable environment.

Our aim is to enable people to manage once discharged in their own homes. It equips people with resources shared to enable them to live independently, have the coping mechanism to self-manage their own mental health and be able to access the right support at the right time if they are facing challenges with any aspect of their life.

In doing this, we anticipate the re-admission rate back into rehab services will be a lot less. Our 2023/24 Impact Report will provide a full year's data to be able to see whether our anticipated outcomes were what the service found.

Shalini Patel  
In-Reach Peer Support Service Manager

# Recovery Space

The Recovery Space was set up in 2020 to support people in crisis and to provide an alternative to emergency services.

In 2022-23 we:

- \* Provided support to **775** people.
- \* Received **709** referrals.
- \* Delivered **2,812** sessions to people who journeyed through our service.
- \* Provided the delivery of an additional **471** support sessions were delivered to clients who part completed their support programme.
- \* Undertook a staggering **691** initial assessments.

The service supports clients by providing a space for them to feel safe and heard. Through our nurturing approach and environment, we help clients through their crisis onto a recovery pathway. As each person is unique, so is their crisis. The service creates a bespoke programme for each client, but always with the same goal; to promote independence and recovery. We have supported many of our clients to work through their crisis and onto their recovery and we have identified and signposted others to longer term services for support.

***“It has been a very helpful service, thank you. I feel much better than several weeks ago and I have refocused on the tools I need to enable me to cope better.”***

During this period, we have supported our clients using our targeted one-to-one support sessions, helping to reduce presentation at Croydon University Hospital in crisis. We have developed our approach to accommodate a managed “drop-in service” where clients can receive top up support sessions in between their next booked appointments to help support them from returning to crisis.

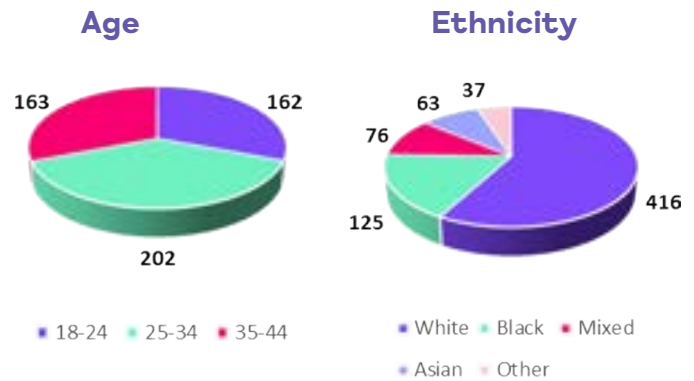
We provide crisis calls where existing clients who are feeling in crisis can access a short support session.

***“The physical environment is one which is very welcoming and puts you at ease as soon as you walk in. Personally, I found where the sessions took place had a very calming aspect especially with nature being right outside the window ”***

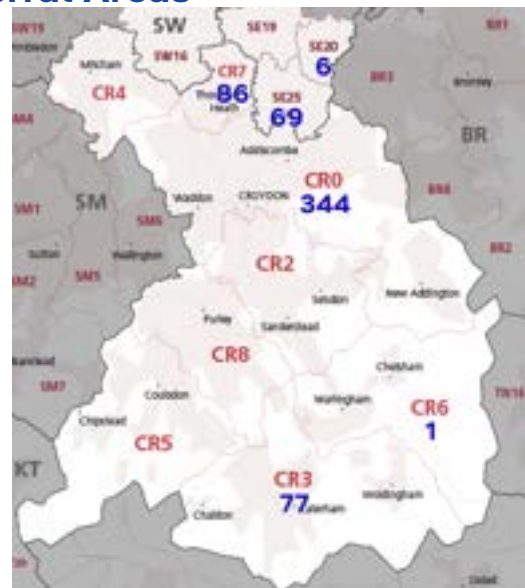
We are proud to involve and benefit from those former clients who have signed up to our new volunteer programme to come and join the team as

peer mentors in our wellbeing groups.

Demographic data of people being referred to and accessing the service remains similar to 2021/22.



## Referral Areas



As expected, Croydon University Hospital Psychiatric Liaison Team continue to refer the largest number of people **400**, followed by GP surgeries **202** which remains unchanged from past years. Crisis Support workers based at the Croydon Health and Wellbeing Space are able to identify people early who present in crisis and during this year **26** people were able to receive immediate support thanks to the way these services work together.

Over the course of next year, we will be developing our referral pathways to widen access. We are currently developing new partnerships with both Off The Record and Croydon Talking Therapies.

Rusell Javian-Lennard  
Recovery Space Service Manager



# Social Networking & The Hub

The Social Networking Service, including 'The Hub', is based in central Croydon and provides a safe, supportive space for people who are experiencing or recovering from mental health illness. We work with individuals to engage in activities in the community as part of their recovery.

The service provides a comfortable and friendly place for members which helps to reduce loneliness and isolation. The service provides support with a range of practical issues to help people become independent and confident in their abilities.

The service is open 6 days a week for groups and activities. Our Hub days are Wednesdays and Saturdays. On these days we open the doors to all our members and provide a warm and welcoming environment to socialise and have a hot meal cooked on the premises.

Referrals to the service are accepted from health and social care professionals including GPs, Care Coordinators as well as voluntary sector partners and other social care providers.

In 2022-23 we:

- \* Provided support to **377**.
- \* Received **250** referrals.
- \* Enabled **162** people to move on from our service.

We support people to engage with mainstream services and activities with a focus on arts and volunteering, and education. We work in a person-centered way to create goals. Clients can view their progress on the Recovery Star Assessment Tool.

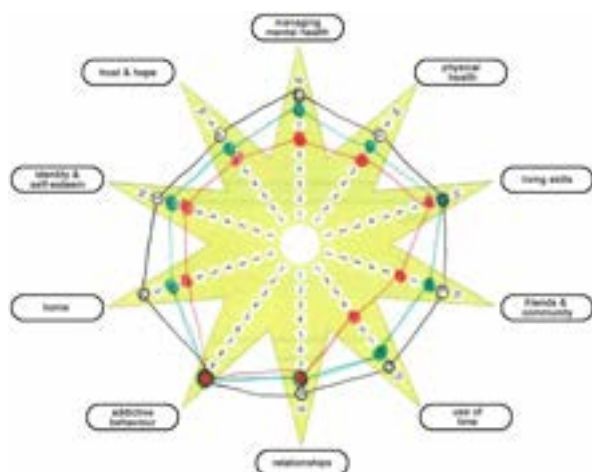


Chart showing improvement over sessions marked in red to black.

## Our Partnerships:

- \* We are very grateful to the support and input of SAVVY Theatre Company who facilitate our Drama group.
- \* Our thanks go to the Recovery College who delivers recovery and wellbeing education to our clients.

The Hub remains engaged with Foodshare which is incredibly valuable during the cost-of-living crisis, where it has become increasingly challenging to access local food donations for the service. The impact of this engagement has resulted in:

- \* **43** collections which is the equivalent of 941kg food.
- \* This provided **2,247** meals.

The Soul Symphony Orchestra regularly perform at The Hub, which gives our clients the opportunity to develop their singing and performing skills on stage as they can join in.

The Equine Therapy group at Kingsmead Equestrian centre has been very popular with our members who have had significant benefits in building confidence building, reducing anxiety, and promoting better physical co-ordination and general well-being. Members of the group have progressed to horse riding and have even taken up independent horseriding lessons.



*"I am finding the equine therapy is helping reduce my anxiety levels and depression, being around the horses is having a calming influence and helping me to increase my positive thinking and making me feel happier with my own self, it is definitely helping me with my impulse control and my social skills. The horses are helping me with my self-esteem and my confidence levels are rising a lot more when I'm with the horses. I can't wait to get there every week."*

Arlene Foster  
Social Networking Service Manager

# Therapeutic Services



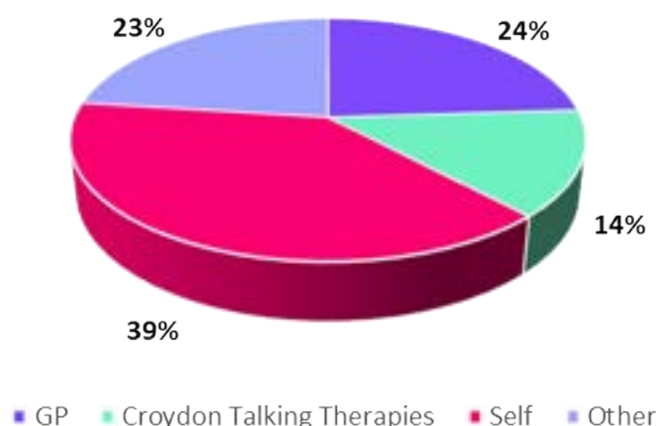
The Therapeutic Service provides one-to-one counselling to people 18 years or older who are experiencing mental health issues. Our service is accredited through the British Association for Counselling and Psychotherapy (BACP) and we follow the ethical and procedural boundaries set out by their governing body. People self-refer to the service and many people are signposted to do so by their GPs as well as Croydon Talking Therapies. Of note this year we can see that the level of need is not only increasing, we have seen a 10% increase in referrals made by GPs but that we are also seeing a higher number of people over 55, 10% more people receiving the service are 60 or above.

*“warm and welcoming atmosphere”*

In 2023/23 we:

- \* Grew from **190** new contacts in the first quarter of the year to closing the final quarter with a total of **704**.
- \* **261** people registered for the service with **240** going on to be offered an assessment.
- \* **200** people were assessed and placed on our waiting list to be allocated with a counsellor.

**Where referrals originate from:**



*“It’s been very helpful for my mental wellbeing”*

The service provides a specific Carers Counselling strand and this provides essential support to carers in Croydon. A carer is eligible for six free one to one sessions and unlimited access to the monthly psychoeducational workshops.



## Carers Groups

April 2023	May 2023	June 2023
Monday 3 <sup>rd</sup> Counselling Group Compassion Fatigue 10.30am-11.45am Penelope Road	Monday 15 <sup>th</sup> Counselling Group Health and Wellbeing 10.30am-11.45am Penelope Road	Monday 5 <sup>th</sup> Counselling Group Managing Thoughts and Keeping Positive 10.30am-11.45am Penelope Road
July 2023	August 2023	September 2023
Monday 3 <sup>rd</sup> Counselling Group Tips on Surviving as a Carer 10.30am-11.45am Penelope Road	Monday 7 <sup>th</sup> Counselling Group Raising Self-Esteem 10.30am-11.45am Penelope Road	Monday 4 <sup>th</sup> Counselling Group Resilience 10.30am-11.45am Penelope Road
October 2023	November 2023	December 2023
Monday 2 <sup>nd</sup> Counselling Group Self Compassion 10.30am-11.45am Penelope Road	Monday 6 <sup>th</sup> Counselling Group Mindfulness 10.30am-11.45am Penelope Road	Monday 4 <sup>th</sup> Counselling Group Coping with Extended Stress 10.30am-11.45am Penelope Road

In 2022-23 we:

- \* Provided support to **284** carers.
- \* Delivered one to one Counselling to **129** carers.
- \* Facilitated 14 workshops attended by **79** carers.

We know we could not deliver this service without our dedicated team of volunteer counsellors. Our volunteers see up to three clients weekly, which results in over **4,600** counselling hours available per year.

We have developed our delivery to include counsellor-led psycho-educational groups. These are in-person and can have up to **8** participants each. Topics include anxiety and anger.

*“I was given the space and tools to find my way”*

Over the course of next year, we hope to run our Hoarding Project. The Care Act 2014 recognises hoarding as one of the manifestations of self-neglect and requires all public bodies to safeguard people at risk of harm and neglect. A collaborative and integrated approach between agencies is required to deal effectively with the risks around hoarding and self-neglect and our service is part of the solution.

Sarah Halley-Murray  
Therapeutic Service Manager

# Welfare Benefits Advice



Now in its 27th year, our Welfare Benefits Advice service is a specialist service focusing on appeal cases which need to be taken to HM Courts and Tribunals Service and other complex welfare benefit issues. We take a holistic approach with a particular focus on mental health and benefit uptake.

*“Etta has been absolutely brilliant support to me throughout – she has listened, cared and been so supportive. I am so grateful for all her help; she really is a lovely lady. I will miss her and be eternally grateful that she was my support worker.”*

Having only recently commissioned the specialist Employability and Welfare Benefit Advice Casework service, adopting an innovative approach to cement Employment Support and Welfare Benefits support services together in September 2021 we were dismayed to hear that a little under a year later Croydon Council intended to decommission the service.

At the time of hearing this news we worked sensitively and with compassion to support those 150+ clients who had open casework files with unresolved complex issues and no other sources of support available. During this time a decision was taken by the Trustees of the Charity to use some of the Charity’s reserves to enable this crucial service to remain open at a critical time whilst we worked tirelessly to secure other funding.

*“Without the help of Mind in Croydon and in particular the help of Michel, I would not have been successful in my PIP application and tribunal outcome. Mind in Croydon has been invaluable in helping me.”*

It was during this time the service started to work more closely with our colleagues at the Croydon Health and Wellbeing Space and it is as a direct result of this partnering that the team are now embedded within the wider Transformation Programme.

*“Adrian has been so helpful; I don’t know what I would do without him.”*

Given the instability experienced during 2022-23 it is even more impressive to have:

- \* Delivered support to **699** people.
- \* Attended **102** Tribunals and sat alongside vulnerable people to ensure that they received the income their household was entitled to.
- \* Raised **£1.5 million** in previously unclaimed benefits for Croydon residents.

## Case Study:

Mr K contacted the service following an unsuccessful Personal Independence Payment claim. He wanted assistance with requesting a mandatory reconsideration in writing with which we assisted him. The decision came back unchanged, and we advised him to appeal the decision.

At the First-Tier Tribunal, his appeal was not allowed. We felt he had grounds to appeal to the Upper Tribunal and we made an application on the client’s behalf. A district judge looked at our application and set aside the First-Tier Tribunal decision and gave a new date for a different panel to hear the case.

At the second hearing, his appeal was allowed with an award of enhanced rate for both the daily living and mobility activities and the client received a backdated payment of £11,023.09 and ongoing weekly payment of £172.75.

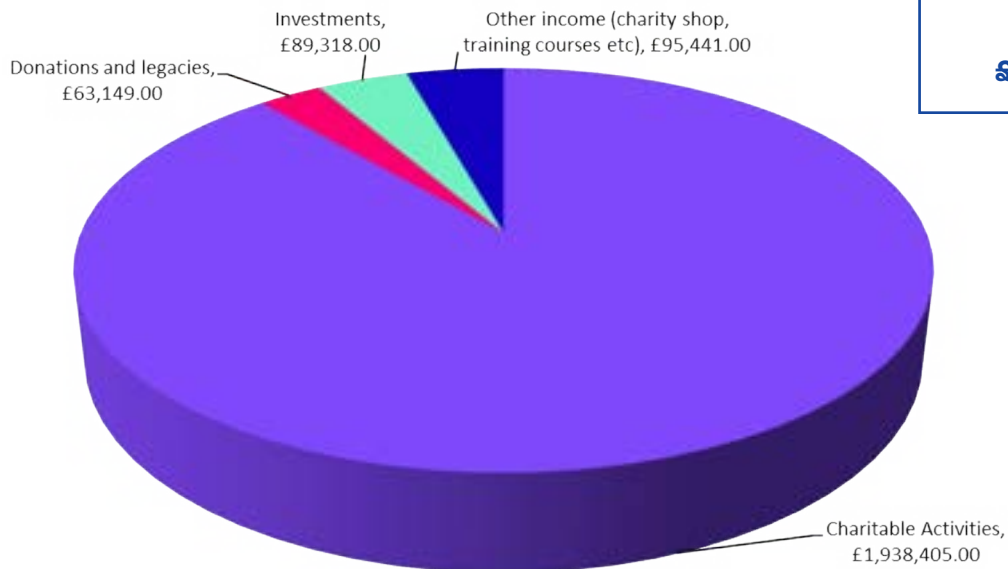
Tom Goddard  
Director of Services



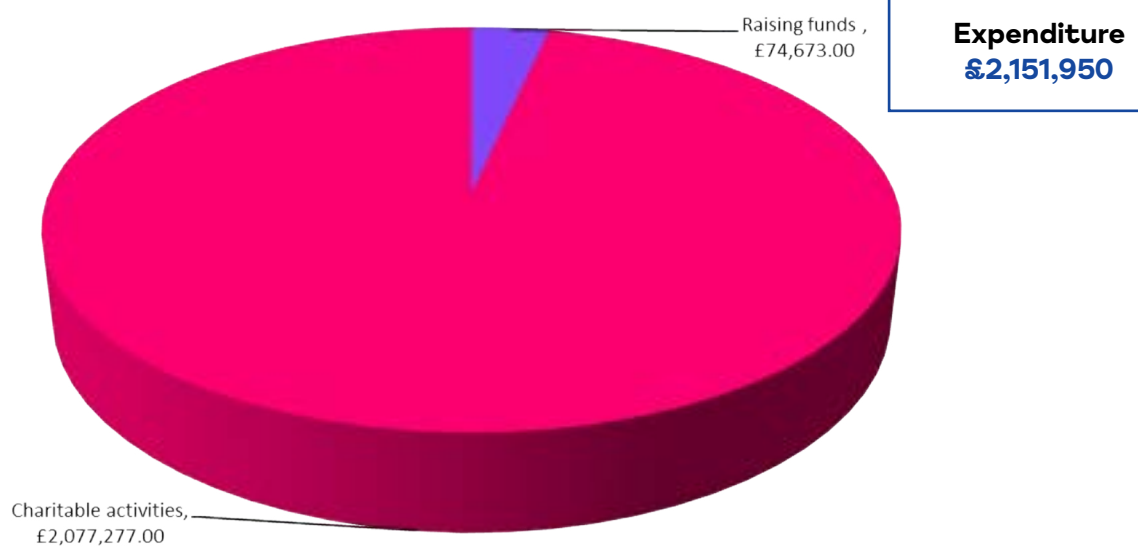


# Income and Expenditure

## Income



## Expenditure



## Key Funding Sources

During the year our principal funding sources were:

- \* NHS South West London Integrated Care Board
- \* London Borough of Croydon
- \* South London & Maudsley NHS Foundation Trust

# Governance

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

## The Board of Trustees

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

The Board sets the strategic direction of Mind in Croydon and appoints a Chief Executive to manage the day-to-day operations of the charity, whilst overseeing the review and management of risks, controls and procedures to ensure that the strategic plan is successfully implemented.

The Board meets six times a year and appoints members to the sub-committee, the Finance, Risk and General Purposes Committee, which meets quarterly.

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



Just a few of our dedicated and hardworking Board Trustees

## In 2022-23, the Trustees of Mind in Croydon were:

Brett Garcia - Chair

Saba Khan - Vice Chair

David Martin-Clark - Vice Chair (resigned Oct 2022)

Tony Horton - Treasurer (resigned Oct 2022)

Luege Minchella (resigned Oct 2022)

Shukri Mohamed (resigned Sept 2022)

Jon Fraser (resigned May 2022)

Angelica Thomas

David Sayers - Vice Chair (resigned Nov 2022)

Grace Obar

Jill Kyne

Eula Kerr (appointed Nov 2022)

Jean-Paul Noel-Cephise (appointed Nov 2022)

Alexander Enahoro (appointed Feb 2023)

## Service User Trustees

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

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

Our full statutory accounts for 2022/2023 are available online from Companies House and the Charity Commission.

# 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 and Donations

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

- Adam Hughes
- Ben, Issy, David, Mia and Sean, our London Landmarks Half Marathon runners
- Bequest from Todd Estate
- Croydon Land Registry
- Govia Thameslink GTR
- Harris Primary Kenley
- IGF
- K Hughes
- Ladies' Captain's Charity 2020/21 - Shirley Park Golf Club
- Land Registry
- Leonardo Hotels (formerly Jurys Inn)
- Merstham Village Club
- Nestle
- Mr & Mrs McDonald
- PayPal Giving Fund
- Primark
- Purley Rotary
- Ruth M
- Sharegift
- St Mildred's Social Committee
- Waitrose, Coulsdon
- Zurich

## How you can support us

There are many different ways you can support Mind in Croydon:

- \* You can follow us on Social Media (see page 13), there you can comment on and like what we are doing and saying
- \* You can get involved; become a volunteer  
<https://www.mindincroydon.org.uk/get-involved/volunteer/>
- \* You can fundraise for us by :
  - \* Donate to us via our website at <https://www.mindincroydon.org.uk/fundraising/donate/>
  - \* Text donate by typing MINDCROYDON 10 (to donate £10 for example) to 70085
  - \* Just Giving by setting up a fundraising page at <https://www.justgiving.com/mindincroydon>
- \* You can donate pre loved items to our Charity Shops:

Mind in Croydon Charity Shop	Selsdon Mind Shop
289 Lower Addiscombe Road	135 Addington Road
Croydon	Selsdon, South Croydon
CR0 6RE	CR2 8LH
Tel: 020 8662 9383	Tel: 020 8651 4114
- \* You can talk about our work with your friends and families

**Every single contribution is recognised, acknowledged and appreciated,  
together we make this Charity strong.**



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